

WHO, WHAT, WEAR

Compiled by Carolyn Enting.



Ruby bracelet
A gift from a previous employer, an antique-looking, ruby-studded gold bracelet from Bello in Willis St. I've had it for years and wear it whenever I get to dress up for a night out.



Test of time: Gillian Vosper says her aim is to develop a unique style. Photos: CRAIG SIMCOX



Robyn Mathieson black silk dress
I have a lot of black in my wardrobe. This is a dress that I wear in summer with heeled sandals and in winter with an undershirt and tights. It's a really simple and elegant dress and I have worn it so much over the past year.

Extra specials

THE MANTRA "styles change, style doesn't" does not just apply to fashion. It's the essence when developing a successful brand, says Gillian Vosper, managing director of award-winning web and brand design agency Chrometoaster.

"Our approach to everything is ensuring it's not the latest fad but something that will stand the test of time," she says.

She follows this principle in her dress, too, though admits she's been guilty of following fashion to a degree.

"I look back and see the flares but I definitely have a style that's more unique to me," she says. "When fashions change and they've not suited me I've not worn them. A lot of stuff I've just said 'no'."

Vosper feels fortunate to work in a creative environment where the dress code is "a lot more relaxed" and hasn't worn a business suit for 10 years. In summer staff have been known to rock up to the office in shorts. Her style is casual but she dresses up her look with accessories to create "a point of difference".

"I'll always have accessories on," she says. "I went through a phase of wearing a simple tank top and scarves. Currently I'm into big chunky necklaces. It just makes a shirt look special when you have got a really nice necklace with it."

Personal style

My style is relatively casual but I aim for elegance. Even if I'm lounging around in old jeans and sneakers I'll wear a cool top/jacket and/or scarf/necklace.

Earliest fashion memory

My mother always sewed and had a great sense of style. I remember being carted off to Sunday school with my two sisters dressed in matching cream smocks with lace finishing and white Beatle boots. We thought it was fantastic.

A man always looks good in . . .

An Icebreaker jacket.

Latest wardrobe addition

A snap wrap skirt by Minnie + Ree featuring a Frida Kahlo print.

Worst fashion moment

Undoubtedly the 80s. I cringe at the photos of me with the big hair, veiled hats, padded shoulders, ruffles, puff skirts and parachute pants.



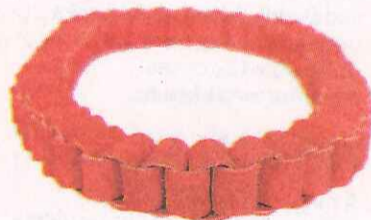
Minnie + Ree Frida snap wrap skirt

It was a gift from Minnie + Ree's designer Maree Smith. She gave me the original sample after I fell in love with the fabric and I will wear it so much this summer. The skirt is a wrap and is closed with snaps. The fabric is a gorgeous teal that celebrates Frida Kahlo and Mexico.



Faux leopard/zebra fur coat

I asked designer/dressmaker Tina de Bes to make a unique (and warm) fur coat for my teenage daughter that I could wear sometimes too. Worn by me only on glam winter nights out, it's very luxurious. We both get asked where we got it from, it's so different.



Gottahave necklace

Nik Johnston of gottahave makes a range of sculptural leather and suede jewellery including rings, necklaces, bracelets and earrings. I wear an amazing necklace of hers that dresses up anything simple and black and is really striking.

FUR REAL

It's making a comeback on the catwalk and in the high street.

FLO FULTON is shopping for a white mink jacket, a fur-lined reversible raincoat and a knitted fur vest.

"I fell in love with fur at a young age," Fulton, 32, a New York-based event planner, says. "A shirt and jeans can look so chic with a fur."

Fur is making a comeback because of shoppers like Fulton. Fox boleros and rabbit-trimmed jackets are showing up at United States department stores Neiman Marcus and Saks as the retail industry gears up for the (northern) winter season.

During the past decade, many women stopped wearing fur after an anti-pelt campaign by People for the Ethical Treatment of Animals (Peta). Now younger customers are warming up to fur as the industry works to farm animals more humanely and market so-called cruelty-free pelts.

A renewed interest in fur has also coincided with a move to dressier, refined fashion, or what many in the business are terming "ladylike" clothes.

Designers showed 2200 fur looks in their autumn 2011 collections in New York, London, Paris and Milan,

compared with 384 six years ago. Oscar de la Renta sent 30 on to the runway in February compared with 16 fur garments a year earlier. The trend also has moved to labels like the Olsen twins' The Row that appeal to younger fashionistas.

The new-found popularity of fur may help rebounding luxury retailers as they navigate slower economic growth. But it is about fashion as well. "After being underground for so long, fur has a new vibe," says Roseanne Morrison, fashion director of Doneger Group, an international retail consulting firm. "It's actually fun," she says.

Celebrities also are inspiring shoppers in their 20s and 30s to buy fur, according to furrier/designer Adrienne Landau. Those include Kate Moss, Jennifer Lopez and Catherine Zeta-Jones.

Consumers are more likely to buy fur with an "Origin Assured" label, says the British-based International Fur Trade Federation, which started the initiative almost five years ago. The independently monitored "OA" label is granted to certain species sourced from approved countries that



Top to toe: Above, a fur outfit at the Hong Kong Fur Federation show; right, *American Vogue* editor Anna Wintour.



regulate trapping and farming. "Women have always loved fur, and it became: 'Should I or shouldn't I?'," says Landau. "Now it's: 'I can wear it. I don't feel any guilt.'"

Fifty-six per cent of Americans believe wearing fur is morally acceptable and 39 per cent consider it wrong, according to Gallup's annual moral acceptability survey released

in May. In the first category is supermodel Naomi Campbell, who modelled fur for designer Dennis Basso in his winter 2009 ad campaign a decade after appearing naked in the Peta anti-fur ads in the mid-1990s. Vogue editor-in-chief Anna Wintour still wears fur despite being attacked by anti-fur activists.

Peta has been "the social conscience" for the fur industry and doesn't consider the industry reformed. Production became crueller as it spread to China, says Dan Matthews, a senior vice-president for the organisation.

"China is not an 'OA' country. And fur wearers are a minority with a cavalier attitude toward the suffering of animals, some of which are skinned alive," he says. Peta counts fashion guru Tim Gunn and singer and fashion entrepreneur Justin Timberlake among its supporters.

Stella McCartney is famously anti-fur. Yet, fur is such a dominant trend this year that Neiman Marcus's fashion director, Ken Downing, highlighted it as a must-have for the season. Among the items the retailer is touting are a US\$3980 (NZ\$4900) J Mendel fox bolero, a mink collar from Akris for US\$1580, and a Marc Jacobs beaver fur-collared tweed jacket for US\$2800.