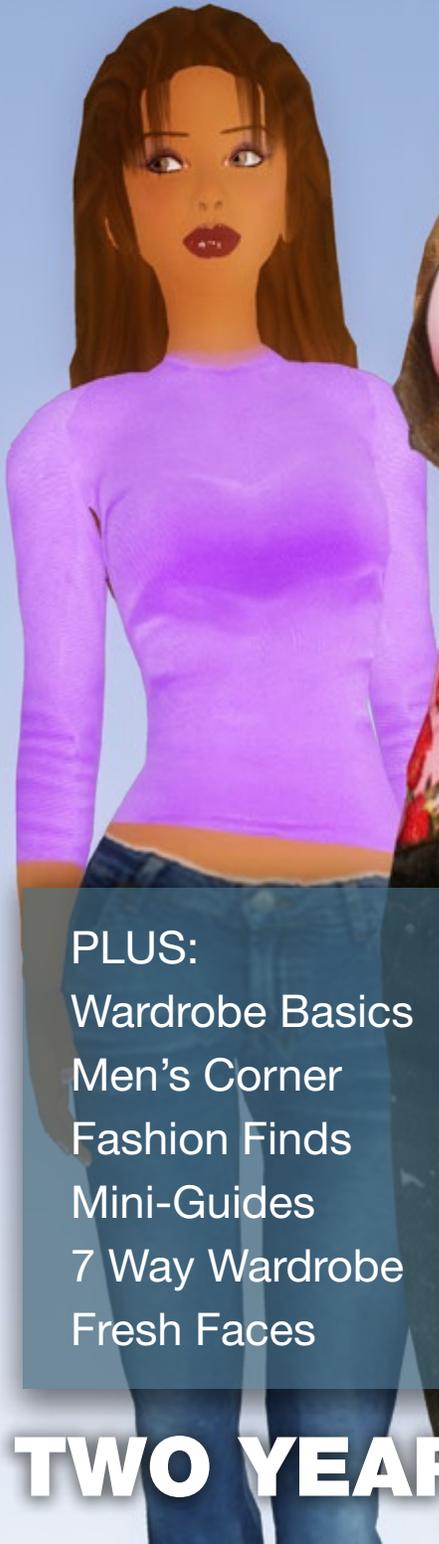


second **Sty**le

The best of the clothing,
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INTERVIEW
**STILETTO
MOODY**

THEIR FAVORITES

STYLE GIRL
HAYER COLE

**SECOND
STYLIES**

MEGA-GUIDE
Know the Staff

PLUS:

Wardrobe Basics

Men's Corner

Fashion Finds

Mini-Guides

7 Way Wardrobe

Fresh Faces

TWO YEARS OF STYLE EVOLUTION



Innovations

Art in Motion by Sherona DeGroot

DISCOVER THE NEW YOU

The Accapulco Mall thanks all of it's fabulous designers for participating in Saturday, March 15 and Sunday, March 16 fashion shows! The Arai Agency provided the models and presentation to feature designers such as:

Tanya Matahari of Matahari Style
Heather Quanset of HQ Fashion
Joie Arai of Skin Arai
Revenge Gears of Revenge
Sally Soleil of Fierce
Satyra Singh of Made For You
GryphElyse Wingtips
and more...

Due to the positive outcome of this incredible event, the Accapulco Mall is proud to announce they will now hold monthly fashion festivals that welcomes participation from designers across the grid.

APRIL SHOWS

Saturday April 19

Sunday April 20

Designers looking to participate please contact Honeybear Oldrich via note card.

the
Accapulco
mall

Valle Hermoso 69,136, 30

Quality Designers
Monthly Fashion Shows
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[hoorenbeek]

HIGHLY DETAILED PRODUCTS



[jeans - shirts - tees - suits - hats - glasses - shoes]
[gadgets - animations - eyes & more]



Zagoskin

Zagoskin Haute Couture

Linji 143,104,42

second Style

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

Issue #18

Cover Credits:

Model: Iris Ophelia
Skin: Charmed Neutral 4 by Starley Thereian of Celestial Studios
Hair: Savvy in Burgundy by Elikapeka Tiramisu of ETD
Clothes: Portia by Nephilaine Protagonist of Pixel Dolls
Shoes: Tropicana Orange Wedges by Sylfie Minogue of Prim Seduction

Model: Iris Ophelia

Skin: Opaline Sienna by Gala Phoenix

Hair: Divine in mahogany by Mallory Cowen of Raspberry and Cow

Clothes: Short Leather Jacket for Women in Brown by mirai Jun, Mmm Strawberry! Top by Canimal Zephyr of Canimal, A001 Jeans in Dusted Painter by Nicole David of Armidi

Accessories: Loli Necklace by Noam Sprocket

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Celebrity Trollop

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Scarlet Singer

Advertising Assistant
Devotchka Dagger

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Justine Babii

Senior Staff Writers
Ryan Darragh
Haver Cole

Staff Writer
Scarlett Niven
Gillian Waldman
Milla Michinaga
Ana Lutetia
Puma Jie

Founder
Josie Hamilton



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publisher's note

I can hardly believe it's been two years since the first issue of Second Style. Wow! Time really does zoom by when you aren't even looking. So much has changed in Second Life since our first issue—time was when 10,000 users online was a very rare event!

It's wonderful how quickly Second Life has grown. It's brought incredible new designers, fresh takes on style and outfits, and lots and lots of new shoppers. And it's also brought extra drama, Linden infrastructure full to bursting and some seriously uncool copyright infringement and content theft.

Second Style is still loving how we look inside Second Life though, and with good fortune and an ever growing pool of new designers, fashionistas and creative shoppers, we'll be showing it all off to you for many years to come!

Enjoy this issue of the magazine!

Celebrity Trollop

[kunst] FURNITURE & DECO

by [hoorenbeek]



Discover a new concept in Furniture & Deco.
Discover [kunst]

[chairs - tables - desks - plants - computers - deco & more]



Stella's Mall on Stella Isle

Quality by Design

Stella's Mall on Stella Isle.
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Hair by Cher, Fashion Club, Reasonable
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Basevi Moda Sexy Shoes,
Tucker Fine Art,
Oz's Retro-wear and Rug world.



J Style

**** by Jupi Noel ****

FASHION CENTER 164, 115, 22

<http://jupinoel.blogspot.com/>



Venom 94,133,28

editor's note

TWO. YEARS.

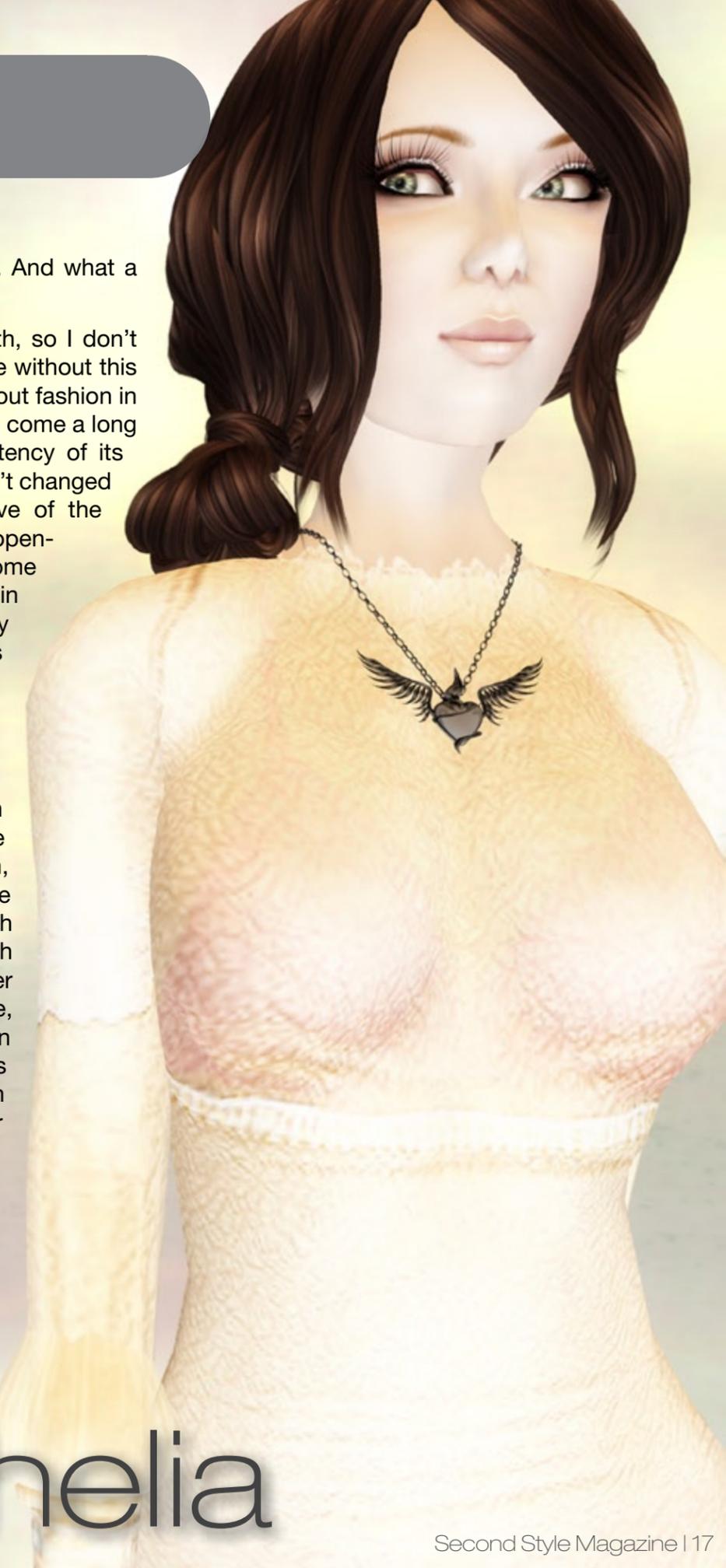
It took me a few minutes to soak that in. And what a long, strange, trip it's been! Haha!

I celebrated my second rezday last month, so I don't even really remember being in Second Life without this magazine! even before I started writing about fashion in SL, Second Style was great eye candy. It's come a long way since then (especially in the consistency of its release schedule), but a lot of things haven't changed at all. We're still sharing a common love of the amazing creations made possible by an open-ended platform and the co-mingling of some of the most innovative and creative minds in any virtual world, and celebrating so many different visions of beauty and style. This couldn't be just any issue of Second Style, we really had to make it... sparkle!

You'll notice a few surprising additions to the pages of of this issue, and some little twists on some of your favourite columns in celebration of our second anniversary. The most exciting of all of these, in my opinion, is the first annual Second Stylies. The entire staff of Second style laboured through March to pick the perfect candidates for each category, voting them down to one winner who will receive a special Styleie plaque, crafted by the amazingly talented Siyu Suen of Illusions. The categories themselves have a focus on specific skills that can make someone's work in SL, whether they're a designer, a model, a blogger, or a consumer, stand out from those around them. I'm elated to have been a part of bringing these awards to the people who deserve them!

So have a little cake on our behalf, sit down for the evening (or night, morning, or afternoon!), and enjoy issue 18, our second anniversary issue!

Iris Ophelia





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SPRING 2008
Mangakino 224. 111, 21

mega-guide

Guide to Second Style Staff

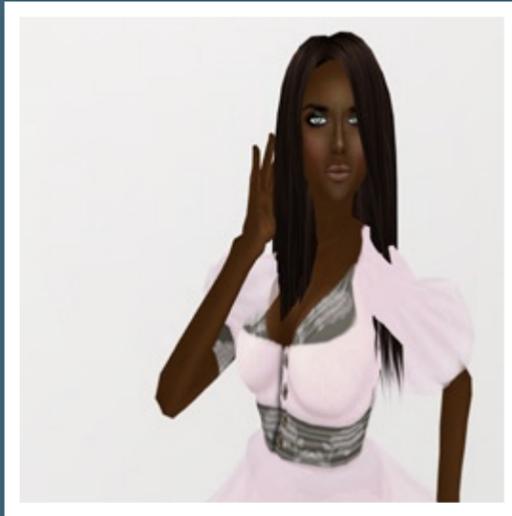
By Gillian Waldman

Celebrity Trollop Publisher and Editor in Chief

Celebrity Trollop has been involved with Second Style since March of 2006, shortly after she started writing the Fashionista blog. Celebrity was the original managing editor of the magazine, responsible for all of the content since about issue #3 until the incredibly talented Iris Ophelia took over for issue #9. Celebrity purchased Second Style from Josie Hamilton in 2007 and loves the way the whole staff and each issue comes together every month. She'd like to extend a very special thank you to all of the readers and advertisers who make producing Second Style such a fun and rewarding pastime.

HeatherDawn Cohen Senior Designer, Advertising Sales Director, Director of Operations

HeatherDawn has been with Second Style since its inception, working shoulder to shoulder with our Founder, Josie Hamilton. She uses her deep talents in design to head up our innovative layouts – creating aesthetics that thousands of people enjoy each month. She says it's been the most rewarding job she's ever had – offline or on! HeatherDawn savors the experience of having watched Second Style evolve from just a few hundred readers to many, many thousands and says the positive response has been overwhelming. Though it's been sad to see many of the original staffers slowly leave and venture off on their own successful endeavors, she still enjoys lasting friendships with many of them and is excited about all the new talent the Magazine has recently added. She was quick to thank her coworkers, advertisers, and of course, our readers, for the success of Second Style.





Iris Ophelia
Managing Editor, Photographer,

Iris has been with Second Style since June 2007 and is the CWC (Chief Whip Cracker), overseeing overall editorial direction, and yes, all of us writers. She's also the talent behind many of the photo features and covers our readers enjoy each month, showcasing the most spectacular beauty and fashion in Second Life. Her favorite part of working with Second Style is meeting and working with some of the most creative avatars in SL, including the staff. Her favorite colors are pink and teal, and she has a penchant for Mary Janes. Most of all, she loves to hear reader feedback. You can reach Iris in-world or at ophelia.iris@gmail.com

Justin Babii
Columnist

Justine joined Second Style in June of 2007 and writes our monthly "Runway Review" column, covering the latest from the hundreds of runway shows that happen each month. Her title might be better suited to "Lag Fighter" as attending as many packed events and still managing to take the beautiful pictures she does is quite a feat. Justine thinks she has the best job in Second Life – watching fashion shows and meeting great people. She's loving being part of Second Style – a fantastic magazine staffed by wonderful people!

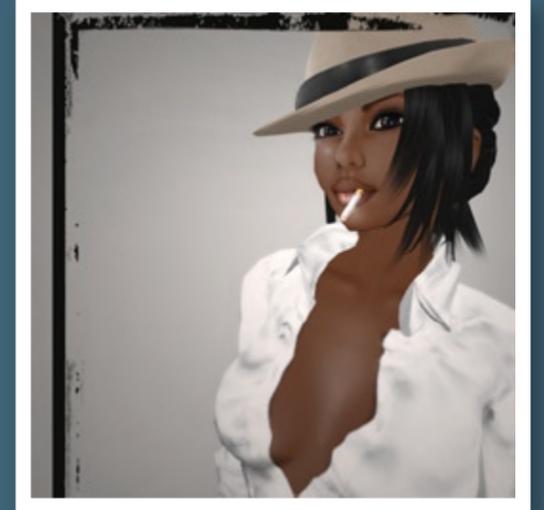


Scarlet Singer
Assistant Layout Designer

Scarlet Singer has been with Second Style longer than she can remember – but we can all attest it's been a while. She plays a key role in the layout of the Magazine, assisting HeatherDawn across the board. When she's not working on Second Style, Scarlet owns her own in-world graphics and photo studio, featuring unique fusions of in-world photography and her own creative graphics work. She suffers from serious PMS - Pixel Manipulation Syndrome – and is most often found chained to her laptop slaving away in Photoshop.

Haver Cole
Senior Staff Writer

Haver and her take on the Style Girl column debuted in the 5th issue featuring Violet Xingjian as her very first style girl. In addition to writing for the Magazine, she's also a contributor to the Second Style Fashionista blog. She likes www.cuteoverload.com everyday and sour patch kids. She thinks you all are very special and will be hugging every single person in SL once they form a tidy line.



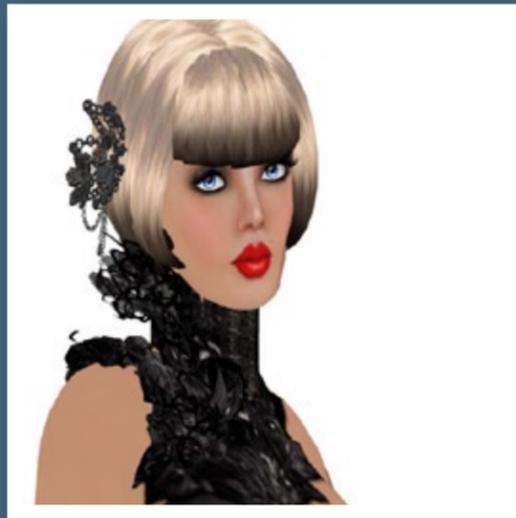
Devotchka Dagger
Advertising Assistant

Devotchka has been with Second Style since December of last year, working with HeatherDawn on the Magazine's advertising. Her favorite part of working at Second Style is the opportunity to work alongside incredibly talented people. She notes that often working in Second Life – despite the time commitment and dedication – isn't always valued as "real work" in mainstream culture, yet Second Style Magazine treats its team as the professionals they are.

Ryan Darragh
Senior Staff Writer

Ryan joined Second Style in January of 2007 (issue #6) and heads up the "Men's Corner," chronicling the best of Second Life fashion for stylish male avatars. Ryan is also Editor in Chief of the Men's Second Style blog – the premier blog for men's fashion in Second Life. Ryan's favorite part of working with Second Style is, unsurprisingly, the opportunity to meet and connect with designers, who are among the most friendly and creative people he's met in SL! Ryan also notes that while he got involved and continues to work providing SL fashion commentary for his own fun and enjoyment, there's more to it than that. He says it's also rewarding to bring artistic and innovative design work to the attention of our readers. He says, "If what I do helps in any way to make that connection, I'm happy." So are we!





Scarlett Niven
Staff Writer

Scarlett joined Second Style in September of last year and writes the monthly “Fashion Finds” feature, profiling the best of Second Life fashion and innovative ways to mix an outfit with a classic touch. She says that her favorite part of working with Second Style is “contributing to a spectacular fashion magazine with like minded individuals who are the best in SL.”

Ana Lutetia
Staff Writer

Ana joined Second Style in February of this year and writes the monthly “Fresh Faces” feature, profiling the newest designers and their fabulous new offerings. In addition to Second Style, Ana maintains her own fashion blog, as well as serving as a key contributor to SL’s most widely-read Portuguese blog: getasecondlife.com. One of the most recognizable avatars in SL, Ana is also a freelance model with wide experience in runway, print and machinima campaigns. She was flattered to have been asked to write for Second Style and looks forward to a long and rewarding role here.

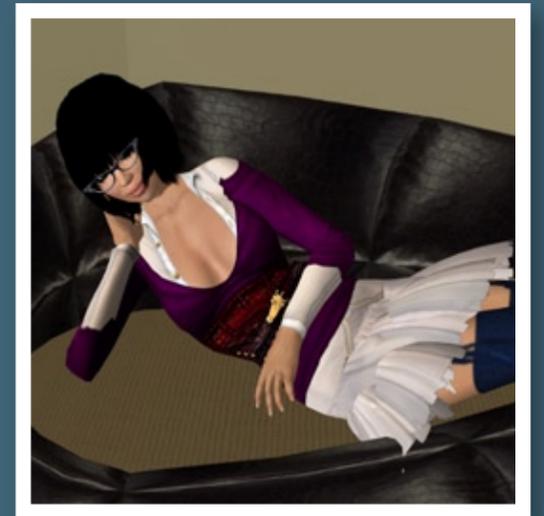


Gillian Waldman
Staff Writer

Gillian joined Second Style in December of 2007 and now writes the monthly “Mini Guides,” profiling both fashion brands and fashionable locations worth discovering. She also alternates with the prolific (and totally lovable) Haver Cole in heading up the monthly “Style Girl/Guy/Robot” features, so don’t be shy in sharing your nominations for future features. Though she still gets a little starstruck at monthly editorial meetings, she’s loving being part of the most respected publication in SL fashion. With a weakness for big sculpted bows and anything orange, she’s an admitted girly-girl – a trait showcased regularly on her own fashion blog.

Puma Jie
Staff Writer

One of the babies of our family, Puma joined Second Style in February, and writes the monthly “7 Ways Wardrobe,” showing all our readers how to stretch their Lindens farther by mixing key foundation pieces to create 7 unique styles. Also a mix and match wiz, you can catch a glimpse of Puma’s style on her own shop blog – Corduroy. She’s thrilled to get to do what she loves in Second Life and write about it too!

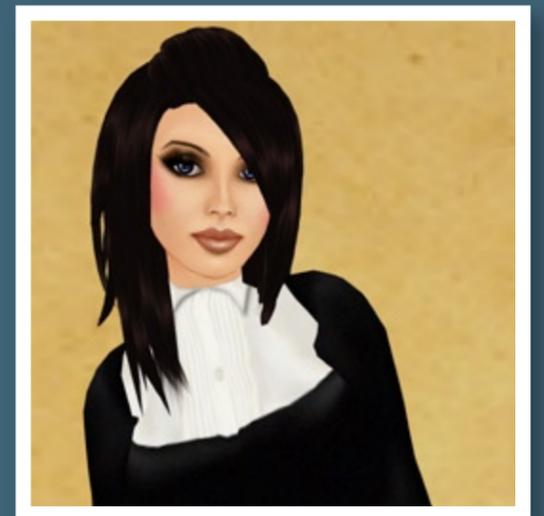


Milla Michinaga
Staff Writer

Milla joined Second Style in February and heads up the “Wardrobe Basics” feature, profiling how to turn a staple into a stunner. Well known for her fierce mix and match abilities, Milla expects to bring the same special finds to Second Style on a monthly basis. Still very new to the staff, she’s incredibly excited to begin a long journey with us. Her passion in SL is styling, which she showcases nearly every day on her own blog. Milla says that coming to Second Style felt like the perfect next step in her Second Life, and she looks forward to sharing her ideas with all our readers.

Graciana McMillan
Staff Writer

Another new addition, Graci joined Second Style in March and this is her first issue ever! One of the busiest and most fashionable avatars in Second Life, Graci just loves SL and all the outlets it lets her explore. She has a passion for writing, design and fashion – and Second Life has helped open her mind to both diverse styles and people – across the grid and across the globe. She’s thrilled about being part of the team and looks forward to lots of reader feedback.



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Wardrobe Basics

Party Time!

By Milla Michinaga

In keeping with the celebratory mood of this issue, I have prepared three different party looks for you. I used dresses in all three looks, as a good dress or gown is difficult to fail with, when you need to crank up the glam factor.

Starting from left to right, the **Cocktail** party look is an excellent example of how a dress can do all the work on its own. The brilliant red colour together with the layered feathers is a fabulous combination, which will guarantee that you will be among the most chic at any classy cocktail gathering. I teamed the dress with a pair of sky-high sling-back stilettos in a rose gold colour that compliments the red of the dress. The jewelry is golden and delicate, with a necklace that echoes the feathers of the dress and a discrete watch on the left wrist. The final touch is the gold sequin clutch, which completes the look nicely. The hair is ultra-chic and jaw-length to really expose the neck and shoulders and thereby making them part of the look. Lips and nails are, of course, red.

In the middle we have the **Gala** look, which would be for a big award night or maybe a premiere where you walk the red carpet. Again, the dress is the centerpiece, and this one is perfect for the occasion with its regal, yet high fashion elegance. The floor length gown with the delicate gold-lace texturing looks expensive and couture, and the keyhole neckline adds just the right amount of sex appeal – you just can't go wrong with it! I kept all my accessories in black to echo the sliver of black lace that peeks through at the neckline; we have the black pearl choker and matching bracelets, the clutch and black pumps (not seen). I went with big and sexy hair (as opposed to an up do) to balance the regality of the gown, and nude lips with smoky eyes for a modern edge.

Finally, we have the **House Party** look, which is funkier and more relaxed. I imagined it for a rave or maybe a hip party among friends. This dress is really a little jewel that has been executed to incredible detail (the picture doesn't do it justice as the fine details of the texturing are lost in the black). It's short, tight and sexy, but its so much more than just a little black dress; the blue detailing throughout it and up around the neck gives it plenty of personality. I stayed with the black and blue in my accessories, with these uber-trendy blue pumps and little toeless ankle socks, and the simple snakeskin cuffs and bangles. The hair is sharp, trendy and jaw-length to show off the dress neckline, and the make-up is smoky with lush red lips.

Cocktail: Ping Flamingo Dress from Casa del Shai, Elegant Slingbacks in Rose Gold, from Stiletto Moody, Marguerite Feather Necklace from Muse, Gold Paillette Clutch from Fleur, Naomi in Blonde from ETD, Chloe Skin from Redgrave

Gala: Histoire Dress from Baiastice, Verve Pumps in Black from Maitreya, Claris Black Pearl and Diamond, Bracelet and Choker in Gold from Muse, Handbag in Black from Cachet, Envy in Orchid (Platinum) from Armidi Hair, Chloe Skin from Redgrave

House Party: Allegra Dress in Blue from Canimal. ChiChi Pumps in Blue and Prim Socks in Black from Maitreya, Snakeskin Steel Bangle and Cuffs in Blue and Black from Earthtones, The Short V in Orichid (Platinum) from Armidi Hair, Chloe Skin from Redgrave

Cocktail



Gala



House Party



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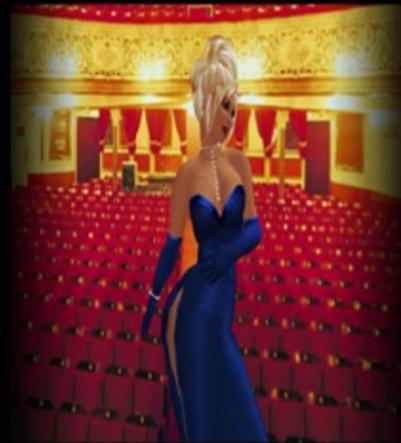
Rue D'Antibes

EROS



Fashions by Keth

Jewelry Alexandar Vargas



Photograhly IshtarAngel Micheline

Valentina Carfagno is the designer behind FTV – Frozen Turquoise Valentine. Even though she has recently turned one year old in SL, Valentinna has only been designing for 5 months, and has many amazing creations in her store. She always had a passion for fashion, and in SL she is able to explore it further.

fresh faces

By Ana Lutetia



Military Drama

The Military Drama outfit comes with top in shirt layer, gray shorts in pants layer, prims for the shorts and prim ruffle straps for the top. What drew my attention to this outfit were the ruffle straps. They are a fresh and innovative idea to complete an outfit and make it look slightly different than others around SL. I would also add a jacket layer to the top for a tucked version even though that small portion of flesh showing is sexy.

Ballerina Drama

Ballerina Drama is a beautiful outfit with a knee length prim skirt. It isn't a casual outfit but I can be worn in different events around SL. It comes with a top, glitch pants, cover jacket, prim skirt and prim feather jacket. Since the prim feather attaches to the chest, you will have to choose jewelry that attaches to the spine, but with this gorgeous jacket on you shouldn't need to over-accessorize anyway. My favourite details are the prim work and textures on it. The feathers and the flexi prim skirt are a perfect match for this outfit.

Carolina

Carolina is a casual outfit for the cold days. It comes with glitch pants, jacket in two different layers (shirt and jacket), prim jacket collar, prim cuffs and prim tulle skirt. The combination of plaid and tulle really got me-- I like to see unusual combinations of fabrics in an outfit. The shirt layer in the jacket is used to make a loose sleeve and the jacket layer for a longer jacket. I would love it if the jacket layer could be a full jacket to wear with another shirt beneath it.

Garden Drama

Garden Drama is an amazing couture outfit. It comes with a top (jacket layer), pants, prim sleeveless jacket and a prim side skirt. It is truly an outstanding idea for an outfit! The flowery texturing in the jacket and skirt mixed perfectly with the plain black pants. To make this ensemble even more superb, prim legs would be a great addition.

Mix and Match with FTV

To show the variety you can find at FTV, I decided to show a casual look with some separates I found at the store. There are several jeans, tops, jackets and belts at Frozen Turquoise Valentine. I have paired the Silver Flower Jeans with Tube Strapless Top and added the Animal Touch/Silver Snake Skin belt. These Jeans come with pants and prim legs. The name of the jeans comes from the floral detail on the back pocket. The tube top has a gorgeous tone of turquoise and comes on the jacket layer to make it longer. The belt is one of many that can be found at the store, and it's mod for a perfect fit!



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Torrid Midnight

The Rock N' Roll spread from Issue #4, July 2006
I believe (Canimal is on the cover). Pages 14-25.
I loved this spread because of the focus on the
gritty and sexy rock chick of course! My style has
always had a mix of rock n' roll in it, I've never
been completely girly :P.



their
favorite shoots

Compiled By: Iris Ophelia

Torrid Midnight

The Film Noir spread from Issue #6, January 2007, Pages 22-33. I always love Film Noir/Noir and vintage in general. I really like the classy feel in this spread.



their
favorite shoots

Torrid Midnight

The Costume Couples spread from Issue #12, October 2007, Pages 38-47. I just love the story book recreation, it was candy for the imagination.



their
favorite shoots

Torrid Midnight

The Valentine's Wear spread from Issue #16, February 2008, Pages 32-47. I really liked the pink washed background in these photos and the models popped.



their
favorite shoots

*A day is our love
is out life*

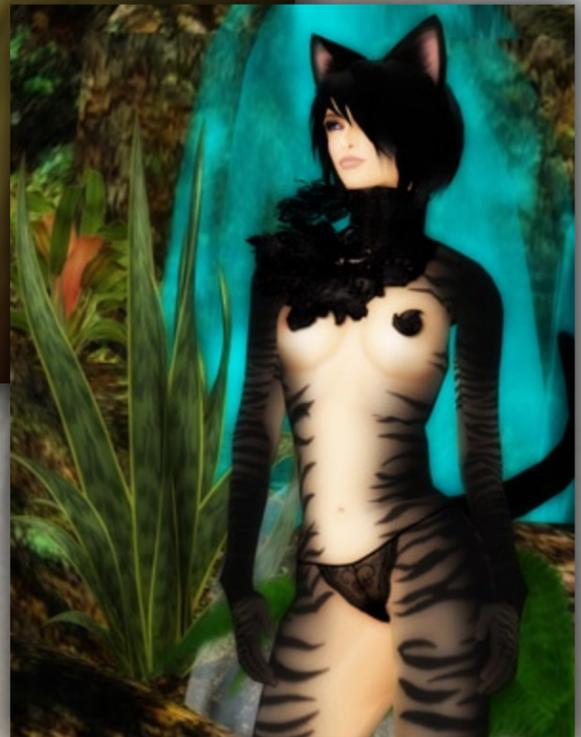
Elikapeka Tiramisu

My favorite fashion spread is the “Wild Girls “ spread from Issue 12. The spread starts on page 74. I’d have to say its on page 82. Overall the entire spread represents why I like it, but that photo stood out to me the most. Like it made me stop flipping through the pages and just stare at it for a bit.

The reason why I love this spread is because it features SL fashion in a whole new way. It proves exactly why SL is so incredible, to me. It shows the diversity of SL. Not only in the sense of what’s available on the market, but in a sense that the style and creativity in SL is diverse and boundless. A shirt and pants aren’t the only things that can be fashionable and stylish in SL and this spread proved that. Not to mention the photography in this spread is beautiful.

On a side note:

I want to say CONGRATULATIONS to the staff of Second Style for an exciting and successful 2 years. I remember the first issue and being at the launch party, back then it was an innovative concept for SL and has since set the precedent for other SL fashion magazines/blogs. I can’t wait to see what the next 2 years holds for Second Style Magazine and blog. Congratulations and keep up the good work! :D



their
favorite shoots

Roslin Detton

As a former staff member of Second Style, I've been lucky enough to witness the birth and subsequent growth of one of Second Life's finest publications. There have been many amazing photos throughout these past two years so it made it hard to choose just one. I'm forcing myself to say the Little Red Riding Hood and Wolf pic on pages 38-39 of issue #12 might come in tops. I love the composition, the colors, the styling, and I adore the models, Miss Iris Ophelia and everyone's favorite wolfie, Akela Talmasca.



their
favorite shoots

adam



eve

where beauty begins



men's corner

By Ryan Darragh

I was in a barren and empty sim, the hour was late and it was dark (I had forced midnight) when a mysterious message urgently demanded my attention. "Your mission, should you choose to accept it: for the next issue of Second Style, highlight some of the best individual designs in SL fashion of the last twelve months. This IM will self-destruct in ten seconds. Nine. Eight...."

I logged out quickly, but not before triggering a sly smile (}:->). I knew that this assignment would challenge me like no other, and I would have to rely on all my skills and training. How to select just a handful of items from the many released over the past year? It seemed...impossible. Hopefully my superiors will agree that I have succeeded. All of these creations epitomize the best of what SL design has to offer. In chronological order by month of release:

June 2007

Donovan Brennen's "Racer Lion 52" racing suit is beautiful in both form and function. The clothing-layer leathers include dark-brown leather pants and jacket with prim collar, plus gloves and socks. You also get a helmet (with and without integrated hair), elbow and knee pads, racing boots, utility belt, and wrist/forearm braces. A lion rampant prominently graces the back of the jacket, his aggressive stance sending the clear message that you pass from behind at your own risk. The well worn prim accessories are moddable, so you can resize them for a better fit to your avatar, but it's worth noting that some are already at or near minimum size. Two different purchase options allow you to buy just the clothing items, or the complete set including all the accessories. This set will outfit you in glorious style, whether your need for speed manifests itself in lust for motorcycle or rocket bike. Available at GearShift (Varado 78, 162, 31).

August 2007

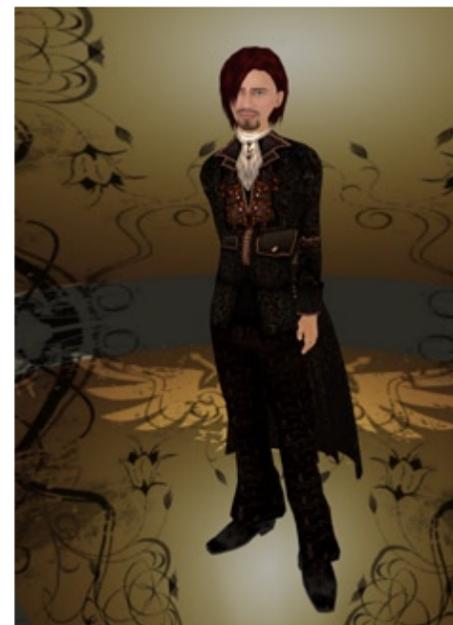
hyasynth Tiramisu isn't the only designer of elaborate period/fantasy garments in SL, but she is one of the most consistently interesting and surprising. Her sense of color and flair for the subtly dramatic (if that's not an oxymoron) are unparalleled. The Serendipity Suit is highly formal, with extensive embroidered embellishments in Autumn-perfect colors on heavy, dark tapestry fabric. The set includes shirt, pants, socks, and jacket with prim French cuffs and both flexiprim and skirt-layer long tails. Three versions of the jacket allow you to choose a cream, dark brown or deep grey jabot. Available at Silent Sparrow (silent sparrow 182, 93, 604).

October 2007

Is there an author more gothic in tone than Edgar Alan Poe? His

sheer

Uruti Point 159, 16, 633
Le Zoo 33, III, 22





Men's Corner

> Continued from page 52

story “The Masque of the Red Death” is one I remember vividly from childhood reading—the tale of Prince Prospero’s confrontation with the dark figure masked in red has never lost its power for me. Is it concerned simply with the inevitability of death? One wonders at the desirability of a straightforward allegorical interpretation. Draconic Lioncourt’s “Red Death” costume brings the forbidding figure of Prospero’s nemesis to virtual life. In addition to the dead-white skin with restrained gothic makeup, the set includes a simple black shirt, crimson tapestry vest, jacket with long flexi tails, prim collar and flexi fabric cuffs, pants and top hat. The deep black jacket is highlighted by a double row of death’s-head buttons. The pièce de résistance, though, is the sculpted Red Death mask, shockingly blood-red and in some ways disturbingly reminiscent of Frank, the “rabbit” who haunts Donnie Darko. Available at Draconic Kiss (Koreshan 193, 93, 25), where the Red Death holds sway over all.

November 2007

I’m unable to use the word “conventional” to describe any of Shai Delacroix’s creations—it’s only in context with the other designs featured here that her Alfonso Suit could seem at all “usual.” Unlike these other designs, this suit is something you could wear to a business meeting. Let’s consider it fine daily wear. In fact, it’s more than fine—this is an opulent suit, perfect for the gentleman who appreciates and enjoys items of luxury. The three-piece suit includes jacket, pants and waistcoat, plus shirt with tie, in various combinations and on various layers for complete flexibility. You also get a prim gold pocket watch, scripted to keep time in Manila, Shai’s home city. Available in Black, Blue, Burgundy and Olive at Casa Del Shai (Casa Del Shai 150, 100, 691),

January 2008

The use of prims as clothing components (and not just accessory attachments) isn’t new, but mirai Jun is aggressively pushing the envelope with designs that consist almost entirely of prim pieces. The Full Sculpted Jacket is a perfect example—the jacket-layer clothing piece is really more of a “base” and only provides leather texture and shadow shading for more graceful integration with your avatar’s skin and other clothing. The garment itself is made up of six sculpted-prim attachments, textured in highly detailed leather. This approach presents obvious fitting challenges and may not be for everyone. I was able to achieve a fit that looks good to me, but others with different sizes or proportions may have varying success. Still, this is an exciting design approach and the result is an impressive garment. Available in Black or Brown at Cubic Effect (Born East 166, 50, 40).

February 2008

June Dion may well be the Mistress of Glorious Excess in SL. Her outfits and costumes are always highly if not ridiculously elaborate,



and her recent steampunk-inspired offering, called "I Saw the Light," is no exception. At the base is a classic flight suit: shirt, pants, leather flight jacket with back graphic and prim collar, leather gloves with prim cuffs, and prim goggles. But it's the accessories that tell the tale—sculpted da Vinci-style ribbed wings, a flickering candle lantern, rolled maps, oil canisters, various pouches, mysterious tools and implements. The steam-powered wings have gauges and dials that feel completely at home, but the inclusion of, apparently, a jet engine exhaust really caught my eye and made me laugh. Available at BareRose Tokyo (Bare Rose 146, 12, 30).

Although I've focused on clothing designs in this article, this represents only a part of the amazing work being done by SL designers. In the accompanying pictures I'm also wearing the "Adam" skin by Hart Larsson (PXL Creations) and the "Jack" skin by Posy Trudeau (Flesh Peddlers). In a highly subjective evaluation, these are my favorite tintable and non-tintable skins released

in the last year. I'm also wearing and have been consistently impressed with the men's hair designs by Truth Hawks (TRUTH).

An expanded version of this article will be published on the Men's Second Style fashion blog at www.second-man.com. Be sure to look for it!

Ryan is also wearing: "Adam" skin by Hart Larsson (PXL Creations). "Jack" skin by Posy Trudeau (Flesh Peddlers). "Maxwell," "Damien" and "Pete" hair by Truth Hawks (TRUTH). Classic Jeans by Jesseaitui Petion (Aitui). Oslo boots by Eponymous Trenchmouth (JCS Shoes). Coffin Ring by Allegory Malaprop (Schadenfreude).

Ryan is Editor in Chief of the Men's Second Style fashion blog, available online at www.second-man.com. He lives in Otherland with his partner Sean.



Hair Styles by Tami McCoy



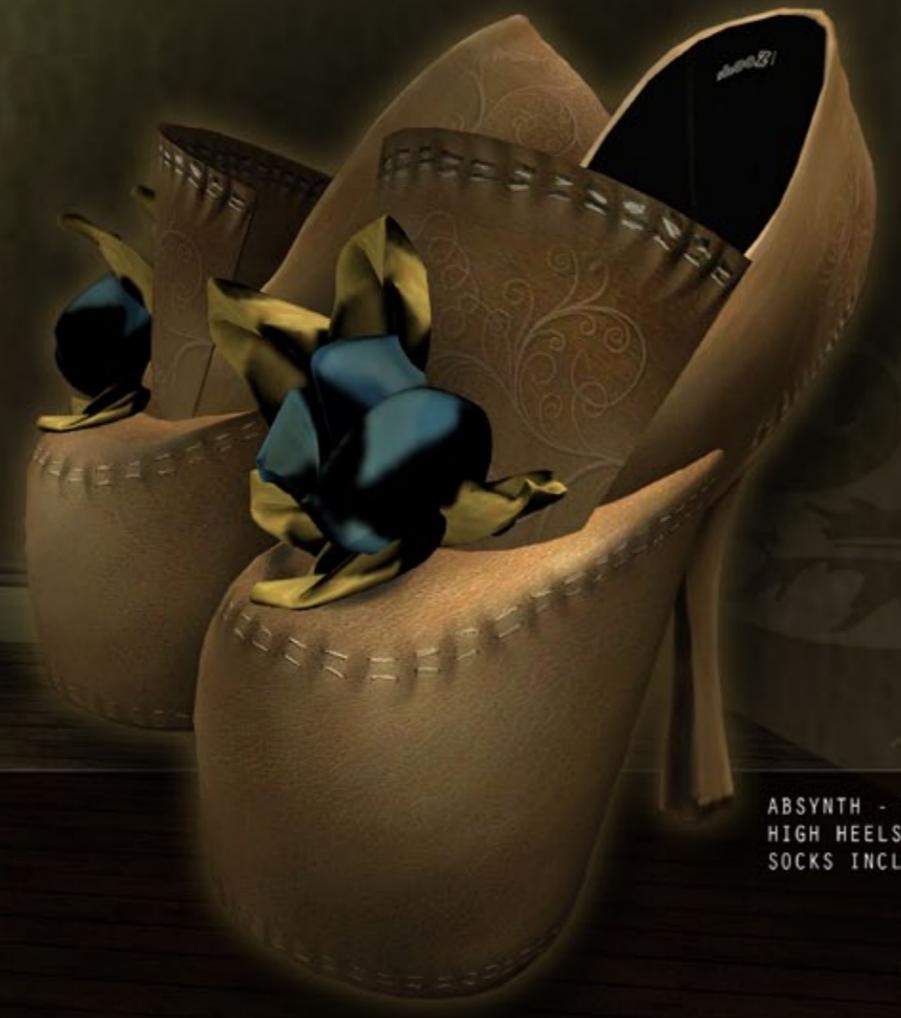
Various Failures



A Collection of Photographs
by Jenn Villota
Devils Pocket (135, 74, 34)

shooZ!

NEW SCULPTED SHOOZ COLLECTION



beltZ sockZ bootZ ZneeksZ

WOMEN & MEN FOOTWEAR

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ABSYNTH - SCULPTED
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7 WAY WARDROBE

By Puma Jie

Gah! Is it Monday already?! It's always so hard to get yourself together but don't fret! Patterns, patterns, patterns! Show how funky you can be and toss on your favorite pair of corduroy wifey leggings with D!FF's animal printed top. You can glam it up with Veschi's jeansy gray shorts and Tekilah Elytis' crisis pumps. Cuffing yourself is the new IT thing to do so go grab turnstyle's choco-bloo bangles set. Let the world know hung over or not, you are still a one sexy beast.

Boho-chic?! Boho-kawaii! Keeping your pattern theme going... Tuesday you show up to the office in your favorite skirt from 141. You carry

your Shiny Things' purse cause you're all about the little details (you are an anal matching freak) and can't help but play off your black D!FF top with your white crisis heels (YES! they change COLORS!!!). Girly meets geeky you toss on your Queen Couture glasses.

Monday and Tuesday meets up with Wednesday. As you mix and match your jeansy shorts with Tuesday's top. It's all about your killer legs. You're doing Twiggy proud showcasing them in your crisis heels. Oh baby! Your man won't be able to resist you in this ensemble. Heck... no man will. Go on girl! Stop them dead in your tracks <3

Continued on page 63 >



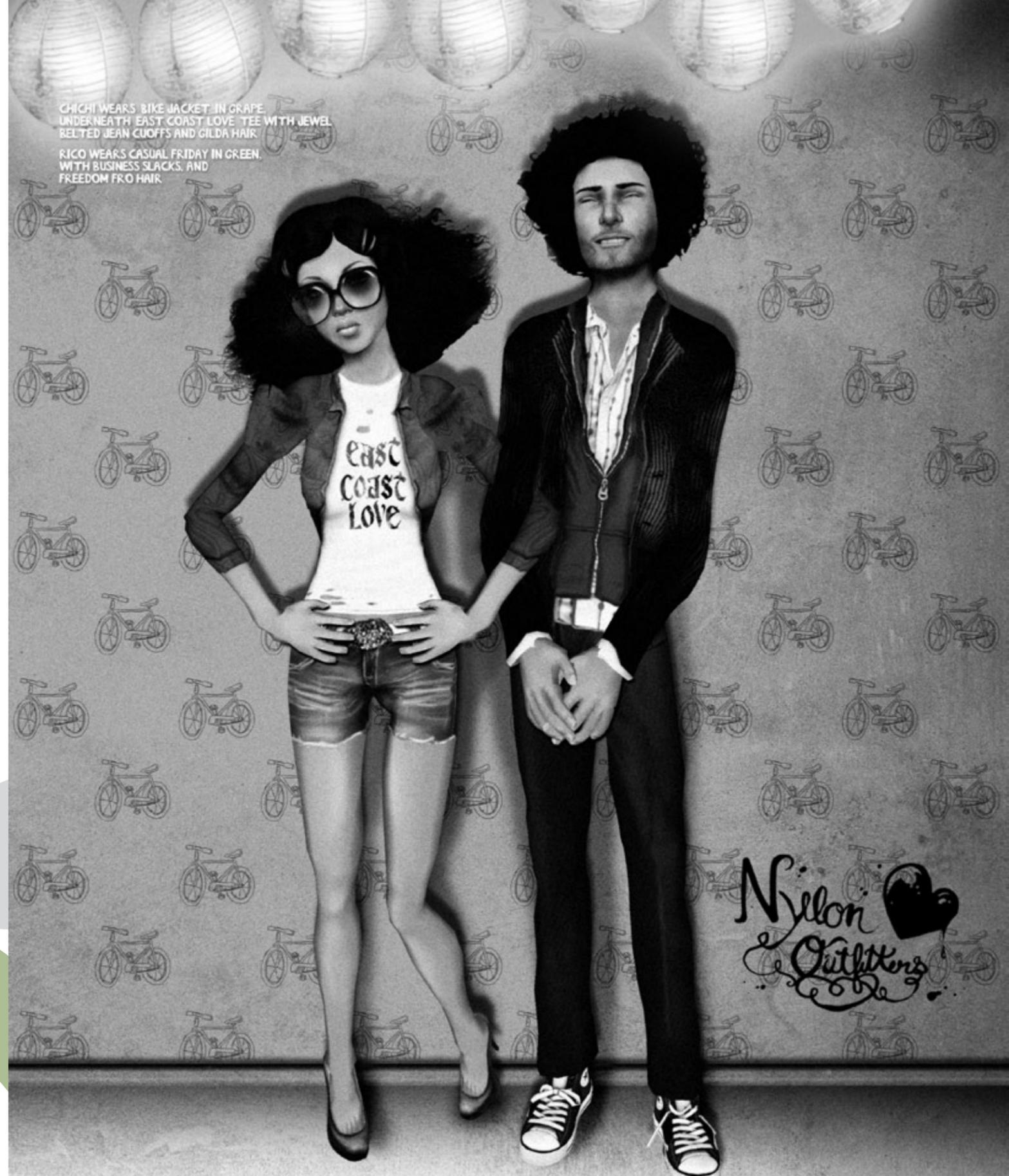
Monday



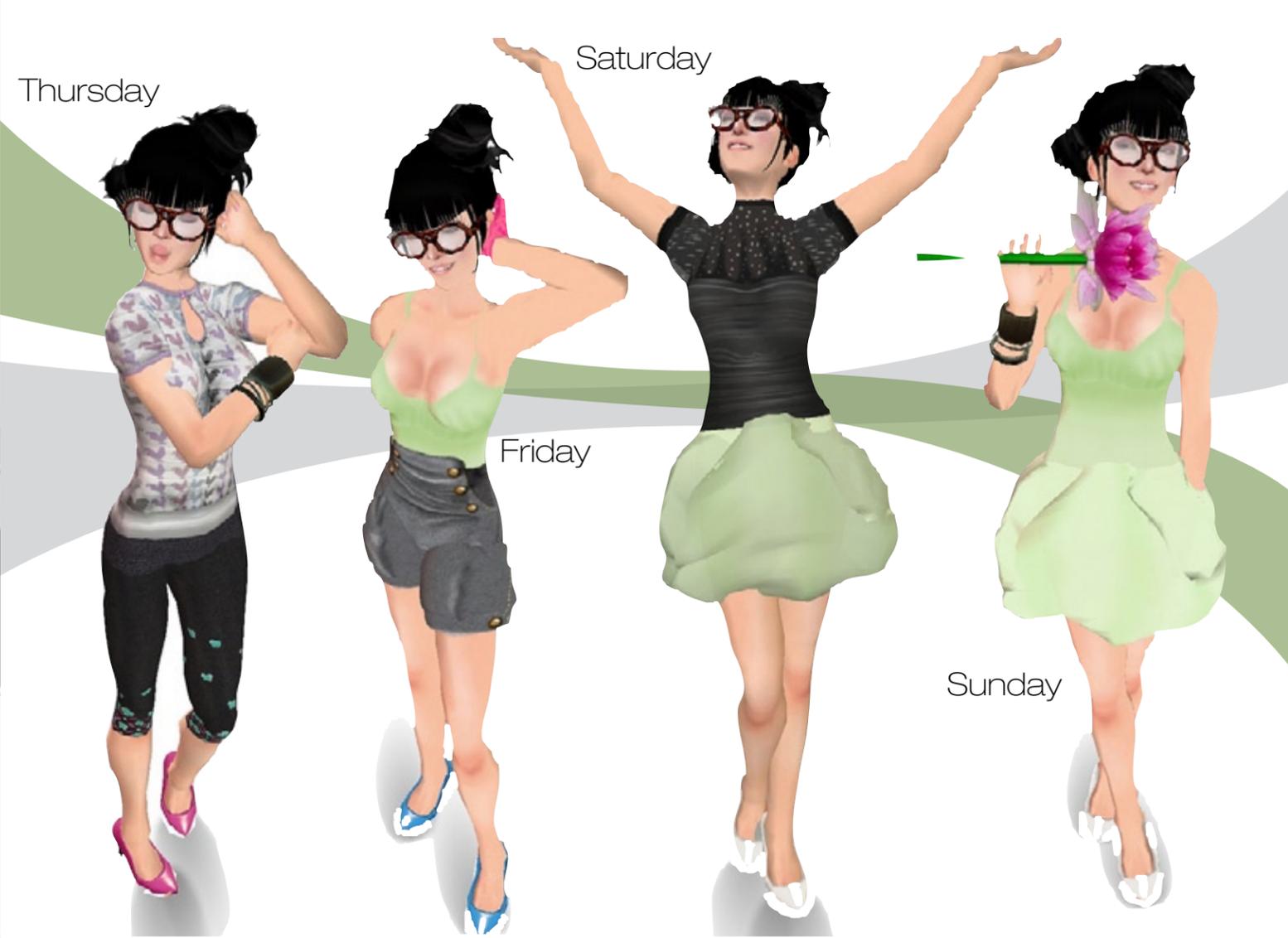
Tuesday



Wednesday



FUNKY HAIR, CLOTHING, & SKINS
ANY QUESTIONS? TABLEAU 153, 47, 22



7 Way Wardrobe
 > Continued from page 60

Thursday, your girlfriends want to take you to a hot club after work. You opt to go see your favorite band live instead. Figuring your 141 skirt would be a bit much you lose the prim part and BAM! Sleek black printed capris. You are fashion genius <3 It's almost too easy, you toss on your animal print D!FF top and choco-bloo bangle and you're ready to rock out. You won't be buying your own drinks tonight.

Leaving your patterns behind for one day. You keep it simple but funky in hot fluorescents. You show a little cleavage in your [CRAP] antique lace dress top. Not letting anyone out do you... you put on your pink lace gloves. There will be no mistaking when you give your 'come hither' gesture.

Oh glorious Saturday! How happy am I to be free to enjoy the day doing nothing but eating bon bons and gabbing with my main squeeze. [CRAP]'s poofy dress skirt is PERFECT with D!FF's patterned top... giving you that cutesy girly look that your boyfriend adores. He'll be sure to snuggle you close and give you smooches all day long <3

Your baby surprises you with garden brunch at Huntington Library! Being the smart girl that you are, you have figured out his coy plans days ago ;x Romance is in the air and you have the perfect dress for it! He will be all smiles when you make your appearance in this antique lace dress. You'll be the prettiest flower in the garden finishing off the week smelling like roses.



HeatherDawn Cohen

Second Style: You've been with Second Style from the beginning, how have things changed in the past 2 years, both in your role with us, and in the magazine as a whole?

HeatherDawn Cohen: Well, when I started I did the advertising only. Josie did all the layout and what not. She wanted me to help but I was a little weary as I hadn't been out of college long and hadn't really dabbled into layout. So, I stuck with managing all the advertising. Josie turned me loose on the layout around issue #5. I kept some of her layout work for a while but it slowly molded into my own.

HDC: I've pretty much done all the mag advertising since the beginning. It's amazing, to me, how much the magazine has grown. It was actually a pretty big hit to start with, and grew pretty fast.

SS: How has Second Style impacted your experience in SL?

HDC: It has pretty much taken over my whole Second Life experience. The majority of my SL time spent in-world is for the magazine. Sometimes I'll splurge and go shopping after we release an issue.

HDC: But, it's also impacted my RL as well as it takes a lot of time outside of Second Life to make the magazine what it is, on my end.

SS: How would you describe what you do and what we are to someone who is picking Second Style up for the first time with this issue?

HDC: Hah, in RL or SL?

SS: Both, I suppose. *smiles*

HDC: That's kind of funny, because I just told one of my friends at work about what I do. She didn't really know about SL and I gave her a link to the magazine website. She was like o.O!

HDC: She's a gamer so she kind of understood the avatar thing... but didn't understand how people would do this 3D thing with out it being a "game". She said we'll have to have lunch so I can explain it to her more.

SS: Sounds like the birth of another SL addict!

HDC: Hah, I hope so!

HDC: To someone in SL... hmm...

HDC: I guess I would like them to know what is put into the magazine by the team and that it's really a work of love by everyone. I think if people understand that, they may appreciate it more. More than they do already.

HDC: I think people are still amazed to find the magazine, and with the second anniversary, may be surprised to see that we've been around so long. There have been many magazine publications that have been really good, but haven't lasted as long as we have. I think that says a lot about us.

SS: Based on your experience from the start, what do you think the future holds for Second Style?

HDC: I think there is only room to grow. I'd would like us to be more involved with the community than we already are. Maybe provide a central shopping place for items featured in the magazine (I've been talking about this one for a while).

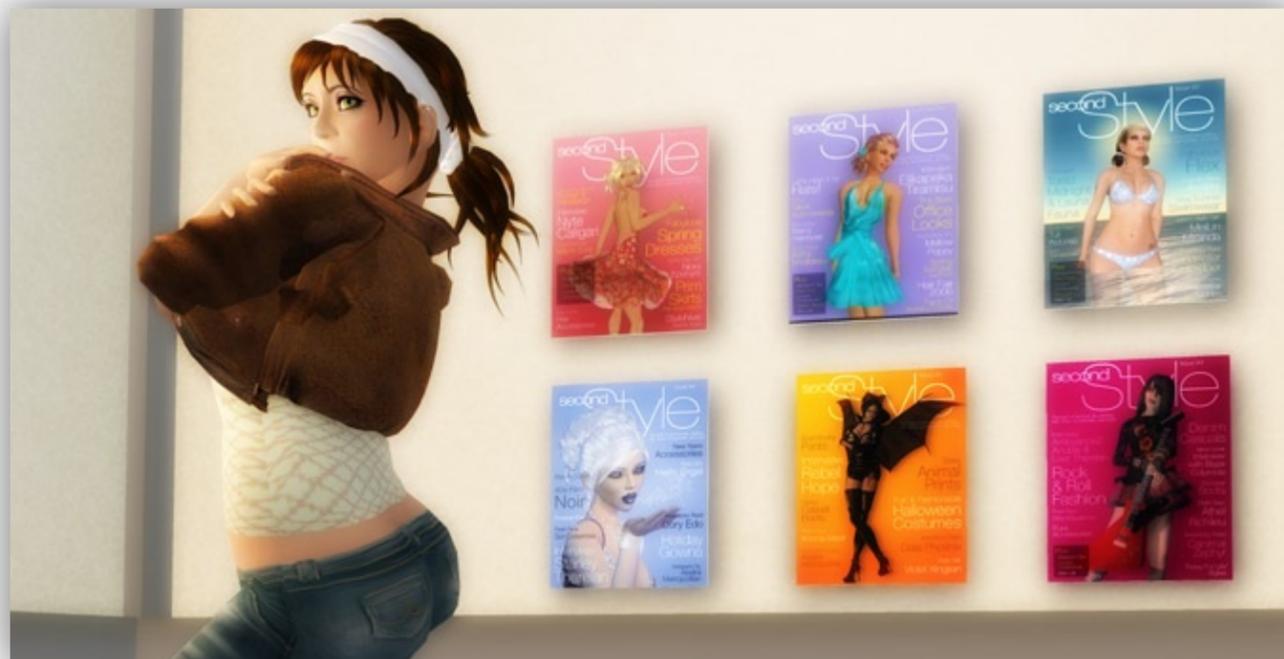
SS: Definitely! And on the subject of the community, how do you feel that SL's fashion community has changed in the past two years?

HDC: It's really overwhelming to me how much things have changed. When we first started, prim clothing, mainly skirts, hadn't been out for very long. Now look at us, some of our clothes are all

By Iris Ophilia

Continued on page 66 >

Second Style Magazine | 65



prims. It's also amazing to me how many quality content creators there are now. Two years ago, there were the few well know creators. Now I'm finding new quality stuff all the time.

SS: You joined SL in 2004, what do you think has been the most important development in the platform itself to the fashion community?

HDC: Definitely the development of the prim. It was amazing to me what people could do with normal prims before we had the luxuries of flexi and scuptie prims. But now, it seems the possibilities are endless. The innovation behind the creations now are pretty cool. Though, four years ago, a prim pony tail was pretty cool. And I'm talking default hair and prim pony. I shudder thinking about it. Haha.

HDC: I think it's also given more people the opportunity to create. Where someone wasn't very good at prim torture, they may have been good at the 3D modelling thing.

SS: Any message you'd like to share with our readers?

HDC: Thank you, thank you, thank you! It's the readers who have made this magazine what it is and kept it going. It's the best feeling to hear how much someone enjoys it.

SS: I definitely echo that sentiment. Thank you very much, HeatherDawn.

HDC: Thank you!!



Seldom Blue, Riddings, (28,15,119)

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SHOE-IN FOR SPRING

By Celebrity Trollp

Stiletto Moody's hip and hot

SM: I have a hot release imminently, but I'm not sure I can show it to you as its in pieces at the moment. Its our gladiator sandal, a t-bar type strapped (but not strappy) sandal with a full gladiator leg. Its without doubt our most complex shoe yet. It's the subject of our April advertising -- we tease with the back and suggest we will show them the front upon release soon.

CT: Oh wow! Can't wait to see it in SL - those are super fashion trendy at the moment.

SM: That's always my tip, to keep on the cutting edge of real life fashion. I have designed shoes in real life for friends and I am investigating taking my designs back into a real life brand again. We shall see we shall see -- if SL is any indication, the market likes Stiletto Moody ideas and our brand's mood to excuse the pun.

CT: I love that dress you're wearing.

SM: We have a close collaboration with a few wonderful up and comers that have the same brand values -- for example we are now working closely with Sissy Pesoa of Baiastice. She's new and hot, and also Soraya Blanchere of Serene Sensations. Amongst us we feel that any combination of these designs and our shoes reflect the type of Stiletto Moody woman that we design for. In this case, it's a typical Stiletto Moody juxtaposition or JUXTA as we call it here. Like an elegant little black outfit, with a sexy black latex corset and that is often our design mind set.

CT: To mix "mainstream" with an edge of "fetish?"

SM: Yes, juxtaposing elegance with trashy, danger with safety, naughty with nice, fashion with fetish but mostly mostly when it comes to our heels sheer female glamazon power with sensual vulnerability.

CT: What is it about your shoes that you think shows the power and vulnerability?

SM: It's such a big part of heels: control yet uncertainty and I think that's what every girl feels like when she puts on our heels and becomes a sensual woman. It's all about the heel, and the swoop of the sole. I spend so much time on getting the proportions right so when it's done and our customer slips into something impossibly high, its shifts her whole posture, pushes her hips forward, tilts her shoulders backwards, raises her height. "She" -- I mean any woman -- feels the power of her posture and desire from all onlookers. At the same time, it's precarious and tottering on 5 or 6 inch pencil thin stilettos and hence vulnerable too. It's both. I see shoes as the pivot, the starting point of fashion. Once your postures is as I have described, she is now ready to get dressed as the perfect mannequin.

CT: Do you think that's why your customers are so loyal to your design aesthetic?

SM: I think so, but I also hope that customers are loyal because they can feel how I love shoes, and how I really work at it. I care for, and respect our customers. Plus, there's nothing better after a hard days work than hearing they like a particular shoe and that is reflected in our culture. We try to not let any customer leave dissatisfied. In the end, yes we try to deliver not just a shoe that fits but something they would find on the New York, London, Paris, or Milan catwalks -- something on the tip of fashion. I think Second Life is evolving into a real fashion trend caster and we see the fashion buyer here as a discerning buyer.

CT: What are some of your favorite ways to stay on the cutting edge of RL fashion?

SM: The first thing is this is all by osmosis -- I

Continued on page 72 >

Interview - Stiletto

> Continued from page 71

try not to look around too much I think it clouds my objectivity. I have favorite designers that my foot is so comfortable in no matter how high the heel and I love them. I am looking at all the inspirations around us, not just shoes. Like my favorite clothes designers, colors in art, trends in movies and music. I have the biggest collection of shoes I know, including new, vintage, and of course my starting point, classic black patent pumps -- the anchor of it all. I go to markets to look at accessories and trims and I stay in touch with all my designer friends and watch what they are all doing. I have fun -- that is probably the best way to stay on top cause if you are having fun you become a channel for creativity. We are a team. I get invaluable input from Dancer Dallagio who is not only a fresh perspective but is also talking to customers a lot daily.

CT: You're known for some of the best detail work in Second Life. How long does it take for you to go from shoe concept to finished product ready to sell?

SM: Too long! But that's changing. Truthfully a shoe can take me up to 3 months to design and develop.

CT: Wow.

SM: It takes so long because it's about the fit. You might have noticed that we have been focusing on open shoes lately and the fit is really a challenge. But we have some surprises coming there that I just can't talk about right now. However we work on the shoe, the fit, then the texturing, and the accessorizing. The process will speed up thought as our methods and library grows

CT: Has Windlight or Havok 4 had any impact on the colors or textures or shapes of your designs?

SM: Windlight yes it's had some impact -- sometimes actually negative. It's washed out a few colors in an unexpected way but generally it's been positive as it's just created the most beautiful environments for photographing the styles and presenting them to our customers. Remember also that every shoe we make has a built in updater. If something gets broken beyond our quality standard in Second Life we have the

ability to automatically and seamlessly update our customers. We try to anticipate SL changes and can react if it's needed but it hasn't yet.

CT: Your store and shoes utilize a lot of scripting - how has that influenced the way you do business in world?

SM: It hasn't really. We often hear of complaints in SL with scripting but it has zero impact on us. All our scripts are super efficient and super small. All scripts provide ability to turn off features so those bling-haters can choose to switch it off. What we will do however is release our long planned diffusion line "SM" -- these will be shoes with all the quality of a Moody shoe, with none of the scripts at a lower price point for the market. We want everyone to have something. I think of it as a younger, more fun range.

CT: I was just going to ask about your prices. Some feel they're very high. What's your value proposition to the shoe shopper?

SM: It has been a source of controversy. I guess we take credit for introducing the sculpted fashion heel to SL and its a totally different value proposition than one designer knocking out all the work -- it requires a team -- there are new complexities. So when I design a shoe, I need to work with maybe 4 specialists on each component. We like our staff to be happy and have a fair share. I think its just Second Life entering a new business cycle. I mean people love our shoes, and those who want them buy them understand the work we do and that it's necessary to create a brand that endures, that innovates, is energized. That is our commitment: we will always be innovating with new ideas and new solutions. However for the lower cost market the SM diffusion line may address some of those concerns. For those that want exclusivity and something different there is the Stiletto Moody line and it separates us from the mob. It doesn't leave room to make mistakes or to disappoint the market. In part that's why we have become known as "the Christian Louboutin of Second Life."

CT: How did you put your team together?

Continued on page 74 >



Interview - Stiletto

> Continued from page 72

SM: The team! It's the single most important aspect of our business and it was mostly luck. The most important thing in business is if the team fit is bad, we have to end it immediately rather than go forward the wrong way.

CT: Yes it really drags everyone down if there isn't a good fit for the whole.

SM: I have been lucky. Our core team now includes Dancer Dallagio who many know from her outstanding customer relations and now her brand collaboration strategies and PR. She will soon be running the Picture Your Moods competition with your magazine as a gold sponsor. Also we have a head of technology, Augren. In SL it's as much the technology as the product. We built our commerce system from ground up and Augren heads all tech direction. The single most important thing is we all have passion for what we do. It comes down to that one word. We love it, we get on well and we have passion.

CT: Yes, tell our readers about the contest.

SM: OK, our group members form the core of our loyalists and we are now introducing the Stiletto Moody Gold group as a way of growing with us and benefiting from loyalty. It's the next level of group membership -- by invitation only based upon number of shoes purchased and time as a Stiletto Moody customer. Gold members get certain benefits, including firstly and importantly a permanent discount, also first showing of limited edition lines, and first access to sales of retiring lines, plus a whole bunch of other benefits. These will all be provided with the invitation pack. For our Stiletto Moody Shoes group, we will be extending our commitment to them so only members of Stiletto Moody Shoes group can participate in our now famous end of season sales.

CT: How did you find out about Second Life to start with?

SM: My husband is a techno junkie -- an original dot com cowboy and we live and breathe fashion and progressive tech. I cross the line as a real life designer and stylist. We just saw it one day, and said wow this is the future of technology. That's

my next little news, I am pleased to announce to your readers first that we will be releasing our complementary lingerie line. Its haute naughty. It fits the Stiletto Moody brand just so well.

CT: Sounds like it.

SM: At first we will just offer a few simple pieces but here is the kicker: this will also be a real brand, and it will be the first of our tests for selling cross platform both in SL and in RL. But please all be patient! I am jumping the gun with announcements as my team tries to throttle me and so first you will see the SL versions and then real life product will later be offered right out of our SL boutique.

CT: Sounds very ambitious and fun, though.

SM: And true to my original 60s pinup Vargas girl inspiration of black pumps and seamed stockings. You can be sure seamed stockings will be in the first release. That's our key, have fun. We try to avoid politics completely we design shoes and we love doing it.

CT: I was wondering if you had any thoughts about the various IP controversies inside SL. What's your take on content theft?

SM: I don't know if you noticed but we recently had a furor over just this. I think that IP and content theft are a critical issue in the survival of SL as a platform. We all contribute to the growth and the economy of SL, and without that it will collapse. Now this growth is dependent on being able to protect the significant investment I make into the quality and the experience of what we deliver. If we get it right we provide real value to our customers who will enjoy our product, and encourage others to try it. That is what will make SL survive. If our IP cannot be protected, I have no incentive to build and environment, and even worse, I will lose a lot of money and cannot afford it. I will say, though, that I have always heard Linden Lab to be slow, but recently our elegant sling-back appeared in identical form on the market, even with our signature under sole heart logo intact. It was a clear case of copyright infringement and had nothing to do with our internal team. We made a clear, very detailed DMCA notification

Continued on page 76 >



to Linden Lab and they were very responsive. I am pleased to say that yesterday we got confirmation that they had removed the infringing product so I think Linden Lab understands this issue's importance, but I also think that many instances are not as clear as this one.

CT: Do you think there's more that Linden Lab should do to protect content creators?

SM: It's a really tricky subject. Do they become the creators and the police? I think that ultimately they could help by providing a "Best Practices" guide for everyone. The biggest challenge is often knowing how to go about making a claim. Wouldn't it be useful if Linden Lab had a department to provide template contracts for working relationships and an advisory department on how to protect IP? All I can say is that they should help the community ensure that their IP ownership is black and white (not grey) and use the technology available to protect it from theft. So some form of registration -- maybe like a patent and copyright registration regime could go a long way toward quickly resolving crises.

CT: Is there anything else you'd like to tell our readers about?

SM: Just that their love of our product will be returned by our dedication to them. This upcoming summer season will see a range of colors and products that will make them salivate, and we will continue to work at methods to create closer more intimate relationships with our customers and friends because in the end we do this for them and want it to be fun for everyone. So until next I see you in our boutique or out playing late we are going to design shoes for you to dance in, to play in, to work in, to feel sensual in.



The Fashion Institute of Technology (in NYC) is hosting a conference on April 25th: Teaching and Learning in Four Dimensions

The conference is about the intersection of teaching, learning and technology, with a special focus on the ways that three-dimensional technologies and virtual worlds are changing how we dress, socialize, shop, and do business.

Speakers include Second Style's own Iris Ophelia (aka Janine Hawkins), Louise Guay (President of My Virtual Model), W. James Au (previously a journalist in Second Life and author of the recently published book, The Making of Second Life), Mary Ellen Gordon (Managing Director of Market Truths), Kathy Savitt (Chief Marketing Officer, American Eagle Outfitters), Raymond Yee, and Susan Reda (Executive Editor, Stores Magazine).

To see the full line-up of speakers and vendors and to register, go to www.fitnyc.edu/techday

If you have questions, please email me: Beth_Harris@fitnyc.edu



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Frozen Turquoise Valentine



*Style and Fashion
for Women*

Tellus IV (93,206,26)



Cult of Fashion

By Marni Grut

“And low and behold there was a hush amongst the followers, they gazed up to the bright light in hopes of knowledge and wisdom. A carefully manicured hand reached from the sky and set in front each of the loyal followers a pair of fabulous Shoes. But not just any shoes, they were t-strap Manolos with a red lining.” Manolo 17:2

Fashion RL and SL has an air of worship in a slightly fanatical way. I’m sure you could argue that every follower is after fashion nirvana. This chic enlightenment is often pursued to great cost, which again is a trait of many cults.

Are the bloggers of our fashion community the preachers or ministers of this religious group? Delivering to us holy knowledge of how to please the gods of fashion and bring us guidance to a chic enlightenment.

In a way I would argue this cult has the equally dark properties of kidnapping members and brainwashing them into it (although thank god the fashion cult has warmer, fuzzier, more attractive results). Fashion makeovers are the stepping-stone of welcoming new believers into the faith. We’ve all seen a sad noob and feeling pity, taking them shopping, recruiting them to join us.

Often this results in them leaving their previously plain and drab existence and being welcomed in their new Fleur (formerly known as Tete a Pied) skin and Cake lashes, tossing their ETD hair in an L’Oreal advert manner.

“And the fashion gods spoke unto us mere mortals, ‘go now and find us two of every shoe, your wardrobes should be spilling at the seams for one day there will be no shoes save the ones you have been stockpiling’. Women (and some slightly camp men) went forth scouring the earth for every style colour, evening, casual, beach, stiletto, platform, chunky heel, boot, open toe...” Jimmy Choo 23:9

But what are we all aspiring to? What’s the point in striving for a stylish paradise? Fashionable

people seem to be associated with people who are in control of themselves. The creative element is something that SL practically allows us to try: the idea of reinvention or even reincarnation as anything you want, born again as a fashionista from drab to fab.

Of course keeping on the straight and narrow is tricky—so many items, so little time! As with any cult there are rules to live by. Here are my personal 7 fashion sins.

* Mixing metallics e.g. silver and pewter, goes wrong more often than right particularly when in jewellery or accessories.

Continued on page 80 >



Cult of Fashion

> Continued from page 79

* Less is always more when we talk prints. Polka dots in varying sizes mixed with animal and floral makes the fashion gods' eyes angry.

* Sunglasses should never be small; you're looking to cover a fair amount of face as well. In fact, wearing sunglasses in winter is a must.

* Leaving the house without a handbag (or purse to you America dwelling lovelies) is leaving the house almost naked. Even in Second Life a handbag serves a purpose for example, attacking blingtards in high lag sales areas. Handbags at dawn!

* Knee high boots with buckles and short skirts without tights makes chic deities cry.

* Body oil makes prayer difficult, don't ask how. It just does!

* Conforming to the "it" item. This is a personal one definitely, but developing an identity is

something we all need to work on in fashion.

"This is what you are to say to the masses: the sins shall cause anger amongst the gathered. To prove loyalty a follower must repent. For this remorse we shall grant redemption as long as the followers are wearing a good outfit." Vogue 50:17

So how can you stay in chic good books? These are three outfits I've picked—all suitable for worship. They're all plays on a classic sophisticated style with which I'm sure you're all familiar.

Fashion Church Worthy Look One

Preaching Perfection

An outfit equally suitable for conversions and visiting places of worship. It makes you look friendly and approachable. Remember this when talking to non-believers.

Hair – Bettie Page, triple ice dango

Skin – Fleur, Vivant Almond Natural 1
Eyes – Glanz, mid Fresh Blue
Shirt – Plus Nine, shima Blue Shirt
Trousers – Veschi, Jeanius Grey
Necklace – aya V, Long Necklace Onyx
Shoes – Storm Schmooz, prêt a sortir black
Fashion Church Worthy Look Two

Cult Cliché

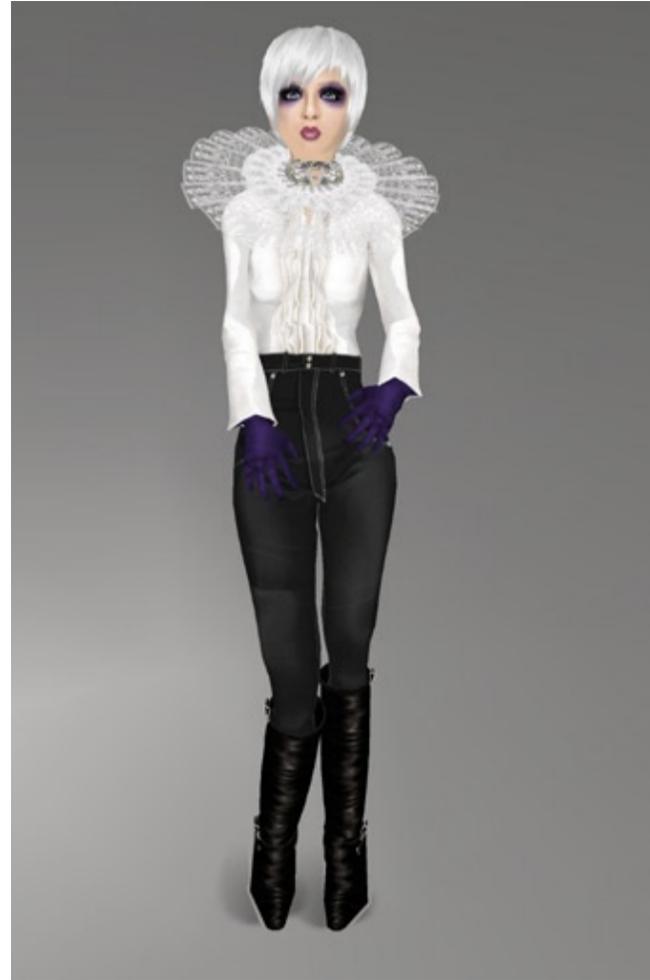
Walking along a sidewalk in this get up will make you feel like you're defiantly climbing your way up. You'll be praying with the inner circle, wearing (extremely fashionable) long hooded robes in no time!

Hair – Coif, Dumpling in Ghost
Skin – Fashionably Dead, Gorean Free Woman
Bag – Spica, Black Leather Bag
Gloves – Panjen, Red Biker Gloves
Coat – [CRAP], Cropped Fur Coat
Dress – Popfuzz, White Paper Dragon Dress
Tights (stockings) – Veschi, Cozily Stockings
Glasses – Loser Inc, Lolita Glasses

Shoes – Maitreya, Shiny Black
Defending my Religion

Masculine vibes in this look give you that hard edge whilst protesting. Damn the man, save the cult!

Hair – Kin, Yohkoh in white
Skin- Fleur, Kyoko 2 almond
Eyelashes – Cake, Separated Lashes
Eyes- Glanz, mid Fresh Blue
Collar- Wardrobe Trunk, Collar is from the virgin outfit
Shirt- Laundry, Ruffle front Shirt
Trousers- Artilleri, Nina black
Gloves- Fleur, Plum
Boots- Last Call Vamp, Liah onyx



Ivalde
Vintage & Retro
Fashion



~Holidays pass...



*...yet the Heart
is Eternal~*

~Eternally Yours~

Belle Amie
Midsomer Isle (32,167,24)

style girl

HAYER COLE

By Gillian Waldman



In honor of Second Style's anniversary, this month we have a very special Style Girl featuring longtime Second Style Magazine writer, Haver Cole. Haver inspires many of us to look at things differently, open our minds, and experiment – in fashion and more importantly, in life. For me, she personifies what a true “Style Girl” should be. I hope you enjoy this month's special column.

Gillian Waldman: Thank you so much for doing this Haver! (like you had any choice lol).

Haver Cole: heeeeee

GW: Sooooo, how does it feel to have the tables turned?

HC: Fairly weird...I always wondered why there were long pauses during my interview and now I know why..spell checking things.

GW: LOL yeah (rubs hands together) it's finally my turn to put the spotlight on you!

HC: eek!

GW: So let's start off with your basic style in SL specifically. How would you describe it?

HC: Well I just bought a house in RL...and my mom has been badgering me to try and narrow down my personal style to help me decorate and I feel like it really goes along with my personal style here. I would say maybe eclectic (southern for crazy), clean lines and lots of odds and ends.

GW: CONGRATS ON YOUR HOUSE WOMAN!!!

HC: big grin

GW: That's such a HUGE thing.

HC: It's so scary for sure, but very grounding.

GW: I know – it totally is. (hugs her mortgage tightly)...So eclectic – lots of mixing and matching then?

HC: I would say so...I'm not afraid of color and I like to think of how I dress as a story, song, memory or conversation. Like you know when you smell cookies and you think of some moment of your life...probably in a kitchen...I remember my grandmother and her sweaters... so I make an outfit from that memory.

Style Girl

<Continued from page 85

GW: I love that. Smell is our strongest sense for memories.

GW: So, you've been in SL for a long time now (2005?). Are there any fashion skeletons in your closet? Any hooker heels in your past?

HC: Oh very much yes.

GW: ME TOO

HC: I was a post sixx girl for the SL Herald. Catero has the link for my article handy if you ever want to see it.

GW: Oh I have to see that!

HC: So you could say a lot of my style past was nude. Gosh what else? I came right at the cusp of prim hair so there were some really interesting style choices to made there.

GW: And who designed your first prim hair?

HC: Toast Bard actually...it was the Gwen ponytail and I thought I was so hot stuff in it. I was blond for my first 6 months in SL because black hair at the time was the big rage...not realizing that at the time black hair did read better. The blond textures in SL have gone light years since then.

HC: Also, my carpet never matched the drapes

HC: ...

GW laughs. So would you say that you "fell in love" with SL right away when you joined? And was fashion a major part of your SL straight away?

HC: Gosh what a good question...I was and am still really bad at SL

GW: How so?

HC: I mean technically...it took me maybe a day to learn how to open boxes the old fashioned way. And it was my first online environment, so I was totally lost. I had no clue what emotes meant.

GW: Mine too lol.

HC: I don't think liking fashion came until 6 months after I started really.

GW: Same for me actually. I sort of wonder if that's a more natural progression for people who weren't in other virtual worlds prior?



HC: Within me there was this feeling that i was a weird trophy wife..I was blond and tall and had big boobs..and after a while it got sort of boring? So I tried the only thing I thought I could handle in SL, which was shapes. Yay sliders!

HC: And, I wanted to make a shape like an Eskimo.

GW: LOL. And you started that business how far into your SL?

HC: About 6 months-ish..I just really wanted to see if i could do it..and trying to make the ads for the shapes, I started using Photoshop and it just continued from there.

GW: Was it always called Lemon?

HC: My first store was called Silly Rabbit and I used to get furies looking for AVs all the time.

GW: Haha. I didn't know that.

HC: Next store was called Dr. Haver Cole – Plastic Surgeon. Oh yeah. There has been a series.

GW laughs. So now it's Lemon.

HC: Lemon came about when I started working

Continued on page 89 >

Skins and Eyes



::Cavendish Mainstore:: Tyrone (227, 94, 22)



Style Girl

<Continued from page 86

with Aemilia Case and it was mostly because it gave me a good feeling. I could spell it and I like yellow.

GW: So now you're working full time in SL - and other virtual worlds as well, yes?

HC: I am! I like to try everything once. I actually have this theory about people that relates to where they are in line in a haunted house.

GW: Explain.

HC: Some people like to go first, some in the middle, some in the back. I am a "go first" person. I like to see everything myself to make it less scary...

HC: The middle people I think maybe like the safety of the coverage front and back.

GW: This is why people look up to you - there has to be something to that I think.

HC: Well trust me it really doesn't mean I'm not scared sh*tless.



GW: Right.

HC: The blessing of SL for me has been enormous... with lots of benefits and always some heartache

GW: Yes - it's a truly human experience...

GW Wonders about the people in the back of the line?

HC: Oh I think they might be the bravest to me. They aren't scared of having their back exposed and take care of the people in front of them, which I think is super brave.

GW: I really like that theory - as I think I might be a back person :o

HC: That's really impressive. I could never do it.

GW: I'd like to switch gears a tad and get your thoughts on the word "fashionista" in SL. Any thoughts on that kind of label?

HC: Wellllllll...labels aren't really my thing as much...I think that if you define yourself so rigidly, you miss out on really special things

GW agrees

HC: And designs/people/art etc

GW: Some people use it here to describe a perceived clique. I wonder if people actually describe themselves that way? I feel that people are what they are - expressed in clothing, skin, or avatar from head to toe. It's all good as far as I concerned.

HC: Listen I can barely get pants on sometimes. Haha I could never tell anyone who or what the should be.

HC: To be honest, if you stay around in SL long enough you will see everything twice.

GW: I'm sure of it.

GW: So now that's we've agreed that there are no boundaries, can you name some of your current favorites? Styles, designers, new discoveries? I guess, what are you really enjoying right now in fashion?

HC: ooo I have so asked that question..

HC: I think the Japanese designers are killer..they are cranking out amazing content like mad and

Continued on page 90 >

Style Girl

<Continued from page 89

sculpty situations that are incredible.

HC: I'm also currently loving Icing a lot, as well as Pudge and Veschi.

HC: Jeez I feel like there are too many to name

GW: Ya it's an unfair question really :p

HC: I have a creepy content creator crush on Juliette Westergurg :D

Gillian Waldman laughs. I'll admit to something similar with 'Kota Buck :O

HC laughs. I also love all the new hair out right now. Aden Breyer is fantastico, Zero Style, Armidi (of course) and some great hair from Toast Bard and Naughty.

GW: It feels like SL fashion is going through a bit of a weird stage at the moment. I'm not sure if it's content theft or something else. Thoughts on that?

HC: There is a totally odd vibe right now...it feels like creation went on pause for a while, and while people are still putting gobs of amazing things out, there is a sense of ...stillness maybe?

GW: I do agree. I don't know what's at the heart of it, but I think a lot of us feel it.

HC: Perhaps its just a general oversaturization of the Internet?

HC: Ha that's super broad. But things are so instant that the value gets diminished slightly.. that, and I think we are about a year off of the big SL boom and a lot of the press had to do with making money in here rather than creating? I'm just not sure.

HC: To me all it takes is that one person who tries something new and it can all be turned right back on again.

GW: I agree!

HC: The value of what people make here in SL is pretty amazing to me..and I am in awe of anyone who can put something together that resembles hair/clothing/belts etc etc. I made one REALLY bad tee shirt.

GW laughs

HC: and bangs once. haha!

GW: LOL. I made a bookshelf.

Haver Cole: yay!

GW: And it took like 3 hours.

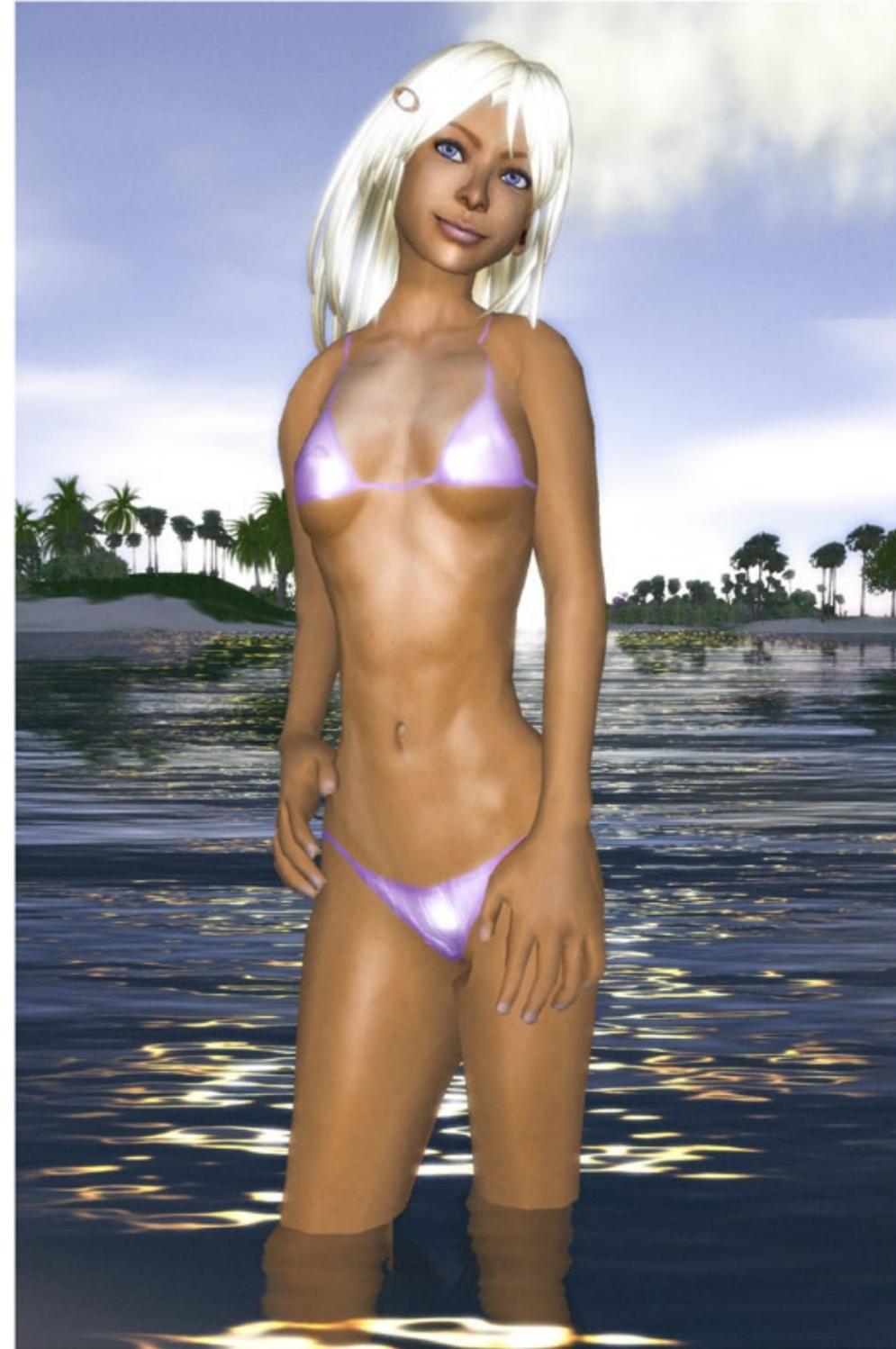
HC: Hey, it all impresses me.

GW: Let's talk about your blogging at Second Style for a moment. What are you hoping to bring to the blog?

HC: Well I have been working for Second Style for a while now..I might be the oldest contributor if not the second oldest? It just seemed like a really cool challenge to me..I missed taking pictures in SL. And really I don't know how the bloggers do it..it takes me like a week to put all my crap together and I barely do anything.

HC: I have a much greater sense of the dedication of people who do it every day or a few times a week.

GW: It's incredibly time consuming – but your pictures are totally fresh and the things you find are



Skins
Shapes
Clothes

Plush Rho | 25,235,22



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Style Girl

<Continued from page 90

usually new to me! Do you have a lot of time to hunt around on the grid?

HC: I hear about things through the grapevine.. or I will just start poking around in my inventory for past objects. One content creator I wish would come back is Lo Jacobs..I loved the Luxe line so much. I wore some stuff in my pictures deliberately from 2006-2008 so it could be a walk through memory lane!



GW: I was so sorry to have missed it before I knew what I was missing if that makes sense.

HC: and I had forgotten how much I had LOVED the shirt I wore in one of my blogs.

GW: I know which one!

HC: It's the poo.

GW: And I do believe I bought it when you wore it.

HC: Really? AWESOMEEEEeeee

GW: I think it's at her little shop she brought back.

HC: On Caledon right?

GW: Yeah. So presumably your inventory is epic, right?

HC: Not horrifying, but not great. I just hit 40k and it made me feel a little barfy. I wanted to hover around 25k.

GW: I think it could be a lot worse lol.

HC: Yeah. Vasean's is like 75k I think.

GW laughs.

HC: To me it's worse because I am not a content creator per se. So I don't have like the giant texture/script/object folders. It's pretty much purse consumption.

GW: So of all those items – are you an organizer by favorite, by designer, by um, color?

HC: heeeeee. hmmm. It's by clothing layer mostly. Broken down into types of that layer.

GW: WOW that's kind of nuts actually :p

HC: Then the bigger ones are just done by creator.. ie skins, hair etc. And the rest is a giant pile in the corner of my room.

GW: I was just going to ask if it was like my underwear drawer.

HC: I'm actually in your room like Tim Gunn looking at your panties right now. "make it work"...sigh and eye roll

GW: See? I thought I heard someone laughing at my granny panties :x

HC: I sort of want Tim Gunn to be my dad.

GW: LOL. OK – so tell me what keeps you logging in to SL outside of work?

HC: The people, the people, the people. Easy.

HC: The way you laugh here sometimes.

GW: So true.

HC: It just is refreshing. And the constant amazement with what people do with the medium of this place.

GW: I agree. I try to carve out time to explore and

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Style Girl

<Continued from page 92

it still amazes me.

HC: Also my world view has totally changed.

GW: How so?

HC: Well I am friends with a mixed bag of people from all over and it's really interesting to hear every single day what they think of Americans. My dad is married to a French woman and I still think I didn't really understand until I got into SL.

GW: Interesting. And the general consensus on Americans is?

HC: errrr not awesome at the moment. But I think they are really interested in seeing how the next election goes?

GW: Yep - as am I :D

HC: OBAMA '08 btw

GW: YES!

GW: I'd love to hear about what you're listening to music-wise. Or books. Or TV. Basically anything that might inspire you both offline and in SL. Would you say anything directly affects what you

create here? Or what you wear?

HC: Music wise I have been listening to a lot of the UK ladies, Amy Adele, etc and weirdly, a lot of German classical music. As far as books go I just did a post from a book I was reading and I want to do one from this book I just read called Ophelia, which is Hamlet told from teenaged Ophelia's perspective. I think how I interact with the creative elements of my outside world greatly effects my SL world.

GW: OK so on this Second Style anniversary, any final words? People you want to say Hi to? Something to remember you by?

HC: Ummmmmmmmmmmm. Just be yourself as much as possible and try new things and don't take it all too seriously?

HC: Also, send me sour patch kids please. My address is [yes, she really gave it - but I'm not printing it.]

Next month, yours truly will go back into hiding and let the real pro of this column take it back over. Suggestions? Nominations? We'd love to hear them. Hit us up with your thoughts. And mostly, thanks for reading!



FANCY SCHMANCY'S

AMICITA 124 157 28

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second styles

We wanted to do something special to celebrate Second Style's second anniversary... So we proudly present the first annual Second Styles, awarded to members of the fashion community in Second Life recognized for the outstanding skills and talents that they have displayed in their respective fields.

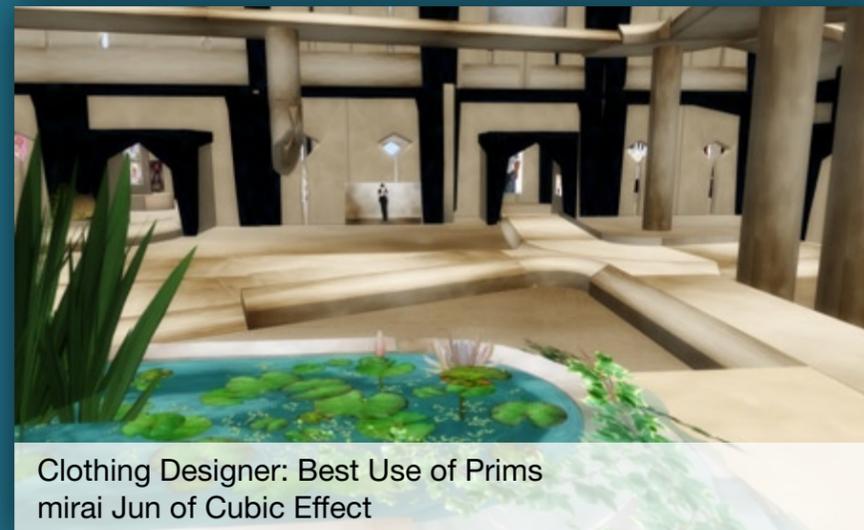
We would also like to thank Siyu Suen for designing the Second Styleie plaques



Clothing Designer: Best Colour Palette
Chloris Hathor of G.L.A.M.



Clothing Designer: Best Shading
Shai Delacroix of Casa Del Shai



Clothing Designer: Best Use of Prims
mirai Jun of Cubic Effect



Clothing Designer: Best Detailing
Iki Ikarus of Dutch Touch
Honorable mention to Ginny Talamasca and Katterina Dagostino of Last Call



Clothing Designer: Most Daring Designs
Saeya Nyanda of Kyoot



Clothing Designer: Most Versatile Line
June Dion of BareRose



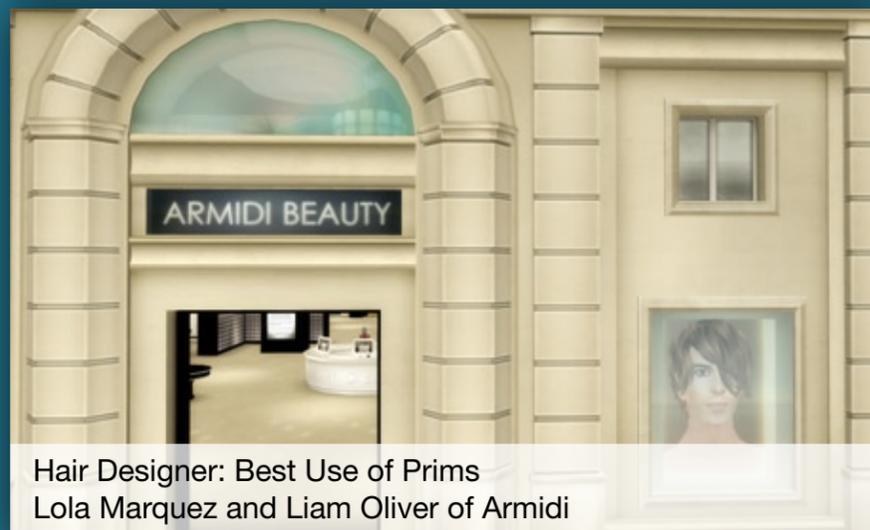
Hair Designer: Best Use of Textures
Elikapeka Tiramisu of ETD



Skin Designer: Best Variety of Makeup
Roslin Petion and CJ Carnot of Fleur



Shoe Designer: Best Use of Prims
Fallingwater Cellardoor of Shiny Things



Hair Designer: Best Use of Prims
Lola Marquez and Liam Oliver of Armidi



Shoe Designer: Best Use of Textures
Onyx Leshelle and Beauvoir Rousselot of Maitreya



Accessories Designer: Best Use of Prims
Lucas Lameth of Earth Tones



Designer: Best Customer Service
Canimal Zephyr of Canimal



Accessories Designer: Best Fine Details
Caliah Lyon of Muse



Designer: Best Marketing
Minnu Palen of Minnu Model Skins



Designer: Best Customer Appreciation
Callie Cline of caLLie cLine



Designer: Strongest Vision
Khai and Aja Sinister of The Abyss



Blogger: Most Versatile
Dpende Control and Maat Baphomet of Paratge



Consumer: Best Mix-and-Match Abilities
Hethr Engl



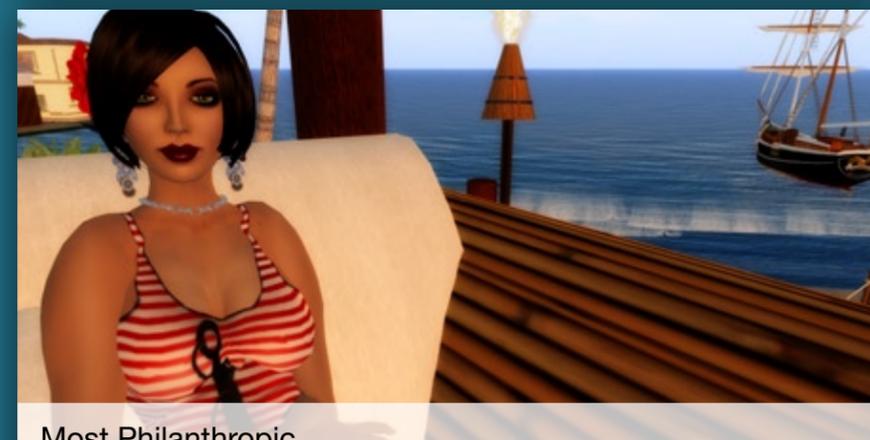
Model: Most Versatile
Vasean Talamasca



Consumer: Most Widely Shopped
Sylar Boyd



Model: Miss Congeniality
Mui Mukerji



Most Philanthropic
Sasy Scarborough
Honorable mention to Torrid Midnight





Biggest Community Impact
eloh Eliot



Best New Fashion Designer
Evelyn Edelman of Big Booty Big Money



Best New Skin Designer
Annyka Bekkers of Blowpop



Best New Hair Designer
Aden Breyer of Aden

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fashion finds

By Scarlett Niven

With spring firmly planting its feet in our mist, my thoughts turn to the warm weather and what I like to call the pretty, pretty dresses of spring. Nothing makes me feel more feminine and sexy than a pretty dress and bare, sexy legs. And besides being feminine and fun, dresses are the quintessential one-stop shopping item. Spring colors can be rich and vibrant or soft and subtle. I'll be showcasing a few of my favorites here in SL that ironically mirrors my RL favorite looks.



This colorful floral sundress was one of my first purchases in SL when I joined last year and remains a warm weather favorite. Celestial Studios Sweetie Summer multi-floral sundress gives a quick but pretty put together look perfect for a busy weekend.

This dress requires little in the way of accessories. A jaunty wicker hat from Chapeau Tres Mignon, a simple gapped beaded necklace from Nylon Outfitters, tank watch from Muse in scarlet/gold with black face and a small woven tote with flower accents give you all you need for running errands or having a leisurely lunch alfresco with friends. A loose, abundant, shiny wave from RaC in Platinum completes the look.

Want to stand out in the crowd and be noticed? This retro in red pretty dress is the way to turn heads. The blouse from the Stella dress paired with the LePouf skirt and scarf from Veschi gives fresh color and texture to this bold combo. Keeping with the retro theme I am wearing Juliana in Blonde from ETD topped by the adorable cherry band with matching pins from Chapeau Tres Mignon. Short black leather gloves from Fleur pick up the black in the hat and Enchant Auntie's shoes in Black with red heels from Maitreya ties the look and theme together nicely.

Soft, pretty and floating on air will be the way you will feel in the Tatiene Lacy shirt top in pink from Last Call, Puffball collar from Paper Couture and Bass cocktail skirt in white from Last Call. Adding a lacy accent and tying the two colors of pink and white together is the Reveres a Lacet in white from Draconic Kiss. The strappy sandals that are the Lierre ankle wrap shoes in Passion from Paper Couture give an informal yet sophisticated look. Gwen in Blonde from ETD brings shiny, sleek hair up and off the face and neck for a playful look and draws attention



Fashion Finds

<Continued from page 109

to the collar and puffy sleeves of the top. Small, pastel hued earrings from Caillet's Closet are just enough to finish a beautiful feminine look. Custom bouquet from Ceberus Noel of Pastel Roses accents the colors nicely.

Boho Luxe still is influencing fashion choices both on the grid and in RL. This micro mini baby doll dress from <3 Cupcakes in emerald green takes itself to the next level with its intricate detail of purple hued sequins. Not much is needed in the way of accessories with this dress. I added the Boho Gypsy necklace in mixed cherry woods from Earthtones and boots from Maitreya in Violet are the perfect choices both color and style wise to compliment. Hair from Mirai Style is Hipy in Gold with hair band colored to a dark purple hue ties everything together.

Whatever your style, floral, retro, girly or boho chic, you can have it all and cover every fashion whim with these versatile looks.



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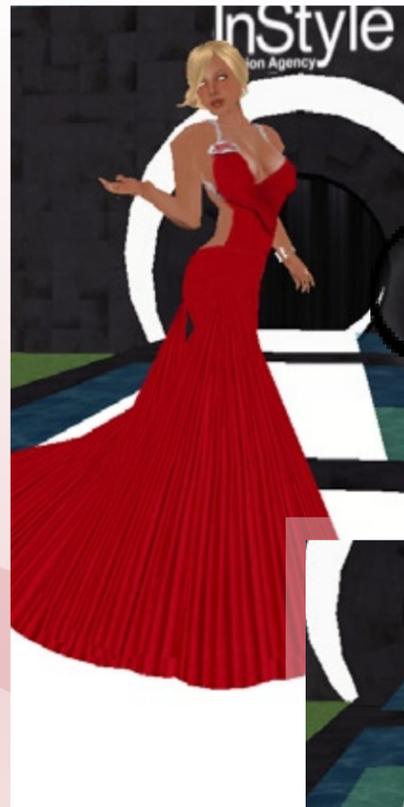
Devils Pocket [135, 74, 34]

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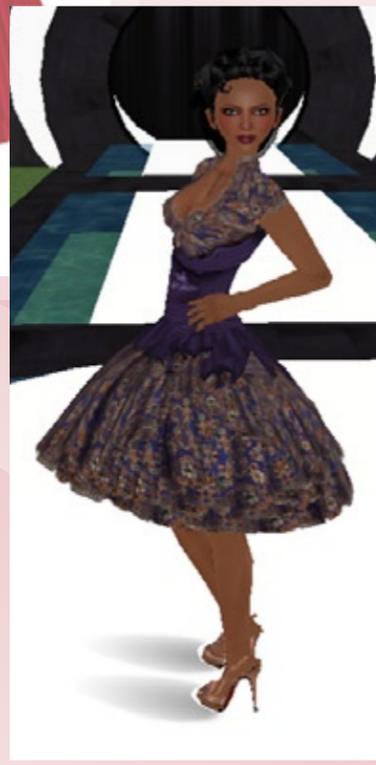
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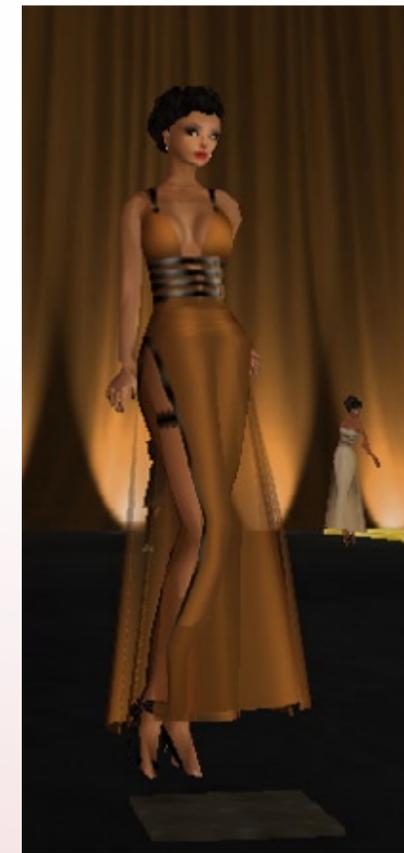
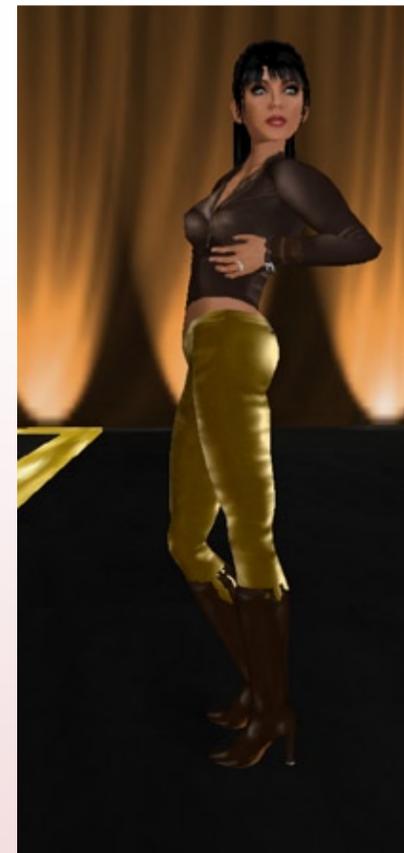


By Justine Babii

I have been so impressed with the overall production of Second Life fashion shows lately. Builds are getting to be such a pleasing mix of function and aesthetics that the overall fashion show experience has improved so dramatically over the past few months that I find myself looking forward to them more and more for the ambiance and crowd as much as the clothes.

Harlowe Vintage Red Gown- A Piece of Candy. Second Life is my little fashion escape, a place where I can indulge my sweet tooth for great designs of many styles without guilt or cost, so normally I look to the gowns I will never wear in real life. The Vintage Red Gown from A Piece of Candy I saw at the InStyle Graduates show is just such a great example. The Graduates show is the first show for many of these models, which I enjoy seeing. Shown in the picture is Madelaina Capalini.

Donna Blue Beaded Dress- A Piece of Candy. I hadn't heard of candy Enoch of a Piece of Candy



before this show, and I popped over to her shop afterward to see her designs, which definitely show some wonderful potential for bringing us some designs inspired by vintage clothes. This design for me combines some classic nuances with a more contemporary cut so as to be both feminine and flirty. You see it here modeled by new model SweetRegina DeCuir.

Skinny Jeans with Jane boots and Tan leather Jacket- Slink. Much as I like to indulge in gowns, the reality is that most of the time I'm looking for something I can put on in a couple of clicks because I'm late to a meeting or event. For this reason I like the looks of the jeans, top and boots outfit you see here from Siddean Munro of Slink. After this show I popped over to SLink and was very impressed by the clothing, skins, shoes, boots, hair and accessories. The model here is Poptart Lilliehook.

Helena Gown Ivory- Eros Designs. Keth Mommsen of Eros does some wonderful work

with gowns, and for the InStyle Vernal show, Keth's designs were paired with jewelry from Alexandar Vargas. You can see here the Helena Gown, which is a gorgeous design inspired by some true classics. With it you see Flor in Onyx and Diamond. The model is the gorgeous Cherie Parker.

Sola Gown Bronze- Eros Designs. SerinaJane Loon wears the Sola Gown Bronze, also from Keth Mommsen of Eros. This is another example of Mommsen's great work with simple and elegant gowns and evening dresses. I think this picture also demonstrates what I was talking about with production value, as you can see that the set for this show was stunning and coordinated beautifully with the colors of the gown and clothing in the show.

