

UNIVERSIDADE DE LISBOA
FACULDADE DE LETRAS



*O Marketing da Aparência: Comunicação e Imagem nas
Publicações Periódicas de Moda.*

ANEXO

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Mestrado em Ciências da Cultura

2010

Anexo 1 – Editorial: “Alice in Wonderland” para a *Vogue*, Dezembro de 2003.
Fotografia de Annie Leibovitz

VOGUE
point of view



alice in wonderland

*Lewis Carroll dressed her as an innocent in satin and ribbons.
Disney made her flaxen-haired and saucer-eyed.
In the pages of Vogue the land of merry unbirthdays and late-running
rabbits shimmers to life again—as the world’s most influential
designers dress the original little-girl-lost in their own visions.*

Photographed by Annie Leibovitz



Curiouser and Curiouser: Beyond nonsense verse and coming-of-age fables, Lewis Carroll's true passion was photographing moody young beauties. Olivier Theyskens, in the guise of Carroll, captures model Natalia Vodianova as Alice Liddell. Natalia wears a Rochas iridescent blue-flower ruffle dress specially designed by Theyskens.



Down the Rabbit Hole: Faster, faster, faster she fell! Chasing Tom Ford's White Rabbit, our Alice disappears down the never-ending dark passage. Tom Ford for Yves Saint Laurent. Gauche sky-blue silk-satin dress.



Drink Me: How was Alice to know the innocent little bottle would make her grow to such a size? As Helmut Lang watched from the wall, she curled her legs up and hoped the designer's organza minidress wouldn't be crushed by her startling height. Dress from the Helmut Lang made-to-measure studio.



Advice from a Caterpillar: Clad in Marc Jacobs's ruffled chiffon minidress, Alice found herself engaged in an infuriatingly roundabout conversation with a mushroom-dweller. Where am I? she wondered...and how have I gotten here?



Fig & Pepper: It was a queer-shaped little creature, and held out its arms and legs in all directions, “just like a starfish.” Chanel Haute Couture embroidered satin jacket with a draped satin skirt and cream leather boot pants. The Chanel designer wears Chrome Hearts necklaces and belt.



The Cheshire Cat: “Would you tell me, please, which way I ought to go from here?” Alice asked sweetly of the cat with a grin as devilish as anything she had ever seen. “That depends a good deal on where you want to get to,” replied our Cat, Jean Paul Gaultier. Blue silk-jersey draped dress by Gaultier Paris.



Tweedledum and Tweedledee: “If you think we're alive, you ought to speak,” said the one marked DEE. Alice, in a Viktor & Rolf multilayered silk dress, stared as the Tweedle duo spouted nonsensical tongue twisters. Rolf Snoeren, *left*, and Viktor Horsting wear matching suits and bow ties of their own design.



The Mad Tea Party: “No room!” The March Hare and Mad Hatter shouted. “No room!” But Alice plunked down, desperate for some biscuits after a long day of living backward. Christian Lacroix Haute Couture dress with painted and sculpted mink dickey over a lace top and frilled lamé skirt. Stephen Jones (*right*), wears a custom-made hat of his own design. Lacroix, as the March Hare, is at far right.



Who Stole the Tarts? “My name is Alice, so please Your Majesty,” the young girl, draped in Dior Couture, said softly. “ You make me giddy!” screamed the Queen. Dior Haute Couture by John Galliano hand-painted polka-dot dress. Galliano as the Queen of Hearts, wears a Dior Haute Couture coat and is accompanied by his King, Alexis Roche.



The Mock Turtle's Story: “What is his sorrow?” Alice, in Atelier Versace, asked the Gryphon. “Once,” sighed the Mock Turtle, “I was a real turtle.” Atelier Versace layered silk-tulle and chiffon-organza dress lined in lace. Donatella Versace and Rupert Everett are in Versace.



Through the Looking Glass: Wrapped in ocean-blue Balenciaga couture, Alice perched on the mantel, longing to escape into the shadow world, as her black kitty purred nearby. Balenciaga by Nicolas Ghesquière crystal pleated chiffon dress and grey ankle boots. Shot on location at the Château de Corbeil-Cerf.

In this story: fashion editor, Grace Coddington; hair, Julien d'Ys/Island d'Ys; makeup, Gucci Westman. Set design by Mary Howard. Prop fabrication by Jean Hugues de Chatillon.

Anexo 2- Editorial: "Little Girl & Boy Lost" para a *Vogue*, Dezembro de 2009.
Fotografia de Annie Leibovitz

VOGUE

FEATURES

"Fired Up: "I've always been an outspoken and extreme dresser," pronounces Lady Gaga, [here embodying a Marc Jacobs-clad witch for Annie Leibovitz's Hansel and Gretel portfolio](#) (inspired by Richard Jones's production of the 1893 Engelbert Humperdinck opera, opening this month at the Metropolitan Opera). To prove her point, Lady Gaga arrived at *Vogue* to discuss the shoot wearing a trailing white chiffon Galliano goddess gown with a Philip Treacy headdress that spelled VOGUE in clipped white feathers. The following day, she came to see Creative Director Grace Coddington in a little black dress with a flaming-red wig, and later appeared on location, as Coddington recalls, "stark naked except for her white rubber raincoat and some very, very high heels!" She then promptly threw herself in the mud at Leibovitz's feet."Gaga was so bubbly and chatty and enthusiastic and excited to be alive," says Coddington. "She was up for anything."

Gaga acknowledges that her art director, Matthew Williams—"my Jean-Paul Goude"—was "the inspiration that made the connection for me between the art world and the fashion world. He used to say things like 'If you want to make a shoulder pad, don't research jackets—research sculpture, mineral rocks, paintings.' He thinks in a different way; he is the designer of the future."

Fashion and art collide in Gaga's work, too. "We'd been thinking of innovative ways to premiere the music," she says about her decision to debut "Bad Romance" at Alexander McQueen's Plato's Atlantis show, which she found "not of this world." "When Magdalena was stomping her pretty little hooves down the runway," she says, "it was dreamlike." Meanwhile her ballad "Speechless" ("about my love for my father") was first performed in November in Los Angeles at MOCA's thirtieth-anniversary gala, as part of an installation by Francesco Vezzoli. For this she became, in her words, "a child of the Warhol of my time, among the most famous Pop Artists of our time—Damien Hirst made the piano!"

Lady Gaga's unique and winning blend of art, fashion, and music take to the road with her Monster Ball tour, kicking off November 27."

—Hamish Bowles



I'm Famished: Brother and sister are home alone with not a morsel to eat. In *Vogue's* interpretation of the Met's production, which opens December 14, Hansel and Gretel are played by actor Andrew Garfield and model Lily Cole. Dolce & Gabbana cream silk-and-tulle dress. On Garfield: Maison Martin Margiela shirt. Ann Demeulemeester pants.



Far From Home: They venture out to hunt for wild strawberries in the woods, where Gretel's lily-white frock shines against the dark foliage of the Tree-men. Before long, though, they're hopelessly lost. Dior pleated silk-chiffon dress. Fendi platform Mary Janes. Tree-men costumes courtesy of the Metropolitan Opera.



Golden Slumber The Sandman (played here by Sasha Cooke, who has appeared in the Met's production) sprinkles magic dust onto the frightened children, who fall into a deep sleep and dream about a banquet served by a fish maître d'. Balenciaga by Nicolas Ghesquière wool-silk jacket. Chloé flats. Sandman and fish maître d' costumes courtesy of the Metropolitan Opera.



Wicked The two discover a house in the forest, only to find it occupied by an old witch (portrayed here by Lady Gaga). Gretel looks sweet enough to eat in a poufy confection. But it's Hansel the evil one wants to fatten up and feast on. On Lady Gaga: Marc Jacobs satin bra, slip silk blouse, and ruffled bloomer shorts. On Cole: Yves Saint Laurent embroidered silk poplin dress. Lady Gaga's wig created by Julien D'Ys.

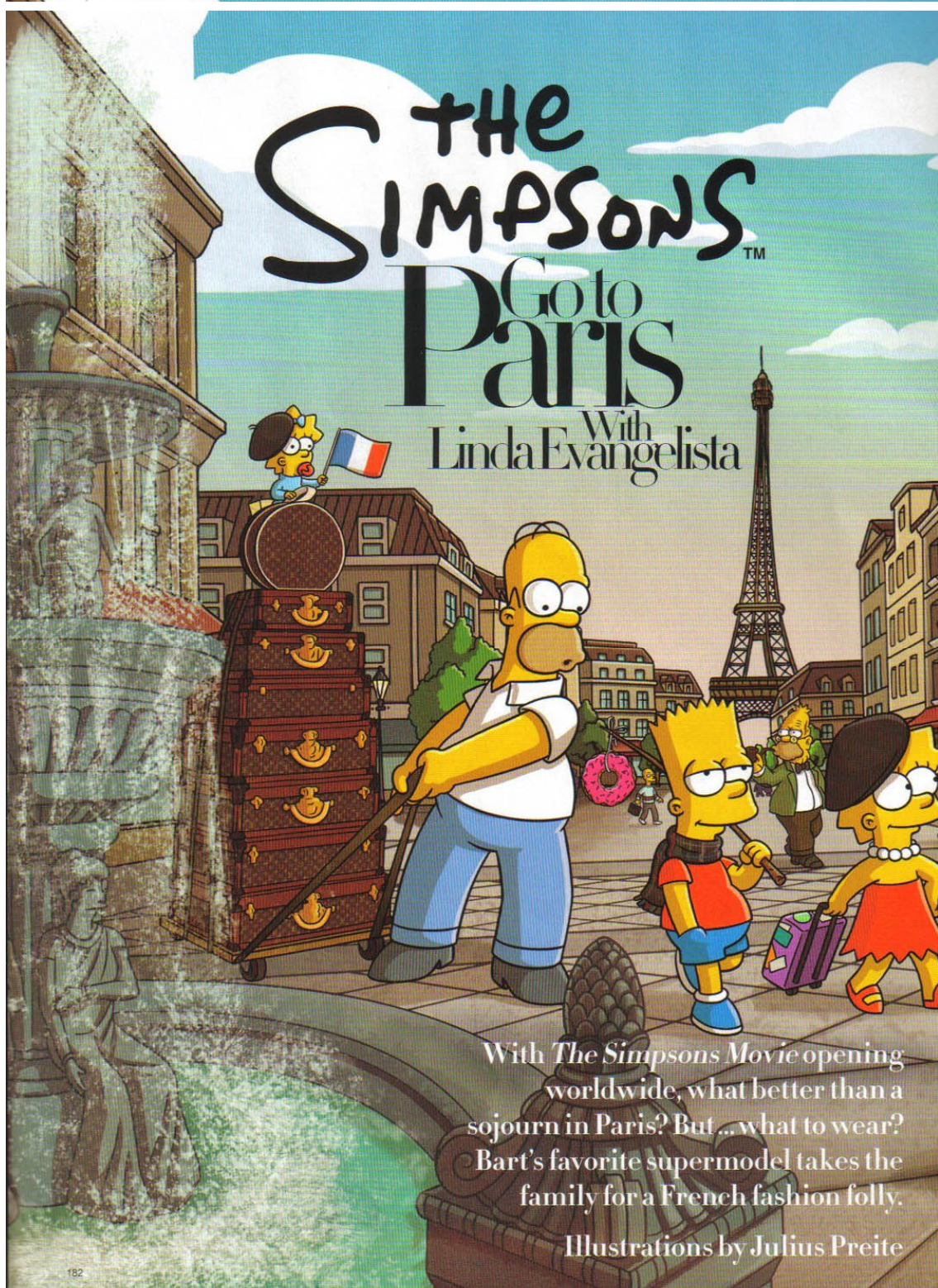


Feed the Flames: Before the witch can cook Hansel and Gretel—*whoosh*—they push her into the oven and shut the door. *From left:* Oscar de la Renta bouclé tweed-and-chiffon dress. Marc Jacobs bonded-lamé belted jacket.



The Witch Is Dead! The children (here, the Junior Choristers of Grace Church in New York City) baked into gingerbread by the hag come back to life. Nina Ricci silk satin pleated dress. Chloé flats. In this story: Fashion Editor, Grace Coddington; hair, Julien D'Ys, using Mokuba Paris Ribbon; makeup, Gucci Westman for Revlon; production design, Mary Howard.

Anexo 3 – Editorial: “The Simpsons go to Paris with Linda Evangelista” para a *Harper’s Bazaar*, Agosto de 2007.





Chanel

Karl Lagerfeld and his eager student, Homer, get the skinny on the ladies, in Chanel couture. All clothing and accessories, Chanel Haute Couture.



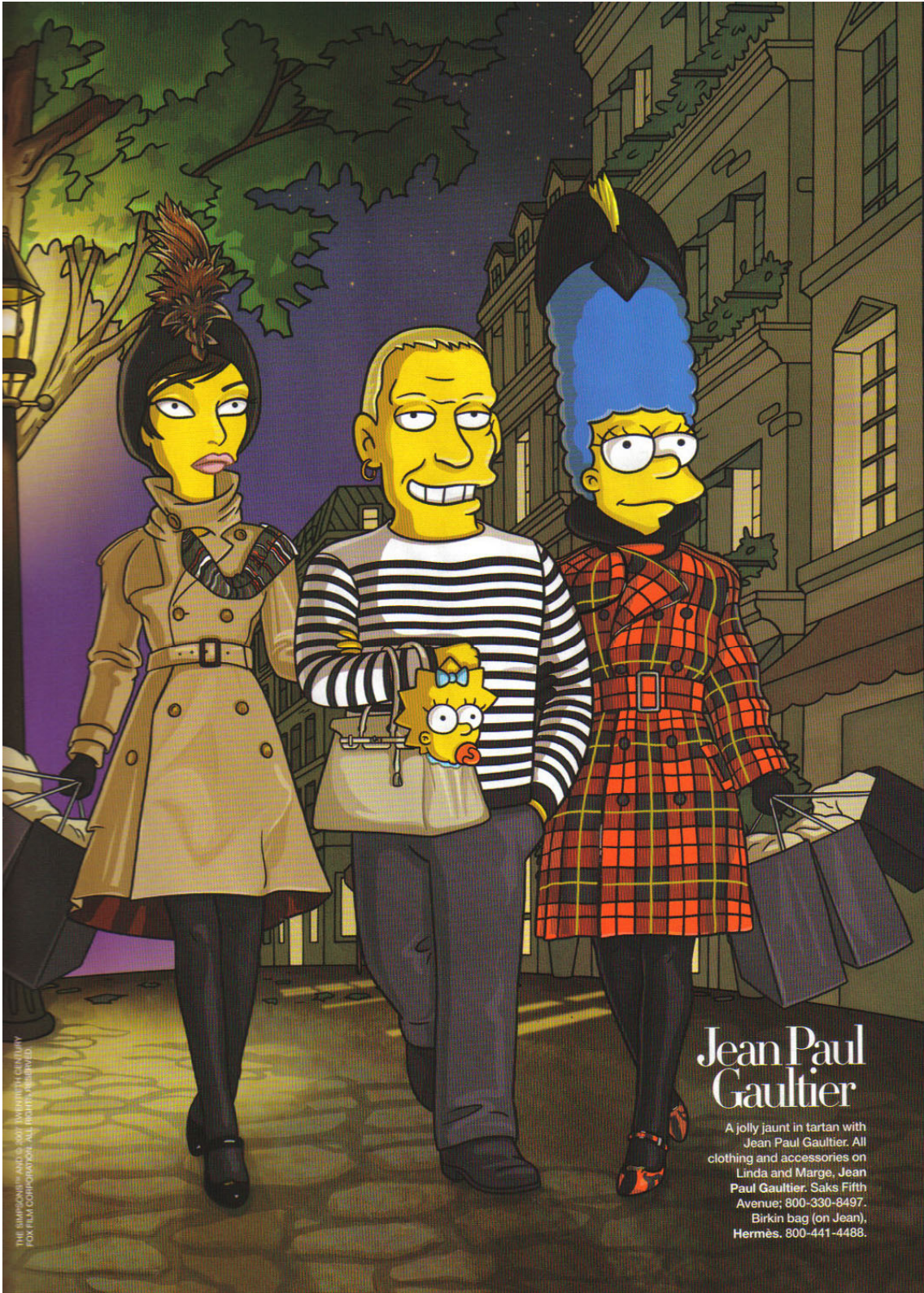
Lanvin

Put on your pearls, girls! Alber Elbaz admires Lisa's signature strand while she tries on his tulle-wrapped take on the classic. All clothing and accessories on Lisa and Linda, Lanvin. Barneys New York; 888-8-BARNEYS.



Louis Vuitton

Family style. The Simpsons finally make the front row clad in custom Louis Vuitton, as Marc Jacobs waves to his number-one fans. All clothing and accessories, Louis Vuitton. 866-VUITTON.



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Jean Paul Gaultier

A jolly jaunt in tartan with Jean Paul Gaultier. All clothing and accessories on Linda and Marge, Jean Paul Gaultier. Saks Fifth Avenue; 800-330-8497. Birkin bag (on Jean), Hermès. 800-441-4488.

Anexo 4 – Resultados da circulação e tiragem de revistas femininas e de moda no período compreendido entre 2007 e 2009. Dados da Associação portuguesa para o controlo de tiragem e circulação.

Nome	Periodicidade	Tipo Publicação	Trimestre 1 (2009)		Trimestre 2 (2009)		Trimestre 3 (2009)		Trimestre 4 (2009)	
			Tiragem*	Circulação	Tiragem*	Circulação	Tiragem*	Circulação	Tiragem*	Circulação
				Total*		Total*		Total*		Total*
Maria	Semanal	Revista	247.231	204.488	249.462	205.966	260.923	215.064	253.357	202.050
Happy Woman	Mensal	Revista	140.667	131.840	141.400	136.533	147.348	146.222	141.400	121.324
Telenovelas	Semanal	Revista	118.800	94.655	117.615	88.433	120.900	95.443	115.243	90.948
Activa	Mensal	Revista	86.302	60.155	86.667	62.445	94.851	75.139	92.841	66.805
Máxima	Mensal	Revista	77.692	58.103	78.067	53.220	79.523	59.432	75.842	55.287
Ana	Semanal	Revista	69.542	47.151	74.385	48.578	75.393	53.608	73.000	49.266
Elle	Mensal	Revista	78.663	50.578	78.068	42.849	76.545	49.705	74.938	48.935
Perfumes & Co.	Mensal	Revista	50.000	47.595	50.000	48.306	50.000	47.669	50.000	47.992
Cosmopolitan	Mensal	Revista	61.325	35.050	66.433	45.973	57.167	42.998	55.933	43.149
Lux Woman	Mensal	Revista	56.833	48.162	56.833	43.906	57.167	49.092	56.667	42.261
Vogue	Mensal	Revista	48.667	26.944	48.000	26.289	48.000	33.449	48.000	32.675
Mariana	Semanal	Revista	43.042	21.976	42.308	23.081	49.964	26.532	48.065	21.783
TV Guia Novelas	Semanal	Revista	48.462	22.329	50.000	20.939	56.538	26.333	49.308	20.424
Caixa Woman	Trimestral	Revista	0	0	20.000	20.000	52.365	52.365	20.150	20.150
Guia Astral	Mensal	Revista	35.420	15.261	35.567	15.912	35.640	18.822	35.640	17.261
Mulher Moderna	Semanal	Revista	17.688	8.122	0	0	0	0	0	0

* - Média

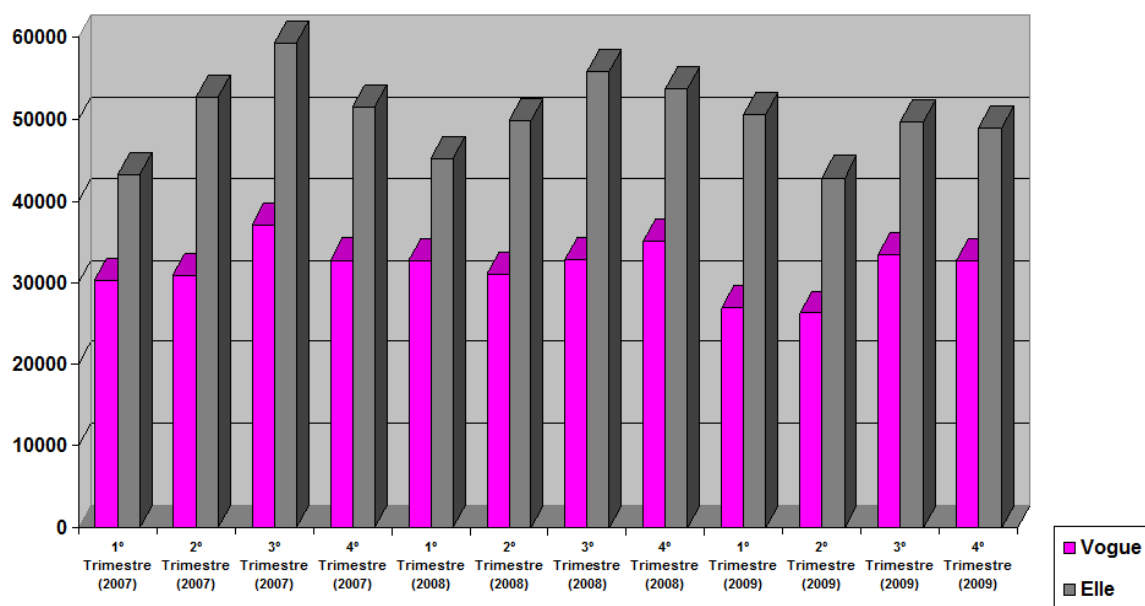
Nome	Periodicidade	Tipo Publicação	Trimestre 1 (2008)		Trimestre 2 (2008)		Trimestre 3 (2008)		Trimestre 4 (2008)	
			Tiragem*	Circulação	Tiragem*	Circulação	Tiragem*	Circulação	Tiragem*	Circulação
Maria	Semanal	Revista	276.577	226.833	276.308	225.229	275.308	231.707	261.308	206.204
Happy Woman	Mensal	Revista	104.383	104.056	121.583	119.102	131.550	130.796	153.133	135.257
Telenovelas	Semanal	Revista	119.115	94.696	121.477	94.694	132.462	105.879	115.554	85.635
Activa	Mensal	Revista	91.700	59.759	103.600	79.314	91.776	61.411	98.500	63.429
Máxima	Mensal	Revista	82.833	51.121	82.667	51.219	82.700	59.493	80.986	59.835
Elle	Mensal	Revista	77.532	45.166	78.444	49.822	78.830	55.774	83.468	53.725
Ana	Semanal	Revista	80.846	57.091	77.231	53.843	78.385	57.807	74.679	47.374
Lux Woman	Mensal	Revista	61.500	48.105	60.283	47.908	59.027	50.104	57.667	46.595
Perfumes & Co.	Mensal	Revista	50.000	47.365	50.000	47.737	50.000	45.056	50.000	44.676
Cosmopolitan	Mensal	Revista	70.403	44.714	65.533	41.827	64.000	41.097	64.400	40.465
Vogue	Mensal	Revista	49.167	32.668	50.000	31.011	50.000	32.807	50.000	35.081
Mariana	Semanal	Revista	39.731	19.650	43.077	21.622	48.846	28.949	47.214	20.418
TV Guia Novelas	Semanal	Revista	60.000	24.822	55.192	24.010	52.500	27.340	45.877	19.287
Guia Astral	Mensal	Revista	35.520	18.460	35.580	17.046	40.580	21.048	35.483	17.946
Mulher Moderna	Semanal	Revista	28.269	11.793	25.038	12.096	25.308	11.728	24.714	11.386
Ragazza	Mensal	Revista	59.905	36.529	63.138	33.823	60.764	34.347	0	0

* - Média

Nome	Periodicidade	Tipo Publicação	Trimestre 1 (2007)		Trimestre 2 (2007)		Trimestre 3 (2007)		Trimestre 4 (2007)	
			Tiragem*	Circulação	Tiragem*	Circulação	Tiragem*	Circulação	Tiragem*	Circulação
Maria	Semanal	Revista	288.769	248.595	288.846	241.815	296.462	251.300	287.846	234.390
Happy Woman	Mensal	Revista	88.667	88.529	87.333	86.716	95.167	94.607	92.160	91.781
Telenovelas	Semanal	Revista	131.569	98.440	123.331	93.355	136.646	105.088	121.554	90.191
Activa	Mensal	Revista	121.121	91.310	102.772	80.070	96.220	65.901	93.767	72.875
Máxima	Mensal	Revista	84.667	58.773	89.307	61.489	84.067	63.018	84.033	60.593
Ana	Semanal	Revista	99.308	74.707	94.077	67.465	94.077	71.381	90.000	59.516
Elle	Mensal	Revista	0	0	0	0	0	0	74.156	51.468
Perfumes & Co.	Mensal	Revista	50.000	41.991	55.000	43.387	50.000	47.074	60.000	51.029
Lux Woman	Mensal	Revista	51.667	45.101	82.500	61.010	67.667	57.614	64.500	50.942
Cosmopolitan	Mensal	Revista	83.272	52.354	79.600	54.526	78.467	50.984	77.500	47.263
Vogue	Mensal	Revista	48.000	30.335	50.000	30.882	50.000	37.064	49.167	32.792
Ragazza	Mensal	Revista	0	0	0	0	0	0	61.953	29.231
TV Guia Novelas	Semanal	Revista	51.154	23.468	50.000	22.774	59.231	27.118	60.000	20.973
Guia Astral	Mensal	Revista	40.200	17.899	40.200	17.836	40.267	18.952	35.400	17.307
Mariana	Semanal	Revista	40.000	15.715	41.346	18.823	43.271	22.468	40.819	15.246
Mulher Moderna	Semanal	Revista	34.538	15.689	32.538	14.557	31.538	15.775	30.077	13.931
Elle	Mensal	Revista	67.693	43.175	75.486	52.701	77.868	59.273	0	0
Ragazza	Mensal	Revista	69.734	34.087	67.118	38.186	70.759	35.701	0	0

* - Média

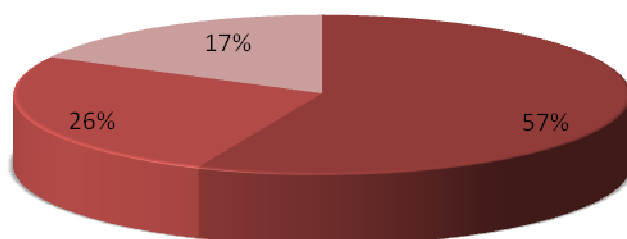
Anexo 5 – Comparação entre os valores de circulação total da *Vogue* e *Elle* portuguesas entre o período de 2007 e 2009.



Anexo 6 – Relação entre o número de editoriais de cada categoria para as respectivas edições da *Vogue*

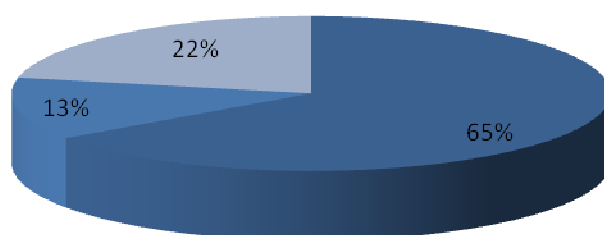
***Vogue Paris* - Relação entre os Editoriais**

■ Moda ■ Cultura ■ Celebidades



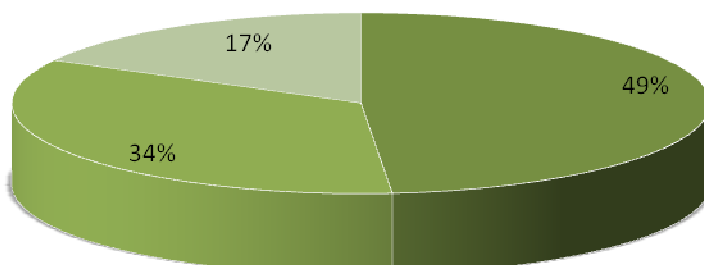
***Vogue British* - Relação entre os Editoriais**

■ Moda ■ Cultura ■ Celebidades



***Vogue Portugal* - Relação entre os Editoriais**

■ Moda ■ Cultura ■ Celebidades



Anexo 7 – Capa e índice de conteúdo da *Vogue Portugal*, Agosto de 2009.





MODA

- 23 **IN VOGUE.** As escolhas do mês do director de Moda.
- 24 **IN VOGUE.** A década de 80 inspirou algumas das tendências mais originais da história da Moda.
- 26 **IN VOGUE NOVIDADES.** As últimas novidades do mundo do estilo.
- 28 **IN VOGUE.** A Vogue diz-lhe quais os must-haves da próxima estação e o que deverá guardar a sete chaves.
- 33 **ESTILO.** O *blazer*, a camisa e as calças também são peças fundamentais à estação quente.
- 34 **ESTILO.** A sedução clássica dos assimétricos revela-se em todo o seu esplendor.
- 36 **VISUAL.** Julia Restoin-Roitfeld, filha de Carine Roitfeld, directora da *Vogue Paris*, é uma das *it girls* do momento.
- 40 **TENDÊNCIA.** O *boyfriend's jacket* sai do armário e ganha estatuto de peça intemporal.
- 44 **TENDÊNCIA.** As novas e inesperadas formas de exibir as carteiras da estação. Por Harriet Quick.
- 46 **DEBATE.** Veludo e cabedal disputam protagonismo nos guarda-roupas femininos do próxima Inverno.
- 53 **NOVIDADES.** As últimas propostas de estilo da Rosa Clará e da El Caballo.
- 57 **COMPRAS.** Os relógios dão um toque de elegância ao *look* masculino que invadiu os desfiles da estação. Fotografia de Ricardo Lamego.
- 60 **COMPRAS.** Entre pulseiras, colares, chapéus e cintos, os acessórios são um requisito de *styling* essencial.
- 62 **COMPRAS.** As boas apostas para o pico do Verão. Tecidos leves, em formas fluidas e de cores fortes, são os eleitos.
- 88 **RESERVAS DE OUTONO.** Os *looks* de pré-colecção deixam antever as tendências de Moda da próxima estação. A *Vogue* faz a lista de compras por si. Fotografia de Marcin Tyszka.
- 110 **ASAS BRANCAS.** Silhuetas inesperadas, volumes estratégicos e *designs* que desafiam a Lei da Gravidade colocam a Alta-Costura noutra nível artístico. Fotografia de Mert Alas e Marcus Piggott. Realização de George Cortina.



BELEZA

- 74 **TOP.** As escolhas de Beleza para o mês de Julho.
- 76 **TRUQUES.** Três maquilhadores e dois cabeleiros revelam-nos os segredos para brilhar em qualquer situação de Verão.
- 78 **FITNESS.** Será que podemos realmente mudar o corpo que Deus nos deu? A preparadora física das celebridades, Tracy Anderson, diz que sim. Por Jamie Rosen.
- 82 **PERFUMES.** Escolha o seu aroma preferido e tenha-o sempre à mão na carteira.
- 84 **MIX.** Novidades irresistíveis do mundo da Beleza.

ACTUALIDADE

- 15 **COLABORADORES.**
- 16 **EDITORIAL.**
- 18 **CORREIO.**
- 20 **TESTEMUNHO.** Marcus Leatherdale e Jorge Sérgio trocaram Nova Iorque pela Índia e fundaram um projecto de assistência médica.
- 38 **FESTAS.** O espião do estilo acompanha-a aos eventos sociais do mês.
- 43 **FAX.** Colecções, personalidades e projectos que fazem ferver o mundo da Moda.

- 46 **ENTREVISTA.** Pierre Hardy é um dos mais inspirados criadores de sapatos do mundo.
- 50 **COMPORTEAMENTO.** A bissexualidade é uma moda ou uma manifestação de mudanças sociais determinantes?
- 64 **ZAPPING.** Roteiro: a cultura incontornável em Agosto.
- 66 **LIVROS.** Os títulos que estava à espera de ler este Verão e os que não estava à espera de ler este Verão.
- 68 **MÚSICA.** Os Bliss são a banda da moda mais discreta do planeta. São dinamarqueses e fazem *pop* ambiental. Por Luís Maio.
- 70 **CINEMA.** Entrevista com a lendária Lauren Bacall que, em *O Acompanhante*, interpreta uma dama de sociedade nos corredores do poder de Washington. Por Rui Pedro Tendinha.
- 98 **ICH BIN HEIDI.** Determinada, magnânime e hilariante. Assim é Heidi Klum, a mais bela e mais bem sucedida empresária em nome próprio do mundo da Moda. Por Antonia Steffens. Fotografia de Claudia Knoepfel e Stefan Indlekofer
- 106 **CORAÇÃO SELVAGEM.** José de Guimarães reuniu uma magnífica colecção de arte tribal que vai agora mostrar ao público português e que aguarda por um centro, em Guimarães, lá para os vindos de 2012. Fotografia de Susana Pomba.

LIVING

- 119 **GOURMET.** Metemos a colher em tascas reinventadas e nos restaurantes do momento.
- 122 **SHOPPING.** O mar inspira o *design* a criar peças frescas, ideias para o Verão.
- 123 **PRIVADO.** Diana de Cadaval fala-nos do seu dia-a-dia e revela-nos alguns dos seus gostos e das suas preferências de *lifestyle*.
- 124 **BEST OF.** Dois retiros irresistíveis para fugir ao rebuliço da cidade e pôr o pé na areia.
- 126 **LIFESTYLE.** Novidades da vida urbana.
- 127 **HORÓSCOPO.**
- 128 **EXPRESSO.** As novidades do mercado.
- 130 **ÚLTIMO OLHAR.**



A CAPA
Heidi Klum veste camisa assimétrica Alexander Wang.
Fotografia: Francesco Carrozini.
Realização: Christiane Arp.
Maquilhagem: Itzuki para o Wall Group.
Cabelos: Michel Aleman.

Anexo 8 – Análise “SWOT” da revista *Vogue Portugal*.

Forças	Fraquezas
<ul style="list-style-type: none"> - Apoio de um grupo (Cofina) com forte capital financeiro e uma posição consolidada no mercado dos <i>media</i>; - Força da marca <i>Vogue</i>; - Conteúdo diversificado; - Correcta aplicação do paradigma internacional da <i>Vogue</i>; - Reconhecimento automático da natureza da revista. 	<ul style="list-style-type: none"> - Fraca angariação publicitária; - O equilíbrio financeiro depende principalmente da publicidade; - A oferta publicitária existente não tem, muitas vezes, uma relação directa com a moda; - Falta de formação académica dos colaboradores na área da comunicação de moda ; - Grande parte dos conteúdos não é de origem nacional, recorrendo a traduções e artigos estrangeiros.
Oportunidades	Ameaças
<ul style="list-style-type: none"> - Reconhecimento internacional da marca <i>Vogue</i>; - Número muito reduzido de publicações nacionais dedicadas principalmente à moda (nicho pouco explorado); - Expansão do mercado da moda em Portugal; - Crescente interesse social nos objectos relacionados com moda e estilo; - Expansão dos negócios e interesses relacionados com o mercado das experiências e do estilo; - Potenciar uma maior relação com os criadores e actores da moda portugueses; - Expansão do espaço editorial dedicado ao conteúdo cultural. 	<ul style="list-style-type: none"> - As revistas femininas fazem muita concorrência com editoriais de moda; - Forte concorrência por parte da <i>Elle</i>; - Aumento da importância e presença das revistas estrangeiras, do género, no mercado português; - Expansão de revistas que se posicionam entre o género feminino e de moda apelando a ambos os nichos (tal como a revista <i>Happy</i>); - Clima de crise no seio das publicações periódicas femininas/moda; - Proliferação de meios que abordam as tendências da moda (blogs, documentários, séries de televisão, outro género de revistas, entre outros meios).

Anexo 9 – Análise de conteúdo da *Vogue Portugal*, Agosto de 2009.

Editoriais	Páginas	Segmento	Assunto	Descrição
<i>Terra de ninguém</i>	02	Testemunho	Cultura	Passagem sobre o imaginário e a vida na Índia
<i>As escolhas do director de Moda para Agosto</i>	01	In Vogue	Moda	Propostas de vestuário
<i>Pretty in 80s</i>	03	In Vogue	Moda	Passagem pela influência do estilo dos anos 80
<i>Novidades</i>	01	In Vogue	Cultura	Reflexões sobre tendências artísticas
<i>In & Out</i>	01	In Vogue	Moda	Estilos que estão na moda e outros que se encontram “demodé”
<i>De fato...</i>	01	Estilo	Moda	Propostas formais para o Verão
<i>Design Desigual</i>	02	Estilo	Moda	Exemplificação de padrões assimétricos na roupa
<i>Filha de Peixe</i>	01	Estilo	Celebridades	Entrevista com Júlia Restoin-Roitfeld (filha da directora da <i>Vogue Paris</i>)
<i>Mr. A</i>	02	Festas	Celebridades	Análise das vestimentas e estilos pessoais nas festas
<i>Sair do Armário</i>	03	Tendência	Sociedade	Revivalismo dos enchumaços nos casacos (simbologia de poder e relação com o masculino)
<i>O que há de novo</i>	01	Tendência	Moda	Novidades nacionais e internacionais da moda
<i>Carteira negligée</i>	02	Tendência	Moda	Nova tendência no que se refere a um uso despreocupado da carteira
<i>Alma do Sapato</i>	02	Estilo	Celebridades	Entrevista com Pierre Hardy, designer de sapatos
<i>Veludo Vs Cabedal</i>	01	Debate	Moda	Alusão às características do veludo e do cabedal
<i>Segundo Sentido</i>	02	Estilo	Cultura/ Sociedade	Reflexão sobre a bissexualidade, em particular a feminina
<i>Novidades</i>	01	Estilo	Celebridades/ Moda	Referência a histórias, personalidades e marcas do mundo da moda
<i>Horas Geométricas</i>	02	Compras	Moda/ Acessórios	Proposta e apresentação de vários relógios
<i>Momentos inesquecíveis</i>	01	Publicidade	Moda/ Acessórios	Promoção da marca <i>Pandora</i>
<i>Acessórios e Companhia</i>	02	Compras	Moda/ Acessórios	Proposta de compras com ênfase nos chapéus, pulseiras e colares

<i>Xeque-mate</i>	02	Compras	Moda	Exposição de produtos com várias formas e padrões
<i>Zapping</i>	02	Zapping	Cultura	Apresentação de novidades cinematográficas, literárias e musicais
<i>Zapping Livros</i>	01	Zapping	Cultura	Crítica literária
<i>Zapping musica</i>	02	Zapping	Cultura	Crítica musical (perspectiva sobre a banda <i>Bliss</i>)
<i>Zapping Cinema – Naturalmente eterna...</i>	02	Zapping	Cultura	Crítica cinematográfica – <i>O Acompanhante</i>
<i>Eleitos</i>	01	Beleza-top	Beleza	Os 10 produtos de beleza da <i>Vogue</i>
<i>Para brilhar</i>	02	Beleza-truques	Beleza	Conselhos de maquilhagem e tratamento para o cabelo
<i>Star shaper</i>	03	Beleza-fitness	Beleza	O método tonificador de Tracy anderson
<i>Mala aviada</i>	01	Beleza-perfumes	Beleza	Sete propostas de perfumes
<i>Beauty news</i>	01	Beleza- mix	Beleza	Novidades no campo dos produtos de beleza
<i>Reservas de Outono</i>	11	Moda	Moda	Antevisão das tendências da próxima estação – ensaio fotográfico
<i>Ich bin Heidi</i>	08	Actualidade	Celebridades	A história de Heidi Klum
<i>Coração Selvagem</i>	04	Actualidade	Celebridades	Entrevista com José de Guimarães
<i>Asas Brancas</i>	08	Moda	Moda	Ensaio fotográfico com roupa de formas pouco convencionais
<i>Bom garfo</i>	03	Living	Cultura/Sociedade	Passagem por vários locais e as suas ofertas gastronómicas
<i>Mar adentro</i>	01	Living - shopping	Moda/Decoração	Apresentação de várias sugestões no que diz respeito à decoração e utilidades
<i>Feeling blue</i>	01	Living- best of	Cultura/ Viagens	Alusão a vários locais de lazer e descontração
<i>Duquesa de Cadaval</i>	01	Living-privado	Sociedade/ Cultura	Referência a Diana de Cadaval como personagem de dinamização do Alentejo
<i>Lifestyle</i>	01	Lifestyle	Cultura/ Sociedade	Alusão de vários locais a visitar e viver de acordo com a oferta cultural
<i>Horóscopo</i>	01	Horóscopo		
<i>Última hora</i>	01	Expresso	Moda/ Beleza	Apresentação de 13 produtos, novidades para Agosto

Anexo 10 – Capa e Índice de conteúdo da *Vogue Paris*, Agosto de 2009.





PARIS VOGUE Août 2009

- MODE 115 **ADN DE LA MODE**
Photographes Inez Van Lamsweerde et Vinoodh Matadin, réalisation Emmanuelle Alt, Joe McKenna et Carine Roitfeld
- MAGAZINE 180 **RENTRÉE DES ARTISTES**
Tour d'horizon des événements culturels majeurs de la rentrée : expos, films, livres, nouveaux talents... à ne pas manquer. Par Sonia Rachline, Philippe Azoury, Olivier Granoux, Nelly Kaprielian ; photographes Victor Demarchelier et Kaiz Feng
- BIJOUX 192 **SIGNES PARTICULIERS...**
Photographe Patrick Demarchelier, réalisation Carine Roitfeld
- BEAUTÉ 200 **SUR LE VIF**
Les standards de la beauté revisités par Peter Philips, le plus débridé des maquilleurs. Par Frédérique Verley, photographe Cédric Buchet, réalisation Mélanie Huynh
- MODE 206 **L'HÉRITIÈRE**
Georgia May, 17 ans, top model, seconde fille de Mick Jagger et Jerry Hall, est la digne dépositaire du charisme familial. Par Patrick Demarchelier, réalisation Carine Roitfeld
- MAGAZINE 208 **LE PANTHÉON DE LAKIS**
Dandy flamboyant, détenteur d'une impressionnante collection de bijoux et homme d'affaires avisé, Lakis Gavalas possède une maison de rêve à Mykonos. Visite guidée. Par Olivier Lalanne, photographe Max Farago
- L'ŒIL 216 *Par Stéphane Feugère*
- ADRESSES 224
- HOROSCOPE 226 *Par Shelley von Stranckel*



En couverture, Daria Werbowy, photographiée par Inez Van Lamsweerde et Vinoodh Matadin, porte un trench en agneau velours et un bracelet chaîne en métal doré et lin tartan, Burberry Prorsum, un bob en laine, une écharpe et un pull en cachemire tartan, Burberry London. Maquillage Lancôme avec le fond de teint Photogenic Lumessence Beige Nature, le blush Subtil Pêche Intense, le Laque Liner Noir, le mascara Oscillation Noir et, sur les lèvres, l'Absolu Rouge Corail Ardent. Mise en beauté Tom Pecheux. Coiffure Christiaan. Réalisation Emmanuelle Alt assistée de Géraldine Saglio et Célia Azoulay.



PARIS VOGUE Août 2009

- | | | | |
|-----------|-----|--|--|
| COMPLICES | 36 | | |
| ÉDITO | 42 | Le point de vue de <i>Vogue</i> | |
| MODE | 45 | NEWS Par Pierre Groppe | |
| BEAUTÉ | 46 | NEWS Par Frédérique Verley et Lili Barbery | |
| BIJOUX | 48 | NEWS Par Brune de Margerie et Pierre Groppe | |
| EN VOGUE | 53 | CALL ME !
Par Mélanie Huynh,
photographe Victor Demarchelier | |
| ZOOM | 63 | LA LOI DE LA JUNGLE
Par Véronique Didry, photographes Claudia Knoepfel et Stefan Indlekofer | |
| | 68 | PICS DU SEXY
Par Véronique Didry, photographes Jeanloup Sieff, Claudia Knoepfel et Stefan Indlekofer et Clémence Le Vert | |
| AGENDA | 75 | AOÛT | |
| LIVRES | 84 | GHOST STORY
Avec <i>Un amour sans paroles</i> , l'écrivain Didier Blonde ressuscite la passion obsessionnelle que voua un inconnu à Suzanne Grandais, première star du muet. Par Nelly Kaprièlian | |
| MUSIQUE | 86 | RETIENS LA NUIT
<i>Dark Night of the Soul</i> , ou le mariage de David Lynch et du producteur Danger Mouse, pour une œuvre hors normes, à la fois rebelle et bourgeoise. Par Olivier Granoux | |
| CINÉMA | 88 | DIVINS SALAUDS
Explosif et délirant, <i>Inglorious Basterds</i> , de Quentin Tarantino, est un pur bijou. Par Yann Gonzalez et Jean-Sébastien Chauvin | |
| | 90 | VILLA MARIE, LE SENS DU VRAI
Écrin de quiétude et de luxe sans ostentation, Villa Marie accueille une poignée de privilégiés, entre Ramatuelle et Saint-Tropez. Par Sophie Volanges | |
| MODE | 93 | PREMIERS CHOIX
Tous les indispensables de la rentrée. Par Mélanie Huynh | |
| UNE FILLE | 96 | TRACEE ROSS
Par Pierre Groppe, photographe Lisa Eisner | |
| BIJOUX | 99 | VALEURS ABSOLUES
Par Brune de Margerie | |
| BEAUTÉ | 105 | LE FUTUR ANTICIPÉ
Pour les cent ans de L'Oréal, la Recherche du groupe nous éclaire sur notre avenir cosmétique. Par Frédérique Verley, photographe Cédric Buchet, réalisation Mélanie Huynh | |
| | 108 | PROPHÉTIES COSMÉTIQUES
Rouge à lèvres amovible, mascara sculpteur de cils, injection capillaire repulpante, petites révolutions pour les dix années à venir. Par Frédérique Verley et Théodora Aspart | |
| | 110 | ACUITÉ VISUELLE
Le maquillage à son paroxysme, en backstage des défilés automne-hiver 2010. Par Frédérique Verley, photographes Delphine Achard et François Lacour | |
| | 112 | LEÇON D'ESTIME DE SOI
Au sommet du sex-appeal, la nouvelle collection parfumée signée D&G. Par Lili Barbery, photographe Sam Faulkner | |

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Anexo 11 – Análise de conteúdo da *Vogue Paris*, Agosto de 2009.

Editoriais	Páginas	Segmento	Assunto	Descrição
<i>Mode news</i>	03	News	Noticias	Anúncios e novidades de produtos relacionados com a moda
<i>Call me!</i>	05	En Vogue	Moda	O estilo da Estação- Revivalismo dos anos 70, 80 com foque na cantora Blondie
<i>La loi de la jungle</i>	02	Zoom	Moda	Padrão e estilo tigresa/pantera
<i>Pics du sexy</i>	02	Zoom	Moda/ Acessórios	Apresentação sobre o sapato alto
<i>Août</i>	06	Agenda	Cultura	Apontamentos de arte, cinema, cultura e actividades
<i>Ghost story</i>	02	Livres	Cultura	Apresentação e crítica literária
<i>Retiens la nuit</i>	01	Musique	Cultura	Crítica musical
<i>Devins salauds</i>	02	Cinema	Cultura	Descrição do lançamento de novos filmes
<i>Villa Marie, le sens du vrai</i>	01	Evasion	Cultura/ Sociedade	Viagens- Descrição de um espaço de lazer e hospedagem
<i>Premiers choix</i>	02	Mode	Moda	Apresentação de peças de vestuário e Acessórios
<i>Tracee Ross</i>	02	Une Fille en style	Celebridades	Entrevista
<i>Valeurs absolues</i>	03	Bijoux	Moda/ Acessórios	Acessórios famosos da história do cinema
<i>Le futur anticipé</i>	03	Beauté	Beleza	Apresentação de produtos estéticos
<i>Prophéties cosmétiques</i>	02	Beauté	Beleza	Conselhos de beleza
<i>Acuité visuelle</i>	02	Beauté	Beleza	Apresentação de produtos estéticos
<i>Leçon d'estime de soi</i>	01	Beauté	Beleza	Apresentação da gama de perfumes da D&G
<i>ADN de la Mode</i>	65	Mode	Vestuário e acessórios	Passagem por propostas de vários designers na forma de ensaio fotográfico
<i>Rentrées des artistes</i>	11	Magazine	Cultura	Apontamentos cinematográficos e literários
<i>Signes Particuliers</i>	08	bijoux	Moda/ Acessórios	Ensaio fotográfico de acessórios
<i>Sur le VIF</i>	06	Beauté	Beleza	Apontamentos de beleza
<i>L'Héritière</i>	02	Mode	Celebridades	Ensaio fotográfico
<i>Le Panthéon de Lakis</i>	08	Magazine	Celebridades	Entrevista com Lakis Gavalas

Anexo 12 – Capa e Índice de conteúdo da *Vogue UK*, Agosto de 2009.



VOGUE

COVER STORIES

45 Thigh's the limit: dare you wear the new-season boot?

85 *How to build your autumn wardrobe*

91 The 40 best designer looks: London, Paris, Milan, New York

144 *Action women: inside the world of the modern ecowarrior*

163 Last-minute holiday beauty tricks

144 Action women

Meet the women who are devoting their lives to saving our planet. By Lisa Armstrong. Photographs by Tom Craig and Frederike Helwig

152 The Alber phenomenon

Women adore Alber Elbaz, and the clothes he makes for Lanvin. Alexandra Shulman meets him. Photographed by Paolo Roversi

IN VOGUE

45 Thigh high

Boots soar sky high this autumn

46 Well heeled

Put yourself in the Queen's shoes with a pair from Roger Vivier's regal new capsule collection. Plus, a history lesson from designer William Tempest

48 Peak season

Super-sized shoulders are barging their way into our wardrobes. Also, fashion finds to shield you from the recession

50 Pucci parade

His love of print makes Peter Dundas an ideal match for Pucci. Plus, Nick Knight brings a really wild show to his new gallery >32

The 40 best designer looks 91

CATWALK REPORT 15-PAGE SPECIAL

THE KEY TRENDS FROM THE AUTUMN/WINTER COLLECTIONS, BETWEEN PAGES 64-65

FASHION

74 More dash than cash

Classic remix: wardrobe staples become new-season stars with clever styling and neat tweaks. Photographs by Kai Z Feng

91 The 40 best designer looks

New York, London, Paris and Milan: *Vogue* brings you the key

autumn looks from the world's fashion capitals. Photographs by Patrick Demarchelier

156 Orange bounty

From zesty tangerine to juicy mandarin, this season's piquant jewels dazzle. Photographs by Michael Baumgarten

SPECIAL FEATURES

136 The Chanel suits

Audrey Tautou talks to Natasha Fraser-Cavassoni about getting under the skin of one of fashion's most legendary designers in *Coco Before Chanel*. Photographs by Paolo Roversi

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CONTENTS AUGUST 2009

VOGUE



Orange bounty
156

175 Hot petals
Summer's new scents bloom with sumptuous floral bouquets

176 Salonsbirking
Low-maintenance is the new buzz word for hair. "Hurrah!" says Nicola Moulton

REGULARS

34 Editor's letter

36 Contributors

70 Diary

178 Stockjists

Back page The catwalk files:
Into the groove

SPY

55 *My Met Ball*

Actress Rose Byrne talks us through her preparations for her debut at the red-carpet fashion event of the year

57 *Case history*

From sailing in Spetses to hiking in Gstaad, globetrotter Tatiana Blatnik has got her packing down to a fine art

60 *Miss V*

Birthdays and a Berlin art festival filled our favourite party girl's diary this month

THE VIEW

65 *Small wonder*

Artist Elizabeth Peyton talks to Charlotte Sinclair about her misplaced reputation as a celebrity painter

68 *The great escape*

While away summer with a good book

VOGUE SHOPS

What to buy, including...

83 *Teal of approval:*
an Hermès scarf in autumn's key colour

85 *Build your autumn*

wardrobe: Vogue's step-by-step guide to the new season – what to buy and what to update

BEAUTY

163 *Sunseekers*

What better time than your summer holidays to splash out on the hottest new beauty products?

168 *Butt camp*

Jessica Hogan steps into the hot seat, trying out the latest bottom-firming techniques in a bid for a perfect posterior



COVER LOOK

Sasha Pivovarovna wears embroidered silk dress, £42,900. Belt, £2,405. Bangles, £545 each. All Balenciaga by Nicolas Ghesquière, at Balenciaga. Harvey Nichols and Selfridges. All make-up by Estée Lauder. Face: Nutritious Vita Mineral Makeup, £23.50; Estée Signature Powder Blush in Rose Nuance, £21.50. Eyes: Sumptuous Mascara in Brown, £23; Pure Color Eyeshadow in Mocha Cup, £13.50; DoubleWear Stay-in-Place Eye Pencil in Coffee, £14.50. Lips: DoubleWear Stay-in-Place Lipstick in PlumBerry, £16; DoubleWear Stay-in-place Lipliner in Plummy, £15. Hair: Sam McKnight. Make-up: Val Garland. Nails: Bernadette Thompson. Digital artwork: Pascal Dangin at Box Ltd. Fashion editor: Lucinda Chambers. Photographer: Patrick Demarchelier

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Anexo 13 - Análise de conteúdo da *Vogue UK*, Agosto de 2009.

Editoriais	Páginas	Segmento	Assunto	Descrição
<i>Thigh High</i>	01	In Vogue	Moda	Apresentação fotográfica de várias colecções
<i>Well heeled/creating storm</i>	01	In Vogue	Moda	Perspectiva sobre a produção criativa de 2 designers
<i>Peak Season</i>	01	In Vogue	Moda	Reflexão sobre a presença de enchumacos nos casacos
<i>Pucci Parade</i>	01	In Vogue	Moda	Apresentação do designer Peter Dundas da Pucci
<i>My Met Ball</i>	02	Spy (Who wears what and how)	Celebridades	A ida de Rose Byrne ao Met Ball
<i>Case History</i>	02	Spy (Who wears what and how)	Celebridades	Entrevista com Tatiana Blatnik
<i>Miss V</i>	02	Spy (Who wears what and how)	Celebridades	Descrição de Eventos/Festas
<i>Vogue loves Autumn/Winter 2009</i>	15		Moda	Apresentação de múltiplos estilos da estação através das várias colecções dos designers
<i>Small Wonder</i>	02	The View (Arts, Design & Living)	Cultura	Apresentação da pintura de Elizabeth Peyton
<i>The Great Escape</i>	01	The View (Arts, Design & Living)	Cultura	Crítica Literária
<i>August</i>	02	Vogue Diary	Moda	Propostas de Moda para as férias
<i>More Dash than Cash</i>	07	Fashion	Moda	Ensaio fotográfico sobre mistura de estilos na imagem
<i>Stay Beautiful</i>	01	Promoting	Publicidade	Promoção à bebida <i>Martini</i>
<i>Build your Autumn Wardrobe</i>	04	Vogue Shops	Moda	Conselhos sobre itens da Moda a adquirir
<i>The 40 best designer looks</i>	45	Fashion	Moda / Vestuário	Passagem por propostas de vários designers na forma de uma apresentação fotográfica
<i>The Chanel suits</i>	08	Special Features	Celebridades	Entrevista e ensaio fotográfico com Audrey Tautou (protagonista do filme <i>Coco avant Chanel</i>)
<i>Action Women</i>	09	Special Features	Sociedade	Artigo sobre mulheres activistas e ecologistas
<i>The alber Phenomenon</i>	04	Special Features	Celebridades	Entrevista com o designer Alber Elbaz
<i>Orange Bounty</i>	06	Fashion	Moda	Cores e padrões (laranja)
<i>Sun Seekers</i>	03	Beauty & Health	Beleza	Propostas para realçar o bronze e tratamentos para a pele

<i>Butt Camp</i>	01	Beauty & Health	Beleza	Tratamentos para tornar as nádegas firmes
<i>Hot Petals</i>	01	Beauty & Health	Beleza	Uma apresentação de vários perfumes com um toque floral para o Verão
<i>Salon Shirking</i>	01	Beauty & Health	Beleza	Propostas para o tratamento do cabelo
<i>Into the grouve</i>	01	The Catwalk Files	Moda	Revivalismo do estilo dos Anos Oitenta

Action Women

Forget Swampy. The modern ecowarrior is well dressed, well spoken and female. Lisa Armstrong meets the women throwing custard, hijacking trains and risking prison in the war against climate change. Photographs by Tom Craig and Frederike Helwig

You don't so much hear the planes in Harmondsworth – one of the Domesday Book villages threatened with extinction if Heathrow's third runway goes ahead – as *feel* them. Stand outside the timber-framed pub, with its large banner advertising Sky Sports, and those 747s look preternaturally close. The air, the ground, the trees, St Mary's (the Norman church), the mix of gabled cottages and newer bungalows, even the gravestones with their light blossom of tangled plastic carrier bags, seem charged with *essence* of plane.

If BAA and the government have their way, the quaint cottages, the trees, the pub and the community will disappear. Not without a fight, though. No siree. Take that, Geoff Hoon! And so, two days before the G20 talks kicked off in London in April, I found myself inside St Mary's (or rather, inside its Sixties pebble-dash extension, of which Prince Charles would doubtless disapprove, although he'd probably sympathise with the cause fomenting within).

Here, the end of the world is being staved off with a tea urn billowing out

steam, which furls up around Ikea's Cath Kidston-esque bunting. Children are dive-bombing into the vegan chocolate cakes, while a BBC news crew and the *Vogue* team try a spot of unobtrusive mingling. With a considerable sense that This Is It, Guys, Harmondsworth is launching a resident initiative with Plane Stupid, a network of loosely affiliated, non-violent direct-action groups that sprang up in 2005 to do battle against aviation expansion. Batches of cheerful, young activists with loping, young-activist gaits – and an impressive collective CV's worth of experience in flash mobbing, and supergluing themselves to Gordon Brown – have journeyed across the country to pair up with Harmondsworth's residents, many of them pensioners and, for the main part, flash-mobbing virgins.

It's a charming vignette, particularly when the pensioners blush after being introduced to Dan from Strathclyde or Alec from Brighton, but I'm not feeling the fear – nor, to be brutally honest, am I touching the glamour. I don't think the Beeb is either. Instead of masked anarchists, we've got Jane Austen for environmentalists – *Pride and Pollution*, perhaps, or *Northanger Rally*.

One last group lopes in, among them two tall figures looking like land girls styled up for a Margaret Howell ad – all skinny black jeans, lumber jackets and Converse trainers – and the > 148

WE CAN

*From left: Rebecca Frayn, Milly St Aubyn, Kate Morris, Nicola Easton, Denise Stephenson, Diana Phillips, Jerry Hall, Nadine Grieves, and their children. Determinedly law abiding, We Can is nonetheless ruthlessly efficient at attracting media attention – as you would expect from a group whose members include writers, film directors, actors and models. Co-founder Rebecca calls herself “a flawed ecowarrior”. She still flies, drives and has a tree every Christmas – but, like all the group, she's working on it. “We never got involved in the fight against apartheid or Vietnam,” adds Nicola, a potter and photographer. “This is our time to speak out.” Hair: Gianni Scumaci. Make-up: Shama. Location: Spring Studios. **Sittings editor: Pippa Holt***

COAL
KILLS

COAL
KILLS



FREDERIKE HELWIG

atmosphere changes. It's as if Butch Cassidy and the Sundance Kid have buckarooed into town. Actually, it's better and more post-modern than that because it's Leila Deen, the 29-year-old Plane Stupid campaigner who, a few weeks earlier, threw green (organic, according to certain fastidiously detailed reports) custard at Business Secretary Peter Mandelson, and Beth Stratford, a 26-year-old representative of the Drax 29, a group of activists who hijacked a coal train on its way to the Drax power station last year and whose trials are about to take place in Leeds. Leila and Beth practically get a standing ovation from the pensioners. Not far behind them are 22-year-old Lily Kember and 20-year-old Olivia Chessell, who spent an entire rainy, sub-zero night on Stansted runway. Democracy has been a wash out. Suddenly, not knowing your way around a pair of wire cutters feels very lame.

My, there are a lot of women in these eco-groups – perhaps, as Leila later muses, because for the first time, females are getting equal billing as campaigners. Some of them have put lucrative careers on hold, others have tangoed with the law, and some, like 24-year-old Tamsin Omond, have done both, while chucking in some genuinely dangerous stunts for good measure (such as scaling the battlements of the Houses of Parliament). Tamsin – one of the founder members of Climate Rush, and a genius at getting her flash mobs (which have included her dressing up as a penguin) beamed across the *News at Ten* – also happens to be the granddaughter of a baronet. Truly the media's cup runneth over. These women all know each other, half of them seem to share flats, and they're very swashbuckling. Finally, the twenty-first century has got itself a Che Guevara. And Che's a girl. Now we're talking.

Literally. I ask Beth what it feels like to really and truly (as opposed to just in your dreams) hold up a train – let alone *how* the hell you pull it off. "You've seen *The Railway Children*?" she asks in a voice that resonates with received Jenny Agutter. "Well, basic train protocol is to wave a red flag and it has to stop." Being well brought up, super bright and a film director, Beth and the other 28 Drax activists gave the driver tea and had a nice chat for an hour or two. Then, in accordance with legal protocol, they were arrested. In a worse-case scenario, they could face prison. This is not

something any of them takes lightly, having already sampled the damp, grubby, sleepless experience of being held in police custody for other actions. Hiding in the bushes waiting for the train, Beth's heart was pounding. "I kept thinking, 'We're going to get busted,' and that we'd end up alienating lots of supporters. When we finally spotted the train, I was crying, wondering how I was ever going to explain it to my grandmother, who comes from a mining family."

Like Beth, Leila also had to give herself a stern talking-to before the custard-throwing incident. "I did wonder whether it was the right thing to do," she says thoughtfully. "It could be seen as very confrontational. We tried other tactics – blowing a horn every

tap rather than plastic bottles, composting, cycling to my Pilates class, buying organic, driving a G-Wiz, which I recharge from our green-energy supplier – it's about as effective as trying to fend off Ashley Cole with a Chanel brooch. Less so probably, Chanel brooches being quite substantial. This could get even the most stoical believer down. But amazingly, everyone seems to be resolutely determined. "The thing is," says Beth equably, "small, individual consumer choices won't do it. We need governments to pull their weight by passing legislation that coherently gets to grips with the issues."

"I do get horribly depressed by the data," admits Leila, "but what cheers me up is that there's much greater awareness, even compared with two years ago."

The date burnished into the green calendar is December 7, 2009, when the leading nations will gather in Copenhagen to draft a successor to the Kyoto agreement. And this time it's *really* serious. Meanwhile, there's the gathering of the G20 in London. "The police are going to be using Tasers [stun guns] for the first time," says Leila with the same upbeat sense of wonder she might deploy if she were telling me that Net-a-Porter will be using Sherpas from now on. Not that she'd know, seeing as, like Beth, she only wears second-hand clothes and she furnishes her flat from junk shops and skips. I digress. The plan during the G20 meetings is for Leila, along with hundreds of other climate protesters, to take part in a Climate Camp (a kind of Glastonbury with greywater portaloos and without Jay-Z, organised by another loosely affiliated umbrella group of committed youths). Leila reckons it's going to be fun.

I'm tempted to join them – the activists' enthusiasm is infectious.

At least they're doing something. The excitable media sections are right about this much: active environmentalism (as opposed to Notting Hill environmentalism, which is basically Prius, Pashley pushbikes and a private plane when needed) has reached some sort of tipping point. Professor James Hansen, director of Nasa's Goddard Institute for Space Studies, and Ed Miliband, Secretary of State for Energy and Climate Change, have both called for more direct action. Last December, Miliband said a "popular mobilisation", rather like Make Poverty History, was needed to help politicians push through an agreement to limit carbon



PLANE STUPID

From left: Tilly Gifford, 24, Leila Deen, 29, and Lily Kember, 22. As members of Plane Stupid, they have all taken part in direct-action campaigns. "We're not saying never fly," says Leila. "Just think about it carefully before you do." Hair and make-up: Tahira Herold

time Geoff Hoon lied – and he just talked through it." Leila has also climbed a 120ft crane, superglued herself to the Department of Transport, and she has been arrested twice. "But buying a Toyota Prius just isn't enough," she says.

And that's the point, isn't it? If I think about what I'm doing to save the earth – recycling, drinking filtered water from my

emissions in the face of concerns about the economy. Meanwhile, *Bliss* magazine, no less, recently pronounced Joss Garman, co-founder of Plane Stupid, Britain's Coolest Activist. That's how broad the reach of these eco-protesters has become.

There are plenty of women who are already obliging Miliband and Hansen. Take, for example, the latter-day self-styled suffragettes of Climate Rush, who donned bloomers and sashes, and chained themselves to the railings outside Parliament, as well as staging a picnic dinner party inside Heathrow's Terminal One, all in the name of fighting climate change. Or Emma Thompson, among others, who signed the deeds to one-acre plots near Harmondsworth (thereby making the government's job of buying up the surrounding land that bit more laborious). Or Gillian Anderson, who turned up for the solar-powered Leicester Square premiere of *The Age of Stupid* in an eco-carrier powered by recycled chip fat (Vivienne Westwood cycled). Or We Can, the group of glamorous Notting Hill mothers (including model Laura Bailey) who sprang into being last year from a book-club meeting (they were reading Alexander Masters's *Stuart: A Life Backwards*, which would galvanise anyone to action); they dressed their children up in animal costumes and protested outside the Houses of Parliament against emissions that could affect more than 400 species.

"I would have liked a real elephant," writer and director Rebecca Frayn, co-founder of We Can, says ruefully, "because climate change is the elephant in the room. But we couldn't get a licence. Then we thought of an ostrich, but Westminster Council insisted we'd have to hire a vet with a stun gun, and it was prohibitive."

Even sans ostrich, We Can nabbed a gratifying amount of column inches, albeit inches that invariably focus on the yummy mummy-ness of the core members, a tag of which they are wary – although in my view they shouldn't be. The point surely is that in all these rapidly proliferating environmental groups and sub groups, there is something for just about everyone. The fact that the most prominent ecowarriors don't appear to have armpit hair down to their knees is endlessly fascinating to the tabloids, where old preconceptions die hard. Indeed, Beth, Leila, Lily, Olivia, Rebecca and the suffragettes are not only intelligent, often Oxbridge-educated graduates, but they're also easy on the eye, which, let's be honest, can't hurt. Even the *Daily Mail* seems to be hanging on to their every beautifully enunciated word. Rivalry? You bet! Much of it focused on super-warrior Tamsin, who recently

snagged herself a super-warrior book deal.

The current generation of protesters might wince at the media's voracious interest in their looks, lifestyles and general posh tottiness, but they understand the nitty gritty of realpolitik. Even so, don't you feel self-conscious setting off on demos for the first time in your forties or collaring Hilary Benn outside Parliament? "Of course you do," says Rebecca briskly. "You feel completely absurd." Rebecca – who went to Bristol University at the same time as I did in the Eighties, when, almost to a woman, we were, politically speaking, spectacularly apathetic – seems to have overcome her qualms brilliantly. "That's because the alternative – to do nothing – is unthinkable," she retorts.

My wife, the ecowarrior

Film producer Andy Harries, husband of We Can co-founder Rebecca Frayn, talks about losing his wife to the climate front line

The alarm goes off at 5.30am and in the early-morning gloom, I can just glimpse my wife Rebecca tiptoeing around the room getting dressed. This is not the Rebecca I know and love. The old Rebecca rarely stirred before 8am. The old Rebecca was a novelist and filmmaker who spent her days dreamily immersed in creative projects. This Rebecca is entirely new to me.

This is Rebecca Frayn, the committed ecowarrior and climate campaigner who, much to my surprise, suddenly emerged last summer in the *Evening Standard* listings as one of the 40 most influential people working on environmental issues. In the half light, I watch her putting on an Edwardian costume – a nod to the suffragettes – and a red sash inscribed, "Deeds Not Words". Her mission is an eleventh-hour protest outside Parliament against Heathrow's proposed third runaway, a final decision on which is expected the following day. She will be meeting members of her group, We Can – all, just like her, middle-aged professional women with children – together with the more radical Plane Stupid, a direct-action group in their early twenties, which has been causing quite a stir in the news.

A couple of hours later, on the kitchen table, I find a note entitled, "If I get arrested". I quote: "I don't want to alarm you, but there is an extremely slender possibility I may take part in something this morning that gets me arrested... If I am, it may mean – worst-case scenario

The women in We Can – from journalist Rosie Boycott to Jennifer Nadel, the former home-affairs editor of TTN – could hardly be called airheads with too much time on their hands. Most of them work, organise families, and juggle frantically to fulfil their campaigning commitments. The bedside reading alone would slay me – the *Guardian*'s George Monbiot, and Nicholas Stern, the author of the alarming *Stern Review on the Economics of Climate Change*, are two favourites. It's not just the gloomy timbre of most environmental reports that corrodes the spirits, but the onslaught of contradictory facts, from all sides. All that science. Leila sympathises. She believes women instinctively respond to green issues, but often > 179

– an overnight stay in a Westminster police station. I fear the facilities may not be the most luxurious I have known, but I will *try* to look on it as an adventure... In the extremely unlikely event that it does happen, would you be kind enough to oversee the following..." There follows a long list of the children's activities I am to manage, which include collecting our eight-year-old daughter from school and making sure our 15-year-old twin boys do their homework and get some supper.

In the event, it doesn't happen. Wisely, the police did not feel it was useful to round up a group of middle-class women and jail them. An "All OK!" text arrives a few hours later in the middle of a meeting in my office. I read it out and laugh – while my team mates smile with some sympathy. They are used to my tales from the front line of the eco-war. This latest unlikely brush with the law follows a steadily increasing number of climate-protest-related events that have, in the past year, become a part of my life since Rebecca's conversion to the cause.

It was not always like this. Rebecca was never one for the limelight, and certainly not one for public speaking. All of this changed three years ago, on the eve of the publication of her first novel, *One Life*. So acute was her fear of public speaking that she went to a hypnotist to help her through her book launch at Soho House. And that was it. Her speech was a triumph (Dad crying, etc) and after that, there was no stopping her. >

Initially, she turned her attention to local environmental issues, which soon paved the way for causes on a global scale. But it was directing a short film about the impact of the planned third runway that was the turning point. She began to read about climate change and her whole attitude changed. She started having sleepless nights about the fact that so many scientists now believe the planet is in jeopardy – and, just like that, an unlikely but very effective new political campaigner was born.

First, we played open house one Saturday to more than 50 charming and diverse ecowarriors for a placard-and-sash-making session in preparation for a protest dinner party to be held in Heathrow's domestic-departures lounge.

“I dug my heels in when my wife tried to persuade me to exchange my beloved Mercedes for a Prius”

My efforts to watch the live football were soon abandoned as the house filled with a seriously alternative contingent – some dressed like Swampy, others bearing Sanskrit tattoos and facial piercings, all chopping up bits of fabric and earnestly discussing police tactics. Somehow, it seemed inappropriate to sit down with a beer and cheer Liverpool on.

The following week, I found myself accompanying Rebecca to Terminal One with our three kids for the demo itself. I arrived with a couple of the other husbands from her group – all discreetly supportive, of course, but joking with one another that we'd brought our BA Gold Executive Club cards in case we needed a bolthole. A couple of weeks later, gorgeous aromas from the kitchen heralded a dinner at our house for 40 influential women, to which only one man was asked – the senior climate adviser from Greenpeace. He had to sing for his supper; I made myself scarce.

And so it goes on. One evening, I came home to discover her group had closed the Ministry of Transport for an hour before buttonholing the Secretary of State for the Environment when he made the mistake of emerging from his office to see some guests off. On another occasion, she and her group joined

Climate Rush to storm the gates of the House of Commons. I was just in time to catch her on the evening news. My offer to make Mother's Day lunch this year was spurned for a session making windmills from recycled metal for a children's rally she was holding at the Commons the next day. The following evening, at the première of the new Richard Curtis film, her seat beside me remained empty while, somewhere in the bowels of the House of Commons, she oversaw 200 children dressed as endangered animals, who had come to lobby their MP. (Never one to miss a party, she made a quick change out of her “Climate Action Now” T-shirt and into a minidress in the cab to join me at the party afterwards.)

These days, the house is filled with

placards, posters, leaflets and an assortment of recycling bags – the doorway to our study is blocked by boxes of leaflets, some of which bear the message “No Third Runway”, others simply “Coal Kills”. She has cancelled our monthly delivery of bottled water, transferred our electricity to something called Future Energy, and I now regularly find that anything electrical that would once have been on stand-by is switched off at the mains. We eat meat sparingly, and only buy fruit and vegetables that are in season. “Become the change you wish to see,” she is prone to loftily intoning when anyone complains.

People often ask how I feel about it all. The truth, I suppose, is that I have come to share Rebecca's feeling of urgency about the issue – and to understand her frustration with the government's head-in-the-sand stance. I, too, worry about what kind of planet our children are going to inherit. So I have no objection to the giant banner planned for the front of our house. But you do have to draw a line somewhere. I dug my heels in when she tried to persuade me to exchange my beloved old Mercedes for a Prius – and I do, when the mood takes me, still order the odd box of Perrier with a faintly rebellious air. ■



Anexo 15 – Fotografia do *designer* Christopher Bailey que recebeu o prémio de *designer* do ano durante os “British Fashion Awards” no “Royal Courts of Justice” em Londres -Fotografia de Stuart Wilson. Por trás, o padrão da marca *Burberry*.



Anexo 16 – Cenas do vídeo “Bad Romance” interpretado por Lady Gaga, 2009.



Anexo 17 – Estella Warren para o anúncio do perfume “Channel nº5”.



Anexo 18 – Anúncio publicitário do azeite *Herdade do Esporão*



UMA HISTÓRIA VERDADEIRA

Maria Ramos nasce na Herdade do Esporão a 2 de Maio de 2008.
Fruto de uma família respeitada em toda a região, cresce a aprender que a verdade está acima de tudo.



Nasce flor e cedo se transforma na mais bela azeitona da terra.



A sua pele fica brilhante e no seu interior surge o néctar
mais puro, despertando a atenção de muitos admiradores
e também um forte desejo de liberdade.

Em Novembro, a verdade vem ao de cima, quando um ramo insiste em não a largar.
Maria confessa: "Eu não nasci para ficar presa, nasci para ser Azeite."

Finalmente o seu sonho é realizado.
Maria foge para Serpa e transforma-se
em Azeite de verdade.

HERDADE DO ESPORÃO. A VERDADE É COMO O AZEITE.



Anexo 19 : Entrevista com Manuel Dias Coelho (Jornalista, Director Editorial da *Máxima*, Ex-Director da *GQ* e um dos fundadores da *Vogue Portugal*, responsável pelo seu lançamento editorial)

26 de Fevereiro de 2009

O que acredita que as mulheres procuram quando abrem uma das suas revistas?

É uma pergunta pertinente... Acredito que procuram evasão, informação, sonho e realidade, destinados ao género a que pertencem. Quando uma mulher, leitora regular ou não, compra (diferente do folhear casual) uma revista dedicada ao público feminino, sabe que vai encontrar nela o que não existe, ou quase não existe, na demais imprensa escrita, dominada pelos homens e de conteúdos exclusivamente masculinos e, por vezes, chauvinistas e machistas. Dai o sucesso da imprensa feminina, cujo primeiro exemplar digno de registo, a *Harper's Bazaar*, surgiu nos EUA, em 1867, e que renasceria com o fulgor de uma revista mensal de moda, em 1913, concorrendo com a *Vogue*, fundada em 1892. De todas as revistas portuguesas para o público feminino, a *Máxima* é a única que encerra no seu conteúdo editorial todas as referências que referi no começo e que se podem sintetizar nisto: a realidade, através jornalismo, feito no feminino, de qualidade e de rigor inequívocos, e o glamour, através das imagens cuidadíssimas e das páginas de moda e de beleza, que contém também informação. Note que existe uma diferença entre revistas de moda, como a *Vogue Portugal* e a *Elle*, e revistas femininas, como a *Máxima* ou a *Activa*.

Sendo a Moda um factor socio-cultural cíclico, que se renova nos seus próprios signos e que procura muita da sua materialidade e inspiração na morte dos símbolos que já estiveram em seu poder...acredita que é possível encontrar na Moda e no seu mundo, imagens e inspirações tão antigas como a Medieval ou mesmo a Clássica?

Claro que sim! Aplico à Moda que se faz desde 1970, a lei da conservação da matéria, de Lavoisier: “Na Moda nada se faz, nada se cria, tudo se transforma”. Morto Yves Saint Laurent, desapareceu um dos cinco grandes Criadores de Moda, todos eles já desaparecidos também. Os novos criadores, entre aspas, buscam nos arquivos históricos e nos arquivos dos seus antecessores toda a sua inspiração. Em todas as estações encontramos referências aos períodos históricos. Basta estarmos atentos. Recordar-se do filme *Marie Antoinette*, de Sofia Coppola? Esse filme inspirou muitos “criadores” nas roupas, no calçado e na joalheria, e teve o mesmo impacto na cosmética dessa estação. Creio que foi no Inverno de 2007, que o look Joana D’Arc fez furor no desfile de Alta Costura da Dior. Por exemplo, também, os drapeados, reiventados por Madame Grés, na segunda metade da década de 40, e inspirados na Antiguidade Clássica, ainda estão em alta e são intemporais. Não tanto devido à arte de Madame Grés, mas devido ao supremo bom gosto dos Antigos.

Pode a moda revelar traços de identidade grupais e pessoais? Ou seja, pode a mensagem encerrada no vestuário servir como um factor de coesão social, ou mesmo grupal?

Está a tocar num assunto de extrema actualidade, ainda que isso remonte à génese da Moda, no crepúsculo da Alta Idade Média. Ao nível colectivo, as “tribos” começaram a dar mais nas vistas após a Segunda Guerra Mundial, com os diferentes looks, como o look dos teddy boys, na Inglaterra, ou o das flausines, em França, entre tantos exemplos... Hoje, os punks, os “betos”, os góticos e afins, são a prova disso. Ainda que essas “tribos” existam e resistam em separado, coexistem num todo social. Ao nível pessoal, e, portanto, mais íntimo, assume-se como forma de identificação e de imposição, goste-se do que uma pessoa veste ou não, e isso independentemente dos níveis culturais, estratos sociais ou diferenças regionais. Hoje, com os novos códigos, a mensagem que refere assume diferentes identidades, que variam consoante os ditames sazonais da Moda. A *Máxima* publicou muito recentemente um artigo com o título “O meu estilo, a minha tribo”, que revela quem veste o quê e de quem, o lema da tribo e os ícones de hoje ou de ontem nos quais as pessoas, e neste caso as mulheres jovens e urbanas, se inspiram: a clássica chique, a retro boémia, a rebelde extravagante e a pin-up. Mas, se quisermos, haverá muitos outros, no feminino ou no masculino. Como disse, basta estarmos atentos.