

second **style**

Issue #5



The best of Second Life clothing, hair, skins, accessories, and more

Boot Worthy
Pants

Interview:
Rebel
Hope

Classy
Casual
Boots

Fresh Face
Antonia Marat

Designer's Tip from
Alaska
Metropolitan

Sexy
Animal
Prints

Fun & Fashionable
Halloween
Costumes

Inventory Raid
Gala Phoenix

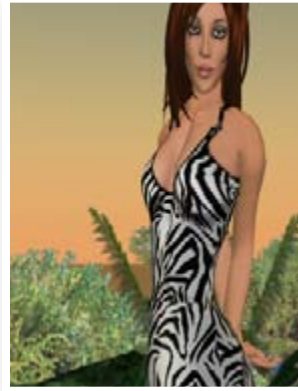
Style Girl:
Violet Xingjian

Main Features

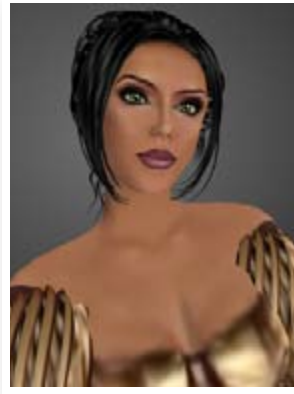


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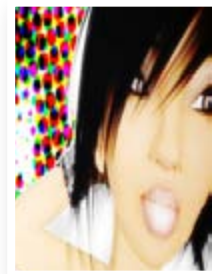


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The Seven Deadly Sins of Vendor Design

PORT
Seraphine



be beautifull,
be yourself!



skins
shapes
clothing

eyes

The best of Second Life clothing, hair,
skins, accessories, and more

Issue #5

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Coffin with Arms Crossed Pose

Illumination Lighting System

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Skin by Ambyance2 Anubis - Anna Decroit Skin

Eyes by Ambyance2 Anubis - Anna Decroit Eyes

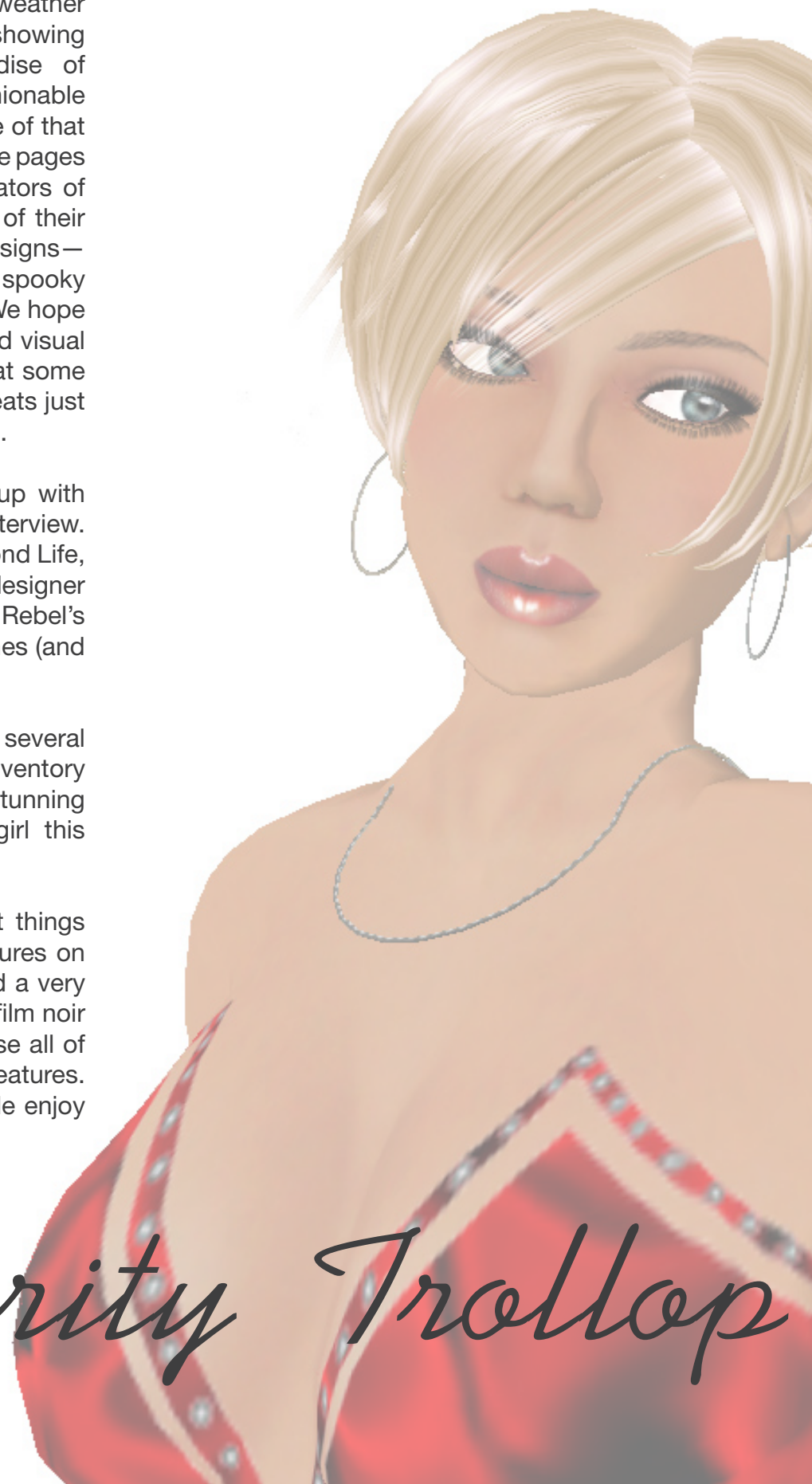
It's almost Halloween, and while the weather is getting cooler and the trees are showing gorgeous color, the virtual paradise of Second Life prepares for a most fashionable holiday. We wanted to capture some of that Halloween magic, and share it in these pages with you. The talented content creators of Second Life are bringing out some of their most creative and innovative designs—everything from scary shapes to spooky skins, prim accessories and more. We hope you enjoy talented photographer and visual stylist Scarlet Singer's unique look at some of Second Life's best costumes—treats just in time for any tricks you're planning.

Additionally, Second Style caught up with designer Rebel Hope for this issue's interview. Rebel talks about her history in Second Life, her aspirations as a virtual fashion designer and the evolution of her business. Rebel's a lot of fun to talk with and her clothes (and costumes!) are top notch.

Finally, we round out this issue with several of our favorite features: we have an inventory raid with Gala Phoenix in absolutely stunning photos, and our wonderful style girl this month is Violet Xingjian.

Looking ahead, we have two great things planned for issue #6, including features on New Year's Eve cocktail gowns, and a very special black and white look at 40s film noir fashion in Second Life, and of course all of our usual interviews, columns and features. We'll see you again soon, meanwhile enjoy issue #5.

Celebrity Trollop



NEW GAMES
Live Entertainment Weekly
Shopping
Relaxation and Fun

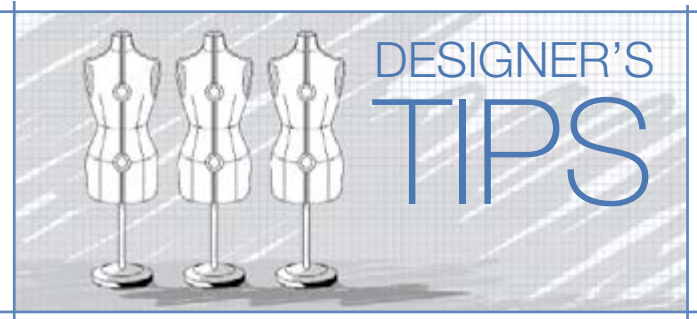
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The Seven Deadly Sins of Vendor Design

Alaska Metropolitan



We've all seen them... Stores with vendor ads that are so ugly, so ineffectively designed, you don't want to look at them for more than five seconds. A lot of the time it changes our opinion of the creator; most of the time it prevents us from buying the item.

No matter how amazing your product may be, the textures you use to advertise the product and to vend it in Second Life need to be clear, concise, and show the product well.

In this article, I will take you through seven mistakes that can kill a vendor ad design. I will also point out some design tips to resolve these issues.

Seven Deadly Sin #1: Unflattering lighting

If you're going to sell your latest fashion design, pay careful attention to the in-world screenshots you take of the clothes. The Second Life lighting system at noontime looks absolutely horrible on avatars. It also goes without saying that if you're using nighttime shots, we can't see the outfit at all. Don't you want to show your design in the best light possible? Do so by forcing the sun to sunrise or sunset. This is available under the World menu item.

Seven Deadly Sin #2: Distortion

Naturally, you'll want to resize your screenshots taken in Second Life to fit with your vendor design. But unless you resize your image in proportion to the original, your items will end up stretched and distorted. This hardly looks professional. Typically, in image editing software, holding down the Shift key while resizing will keep the image in proportion.

Seven Deadly Sin #3: White Halo

The ubiquitous white halo in Second Life, on textures with alphas or not, is at best an ugly annoyance. At worst it shows you either don't care or don't know how to use your tools (be it Photoshop, Paint Shop Pro, or other.) For vendor images, the white halo can happen if you resize an item and then attempt to cut out the background around your product. Instead, try taking the background out from the original, non-resized file. This gives you a sharp edge that isn't aliased and makes it easier to use the magic wand tool (or whatever the equivalent is outside of Photoshop) to cut away the background.

Seven Deadly Sin #4: Visual Chaos

More is not necessarily better! Remember the focus of the vendor ad should not be the pretty font you found online for free, the various colours that you like, or the glittery border. The focus of your vendor ad is the product itself! Keep the following in mind:

Don't use more than two fonts on a single ad or vendor. Neither of these should be decorative

Continued on page 12>



Designer Tip

> Continued from page 10

or funky, because they aren't as readable when a vendor is sitting there rezzing.

Chose a contrasting colour palette that is easy on the eyes. If in doubt, just use black on white. The "system" palette that comes with Windows? Pretend it doesn't exist. Learn to mix colours in your software colour mixer.

You don't need a background. Or a border. Trust me on this.

Seven Deadly Sin #5: Spelling mistakes

Not to get too librarian on you, but typos on a product vendor are puerile. It looks unprofessional. I find that once I notice a typo or misspelled word, it becomes all I see. If in doubt, or if English isn't your first language, paste your vendor type into word processing software to spell check it.

Seven Deadly Sin #6: No permissions

If your vendors themselves don't list the item's permissions, you'd better place a really large sign somewhere in your store stating them, because a lot of customers need to know. What if they're buying the item as a gift?

Do not use an icon system to show what can and can't be done with your product... it's hardly up to the customer to decipher your code. Why use icons when you can use plain English?

Seven Deadly Sin #7: No Hierarchy

This ties in a bit with Sin #4. An effective visual design calls for some sort of hierarchy. Your eye

needs to know what to look at first to see what's most important. Typically, you can create a hierarchy by making the main image far larger than any supporting images, and the title or price the largest font size for type. If your hierarchy isn't clear, you may find you get IMs from customers asking for the price of an item when it's already on the vendor.

There could be far more than seven deadly design sins if I thought long enough about it, but for time's sake I will leave you with seven. I will also leave you with a little bit of advice: keep it simple, and when in doubt, leave it out. Keep these tips in mind, and you'll be well on your way to creating vendor ads that appeal to your customers.



Bio note: Alaska Metropolitan designs the OPIUM and OPI-UM Everyday clothing lines and SKIN 2.0 in Second Life. In First Life, she works as a graphic designer and visual artist.

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TAKE IT OR LEAVE IT

Mon - Wed - Fri
4-6pm SLTime
Hosted by Ardic Danton
Tropics West 251, 217, 26



It's the witching hour of our Second Lives. The talented designers of Second Life have been pouring out creative costume after costume--and we want all of our ghoulishly fashionable readers to find that perfect treat for any tricks this Halloween.

Bee Girl by Starley Thereian, Celestial Studios
Model: Scarlet Singer
Hair: Modish in Black by Elikapeka Tiramisu, ETD
Skin: Charmed Skin - Tone 30 - Auburn - Neutral 4 by Starley Thereian, Celestial Studios
Shoes: Flowered biker boots by Fallingwater Cellardoor, ShinyThings

costume crazy

Adri



Suisun (111, 170)

Wherever Second Life takes you...
relax... we've got you covered.

The Lost Gardens of Apollo



OPIUM
EVERYDAY
Alpha Centauri (215, 8)



costume crazy

Christine (from Phantom of the Opera) by Rebel Hope and Tami McCoy, Rebel Hope Designs

Model: Iris Ophelia

Hair: Beach hair II by Lost Thereian, Naughty Designs

Skin: Alina Intense Red Lipstick by Lost Thereian Naughty Designs



costume crazy

Cigar Girl by Astry Mirabeau, Digital Knickers

Model: Richie Waves

Hair: Graceful Hair by Elikapeka Tiramisu, ETD

Skin: Fair skin in blush gold by Toast Bard, Fashionably dead

Shoes: Lady Slingback shoes by Fallingwater Cellardoor, ShinyThings

add a little color 2 your world



FUNK



home of caLLie cLine & kiana dulce
women's fashions & new men's store
now in plush lambda

Hey - it's Second Life, why settle for second best?



The Farnsworth House
Designed by Ludwig Mies Van Der Rohe ca. 1950.

The house was originally built for Dr. Edith Farnsworth and she hated it! As do many SL residents, but then again, this is not a house for anyone. An icon for generations, it still stands out as one of the worlds most famous builds.

Available upon request only.



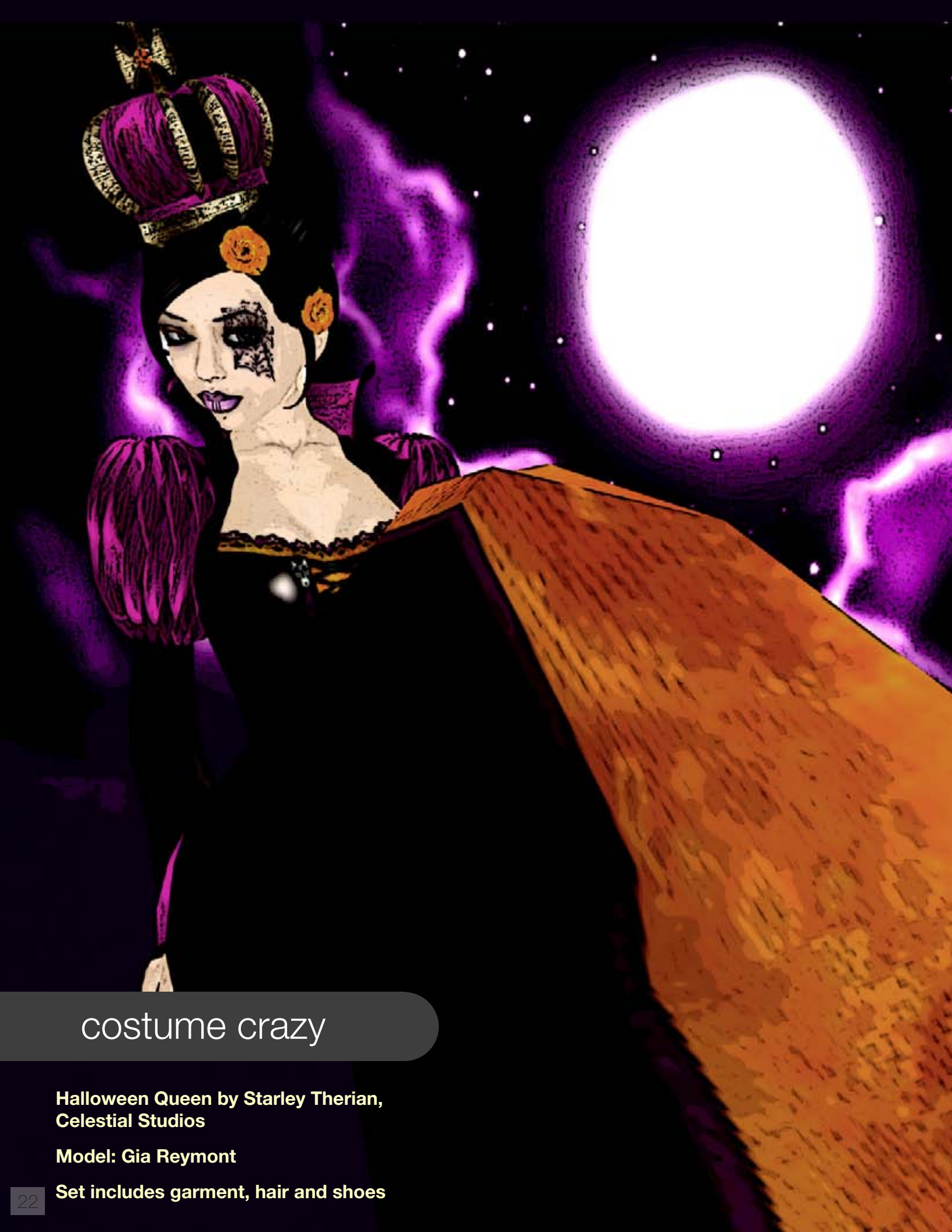
MAXIMUM MINIMUM
ULTIMATE VIRTUAL LIVING

MAXIMUM MINIMUM - Modern classics
High quality, no compromise: Designer furniture, plants, lamps, accessories and prefabs.
Location: Nauru 200, 130.



costume crazy

Monstah Bride by Rebel Hope, Rebel Hope Designs
(includes dress and accessories)
Model: Scarlet Singer
Hair and Skin: (included) by HoseQueen McLean, Panache
Shoes: (included) by Zyrra Falcone, Panache



costume crazy

Halloween Queen by Starley Therian,
Celestial Studios

Model: Gia Reymont

Set includes garment, hair and shoes



costume crazy

Vamp Willow by Canimal Zephyr,
Canimal

Model: Iris Ophelia

Hair: Savvy by Elikapeka Tiramisu,
ETD

Skin: Charmed Twinkle by Starley
Thereian, Celestial Studios

Shoes: Z Boots by Fallingwater
Cellardoor, ShinyThings



SODA



costume crazy

Soda Pop Sandra by Astry Mirabeau, Digital Knickers

Model: Gia Reymont

Hair: Lucy in black pearl by Naughty Designs

Skin: Alina Fair by Lost Thereian, Naughty Designs

Earrings: Luft in silver by Launa Fauna, LF



why settle for this?

when you can have this?

* habitat by juro

Deneb (90,140,27)

anson bedroom set \$11600

- 1 bed
- 1 night stand
- 1 night stand
- 1 2-drawer dresser
- 1 large mirror
- 1 end table
- 1 table lamp
- 1 large picture frame

anson living room set #2 \$11600

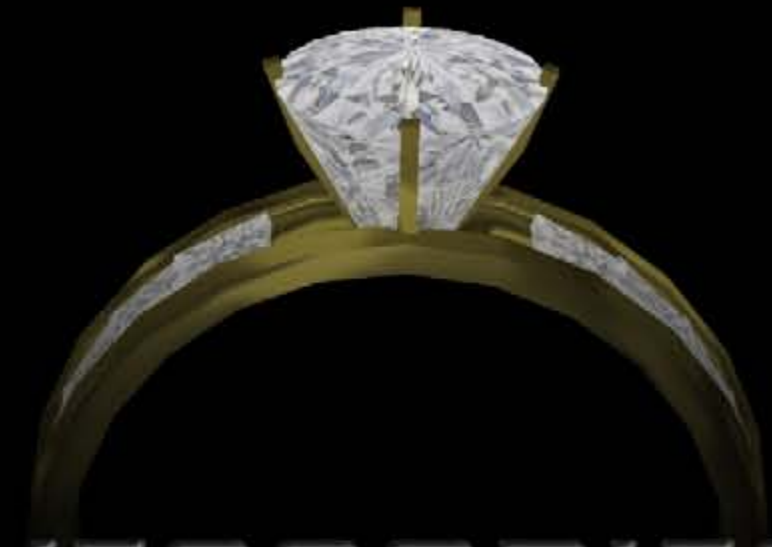
- 1 sofa
- 1 ottoman
- 1 coffee table
- 1 end table
- 1 side chair
- 1 side chair
- 1 end table
- 1 table lamp
- 1 floor lamp

anson 6-place dining set \$1895

* habitat by juro

Deneb (90,140,27)

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Service,
Selection



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urbane 174,122

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Ruby



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Children's
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Xaria
Wedding Set
in Purple &
Amethyst



Solitaire
Earrings in
Platinum &
Diamond



Custom
Men's and
Women's
ID Bracelets



Brittany
Necklace
in Gold &
Diamond



The Second Style Interview

By Celebrity Trollop

Rebel Hope

Celebrity Trollop: So how did you get started in Second Life, originally?

Rebel Hope: Funny thing. I was part of “Worlds” community before this. Not sure if you’ve heard of it.

CT: No, I haven’t.

RH: It’s a similar world to this, but way less advanced. I worked for a rock band for a period and was involved in their world over there, so I had a little experience behind me coming here.

CT: Wow, that sounds glamorously cool.

RH: Well, it was amazing and still is. I’ve been with the fan club of this band for about 25 years and did [some] work for them for about four.

CT: Oh wow.

RH: Not sure I want their name published, but it was a well known rock band. They have a world on Worlds.

CT: Woohoo. That is very neat. So what prompted your progression from “Worlds” to SL?

RH: Well, a friend of mine asked me to come here as Worlds was slowly dying because of the popularity here.

CT: [nods] Did you just come here to check things out, or was there a thought about migrating the band’s things over here?

RH: I mostly just came out of curiosity. The work I did for [the band] was mostly fan club and charity related.

CT: [nod] Okay. When did you first arrive in SL?

RH: December 2004. Actually, [I initially joined in] October; but I left and came back as Rebel Hope.

CT: Okay. So you’re coming up on your 2 year rezdary?

RH: Yes. December 29th, I think for Rebel. I was another name before that

CT: Heh.

RH: I can’t remember my last name. I wish I remembered, but I was here a short time. My friend made me come back.

CT: Things were a quite a bit different then compared to now. What was your experience as a newbie like?

RH: Oh yeah. Way different than now. I have never been one to just sit around. I explored a lot. I wanted to work doing something, so I met and got to know Jenna Fairplay. I used to watch her make gowns and shoot the ads. I thought it was so fascinating. I worked for her at The Edge for a short time. I had a full time day job, did the work for the band, and have three kids, so I didn’t have a lot of time to spend here...

CT: Oh wow!

RH: But the band went on a two year vacation and changed management for the fan club, so that work slipped away.

CT: So you had a little more time to spend in SL? Or did that come later?

RH: Well that really came later. In between working my day job and my family life I learned all I could about making clothes here. I asked questions, watched and observed. I played in Paint Shop Pro [a lot] at the time. It wasn’t until last October [that] I got into Photoshop.

CT: Before SL were you “into” fashion at all? I mean, did you ever want to make clothes in

Continued on page 30 >

Rebel Hope

> Continued from page 29

RL?

RH: I would say yes, since I was little. I've always loved fashion design.

[She pauses.] As a little girl, I didn't really play with dolls, you know? I had five brothers, so it was about dirt bikes and 4x4.

CT: Heh. You were kind of a tomboy, then? Had to fend them off?

RH: Yeah, a bit. I raced BMX and motocross as a teenager.

CT: Oh cool.

RH: But I was always into looking "cool". I kept up with what kids were wearing, you know.

CT: [nods]

RH: I had an aunt who was a big influence in my life as far as fashions.

CT: Oh wow. How so?

RH: She was a interior designer, actually. In Southern California. She was always [the] one person I looked up to. I eventually went to live with her when I went to college. I was a country girl from Indiana. She always dressed in amazing clothing, big fashion designer names. She taught me all about fashion. The right shoes to wear and how to walk in them. [Which] colors [were] good for my skin tone. She taught me all about wearing makeup the correct way.

CT: That's really great.

RH: That's probably a 'lil more than you wanted to know, but that's my fashion history. [laughs]

CT: Oh no, it's a wonderful background story. Did you have a mentor like that here in SL?

RH: Oh, wow. Yeah I have lots. I'm constantly amazed by people here. I could name so much talent here that I look up to.

CT: Yeah, me too.

RH: There really are some amazing artists and visionaries here. But I have to give credit where credit is due. Asri Falcone has a fashion week - I'm sure your familiar with it, I think it's held in the spring. I won her fashion show contest way back. It was my first [contest] and my first big break. So many thanks to her.

CT: Nice.

RH: [There are] so many people I could mention. Tami McCoy has been such a big inspiration to me lately. I love her to pieces.

CT: She's true blue awesome.

RH: Yes, she is.

CT: Definitely. So what was the very first thing you started to create?

RH: [laughing] It was a gown called, Fusion. [It was] all made in game. I didn't really use any graphics programs at the time.

CT: Did you put it up for sale?

RH: Oh yes. [It] was a big seller right off the bat. I was shocked. It was the only thing I sold for a month or more.

CT: When was that, timeline wise?

RH: January 2005. I started making things pretty much right [after I joined].

CT: Wow, so you went from newbie to creator pretty quickly?

RH: Yes. I met RH my third day in game. He had some building experience under his belt and he helped me with the basics. But coming from Worlds where you had to[use] code to move things, this was a breeze.

CT: Huh. Worlds sounds complicated!

RH: Very.

RH: If you wanted to move a lamp, it was a huge line of code to it's coordinate to move it.

CT: Well, I definitely would like to return to RH as a topic -- but when did you start using external programs and uploading textures to make garments?

RH: It was about February of 05. I had Paintshop Pro and used it for doing scarap book type things, mostly.

CT: Did you learn your construction techniques

by experimentation or did you get help from other designers? Or both?

RH: Wow...I pretty much just learned on my own. Designers were not real open with their knowledge. [It was a lot of] trial and error.

CT: Do you use a WACOM to draw things?

RH: Absolutely! Wouldn't be caught without it.

CT: So, after Fusion, did you continue to make gowns for a while? I remember when I was a n00b in Jan 06, Rebel Hope Designs was mostly bridal and formals.

RH: Yes, I mostly did formal for a long time.

CT: One thing I'm a little curious about is how you got involved with SL weddings. Was it customer demand, or just something you wanted to do?

RH: To tell you the truth I prefer not to be involved in the weddings. [A hearty laugh].

CT: [laughs] Okay, touche.

RH: But the bridal gowns were a challenge. They

Continued on page 57 >



Victoria's Secret?
She is wearing
Down Undies
Lingerie.

Down Undies
Down Undies is a geckogecko.com brand

Our store is located in Plush Beta (27, 246, 22)

Rebel Hope Designs.....



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Costumes

Casual

Menswear

and so much more!

RAH Designs on Isla Del Amor 127, 128

When only the best will do....



RAH Engel Fine Jewelry

RAH Designs Isla Del Amor 127, 128

Casual Classy Boots

By Ilianexsi Sojourner



Sleek Laceup Boots, 15 colors available, L\$500. Are they boots A little bit funky and bohemian, these beautiful and versatile boots can be dressed up or down - Shiny Things (Hotei 166,138,26 and other locations)



Calf Boots, 9 colors available, L\$350. These boots are simple, but elegant, with a classic, graceful look. You'll wear them with everything! - Lassitude & Ennui (Iron 70,68,31 and other locations)



Tundra Boots, 12 colors available, 2 looks included, L\$400. With their outstanding detail and dramatic style, you'll stand out from the crowd in these boots.. - Le Cadre Network (Le Cadre 128,194,32)



Snake Eyes Python Western Boots, 4 colors available, L\$350. The perfect finish to all your western outfits or prairie dresses.. - ZVZ Ultra Designs (Colona 109,161,22 and other locations)

PREEN

By Aimee Weber



fresh faces

Fresh Faces is a monthly spotlight on newer designers within Second Life. We are pleased to select Antonia Marat of artilleri as this month's Fresh Faces featured designer. We asked Canimal Zephyr of Canimal to choose some outfits from artilleri and offer her thoughts and comments about each outfit. —Celebrity

artilleri from Antonia Marat

Modeled and photographed by Canimal Zephyr

It is my distinct pleasure to feature artilleri's Antonia Marat in this issue's Fresh Faces feature! I can't think of anyone more fun to spotlight than Second Life's Retro and Rockabilly Queen. Antonia's clothes are all creative, pretty, and wonderful and it was very hard for me to narrow the list down to only a few items. But finally after a lot of dressing, undressing, ooh-ing and ahhh-ing, I have my picks!



Bernie Polka dots

The Bernie dress comes in the two essential party girl prints: Dots & Leopard! Each available in 6 colors. This dress has a light and bouncy flexi skirt, with a stylish, black corset to enhance your curves. I love the texturing on this one. It's one of Antonia's more recent designs. She gets better with each new release.



Cherry High

If my high school were this fun, I would actually have attended class! This letterman jacket has cherries on the front and back, and the entire set is made in cherry colors. The jacket covers an ample bust that the shirt proudly perks up. Tight capris pants compliment this set perfectly. I think this set is really fun to wear.



Cutie

The texture on the bottom of this dress is so nice! Antonia likes to make poofy skirts—and I love to wear them. This dress has a very poofy skirt. So poofy, that you can hide a large number of your friends under it. It is only available in green, because Antonia only made one color per item back then.



Le Tigre

Stun those boys outta their wits with this sleek and sexy Minnie dress! This dress takes no prisoners and that's what I love about it. It's bold, it's daring, it's fabulous! You just can't wear it without being the center of the party. In addition to the dress I have on the Artilleri watch, and 8-ball handbag (with plenty of room to keep those boys' numbers!) Ring-a-ding-ding!



Trailer Trash Pants and Basic Black Top

You've never looked better holding a beer and sitting in your lawn furniture than in this "skanky" set. I say skanky, because sometimes you feel like being over the top sexy. It's so fun if you do it right, which is why I love this set so much. Tattoos, bangles, and cigarette also by artilleri.

inventory raid

By Roslin Petion

Gala Phoenix

I was extra excited when it came time to do this issue's Inventory Raid with Gala Phoenix. Gala Phoenix is one of my all time favorite skin creators. She has a talent that I envy. Gala joined me at the Second Style Headquarters in Green to dish.

Roslin Petion: Thank you for stopping by the office, today.

Gala Phoenix: Happy to be here!

RP: I just want to start by telling you what a huge fan I am of your work.

GP: Well thanks so much, it always makes me happy to hear [about] my work being appreciated.

RP: First question, is there much similarity between your avatar's style and your real life style?

GP: I'm attracted to very much the same kinds of colors and textures in both RL and SL. I can't picture myself wearing boas, gowns or furry outfits in real life, though.

RP: When you get dressed in SL, how do you decide what to wear?

GP: A new outfit will most often revolve around a new item I've found that I love. New hair, boots, jewelry, etc. After I have the perfect [starting] item, I build the outfit from there. I often make custom makeups or accessories for the final touches.



RP: I love making outfits that way as well, sometimes if I find a really great item, I can build a whole bunch of outfits just around that one piece. When making skins, do you ever find yourself inspired by SL fashion?

GP: Yes, all the time. My "Bling" series for example is 100% inspired by SL fashion. The series was inspired specifically by a group of customers who had spent the afternoon in my store.

RP: How much inspiration do you draw from real life fashion and in what way?

GP: I draw much inspiration from real life. I'm a people watcher and really enjoy sitting at a sidewalk cafe or park and just looking at what sorts of things people are wearing, different makeups, etc.

RP: Your first outfit was a cute combo of Boneflower and Dazzle, but I'm really taken by your brown outfit. When you wear this second look, what kind of mood are you in?

GP: I would wear this when I want something modest, casual and old fashioned--but at the same time, beautiful. Something autumnal and earthy, as well. I guess it's something I would wear if I were feeling pretty modest and mellow.

RP: In your third outfit, I see an unreleased hair by Rita Groshomme that is named after you, did you have much input in the design?

GP: It's strange. It is pretty much identical to how I wear my hair in real



life, only longer, though Rita has never seen me. I have been dying to find hair like this in SL and Rita did it perfectly, as usual.

RP: Rita is great. I think the texture of her hair really compliments your skin. How did you two come form a business partnership?

GP: We met through a mutual friend back when I was first experimenting with making skins. She noticed my skin immediately and encouraged me to finish and sell them. When I was finally done with them, and ready to put them up for sale, she gave me space in her store. The rest is history, really.

RP: Do you ever use her as a sounding board for your work?

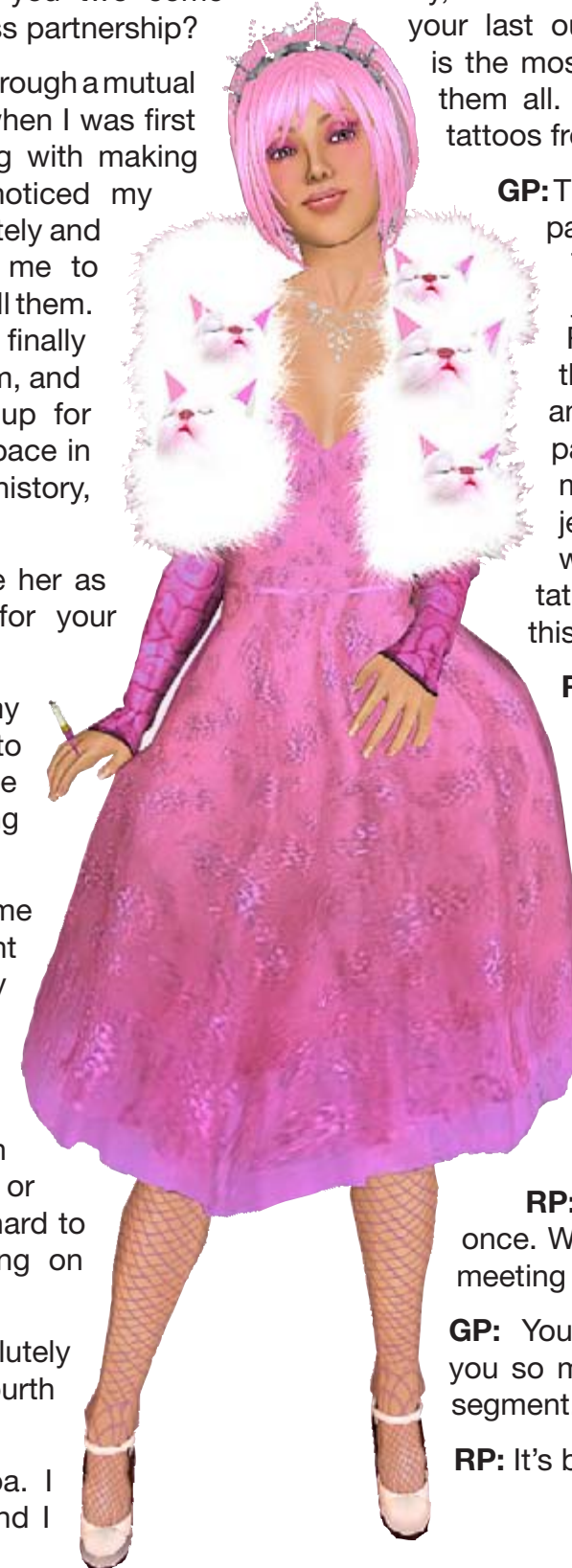
GP: Always. She is my eyes when I'm too close to what I'm working on to see anymore. She has amazing eyes.

RP: That is starting to become a theme among content creators, it seems. So many that I've spoken with say they lose perspective after awhile.

GP: It's even like that when I work on illustrations or designs in my real life. It's hard to see accurately after working on something for so long.

RP: This fourth outfit is absolutely a hoot. What inspired your fourth look?

GP: ZsaZsa's [Withnail] Boa. I fell in love with it the second I



saw it in the New Products forum. I had to have it!

RP: And you're also wearing Miriel Enfield's tiara. So many people love that tiara, I think she should make more of them.

Okay, so that brings us to your last outfit, which is the most different of them all. Where are the tattoos from?

GP: They are actually part of the jacket. The overlaying jacket is by Bare Rose. I just got that outfit yesterday and I really loved the patterns on both the mesh top and the jeans. I think they would be really nice tats. Maybe she will see this and consider it :P

RP: Totally! That turntable belt is adorable, too. Zabitan Assia seems to be very popular with women.

GP: He makes a lot of really nice, funky unisex stuff. He also makes some good tattoos as well. I had been looking for a good outfit for both Zab's belt and also Kin Keiko's "Emily" hair, so it all fell into place nicely I think.

RP: Totally funky and sexy all at once. Well that's it. Thanks so much for meeting up with me, Gala.

GP: You're most welcome and thank you so much for thinking of me for this segment. It's been a lot of fun.

RP: It's been a blast for me as well.

Continued on page 41 >



Fairy Tales Told to Girls Good and Bad



*Draconic
Kiss*

Halfmoon (60,246,124,)

< Inventory Raid Continued from page 39

Outfit Notes

1: Skin: Autumn-MD-67 by Gala Phoenix, Gala Skin Hair: Sensitive by Elikapeka Tiramisu, ETD Shirt: Thrift Store Skirt by Zoe Llewelyn, Boneflower Designs Skirt: Thrift Store Skirt by Zoe Llewelyn, Boneflower Designs Bolero: Mylene Bolero by Ginny Talamasca, DAZZLE Gloves: Sophia Black Gloves by Ginny Talamasca, DAZZLE Shoes: Slipper Pumps by Fey Fuller, 1-800-Bettie's

2: Skin: Autumn-PL-Acorn by Gala Phoenix, Gala Skin Hair: Willis by Elikapeka Tiramisu, ETD Dress (undershirt, skirt base, flexi skirt): Princess by Canimal Zephyr, Canimal Top: Polka Dot Crop Top by Nicole David, Elephant Outfitters Stockings: Vintage Brown Stockings, 1-800-Bettie's Fey Fuller Hat: Chestnut Bustle Day Dress Top Hat, Prim & Proper Shenlei Flasheart Lashes: Feathered by Linnux Muse, Linnix Bag: Brown Hand Bag by Gala Gala Phoenix (unreleased) Shoes: Tango Sandal by Fey Fuller, 1-800-Bettie's

3: Skin: Autumn-MD-Aqua by Gala Phoenix, Gala Skin (unreleased) Hair: Gala Hair II by Rita Groshomme, Designs by Rita (unreleased) Lashes: Dramatic by Linnux Muse, Linnix Nails: Prism Nail Gloves by Santana Lumiere, Nevermore Jacket: Sweet Sweet T Jacket by Nephilaine Protagonist and Torrid Midnight, Iki Shirt: Sweet Sweet T Shirt by Nephilaine Protagonist and Torrid Midnight, Iki Undershirt: Sweet Sweet T Undershirt by Nephilaine Protagonist and Torrid Midnight, Iki Skirt: Thrift Store Skirt by Zoe Llewelyn, Boneflower Designs Jewelry:

Stoned Choker and Bracelet by Fallingwater Cellardoor, Shiny Things Bag: Favorite leather bag by Fallingwater Cellardoor, Shiny Things Shoes: Clompies by Fallingwater Cellardoor, Shiny Things

4: Skin: Relay for Life-Angel by Gala Phoenix, Gala Skin Hair: Splendid by Elikapeka Tiramisu, ETD Lashes: Cusp by Linnux Muse, Linnix Dress: Pretty Peach Vintage Lace Party Dress by Jonquille Noir, Little Rebel Gloves: Pearl Gloves, Athena by Nephilaine Protagonist Tiara: Queen of Heaven Blinging Tiara by Miriel Enfield, Miriel

Boa: Purebred Kitten Boaby Zsazsa Withnail, Zsazsa's Necklace: Art Nouveau Orchid Necklace, Nonna Nonna Hedges Cigarette: Transparent Cigarette Holder by Rita Groshomme, Designs by Rita Stockings: Fishnet Stockings by Nora Belvedere, Nora B age 5 Shoes: Wood Strapped Heels by Mare Lu, Paper Couture

5: Skin: Autumn-MD-Equinox by Gala Phoenix, Gala Skin Hair: Emily by Kin Keiko, Kin Keiko Jeans: Damaged Low Rise by June Dion, Bare Rose Shirt: Damaged Low Rise by June Dion, Bare Rose Undershirt: Radiance Bra by Janie Marlowe, Mischief Belt: Turntable Belt by Zabitan Assia, FORM Jewelry (arm bands, necklace and earrings) Chani by Jackal Ennui, Lassitude & Ennui Bag: Army Bag by Zoe Llewelyn, Boneflower Designs Shoes: KK Converse by Arycon Fasching, KK Outfitters Outfit Credits

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style girl

By Haver Cole

Violet Xingjian

First, let me introduce myself. My name is Haver Cole and I have been in Second Life for about 18 months. I'm a big time shopper (my inventory just hit 15k!) and I'm thrilled to be joining Second Style as a fashion reporter. Now let's meet this issue's Style Girl Violet Xingjian:

Haver Cole: Hi Vi! Thank you for meeting with me, today. My first question for you is: How do you define your style?

Violet Xingjian: If anything, random. It's a hard [question to answer], because I just sort of go with whatever I feel like for the day.

HC: Well tell me what random means. Certainly there has to be stuff you WON'T wear, right?

VX: Well, maybe.

HC: [nudging] Hello? Spill!

HC: ...

VX: [smiles] I don't know. I like a lot of the stuff in Second Life, but I don't think there's too much I won't wear. If it's well made, I'll most likely wear it.

HC: What is well made to you? For instance, some customers place a lot of importance on things like seams matching. Does that sort of thing matter to you?

VX: I don't think it matters that much.

HC: Are you a hand drawn girl?

VX: I really like a lot of clothes that are hand drawn. I like [hand drawn] skins, too. Though I never have them on much. I'm sort of artsy fartsy, myself. So I like how hand draw[ing] turns out, how it has its own personality and such...

HC: That's so cool. So you are an artist in real life?

VX: Somewhat. I doodle a lot. [For a long time] I just saw them as doodles, and that's all. [It's] because [of] how I was raised. But I see it as expression [now]. Like I've been loving graffiti lately. Some people see it as just vandalism, but I think it's just beautiful. That was kinda random and out of nowhere but yay! Expression!

HC: [nods]

VX: Style can be the same. [It] just varies from person to person.

HC: Like random acts of style?

VX: Yes! Whatever you feel like. I love just mixing my outfits.

HC: Maybe we need to start tagging people with fashion.

VX: That'd be fun! Where are the spray cans?

HC: [laughs] It's called Photoshop?

VX: That's true! I love me some Photoshop.

HC: Do you also do traditional art in addition to graphic design and clothing design?

VX: Somewhat. I'm still in art school, so I'm still learning. But yup! I like just grabbing a Sharpie and just drawing out of nowhere.

HC: I went to your web site and in it your portraits look so lush (not like drunk lush, but...), yummy, saturation lush.



VX: [giggles] Thank you.

HC: So, I know for me, a lot of my real life identity spills out on to my second life. For instance, I change my hair about every six months in real life and my av changes its hair about every 6 seconds in Second Life. How much of you is in your doll?

VX: For some reason, not a lot! If anything really, ethnicity. I mean, I tend to change skins a lot but the shade seems to stay constant.

HC: YAAY for Second Life color!!

VX: YAY!

HC: But, since you brought it up, what would that ethnicity be? If I may ask?

VX: I'm Filipino (though I guess my avie can look otherwise a lot lol).

HC: I am so glad I am able to ask you about this issue! Do you think race is an issue in Second Life, particularly in fashion? I mean there are a LOT of Amazonian blonds (I am one myself every now and again). But I have always felt like there was a lack of color in Second Life.

VX: [laughs] I sort of agree, but it can be an issue in both. I mean, in the fashion scene in real life, it was made somewhat of a deal. Just like a lot of these various girls of various races gripe about how the fashion scene lacks African Americans or Asian Americans etc. Even like [on] this T.V. show I watch. The beginning of current season started with an Indian girl who is a little self-conscious of herself because the ideal [beauty standard] is pale skin and pale eyes. [She was] just sort of stomping up to the host in blue contact lenses and admitting she doesn't see herself as beautiful.

Style Girl: Violet Xingjian

Continued from page 43

But yeah, as you said, there ARE indeed a lot of Amazonian blondes out there in Second Life. I try not to think too much of race, but you can't really help but notice sometimes. Especially with on and off drama with heard racist remarks all over.

HC: I was not happy about that. The one thing I love about Second Life is that I can be anything. I am such a total white girl in real life, and I get to be a hot and sexy, strong black woman here when I want to be. I think style is about a total package, and I like mine to be interesting. I just don't understand why more people don't play with ethnicity in SL, but c'est la second vie

VX: Yeah. [grins]

HC: So who are some of your favorite designers in Second Life, beside yourself?

VX: Oh man, there are way too many to name.

HC: Who was your first love? Like when you walked through the door of the designer's shop, you said, "This is me!"

VX: My first love was actually Curious Kitties.

HC: Great store!

VX: 'Cause I had a goth stage in high

school.

HC: Awwww, you're all gawth.

VX: Also, early on, I usually hung out at a club called Succubus.

HC: Goth was one of those things I could never rock in RL, but I love to rock here!

VX: Yup! A lot cheaper, too. [laughs]

HC: Name one trend in Second Life that you hate?

VX: BLING DEAR GOD THE BLING >.O

HC: But you have piercings?

VX: I do have piercings! They do not bling! I just don't like bling. It's hellish on everyone...Also sometimes, overly-wrinkled clothing. But that may be just 'cause I'm terrible at wrinkling clothing in Photoshop.

HC: When you say "wrinkling," you mean with all the shading and such?

VX: Yeah. I look at others work so I could better the quality of my designs and a lot of stuff can be overly-wrinkly and sorta arbitrary at times. But I think it may be my inability to

perfect wrinkles. There aren't too many trends I hate in SL [smiles]. 'Cause they usually aren't set in stone.

HC: What about your worst fashion mistake? [Covering face] I had a redhead phase that was that was just bleh on me.

VX: Fashion mistake, hmmm. Well, Looking back at the original shape of my av, which was probably a big [mistake]. I also had this huge hate towards skins early in the game

HC: Why?



VX: Oh, just being a noob. Just exploring and the most expensive things in shops were skins. Just like, I didn't realize how much of a difference they made. Now, I can't get enough of them, because they DO make that much of a difference.

HC: What's your favorite skin?

VX: The one I wear a lot which is Celestial Studio's Drama skin.

HC: Starley There-

ian is a wonder.

VX: [laughs] I love me some Starley.

HC: What do you want people to know about you that you think you express through your style?

VX: Just that my style is like my taste in music. It varies a lot. And I like to give everything a chance. At the moment, I can't stop listening to Giant Drag, Thunderbirds are Now!, Kanye West, The Streets, Lupe Fiasco, and Lady Sovereign.

HC: How did you decide on your name?

VX: I love color names for girls. I recently took Chinese and I recognized the last name as meaning something. I think it was star or something. I took Chinese a year ago. I tend to forget languages rather quickly. I can be terrible at the English thing, too. [laughs hard]

HC: God. Me, too. Unless I am drunk. Then all my languages get better. I love how eclectic you are, Violet. Now gimme your famous last words!

VX: UHH ... I love cheese?

HC: Thank you so much for chatting with me, Violet. It was really fun to photograph you, too!!

VX: You are totally welcome

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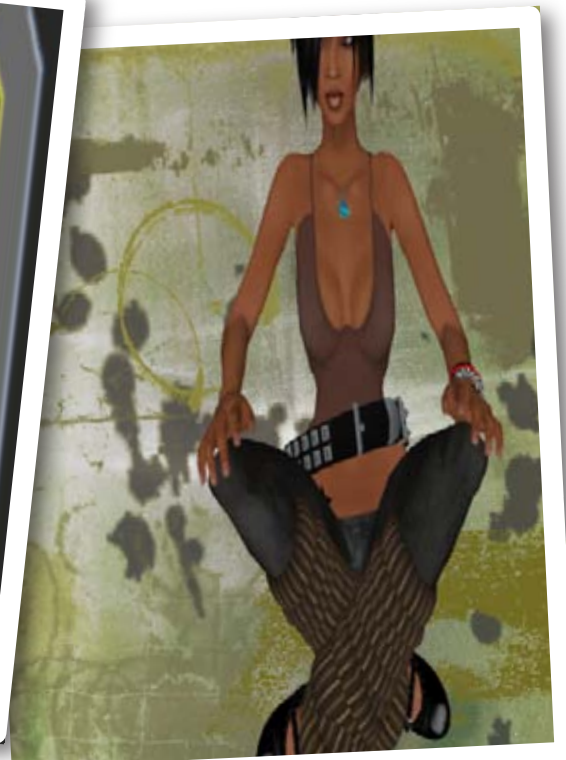


GRACIE.....

By Grace Winnfield

Exquisite Couture Fashions

Satbyeul 26, 252, 44





Location: The Rainforest 30, 35, 43
Hair: Radhika by Zyrra Falcone, Panache
Dress: Giraffe Fever by Shai Delacroix, Casa del Shai
Shoes: Classic Pumps in black by Nikki Clayton, Minx

jungle fever

Walk on the wild side with these fun fashionable animal prints. From tops to dresses to shoes, you're sure to find a way to untear your inner animal.

By Celebrity Trollop
Photography by Celebrity Trollop
Inspired by a suggestion from Roslin Petion
Special thanks to Nikki Clayton of Minx for her expert advice.

Model: Chelle Moore
Skin: Hybrid II: Vestal (#19)

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Caddo (55,150,22)



jungle fever

Location: The Rainforest 203, 118, 25
Hair: Lita by Zyrra Falcone, Panache
Dress, Choker, Stockings: Prowless II by paoeti Pomeray, Nymphetamine
Shoes: Diamond Heels by Prismatic Penguin



jungle fever

Location: The Rainforest 11, 90, 22
Hair: Bella by Zyrra Falcone, Panache
Dress: Leopard Dress in Sable by Abbie Donovan, Abbie's Boutique
Choker: Diamond Drop by Astry Mirabeau, Digital Adornments
Shoes: Sweetest Taboo in ivory by Nikki Clayton, Minx



Alternative Clothing for male and females.

Come visit us at: Obscuro Valkyrie 218,162



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jungle fever

Location: FuturePerfect 218, 195, 110

Dress: Zebra Dress by Camie Cooper, It's All Good

Shoes: Tender Kisses by Nikki Clayton, Minx

Hair: Sumptuous by Erika Tiramisu, ETD

[Random]

By: Garbage Prototype

Sim: Dosojin

(194, 46, 24)

Clothing and hair for guys and girls under 150L





jungle fever

Location: FuturePerfect 65, 237, 97
Hair: Dakota by Zyrra Falcone, Panache
Skirt: Black flexi w/ black belt by Sol Columbia, Luminosity
Top: Safari Vista Tiger V-Neck by Blaze Columbia, Blaze
Boots: Foxy Heiress Black/Orange by Nikki Clayton, Minx



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3D

X3D APPAREL
DACHAM 102, 147



Designer Apparel
created by Digit Darkes

mini-guide

Boot Worthy Pants

By Ilianexsi Sojourner



Underpants Jeans, 3 pair pack, L\$150. A whole jeans wardrobe in one pack! From scruffy to classy, this pack has it all. - Mischief (Illusion 123,119,27)

Victoria Pants – 4 colors available, come with both pants and underpants layers, L\$125. A classy, dressier look. These pants have standout style and subtle color! - DE Designs (DE Designs 205,132,30)



Lazy Days Jeans – 2 color pack, additional pack also available, come with both pants and underpants layers, L\$100. A little bit scuffed and worn, perfect for casual afternoons or rock concerts. - !SF Design (Lotus 221,229,141 and other locations)

Straight Leg Jeans – 3 shades available (belted or unbelted), L\$150. If you want a classic jeans look that isn't too scruffy, these are for you. They have a clean, crisp and subtly sexy look. - Iki (Plush Gamma 28,73,21)





The most realistic hand-drawn skin in Second Life

SKIN2.0

only at Nimrod Yaffle (115, 143)



"Smog" makeup in the Bronze tone | Model: Tempest Noland



X3D APPAREL
DACHAM 102, 147

Rebel Hope

> Continued from page 31

are really very pretty and I knew that I wanted to make beautiful things for women to wear here. At the time there was only a few bridal gowns out there, not a whole lot to chose from.

CT: When did you decide to branch out from formal designs?

RH: Well, last October I decided to leave my day job. I was in retail managment at the time. I was a store manager for large home improvement chain.

CT: [nods]

RH: It was pretty grueling work: closing at midnight, up at 4am.

CT: Oh wow. That is a tough schedule!

RH: It was more important for me to be involved with my boys, [for them to] have me at home with them. Since I was home, and the kids were at school during the day, I dove into SL head first. [Designing full time] was the best choice I could have ever made.

CT: That is really very cool...Just thinking...Jan to Oct is only about 10 months before you felt like you could do SL full time.

RH: I wasn't for sure what would happen...

CT: Yeah, it sounds scary to me.

RH: ...and at the time, it wasn't about money. It was really about [having] time to focus on the kids. I never imagined I could make a living here, but it was worth a try.

CT: You sound surprised by the success you've achieved.

RH: Yes. Very.

CT: [smiling] Why?

RH: I have an art background, but I never realized how much I loved it; [or that I] could do the things I do. Until this. I never imagined that people would want to buy my things, like they do. I guess it's hard when it's you making it. You see [what you're working on] for three days-- [you're] looking at it, making things to go with

the gown and it's like, "Ack!"

CT: Right. Because you know exactly where all those little flaws are.

RH: Yes.

RH: But someone like Rich will come up and say, "OMG, you made that?!"

CT: Hehe.

RH: It's hard for me to see what others do.

CT: I say that at least once a week.

RH: It's just in my head. A scary place to be, by the way, in my head. [laughs]

CT: LOL

CT: SL seems to be a place where we're all a little bit more willing to let those inner personas come out and play.

RH: I think so. SL has helped me so much as a person. I've learned so much being here in world, day in and day out, for almost two years.

CT: How so?

RH: I have learned so much about relationships, trust, or lack there of. I've learned a lot about my own abilities. To learn and grow with designing, and being a designer here. Talking to other designers about how they feel, I know i'm not in the boat alone.

CT: Do you think of yourself as a person with thick skin?

RH: Oh wow. [pauses] I think it's thicker than it was a while back. Because this is my job now.

CT: Right.

RH: I don't let stuff get to me as much.

CT: I just wonder how you react when the drama llamas come to feed.

RH: [A roaring laugh]. I pretty much stay out of the line of fire. My work area 400 meters up. I just asked my close friends not to tell me. I don't want to know.

CT: [nods] That is a good strategy, actually.

RH: It works. Ignorance is bliss.

> Continued from page 57

CT: Do you see a lot of parallels between RL retail and SL retail?

RH: I do, somewhat.

CT: Aside from the crappy hours and people management? :D

RH: It's far more limited here. It's much more manageable, more controllable, I think. I still keep pretty crappy hours, though.

CT: [giggles] When did you set up Isla del Amor?

RH: We got Isla Del Amor right before last Christmas. It was my Christmas gift from Rich.

CT: Nice present.

RH: OMG! Yeah, I was so excited.

RH: It originally started out as our "home". We built the Eagle's Lair there.

CT: Dang, talk about a palatial estate!

RH: Yeah, huh?!

CT: Definitely.

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Contestants will be chosen the week of November 13th.

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RH: [sticks her tongue out, playfully] Anyway, we decided to sell all the mainland land we had (we owned almost all of Durango and almost all of Clara). Durango was where our main shop was before P2P. It was a dark build, gothic in a way. And Clara was a beach area with an Egyptian build.

CT: Interesting combination.

RH: Yeah, we wanted the two to [have] very different feelings. We are feeling builders. Anyway, the island then became our home base for our shop, Isla Del Amor.

CT: So with the opening the island, you sold off your mainland holdings. I seem to remember it was this year when you started to make more casual outfits, or at least made several of them.

RH: I started a line called, Rebelation, which I have since retired all the men's items. I have a few ladies left [in that line]. Now it's just called, Rebel Casual's. I am out of the men's casual business.

CT: How has your brand evolved over the last couple years?

RH: I think it's just been "what I feel like making" kind of thing. I did casual under pressure from friends and found I enjoy ladies casuals. But I just could not get a feel for the guys stuff.

CT: Is that why you decided to retire those items?

RH: Yes. I wanted to put my energies into the formal and costume area.

CT: Right. I noticed that's been more of a focus for you lately. What was the inspiration for the costume shop?

RH: CT, Miss Trollop. [giggles]

CT: Me?!

RH: Do you remember back to the Paris outfit?

CT: Yeah. I love it.

RH: You blogged it early this year [and] you mentioned [that it looked] like Moulin Rouge. So I took Paris a step further and made the Moulin Rouge costume. That was my first "big" costume, with so much involved in it. So you were the inspiration.

CT: I feel very flattered. Thank you. :D

RH: :-) [Afterwards], I was hungry to do more things



like that, giving people higher detailed things to wear. Anyway, it was so much fun making them. I was hooked and people love them. They are something fun, different. You can be normal in RL...but here you can be anything you want to be.

CT: Part of the freedom to express yourself in unusual ways that SL provides.

RH: So if you want to be Christine from Phantom of the Opera, you can be.

CT: Or if you want to be the phantom? You have us covered there, too.

RH: Yup, but the men's costumes are still a challenge.

CT: Do you feel like you just don't have a good feel for men's clothing? Is that part of the challenge?

RH: Well the thing with men's clothing here for me is this: stretch. Their bodies are different.

CT: Oh for sure

RH: The stretch is way different than on the women's [mesh]. Most male avies seem to look like the Hulk.

I just can't get that stretch right. But for those who work on men's stuff a lot, they get used to it.

CT: Right.

RH: Like Doc [Eldritch], for instance. He goes back and forth constantly, but I don't typically make men's stuff. So it's a challenge and I don't feel pretty wearing Rich's shape. [laughs]

CT: LOL I bet not.

RH: SCARY [shivers]

CT: Haha. I'm just picturing the skin you're wearing on a male shape.

RH: I have male skin, too. You should see the pics I have, hilarious stuff. Me hugging Rich as him, NAKED.

CT: Hahaha. Awesome. That totally rules.

RH: Very scary stuff, Celeb.

CT: [giggles] So we've been touching on RH peripherally. How has he impacted your life?

Continued on page 60 >

RH: Oh, huge. My real life and my second life. He's an amazing talent.

CT: So earlier you were saying that you two met within like 3 days of being in world?

RH: Yes. I met him over at the Edge.

RH: He just happend [to be] there to dance. I saw his initials, and I was like NO WAY. I was Rebel Heart in the Worlds game, so I kept my initials. I was often called RH.

CT: I have always wondered if that was coincidence or on purpose, about RH's first name.

RH: Many people think we are the same person. [It's] really funny. So yes, I met him third day in game.

CT: So he helped you get some of the basics of building down. What happened then?

RH: Yes, he bought a big chunk of land in Durango. There was a big parcel for me to learn to build on. When he was off at work I would spend my free time building things; and when he was here, we would work on things together. I would get so excited when I learned something new, [I would] about knock him

down when he would log on.

CT: Awww, that's so cute.

RH: It was all very exciting and new.

CT: [nods]

RH: So, we built our first shop on that very piece of land in Durango in March of '05.

CT: And things just progressed from there?

RH: Yes. He has been a big inspiration, my cheerleader. I really could not have done what I have without him.

CT: That is so cool that you found each other and have helped each other improve.

RH: Sometimes it works and sometimes it doesn't. We are very fortunate. It's not all rosy...

CT: No serious relationship is roses all the time. :D

RH: There are days I want to choke him, and I'm sure there are days he would like to hang me. We know when to go to our corners.

CT: So what's something you'd like to tell your customers?

RH: I can't do this without them. I have some very faithful customers. I appreciate them more than they know. I'm a big one on customer service. Without good customer service, you have nothing. Same as RL.

CT: Would you care to talk about the recent issues Linden Labs has been having with griefers?

RH: Ack.

CT: I'm just curious how all the downtime affects your business -- this is your day job now, so it's a little like a forced vacation.

RH: It's really sad. I am not sure if [LL] realizes how [badly] it affects those who depend on this as their livelihood. Honestly it is a strain at times and updates do the same. But I try to look at it like this: it's the nature of the beast. In this medium, it's going to happen. It's unfortunate that it does, [but] all we can do is try to protect ourselves as artists and designers [and] keep aware of what's going on.

CT: How have you tried to deal with what seems like rampant texture theft issues?

RH: I have to say that, so far, I've not had anything stolen that I know of. But my friends have. And it sickens me. A lot of hard work goes into what we do and for someone to so easily come in and take it as their own, it's not right.

CT: So what's in store for Rebel Hope customers? Anything you'd care to tease readers with?

RH: I don't plan too far ahead, as my RL is so full. I do have a line of gowns planned. They were inspired by one of my customers. I'm hoping to do about six in the series. These will be very special. To me, anyway. I hope that the customers like them, as well. I may plan on some limited edition colors with them, but I'm not big on LE's.

CT: Why's that?

RH: I think it limits the piece of work and if it's special enough to be an LE, then everyone should have access to it. Sometimes an LE will sell out before someone can get home from work. It's happend to me.

CT: [nods]

RH: But [I can see having] maybe a limited time. [Such as], for this month [an item] will be available in magenta. Something like that.

CT: Right. Limited time seems to be a little more fair

than limited copies.

RH: Yes, I think so.

RH: I do have more costumes planned.

CT: Excellent.

RH: In fact, I have them lined up like a flight pattern. Hard to pick which one will be next, but for me I can't just pump them out. It takes me about three days start to finish, sometimes longer. Phantom was a month.

CT: : Wow.

RH: Yeah. I'm a perfectionist to the worst degree. I spent a lot of time listening to the music, watching the movie, reading the story really feeling it. Phantom took the longest. Christine just killed me.

CT: Did it? All the little details wouldn't fall together?

RH: They do. In the end. One piece at a time. I always start from the undershirt out. One layer at a time. I build the entire top portion, then work on the lower. Then [I bring it] in game to work on making it all fit with prim work.

CT: Okay. Anything else you'd like to mention?

RH: One thing I didn't really talk about was the RH Designs Fashion Showcase. As you are aware [from] some of the shows we have done in the past, we like to scout out new talent and give them a little exposure.

CT: Yes.

RH: We have not had a lot of shows, but the few we have had have been fruitful for those who were involved, I think. Brit Wishbringer helped us and did a fantastic job and now Webgoddess Mars is our fashion manager.


CT: Yeah, she's very good at coordinating it all.

RH: Yes, she is very good and so is Webby. But we like to stick to the lesser known designers. We have a Halloween show in the works.

CT: Oh fantastic

RH: It's ummm...going to be unusual. Not your "typical" fashion show.

RH: RH and I have a very rich SL history....i'm very excited about our future here



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