



LONDON

et

L'ENFANTERRIBLE

ISSUE 4

**“There’s
nowhere else
like London.
Nothing at all,
anywhere.”**

-Vivienne Westwood



L'ENFANTERRIBLE

#NUMERO 4

DAVID HANDLEY
FRANCESCA BARTOLI
SUSAN YATES
LINDA MCLEAN
IAN BODDY
LUCA ZORDAN
NADIA RONCHI
ROSE ANGUS
NERYS JONES
KATE VAN DER HAGE
CLAIRE PORTMAN
LIZ SHEPPARD
JONATHAN MALPASS
ROM SARTIPI



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CAVENDISH ROAD



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CITY BOYS

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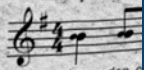
ET MOVIES LONDON



London

Words and Music
Mick Jones, Paul
Topper Headon

Melody:



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ET MUSIC

There's
nowhere else
like **London**.
Nothing at all,
anywhere.

Vivienne Westwood



cover by
Francesco Giarrusso

TITFER TAT

PHOTOGRAPHER: DAVID HANDLEY



BOWLER HAT

HAT FROM CHRISTY'S
DRESS BY LOVE MADE LOVE @ CHILDRENSALON
WEATSHIRT BY LITTLE ELEVEN PARIS



PEARLY QUEEN

HAT FROM ANGELS
DRESS DAVID CHARLES @ CHILDRENSALON



PEARLY KING

HAT FROM MASQUERADE - JACKET BY DOLCE & GABBANA
SCARF BY MASQUERADE



I LOVE LONDON

CAP STYLISTS OWN
LEOPARD TRACKSUIT BY ROBERTO CAVALLI @ CHILDRENSALON
JACKET BY THE ANIMALS OBSERVATORY

POLICEMAN

JACKET BY LITTLE ELEVEN PARIS
SWEATSHIRT BY LITTLE ELEVEN PARIS



DEERSTALKER

HAT FROM CHRISTY'S CAPE BY CHLOE
SHIRT BY SCOTCH SHRUNK
PANTS BY THE ANIMALS OBSERVATORY

BEARSKIN

HAT FROM ANGELS
JACKET BY SOMEDAY SOON



Photography: David Handley @ Era Management

Stylist: Francesca Bartoli @ Zara Ronchi

Grooming: Susan Yates

Digital Operator: Rob Parker @ Assist London

kids

Tilly and Isiah @Bruce & Brown • Freya and Sakura @Kids London
Benedek @ Grace & Galor • Calum, Junuh and Lana @Scallywags



- Bakerloo
- Central
- Circle
- District
- Hammersmith & City
- Jubilee
- Metropolitan
- Northern
- Piccadilly
- Victoria
- Waterloo & City
- DLR
- London Overground
- Emirates Air Line
- Interchange stations
- Step-free access from street to train
- Step-free access from street to platform
- National Rail
- Riverbus services
- Tramlink
- Airports
- Emirates Air Line

Linda Mclean/Smudgetikka and ET on:

KIDS FASHION/BLOGS TRENDS/BRITISH STYLE LONDON

INTERVIEW BY LUCA ZORDAN

LZ Linda can you tell us a little bit about yourself?

LM I studied fashion design at St Martins School of Art and was lucky enough to go straight into a job as a fashion assistant at a glossy monthly publication called Honey magazine before I had even completed my degree. I was Deputy Fashion Editor at Honey magazine then became Fashion editor of the Mail on Sunday newspaper's glossy weekly magazine YOU for 8 years. I was freelancing when I met my now ex-husband who was in publishing and when I became pregnant we looked at the magazines available and decided there was something missing from the market so we started Junior Magazine where I was the Fashion Director for 15 years. When the paper edition of Junior folded I began my own blog **Smudgetikka.com** focusing on kids fashion and lifestyle and I now also work as the Fashion Editor of Family Traveller magazine.

You are the most famous kids blogger in the UK with a huge readership worldwide. Can you describe a typical day for you?

I am one of those people like so many now who begin with a coffee in bed and my Instagram

account open. I have a large following on Instagram and I try to post 3 or 4 times a day. I check what other people have posted and then run through my emails, responding to anything important straight away and leaving others for later. A quick look at the news headlines and then I shower. If I am going into town for an appt or a press show I will head off after breakfast into central London or the east end. I might also have a look at a few shops while I am there or if I have time catch an exhibition, check out Selfridges magazine store or see what is new in Dover St market. Back home I will do a blog post for either that day or tomorrow depending how ahead I am with my schedule and then see with all the remaining emails which some days is just overwhelming.

Out of the hundreds of pictures you receive and look at every day, how do you decide which one's to publish? What inspires you and what don't you like?

I have a particular taste that I can't really describe, I suppose its an instinct I've built up over so many years in the business, I just know a good shoot when I see it, I guess you would call it a good eye. Sometimes I can tell why a shoot doesn't work well and other times I find quite hard to explain, I



think it needs a good team to work together and every element needs to be right, the model, the photographer, the stylist, the hairdresser, the idea, the location. There is so much that can go wrong and if just one element is off it can make the shoot much weaker. I don't like commercial shoots, I have an editorial eye and I will reject anything I think is not interesting or seems to be selling too hard with cheesy grins.

You have been the fashion editor of junior magazine, what was your transition like from printed pages to the screen of your blog?

I find very little different really, except that I am more of an editor now and no longer do as many shoots myself, but already for the last few years of Junior I was commissioning shoots by other teams and now I still work on shoots for Family Traveller so the only thing I miss is having a permanent cupboard of samples ready to pull from. Calling in for every shoot is far less efficient. The way I collect information is still a lot of meeting with people and going to trade shows and press days.

After working for many years in kids fashion, how do you maintain a unique, up-to-date, and fresh look? What is the secret of your success?

Haha, I wish I knew so I could extend it even more. I think fashion has always fascinated me so there is always a new inspiration with a new collection every six months, and also of course many new brands all the time.

Sadly I am rubbish at the tech side, if I were better I think I would be updating the look of the site much more and maybe incorporating a shopping area but quite honestly when things go wrong I am so frustrated I know it would drive me mad.

The influence of social media has created a new series of opportunities for kids apparel companies to promote their brand. According to Forbes magazine, Prince George is "the world's most influential toddler" everything he has worn has "been sold out within 48 hours." It seems that combining cute kids, great clothes, and famous

parents leads to great pr.

What is your opinion about the effect of these new ways parents relate to kids fashion and the aspirational models created on the social media outlets?

Personally I have never really been into celebrities and their lifestyles much, I know they have huge impacts for the brands they choose to wear and its very important for brands to be seen but I use very little celeb content. I do think its not the fashion forward customer that's being influenced there though, its a mass market thing.

The Social influencer mums do have more of an impact on the fashion side though, there are certain brands who give samples to key Instagram mums who have seen huge growth through doing so. It's another version of Grazia magazine really, magazines have just been replaced by social media for spreading the word and for those who play it well there are great rewards.

As potential customer's parents are experiencing the influence of global brands, we can see their logos and shops almost everywhere; does it still make sense to talk about British Style? Do you see any kids designer here in England that stand out for originality and personal voice?

Sadly Britain has lost out a little in the kids market. For a long time we had a rather sad trade fair based in Birmingham and it really didn't have much of a draw for overseas buyers while in Europe there is Pitti Bimbo in Florence, the largest and oldest kidswear trade fair and Playtime Paris which has been expanding hugely in the last few years and has offshoots in Tokyo and New York.

We now have two trade fairs in London, the largest is Bubble London and there is a small independent fair Dot to Dot London which together offer a good selection of UK brands, the problem is to convince the buyer to come when there is such strong competition. Some of the strongest British kids labels have moved to exhibit in Paris and Florence rather than London because of this, we have great brands like Hucklebones, No Added

Sugar, Raspberry Plum, The Bonnie Mob, Wilde and Gorgeous, Loud Apparel all of whom exhibit in Paris and Florence and also some of our adult designers have great kids collections too such as Stella McCartney, Paul Smith, Roksanda Ilincic. Also there is Rachel Riley whose clothes are often worn by royal babies and has a classic but enduring style.

London has been the center of fashion trends in the last 40 years, is the kids apparel influenced by this vibrant creativity?

Yes in that a lot of the designers in kidswear start in the adult fashion business so have very much the mentality that comes from working in the fashion business in both London and other creative centres. Its a classic story, they have a baby and then move into the kidswear world as its so much easier to find a balanced lifestyle.

What is your favorite thing to do in London in your free time? Is there any interesting shopping place that you can recommend?

I adore Liberty store, there is still an old fashioned store atmosphere there which some of the others have lost by making in store boutiques for all the designer areas, there are very cute boutiques in

the Notting Hill area with Caramel and I Love Gorgeous amongst others. I've never visited it but Cissywears in South London has a fantastic individual edit and a huge following on Instagram and has visitors from all over the world to her store.

Another special place is a bit of a trek but Petersham Nurseries near Richmond is close to the river Thames, has a fantastic restaurant and cafe and an eclectic selection of decorative and gardening items in their store as well as plants, you can have a coffee and cake and take a walk along the tow path of the Thames afterwards, its well worth the travel to visit especially at Christmas when they have the most gorgeous tree decorations.

I like to visits the museums and art galleries of London we are so lucky to have such choice. I am on the V&A press list so I go to everything on there and usually the Tate Modern too.

Somerset House and the National Portrait gallery are other favourites, and there are usually great fashion exhibitions at the smaller but interesting Museum of Fashion and Textiles.

www.smudgetikka.com
[instagram.com/smudgetikka](https://www.instagram.com/smudgetikka)

hucklebones.co.uk
noaddedsugar.com
raspberrypium.com
thebonniemob.com
wildandgorgeous.co.uk
loud-apparel.com
stellamccartney.com/us/kids_section
paulsmith.co.uk/us-en/shop/junior



EU



E N E R G Y U N I T E D

photography: Ian Boddy















left to right

Top, cardigan and boots - Mini Boden, trousers - Isosy children.
 Jumpsuit and sneakers - Mini Boden, Faux fur vest - Isosy children.
 Dress & socks - Stella McCartney kids, Hoodie - No added sugar, Shoes - Mini Boden.
 Shorts & Socks - Mini Boden, Sweat shirt - Stella McCartney kids, Sneakers - Converse.
 Shirt & Trousers - Mini Boden, T-shirt - Stella McCartney, Sneakers - Adidas.
 Top & hat - Stella McCartney, Fox bag - Bax&Bay, Skirt - Mini Boden, Leggings - No Added Sugar.
 Denim Jeans & Vest - Stella McCartney kids, T-Shirt & Boots - Mini Boden.
 All clothing Mini Boden.
 Top, Cardigan & shoes - Mini Boden, T-Shirt & Skirt - No Added Sugar.

Photography: **Ian Boddy** @Zara Ronchi
 Art direction: **Luca Zordan** @Zara Ronchi
 Stylist: **Nadia Ronchi** @Zara Ronchi
 Groomer: **Rose Angus** @S Management
 Digital Operator: **Jo Burrows**

Kids
 Harriet Hamilton • India Duncanson • Aliyah Sesay @Bruce & Brown
 Lemaya Spence @ScallyWags
 Cai Finch • Eleanor Gibbons • Hope Powell @Elizabeth Smith
 Lila Guidoni @Grace & Galor
 Arisha @Alphabet Kids

SOUTH BANK

I have lived in London for most of my life, and never get bored of walking a long the south bank, it's full of life and attracts all walks of life, it has an abundance of street artists, markets, the book market is especially impressive, museums, the Tate being my absolute favourite it's such an impressive building , and completely dwarfs you , the interior is so beautiful it's a must to anyone visiting. **THE HAYWARD** is another incredible piece of architecture.



STAR OF INDIA

Although not traditionally british, but us brits love a curry and this place is no ordinary curry, it's a culinary delight, definitely one of my fav restaurants.

154 Old Brompton Road - London SW5 0BE



SHOREDITCH THE VINTAGE EMPORIUM

ECLECTIC TEA VINTAGE STORE
Is an eclectic tea come vintage store in Shoreditch, great home baked cakes.

14 Bacon St,
London E1 6LF
United Kingdom

MALTBY ST MKT

OPEN SATURDAY

Maltby mkt is a stones throw away from **Borough st Market**, it's a narrow little street in SE1 under the railway arches. Full of small food venders tucked away in old warehouses which have been converted into restaurants cafes and delicatessen. **Lasco's** salvage and vintage store is an Alladins Cave, love this place.



MILLER HARRIS PERFUME STORE

is a London based perfumer founded by Lynne Harris, love her perfumes & candles, especially love all the woody tones of her unisex range. The store is beautiful modern elegant and the smell of course is divine.

www.millerharris.com



DOVER ST MKT

CONCEPT STORE HAYMARKET

This is my ultimate go to store, it's one of the most inspiring stores in London, this multi storey space is packed full of delights!!! Also has a great cafe there.

TRACEY JACOB'S FAVORITE HAUNTS IN



Tracey Jacob is considered one of the most talented kids fashion art director and fashion stylist. Her unique sense of style and visual creativity has been the source of inspiration for many. Et magazine asked Tracey to share her personal london favorites.

RICHMOND PARK

RICHMOND

It's my favourite park in London, love to go there for long walks, clears the mind and good for the soul, you can be in the middle of this park and feel you have been transported to a different place, it's packed with wildlife.



JERMYN ST

This is another wonder of London Tradition, full of beautiful bespoke menswear stores, John Lobb, jermyn st barbers and Floris are all traditional London stores.

www.jermynstreet.net



BOROUGH MARKET

OPEN SATURDAYS

Love Love this market, it's a food lovers delight!!!! It is jammed packed full of independent food stalls , and most of them all have little tasters. There are great stores around this area also, and a stones throw away from the Shard which is overwhelming.



JAMES SMITH & SONS

FAVOURITE TRADITIONAL STORE

This beautiful store has been trading in London since 1830, it's truly an inspiration, worth a visit. The art of making an umbrella!!!

Hazelwood House
53 New Oxford Street-London WC1A 1BL

www.james-smith.co.uk/jeremyin



FORTNUM & MASON'S

It's one of the most beautiful department stores in the world, it's been around since 1707, the tea department is wondrous. Although doesn't happen often but this is one place that is a must for high tea, crusts are most definitely cut off ones sandwiches here. It's expensive but would recommend it to anyone.LOVE IT!

181 Piccadilly - London W1A 1ER
www.fortnumandmason.com

BLACK AND WHITE MEMORIES

photography
Luca Zordan



P/15 Derek Rose
www.derek-rose.com
Jkt Vintage Mod
available on ebay.co.uk
trainers Adidas



P/15 Derek Rose
www.derek-rose.com
Duffel Coat Overall
www.childensalon.com





Jkt Burberry
www.childrensalon.com
P/j.s Derek Rose
www.derek-rose.com



P/j.s Derek Rose
www.derek-rose.com
Sweater *Someday Soon*
www.alexandalexa.com
Track top Burberry
www.childrensalon.com



P/J.S Derek Rose
www.derek-rose.com
Check it Burberry
www.childrensalon.com



P/15 Derek Rose
www.derekrose.co.uk
cardigan Lyle&Scott
www.lyle&scott.com



P/16 PJ Pan
www.pjpan.co.uk
Jkt Little Eleven Paris
www.elevenparis.com



It's Someday Soon
www.alexandalex.com
P.J. & P.J.
www.pjpan.co.uk

photography

Luca Zordan @Zara Ronchi

art director / stylist

Tracey Jacob @EraMgmt London @Sarah Laird N.Y.C.

hair and make up

Rose Angus @S Management

kids

Chloe @Kids London

Jacob @Kis London

Lawson @Tiny Angels



Jackie Stewart



Peter Sellers



Herman Parkison



Paul McCartney



Roger Daltrey



Prince Charles



Don McCallin



Mick Jagger



Philip Jones Griffiths



Martin Parr



Her Majesty The Queen



Eric Clapton



Cecil Beaton



Malcolm MacDonell



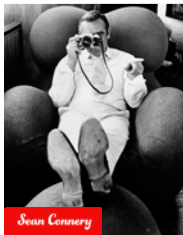
the Duchess of Cambridge



David Bowie



George Harrison



Sean Connery



Benedict Cumberbatch



Gary Grant



Bill Brandt

FUR GILLET BY LITTLE ELEVEN. SWEAT SHIRT BY SOMEDAY SOON.

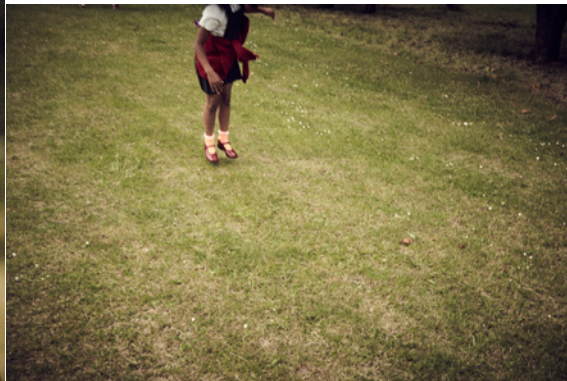
DULCIE WEARS GOLD SKIRT BY LOUD APPAREL.
GOLD BOX SOCKS BY BOBO CHOSSES.

TOM SWEATSHIRT AND TROUSERS BOTH AS BEFORE BY SOMEDAY SOON.
BILAL JACKET BY AGATHA CUB.



CAVENDISH ROAD N4

PHOTOGRAPHY NERYS JONES



IMANI WEARS PALE PINK JUMPER BY BOBO CHOOSSES.
JACKET BY AGATHA CUB.
SCHOOL UNIFORM WITH FLORESCENT SOCKS BY RIVER ISLAND.



JACKET BY AGATHA CUB



PINK JUMPER BY BOBO CHOSES

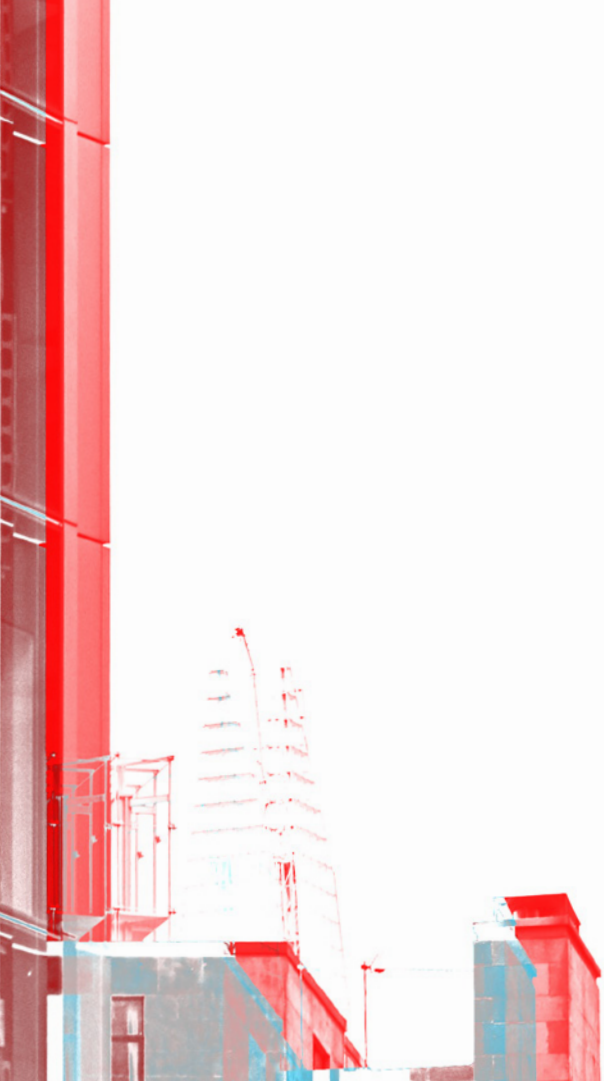


SWEATER BY SOMEDAY SOON



Photography **Nerys Jones**
 Styling **Kate van der Hage** @Era management
 Hair and Make up **Claire Portman**

kids
Bilal @Bruce and Brown • **Imani** @Sallywags
Tom, Catherine @Grace & Galor Ezra
Deanna @Ray and Robin • **Dulcibelle** @Teddy



CITY BOYS

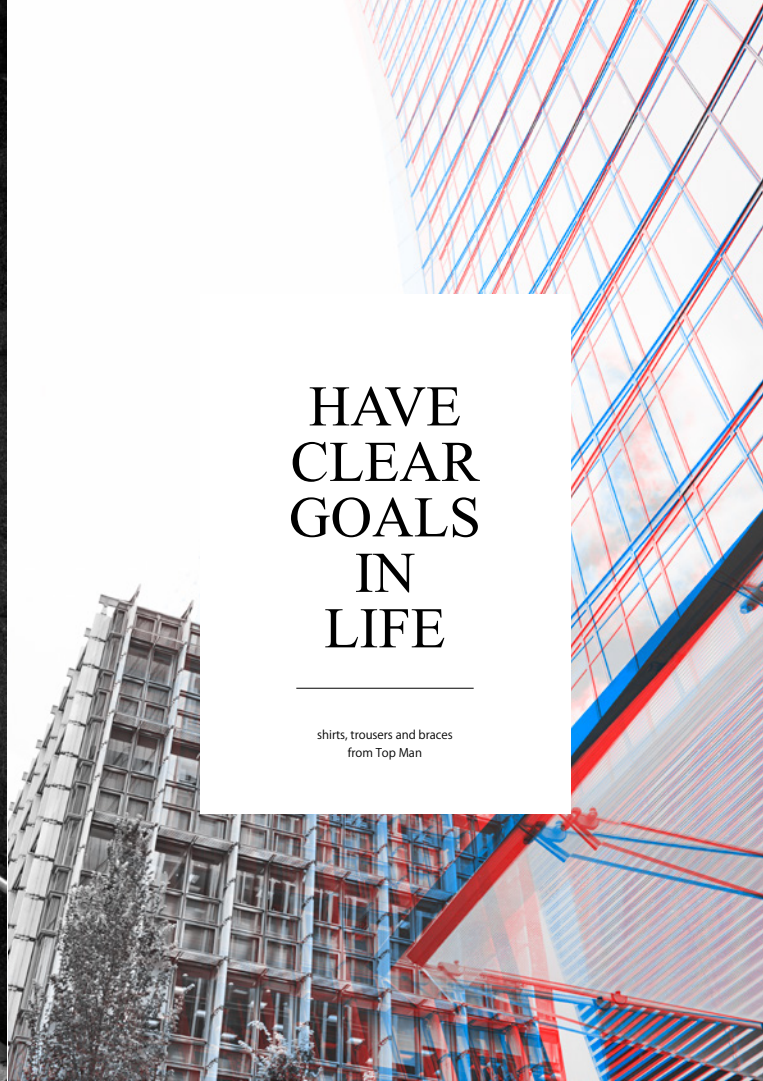
Photography: Jonathan Malpass






HAVE CLEAR GOALS IN LIFE

shirts, trousers and braces
from Top Man



all boys
suits Top Man, shirts Top Man
braces Top Man, Shoes Next





GOALS YOU DREAM ABOUT AND BELIEVE IN

shirt from Top Man
and bowler hat from Christys



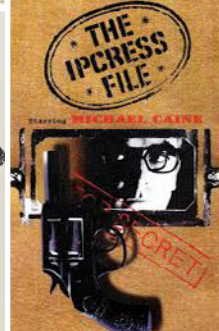
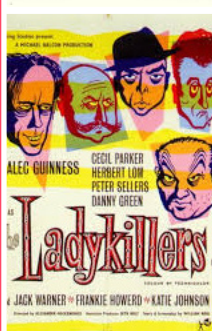
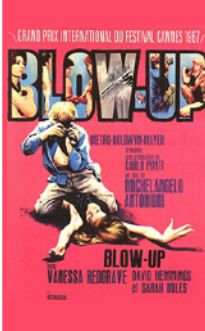
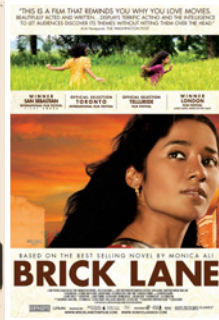
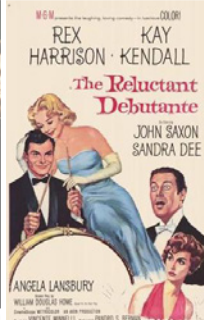
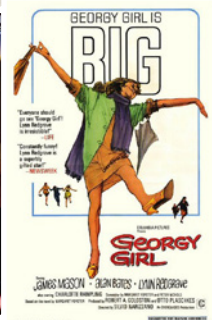
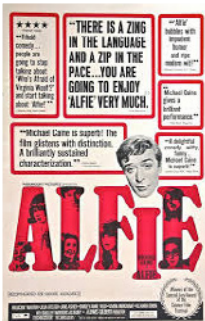




Photography: **Jonathan Malpass** @ Roxy & Jack
 Art Direction: **Liz Sheppard**
 Stylist: **Francesca Bartoli** @ Zara Ronchi
 Grooming: **Rom Sartipi**

Kids
Saul, Nyles and Brook @Bruce & Brown
Joseph @Grace & Galor
Taylor @Kids London







etMUSIC

et

er Magazine
numero 4

created by **Luca Zordan**
designed by **Francesco Giarrusso**

