

HILLARY CLINTON - THE PUPPET MASTER ON PARADE

RAZOR

www.razormagazine.com

MAVERICKS

Richard Branson, Bret Easton Ellis, Rande Gerber, Julian Schnabel and other trailblazers.

BRING BACK BURLESQUE

Sex columnist Anka Radakovich delves deep into the art of flash.

THE CULT OF PERSONALITY

The Raëlians claim to have created two cloned babies. Are more on the way?

STANLEY KUBRICK

A photographic tribute to the legendary filmmaker.

Martin Scorsese
Penn & Teller
Lou Reed
George W. Bush
Billy Wirth

SPRING STYLE ISSUE

The Razor guide to men's fashions with over 30 pages of best buys.

SALMA HAYEK'S

BEAUTIFUL MIND



USA \$ 4.99 Canada \$ 5.99
March 2003 Vol. 3 No. 3

fashionclub



Ian MacKintosh

The Conductor

Fashion events are not born, they are made – created, orchestrated, produced and released. We see the surface: a machine gun frenzy of flash bulbs, turned heads to see who's sitting next to who and who's wearing what, and the climax – the designer's walk and bow to signify that it's all over. What you don't see are the kaffuffles, the hurdles, or the wrinkle-smoothing along the way. Ian MacKintosh, founder of Iliad Communications and Production, does.

Since starting out, first with the Council of Fashion Designers of America, MacKintosh has risen to the top of his game, producing shows for icons like Bill Blass and Oscar de la Renta as well as playing God: he gets to fill the room with interesting people from every industry and decides who gets the money spot – the front row.

Beyond producing fashion extravaganzas, MacKintosh, along with his partner Diana Wright, has his hand in graphic design, speech writing, product placement and web design, to name a few. This gives him a unique vantage point into the fashion arena.

On direction: "The only direction for men's fashion is up and forward, in every aspect. The mood in general has to go up. Designers are purposely putting color in their designs so not to look depressed."

On men's trends: "Men's fashion is simple, it's basic. If there is going to be a next trend for men, it's going to be more color and tighter-fitting clothes. Technology will also continue to be a major influence."

On the machine: "Where do we get that 'peach' is the next hot color? I think it's a mix. Trend forecasters come up with their reports that list their colors, designers listen, and then everybody pays attention. Years ago, we could say that Europe was dictating the trends. Now, New York has to go first to prove that we're not copying."

David Wolfe

The Prophet

Open up any magazine and you're confronted with images and statements infused with that "I know I'm right" tone – a fury of "must-haves" and "can't live withouts." This comes as no surprise to David Wolfe.

There's a lot riding on design trends – reputation, image and of course, money. One wrong move can make all the difference. That's why designers and clothing companies, from Neiman Marcus to Wal-Mart, are willing to pay David Wolfe – the forecaster of the Wonderbra and the platform shoe – to think for them.

As the head of D3, the trend-forecasting division of the Donegar Group, Wolfe's job is to weigh culture, economics and demographics against what sold last year, and voila, the new trends are born. Of course, it's not quite that simple. Wolfe and his staff spend years researching, traveling and trolling the streets of epicenters like London, "the epitome of fashion," to hatch their fashion strategies.

From there the hush-hush forecast passes to the textile companies who manufacture the

soon-to-be heralded colors, textures and prints. So when the designers are enlightened by Wolfe's advice, everything's ready to go – the machine is fueled.

On the next big thing: "Men's fashion will be infused with more color and print, something that hasn't been seen since the early 70s. We're seeing symptoms already, but men's fashion moves at a snail's pace compared to women's."

On the current state: "We are entering a new Golden Age of men's style due to demographic evolution. A generation that grew up immersed in labels is moving into positions of real power. They are more fun to look at than Generation X."

On driving forces: "I think fashion's influence will continue to be the entertainment media. As always, role models and celebrities are rammed down our throats, whether we like it or not, so let's hope they continue to deliver."

David Wolfe



Ian MacKintosh



Lloyd Boston



Fern Mallis



Rob Epstein



Simon Doonan

