



AUDREY HEPBURN

Audrey Hepburn was a fashion muse as well as an award-winning actress. From her Oscar-winning performance in *Roman Holiday*, to her style transformation in *Sabrina* (thanks to Hubert de Givenchy), and her collaboration with Cecil Beaton in *My Fair Lady*, Hepburn captivated the worlds of both film and fashion with her elfin look and delicate frame. She trained as a ballerina, but her big break came when French novelist Colette cast her as the lead in the stage production of *Gigi*. It was her on-screen roles, and outfits, in films such as *Funny Face* and *Breakfast at Tiffany's*, which made her an enduring style icon.



CECIL BEATON

Celebrated society photographer Cecil Beaton spent more than 50 years charming, scandalizing and shooting fashion editorials and society portraits. From Grace Kelly (a 'photographic beauty') to Elizabeth Taylor ('everything I dislike'), and from *Vogue* to royalty and the Bright Young Things, Beaton was at the heart of London's Bohemian crowd in the 1920s and 1930s; everyone wanted their portrait taken by him. A prolific diarist, dandy and socialite, he went on to curate the V&A Museum's first fashion exhibition, and won an Academy Award for his costumes and production design for *My Fair Lady*.



BILL CUNNINGHAM

Bill Cunningham was the legendary New York photographer who cycled around Manhattan in a blue workman's jacket, shooting the 'On the Street' style pages for the *New York Times* from 1989 until 2016. In Anna Wintour's words, 'everyone got dressed for Bill'. Cunningham started as a milliner, then worked at Chez Ninon, a New York salon that made copies of French couture designs for the likes of Marilyn Monroe and Jacqueline Bouvier (later Kennedy). He then wrote for *Women's Wear Daily* and, as his reportage photography took off, he introduced American audiences to Azzedine Alaïa and Jean Paul Gaultier. For Cunningham, the silhouettes were the stars, not who was wearing them.



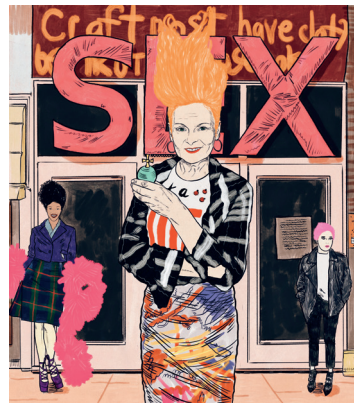
CHARLES FREDERICK WORTH

Worth is considered the founding father of haute couture. In the late nineteenth century, the Englishman moved to Paris and established the House of Worth, which became the leading fashion house of the time. Worth abandoned crinolines in favour of the more manageable princess line, and revolutionized the business of fashion. He was the first to sew his name into his garments, the first designer to have clients come to his salon, and the first to use live models. Empress Eugénie, Sarah Bernhardt and Sisi, Empress Elisabeth of Austria, were among those who wore his gowns.



VICTORIA BECKHAM

Victoria Beckham rose to fame in the all-girl group the Spice Girls, but Posh Spice has evolved into a fashion designer of considerable acclaim. Beckham swapped her seat in the front row for a role backstage, launching her own label in 2008, and has graduated from pop pin-up to respected designer; her shows are now a 'must-see' at New York Fashion Week, and her brand has grown to include a diffusion line, denim, handbags, eyewear and fragrances. Victoria Beckham's girl power has transformed her into a true fashion phenomenon.



VIVIENNE WESTWOOD

Vivienne Westwood is the ultimate fashion rebel who turned punk, sex and pirates into fashion statements. She had trained as a primary school teacher, but meeting the Sex Pistol's manager Malcolm McLaren led to the duo opening a shop in 1971 (Let it Rock, later called Sex) on London's Kings Road, which became central to the punk fashion movement, selling clothes made of safety pins, tartan and bondage straps. Westwood's first catwalk show – Pirate – followed in the Eighties. From the corsets and cheeky crinolines of the Nineties through to the present day, Westwood continues to fuse historical heroines with the modern to shock and scandalize.



VIDAL SASSOON

Vidal Sassoon revolutionized hairdressing. His first salon opened in London in 1954, where he created some of the most iconic haircuts of the Sixties – from the bob, which became Mary Quant's signature, to his famous Five Point Cut, modelled by Grace Coddington. Mia Farrow even flew in from the US to have her hair cropped into a pixie cut for her role in *Rosemary's Baby*. Sassoon was a pioneer of modern cutting, mixing geometric layers with movement. He also used his savvy business skills to achieve global success with his haircare products, and create the blueprint for hair salons and schools today.



YVES SAINT LAURENT

One of the most revered designers, Yves Saint Laurent changed fashion. In 1957, aged 21, he became head designer at Christian Dior, with a triumphant debut, but by 1960 he had been conscripted, suffered a nervous breakdown and been fired by Dior. Together with his partner Pierre Bergé, however, he rebounded with the launch of his own label, designing ready-to-wear clothing that captured the youth culture of the Sixties and Seventies with such iconic creations as his safari jackets, Le Smoking tuxedo, and Mondrian shift dresses. Catherine Deneuve was the first customer in his boutique, and he was the first living designer to be featured as the subject of a solo exhibition at the Met in New York.

ALEXANDER McQUEEN



∞ F**k You. ♪ Fit should be as exact as
your attitude. ⚡ Escape the expected.

ANNA WINTOUR



∞ Only you need to know what goes on behind the shades. ♫ Loyalty is the most important label to wear. ⚡ Vogue is an attitude, not just a magazine.

CHRISTIAN LACROIX



∞ A world without colour is a world without joy. ♪ Dress for your next adventure. ⚡ Make an entrance, then cause a revolution.

COCO CHANEL



∞ Tweed and twinsets support women's rights. ♫ Elegance and perfume are life's only essentials. ⚡ Fashion isn't what you wear – it's who you should be.

JACQUELINE KENNEDY



∞ Make manners your most important accessory. ♫ Pearls are always appropriate. ⚡ Be first lady of your own Camelot.

KATE MOSS



∞ Pictures don't explain – and neither should you. 🎸 Always be the rock star.
⚡ Work the lights and your best angles.

GIANNI VERSACE



∞ More is more. ♪ Add a touch of 'super' to your look: superman, supermodel, superstar. ⚡ Be a legend, not a myth.

TWIGGY



∞ There's no age limit to beauty.

🎵 Eyelashes are the only things you should fake. ⚡ Be your own spirit.