



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

Volume 1, April 2006

Publisher and Designer

Josie Hamilton

Managing Editor

Celebrity Trollop

Director of Advertising and Marketing

HeatherDawn Cohen

Director of Photography

Mackenzie Draper

Senior Staff Writer

Roslin Petion

Senior Staff Writer

Ilianexsi Sojourner

Contributors

Lo Jacobs Chip Midnight Barnesworth Anubis

On the Cover

Model: Josie Hamilton

Dress: Summer Garden Dress's Surprise by

Zeno Zephyr

Hair: Inspiring by Elikapeka Tiramisu

Skin: Nyte'N'Day Skins Tone 3 by Nyte Caligari

Earrings: Shiny Things Pink plastic earrings by

Fallingwater Cellardoor

Necklace: Shiny Things Bubble necklace by Fall-

ingwater Cellardoor

Ring: Silver Mesh Ring by Josie Hamilton



| From the Publisher

It is with great pleasure that I present to you the first issue of Second Style magazine.

Born from the idea that there is an overwhelming amount of decorations for your avatar, Second Style hopes to be a guide to the best of what Second Life has to offer.

The focus is on showcasing products and designers, as well as photographers and their models. We also hope to become a resource for the designers themselves. A way for them to see what others are doing and to raise their own bar, as well as hear from the top designers through interviews and design tips.

As with all new things, this is an idea still in development and as we move forward we will continue to evolve the format to best meet the needs of our readers. If you have any comments or suggestions, please feel free to contact me via IM or email at josie. hamilton@gmail.com

We are also always looking for new contributors and staff members

Thank You,

Josie Hamilton

CONTACT US:

http://www.secondstyle.com (PDF version)

Story ideas: editor@secondstyle.com Comments: letters@secondstyle.com Ad Sales: sales@secondstyle.com





From the Editor

Welcome to the inaugural issue of Second Style magazine! We're very excited about bringing the best of what Second Life's talented fashion content creators have to offer each month here, in our magazine, and daily on our Second Style Fashionista weblog. Thanks for joining us for issue #1. It's been a lot of work, but we have enjoyed creating it.

This month we're featuring things for spring, including several gorgeous spring dresses, six wonderful prim skirt outfits, cover the Stylehive fashion show, show off some fun fashionable handbags, show you where to get hair accessories perfect for spring, and a survey of men's suits, a column about home fashions by Barnesworth Anubis and a designer's tip from Chip Midnight. We'll also visit with Nyte Caligari of Nyte 'n' Day and our very first Style Girl, Niora Eponym -- a Second Life resident with a unique look all her own.

Looking ahead to May, we'll be covering Hair Fair 2006 hosted on Panache sim in mid April, the Shoe Wars contest at J.D. Mills, feature an interview with Elikapeka Tiramisu and showcasing plenty of incredible fashion designs in high resolution photospreads.

The amount of fashion diversity in Second Life is almost daunting at times, but it's also refreshing because there is so much to explore and discover. Part of the enjoyment of discovery is sharing the find with your friends -- who doesn't like to be in the know about the perfect top for your new prim skirt or the One True

Bag with your favorite shoes for that ne plus ultra finishing touch?

According to a recent news story about Linden Labs, almost 180,000 unique items were exchanged in a month on Second Life. To put the scale in perspective, that's more unique items than you'd find in a large retailer's inventory control system. Given that kind of scale in Second Life, I encourage you to share with Second Style staff your helpful tips, fabulous finds and great designers you stumble across.

Over the coming months, we will keep sharing what we find, and we hope that you will help us share what you find too, in the wide, wild world of Second Life style.

Celebrity Trollop







By Lo Jacobs

Of all the fashions that come and go, the Little Black Dress is among the most enduring, along with red nail polish and various styles of fur coats, which never really went out of fashion even though magazines proclaim their "return" each winter. PETA and Pamela Anderson try their best to discourage it.

There are very few completely minimalistic black dresses in Second Life. Most of them have rather poufy prim skirts. Looking at this thread, it suddenly became obvious to me how many different interpretations of those three little words can be. I actually have made three black dresses (two which are being sold) that

Which led me to another question: what exactly did I consider to be an LBD?

could fit into that category, but it never once crossed my mind as I was making them that they would be someone's Little Black Dress.



Aside from images of Audrey Hepburn popping up immediately in my head, I imagined a rather short, fitted affair, with very thin spaghetti straps, and a low back. It was accompanied by two slender legs and arms, and a rather small chest. If you'd asked me a few months ago, it would have had a sheer blouse upper, with short sleeves and a Peter Pan collar, and a wide ribbon waist. If you'd asked me 9 years ago, it would have been a simple, short sheath, with a boat neck. But always above the knee. And never voluminous. And always in one color and one color only. Black black black. Even if the current incarnation happened to have beading, or lace, or embroidery, the embellishments would be black.

Of the dresses shown in the thread so far, my favorite was Anna Engel's dress by Vindi Vindaloo, with a totally adorable fuzzy fur skirt. I loved how she accessorized with a short Louise Brooks-ish bob and long black gloves. It is girly, sexy, and femme fatale at the same time.



In the end, the definition of an LBD is a rather slippery one. Wikipedia defines it as a short, unfussy evening or cocktail dress, popularized in the 1920s by the fashion designer Coco Chanel.. The article goes on to say that "it is a well-known 'rule of fashion' that every woman should own a 'little black dress' that is simple

Continued on page 8 >



| The LBD

> Continued from page 6

and elegant, and that can be dressed up or down depending on the occasion."

Does it still make sense to call Vindi Vindaloo's dress an LBD, then? Who cares? It's a dress, right? But could you wear it to work? Maybe if you worked as a cigarette girl in a Vegas casino.

The point of an LBD is not the dress itself. It is what it is accessorized with. It is a chance to show off one's fashion prowess. The dress itself serves only to enhance your figure and the spectacular shoes you're wearing, or the bag, or the earrings. That's why it's difficult to find a basic black dress in SL. Most designers

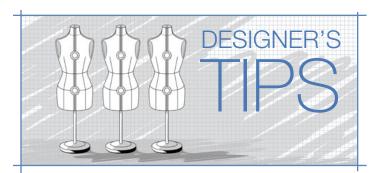
want to personalize it, make it their own, have people identify it.

'Course, there's nothing wrong with that, but at that point it stops being an LBD and starts being just a nice black dress.



Lo Jacobs is the designer and owner of .:Luxe Brand clothing as well as creator of the Pixel Pinup web site. http://pixelpinuponline.com





Using The CMFF Clothing Templates

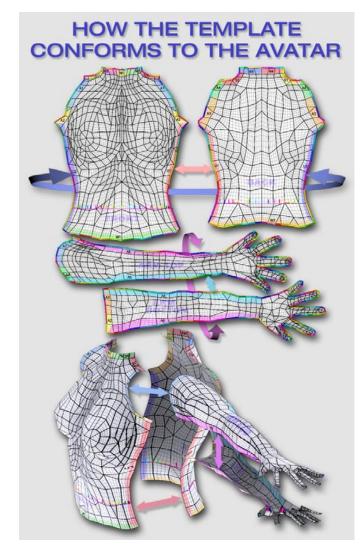
By Chip Midnight

Designing clothing and skins in Second Life can be a lot of fun and very creatively rewarding, but getting started can be a challenge, especially without any previous experience in 3D texturing.

This article will attempt to ease the pain by explaining the CMFF clothing templates, how they work, and how to use their features. The CMFF templates are available for download at http://www.slboutique.com/chipmidnight

You can think of the clothing templates like wrapping paper that will get cut into several pieces, wrapped around the avatar shape, and stitched together at the seams. We'll look at the upper body template as an example. The different sections of the template represent both the pieces it will be cut into and also exactly how it will wrap around the avatar body. It shows you precisely what part of the texture will end up on what part of the avatar to the exact pixel.

I recommend uploading the templates as textures into SL and using them to make a skin. Remove all of your clothing and attachments. Then carefully study how the template is wrapped around your avatar. Compare it to the flat templates. It helps to take screenshots that you can refer to while you're painting. Doing that will help you understand exactly what part of each texture ends up on what part of the avatar. After that designing skins and clothing in SL is just a matter of practice and developing skills with your paint program.



Understanding Polygons, Seams, And Edges

Polygons - Avatars are made from polygons. They're the individual flat surfaces that make up the avatar model. There are 3912 of them in SL's avatar model, to be precise. Each one is defined by the sold black lines on the templates. Inside each polygon is a small grid made up of lighter gray lines. I'll explain their purpose in a moment.

Seams - The "Seam Matching Guide" layer on the templates help you understand how the various template pieces fit together. The images on page 11 are an enlarged section of the upper body template showing both sides of one of the torso's side seams. They're represented by thick colored shapes - in this case by the peach color. They also have a

Continued on page 11 >



|| Funky Tony: Design Services

By Barnesworth Anubis

Many people have discovered the infamous Toast Bard and Nylon Pinkney's latest venture

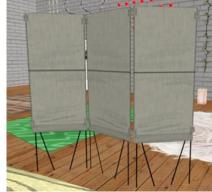


Funky Tony. It's a magnificent old factory in the city sims renovated into their little furniture and home decor store. It offers trendy urban eclectic furnishing for ones home with the classic artistic flair that has made them some of SL's most popular designers.

Ms. Bard and Pinkney are now also offering custom design services for your club, store, and business; or whatever you need. They have already done several jobs in order to build a portfolio and are living up to their reputation.

Pictured: Poppies Low Chair - \$200 Hairy Papasan - \$150 Canvas Screen - \$150

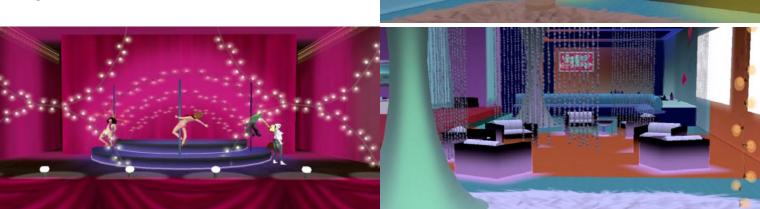






So far they have done fabulous work on Bare Assets and Fugu. Fugu is yet to be open.

Bare Assets is a glamorous and feminine western style bordello. The custom texture work for this place is really amazing. The draping fabric and lights really add drama to the setting, and the overall setting has a chintzy meticulous feeling that is unmatched it SL.







Fugu is a really cool trendy modern club, modeled to give the feeling of a neon fish tank. Again the textures really make it, Nylon and Toast are both excellent artists and it shows. Their stylized hand drawn textures really enhance the look and help give it a surreal feeling that cannot compare to photorealism.

The Funky Tony store and information on custom work can be found at; Funky Tony, Grignano (87, 198, 29)



Barnesworth Anubis is a designer and creator, as well as writing the Content Confessional blog

http://contentconfessional.blogspot.com

Using the CMFF Templates

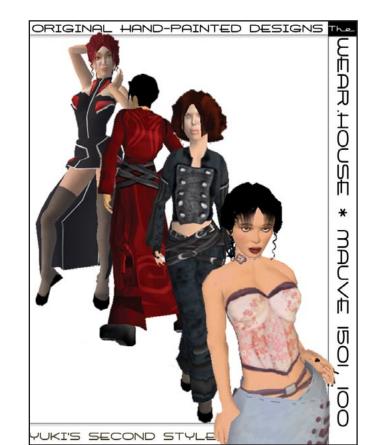
> Continued from page 9

label comprised of a letter and number to help you identify the seams that connect to each other. Seams that share the same label connect together.

Edges - It's important to know precisely how the two sides of a seam fit together. This is where the "Edge Matching Guide" template layer comes in. The poly-

gon edges along each seam are color coded. Edges that share the same color on the same seam connect together. This is also where those gray grid lines come into play. Within each edge, the smaller grid lines connect together across the seam. When trying to match a clothing or skin detail, such as a wrinkle, across a seam you can use the grid lines to ensure that each side of the wrinkle hits the seam edge at exactly the same spot.

Chip Midnight is one of SL's oldest and best known creators of fashion and skins.







Spring Dresses Staff writer Roslin Petion ponders spring thoughts tableside at Tete a Tete Cafe in "Josette" by Nephiliaine Protagonist. This classic design comes in a bright tulip red with a playful, almost flower like hemline. Hair: Vestal-Black by Nevermore Skin: Hybrid 2: Spritely-Face #13 by Nevermore Eyes: Green and Teal by Here Comes Trouble Shoes: Maria by Kimberly Casanova

Stylish quality furniture for your home









[EXAKT]

The new household name for elegant, modern design.

By Tina (PetGirl Bergman).

[EXAKT]

currently features four product lines:

LAMPS INDOOR FURNITURE GARDEN FURNITURE ACCESSOIRES

(vases, scripted fans, rugs)

Bring some light and modern elegance to your (second) life.
Just visit my shops in:

EXAKT MAIN STORE, Verloren (216, 30, 33)

EXAKT STORE, PrimAdonna (71, 120, 26)

If you can't find what you are looking for or you want one of my designs in a different color, texture, smaller, larger or whatever... just send an IM to PetGirl Bergman.









Stylish quality lamps for your home











Nyte Caligari

By Roslin Petion

Roslin Petion: What made you decide to create clothing for SL?

Nyte Caligari: Well, I was a web designer, so I knew Photoshop already. I just wanted to try it. Seemed like a lot of fun:)

Roslin Petion: How did you go about learning how to create clothing? And did you have any mentors?

Nyte Caligari: Well, one of the first people I met here, was Janie of Mischief. I stumbled into her home by accident. So she showed me where to get the templates and gave me a few tips.

Roslin Petion: Wow, that's pretty amazing. Now that is good luck. How long after you started creating clothing did you feel like your work was ready to be sold?

Nyte Caligari: Well... I created my first shirt and never released it. But after that one shirt, I started selling what I made. Janie was really great to me. I knew Photoshop ahead of time, so it was pretty natural. My older stuff is less detailed although. Slowly got better over time

Roslin Petion: Have you served as a mentor to anyone yourself Nyte?

Nyte Caligari: Well, I wouldn't call myself a mentor. But there's a few people I've tried my best to help out. We have a friends who also has a clothing shop on our island. There's wasn't much mentoring there though. Me and

Elika just saw a budding talent and encouraged. They had the drive to learn on their own. It's really really hard to answer the question "how do you make clothes?". So I just gave her tips when needed and pointed her in the right direction. The rest she did on her own

Roslin Petion: Where do you get your inspiration for your clothing?

Nyte Caligari: Well I keep a sketchbook beside me at home... sometimes the idea just pops into my head. Other times I look at fashion magazines and pull inspiration from real life stuff. It's a bit freaky, a few times I've dreamed of an outfit. Iol sounds silly. But mostly I just create what I like to wear and it seems others like it too!:)

Roslin Petion: How long exactly has it been that you've been selling your clothing?

Nyte Caligari: I guess about a month after I started playing SL, I was so shocked at the world, that it took me awhile to realize that I could actually use some of my real life skills here. Was just so new and cool. I came from TSO, and this world blew me away. Spent about a month just looking around being amazed.

Josie Hamilton: I have one additional question if you don't mind

Nyte Caligari: Sure... shoot!

Continued on page 24 >







Nyte Caligari Interview

> Continued from page 23

Josie Hamilton: I hear a lot of new designers (myself included) complain about the difficulty of advertising and getting customers to even look at their stuff. How did you promote yourself initially?

Nyte Caligari: Well, it seemed to be the forums. Every single time I make something new, I post it in the new products section. That's all I've ever done advertising wise

Also, one thing to mention, with every outfit I put a landmark to my main store in as well. I know when I was newb, I'd get new outfits I loved but then would forget where I got it. If they included a LM, I'd go back. Was too newbish to know how to find them otherwise.

Josie Hamilton: I learned that from you :) and to put the ad texture in there so customers know what it is later

Nyte Caligari: oh yea! That's a suggestion I got from a customer actually. She IMed me one day and requested it, so from then on I have done that. We all know its easier to load a texture then the outfit lately here:

Roslin Petion: Thanks so much Nyte for taking time out of your busy schedule to do this interview.

Nyte Caligari: Oh no prob at all. Thanks for thinking of me



Men's Suits

A Second Style Mini-Guide

By Ilianexsi Sojourner

Storma Amarula of X2 (Hamlin 215,77,147) offers this great executive look with two jacket options. Classic and sexy, this Powersuit can easily go from a business meeting to a fancy night out. L\$400, also in five other colors.



This set by **Blaze Columbia** (Blaze, Delphi 178,221,26 and other locations) is great for a semi-casual yet still dressy look. Even without a tie, you won't look out of place at a formal gathering in Blaze's Wool Suit and Button Down combo. L\$600 for the set of all three suits, or L\$250 each.

This outfit from **Vindi Vindaloo** (Vindi 76,76,49) comes complete with black T-shirt and boots. The long black coat is subdued enough for a conservative gathering, but it has an edge of funky, rock-star style. L\$450, also available in a variety of patterns.



For the man who has an elegant yet unconventional style, **Vindi Vindaloo** (Vindi 76,76,49) offers this Dragon Suit. Its rich velvety color and dragon embellishment will help you stand out in a crowd. L\$500, includes shoes.

If you're on a budget but you still want to look fantastic, you can't go wrong with **Forseti Svarog's suits at Figments**. (Mission Street, Bisque 65,104,25 and other locations.) This line includes sharp suits in a variety of great colors. L\$175.



This ultraclassy Black & Pink Suit by **Rockwell Maltz of Made Men** (Made 53,235,27) will definitely get you admiring looks. If you aren't brave enough for the pink accents, other color options are available. L\$450.



Purses & Bags A Second Style Mini-Guide

By Ilianexsi Sojourner



This tintable **Bean Purse from Barnes Boutique** (Deimos 72,60,23 and other locations) is a classic look for the fashion-conscious woman who values quality and great style over trendiness. You can't go wrong with this one. L\$75. Other styles also available.



Technically, this is a school backpack, but the hot pink patent leather and unusual shape are so fabulous looking, you'll want to carry it everywhere. Pink Elementary School Backpack, **L\$199** at AetherStyle Boutique. (Netherbeck 220,10,57.)



Another offering from **AetherStyle Boutique**, (Netherbeck 220,10,57) this Red AE Pattern Handbag is a great look. Beautiful color combination, quality details and a stylish shape make it a perfect choice. L\$199. Other styles also available.



This unusual bag from **Deux Filles Designs** (Desire 126,116,105) combines elegance and a hint of funkiness in one bright red package. The crocodile texture is just one of its gorgeous details. Deux Filles Meets Dior Red Crocodile Bag, L\$200; many other styles at this location.





Pampered Paws (Sammamish 51,203,114) brings you this bag, brimming with cuteness. Adorable pup peers out of a stylish turquoise bag with brown leather accents; just try to resist! Turquoise Stud Yorkie Puppybag, L\$175, other breeds and patterns available.

TREND. h o m e



A blend of contemporary and vintage home ware to fit in with any style.. Calming colours and soft textures with unique poses made exclusively for each piece..

TREND.home

Style Girl: Niora Eponym

Each month Second Style will feature a resident that has a unique style all their own Images by Niora Eponym, Interview By Roslin Petion

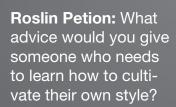
Roslin Petion: How do you decide what you are going to wear on a given day?

Niora Eponym: A lot of times it will be like based on what song is playing on my iTunes at that moment.

Roslin Petion: How do you describe your style to other people?

Niora Eponym: I usually mix like every style. I'm Mod, Bohemian, Punk, Electro, Preppy, Urban. I never can explain it cause it doesn't make sense! I guess it's just like Niora?

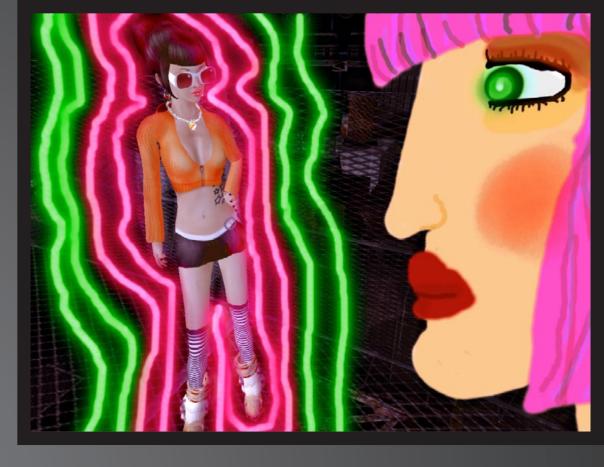




Niora Eponym: Never wear something cause other people wear it but at the same time don't try too hard to be a black sheep. Be yourself. Appearance is the first thing people see about you, so express yourself, y'know?

Roslin Petion: Great advice. And when you need to express yourself, where do you shop?

Niora Eponym: Nylon Outfitters, Fashionably Dead, Artilleri, Aqua (Where my future designs will be displayed), Shiny Things, Yummy Small Things, pretty much all the stores at Deimos, Pollyester's. I shop at a lot, so it's hard to name them all.



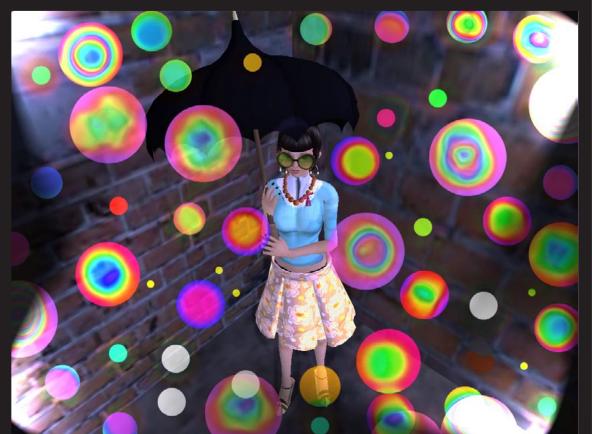


Roslin Petion: I'm so hooked on the Deimos Boardwalk myself right now.

Niora Eponym: Yeah, you should try Polly's! It's the same, but a lot bigger. Oh! And Empyrean Emporium. They deserve a ton of credit.

Roslin Petion: Why don't you tell me a bit more about Aqua?

Niora Eponym: It's a store my friends own and my designs will be sold there later this month. AQUA- Retail Lounge. It's Minimalist art, furniture and clothing. I model for it too. I'm working on my designs right now. They should be out in a few weeks.



Style Girl: Niora Eponym

Roslin Petion: Nice, I'm looking forward to checking it out.

Niora Eponym: It's very Mod and Electro clothing by them. My stuff's probably gonna range from like couture to electro. Right now I'm working on a swimsuit. It's a one piece, the front is open with an extreeeemely low "V" cut, the back is closed with a baggy hood and the bottom's boy shorts. I'm tired of like every store only having bikinis so this one's more aimed toward the waifish girls like me.





Roslin Petion:

Sounds super cute. I can't wait to see your stuff and thanks so much for your time.

Niora Eponym: Any time!

Stylish quality furniture for your home









[EXAKT]

The new household name for elegant, modern design.
By Tina (PetGirl Bergman).

[EXAKT]

currently features four product lines:

LAMPS INDOOR FURNITURE GARDEN FURNITURE ACCESSOIRES

(vases, scripted fans, rugs)

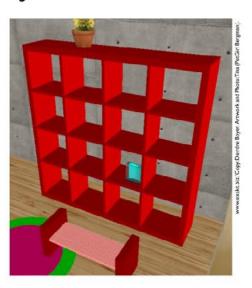
Bring some light and modern elegance to your (second) life.
Just visit my shops in:

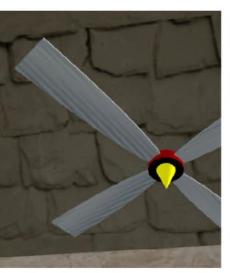
EXAKT MAIN STORE, Verloren (216, 30, 33)

EXAKT STORE, PrimAdonna (71, 120, 26)

If you can't find what you are looking for or you want one of my designs in a different color, texture, smaller, larger or whatever... just send an IM to PetGirl Bergman.

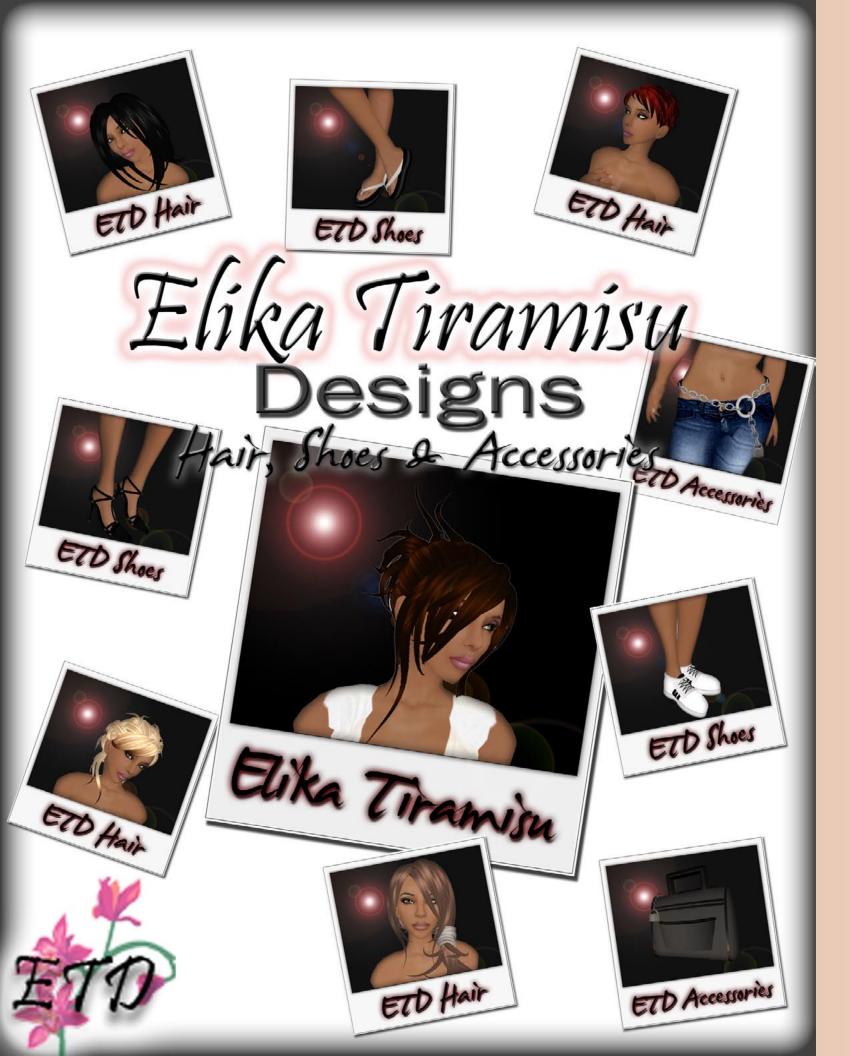








Stylish quality lamps for your home



Hair Accessories

A Second Style Mini-Guide

By Celebrity Trollop

Forseti Svarog's Figments offers three different hair flowers, including posies, orchids and roses in a variety of different shades. Here we've chosen the scarlet rose crown as the perfect accent for this sweet spring hair style.

Forseti Svarog's scarlet rose crown (Figments)
Hair: ETD Fabulous

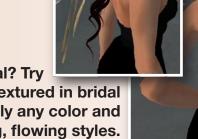




Antonia Marat's wonderful scripted Lilium may be the most versatile hair flower in Second Life. It can be changed into twenty different colors with ease. In this case, the brilliant red is a stunning contrast against the black hue of our model's hair.

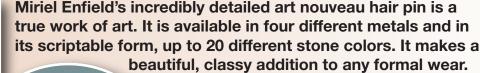
Antonia Marat's Lilium (artilleri)

Hair: ETD Boho



Looking for something a little more casual? Try
Mhaijik's hair ribbon #1 which comes textured in bridal
satin. This ribbon can be tinted to virtually any color and
looks best worn with long, flowing styles.

Mhaijik's hair ribbon #1 (Mhaijik's Things)
Hair: ETD Chele



Miriel Elegance Hairpin Antique Silver and Lapis Lazuli (Miriel: Atypical Styles)
Hair: Here Comes Trouble: Colie

Photographs by Josie Hamilton Model: lexica Lehane Skin: En Nomine rosy tan, basic red Location: Clemintina Park (94, 213, 22)



With the arrival of spring, it's time to get out and show those legs and toes. Here are a selection of six wonderfully detailed prim skirts to get spring fun and fashion flowing.

By Celebrity Trollop

Photographs by Mackenzie Draper & Josie Hamilton

Model: Anastasia Ferdinand (Skin: Medium Tan - En Nomine)

On location at the SL Botanical Gardens in Federal

This WRONG combo has all the right stuff for prim skirts. The details unify the look, with the buckles on the top and skirt bringing serious visual appeal. Note especially the great shading work on the prim pleats.

Skirt: WRONG Prim Skirt outfit
Top: WRONG Buckle jumper
Hair: Uptown Girl - Six Kennedy
Freebie silver hoop earrings







Stylish quality furniture for your home









[EXAKT]

The new household name for elegant, modern design. By Tina (PetGirl Bergman).

[EXAKT]

currently features four product lines:

LAMPS INDOOR FURNITURE GARDEN FURNITURE ACCESSOIRES

(vases, scripted fans, rugs)

Bring some light and modern elegance to your (second) life.
Just visit my shops in:

EXAKT MAIN STORE, Verloren (216, 30, 33)

EXAKT STORE, PrimAdonna (71, 120, 26)

If you can't find what you are looking for or you want one of my designs in a different color, texture, smaller, larger or whatever... just send an IM to PetGirl Bergman.

> EXAKT MADE IN SWEDEN

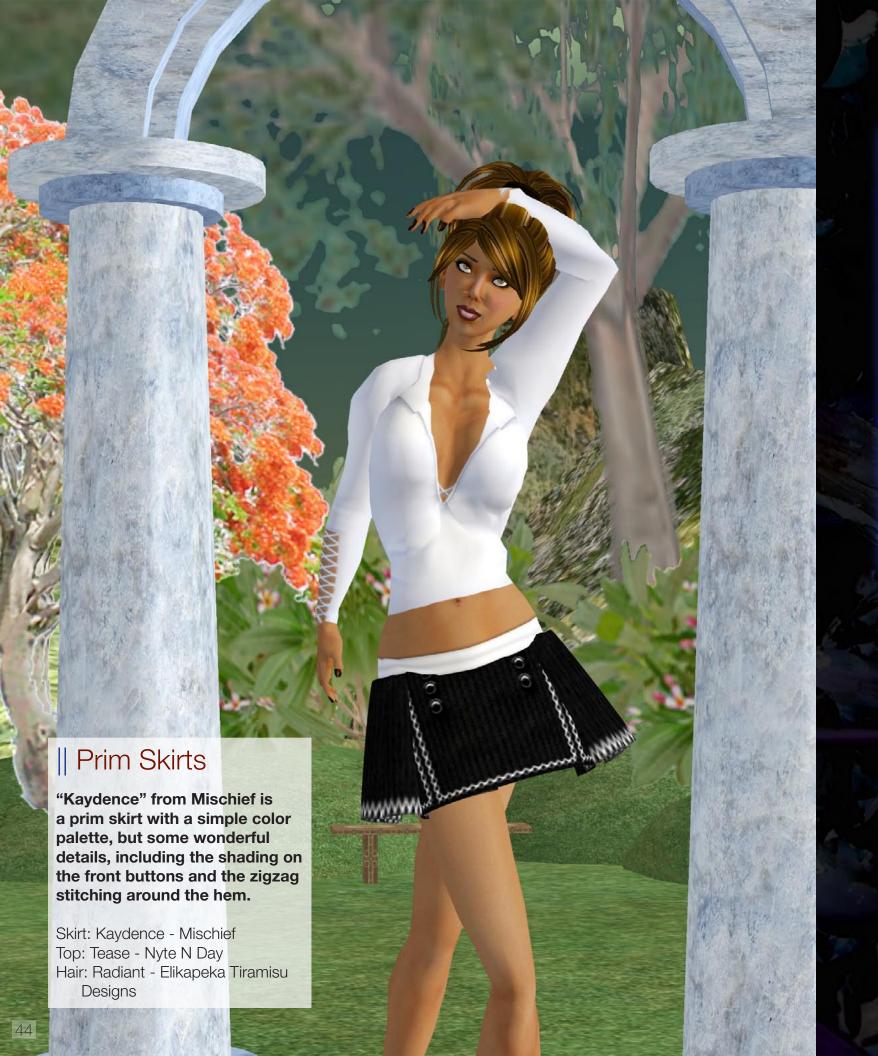






Stylish quality lamps for your home





FOR EVERY SPECIAL MOMENT OF YOUR LIFE...
...let LVS be with you along the way.



Liquid Velvet Studios Nepessing, 207, 231, 121 - RAVENLYNN. COM

LINGERIE COSTUMES BUSINESS CASUAL DRESSES FORMAL BRIDAL LINGERIE COSTUMES BUSINES LINGERIE COSTUMES BUSINESS CASUAL DRESSES FORMAL BRIDAL LINGERIE COSTUMES BUSINES LINGERIE COSTUMES BUSINESS CASUAL DRESSES FORMAL BRIDAL LINGERIE COSTUMES BUSINES LINGERIE COSTUMES BUSINESS LINGERIE COSTUMES BUSINES LINGERIE COSTUMES BUSINES LINGERIE COSTUMES BUSINESS CASUAL DRESSES FORMAL BRIDAL LINGERIE COSTUMES BUSINESS LINGERIE COSTUMES BUSINESS CASUAL DRESSES FORMAL BRIDAL LINGERIE COSTUMES BUSINESS LINGERIE COSTUMES BUSINESS CASUAL DRESSES FORMAL BRIDAL LINGERIE COSTUMES BUSINESS CASUAL DRESSES FORMAL BRIDAL

