

# FASHION



May  
2017

The New  
*Creative*  
CLASS

*Jourdan*  
DUNN

Model  
Activist  
Influencer

*"Fear is not an option"*



MODEL LIYA KEBEDE, SHOWN IN A LOOK FROM HER JOE FRESH X LEMLEM CAPSULE COLLECTION



## Full Bloom

The supes are not in short supply at JOE FRESH, which has had the likes of Miranda Kerr and Karlie Kloss star in its campaigns. But its latest partnership with LIYA KEBEDE is a first. Joe Fresh x lemlem is a limited-edition capsule collection created in collaboration with Kebede's clothing line. The Ethiopian-born supermodel started lemlem (which means "to bloom or flourish" in Amharic, the national language of Ethiopia) 10 years ago after meeting with traditional weavers in her home country who couldn't find a market for their handwoven pieces. If the bright primary-coloured stripes and soft cottons look familiar, it's because previous collaborators included J.Crew and Soludos. The idea to partner with Joe Fresh came about while Kebede was working with the brand on an ad campaign. "We talked about our love of fashion and our feeling that it can create strong connections," she says. "And we moved that idea into this." The collection includes breezy sundresses, warm-weather scarves and colourful beachwear. "Modelling opened many doors for me," says Kebede. "I'm especially grateful that it has given me a chance to help raise awareness about some of the most serious challenges women in Africa face." —*Mishal Gaxmi*

## Get Smart

Forget cutesy patches and monograms—customization in fashion is about to get a lot more high-tech. IVYREVEL, a Swedish e-commerce fashion house backed by mega-retailer H&M, has teamed up with Google on a new technology called Coded Couture. Slated for widespread release later this year, it's being tested by a select group of European fashion bloggers, such as Angelica Blick, Shanti Joan Tan, Natalia Cabezas and Janni Delér.

To create your custom Data Dress, you tell the app what style you're on the hunt for—business, party, gala, etc. It will then track your lifestyle for a week, following your every move from your morning barre class to your evening Tinder date. Its smart geolocator takes activities, locations and even climate into consideration and gets to know your sense of style based on where you go and what you do (say, a stop at your local dive bar versus cocktails at The Ritz). After seven days, the information collected by the app results in your very own Data Dress, a unique piece coded just for you. —*Caitlin Agnew*

## BABY BLUE

Having topped off Jessica Biel's gilded ensemble at the 89th Oscars, TIFFANY & CO.'s Whispers of the Rain Forest necklace racks up some more mileage. The masterpiece—which includes 350 18-karat-gold fronds and more than 200 baguette diamonds—will visit the brand's Vancouver flagship along with the rest of the 2017 Blue Book Collection. Making its first stop after debuting in New York, the high-jewellery line explores the theme "The Art of the Wild" with pieces inspired by natural elements, such as flora, feathers and cascading falls. That's not the only special event. On May 5, the store is also set to reveal its grand expansion, complete with a second level, an entirely new facade and Canada's first dedicated Watch Salon. —*Joy Pecknold*

