

Runway Bird

A Rock 'n' Roll Style Guide

Irina Lazareanu

with Drew McConnell and Pascal Loperena

Foreword by Sean Lennon

Top model and musician Irina Lazareanu decrypts the essence of rock 'n' roll chic, taking cues from her coterie of friends from the fashion and music worlds.

FASHION

Flexibound, 7 x 9 in. (18 x 23 cm)

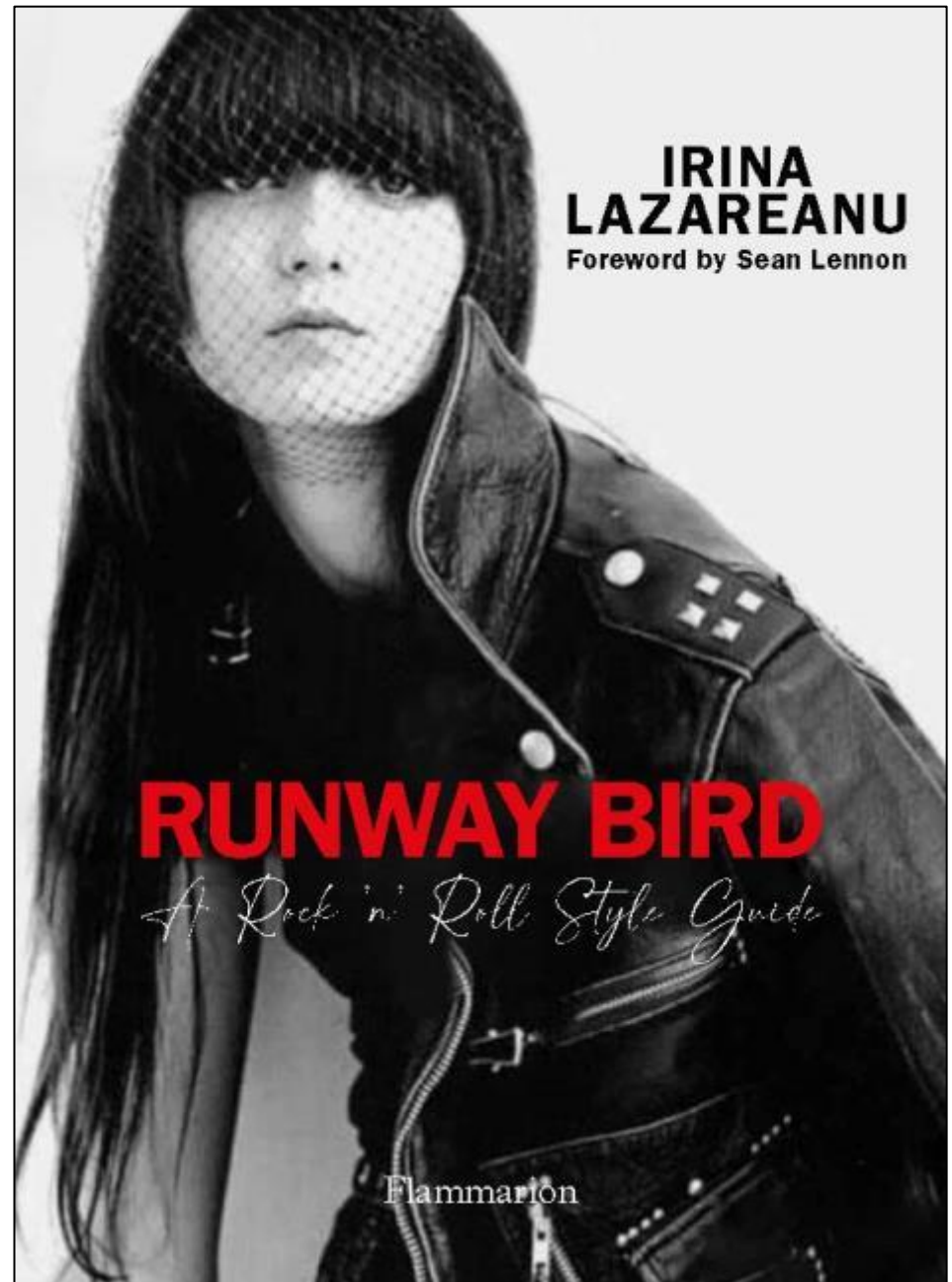
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Irina Lazareanu

Top model Irina Lazareanu has appeared on hundreds of magazine covers including *Vogue Italy*, *W* magazine, *Harper's Bazaar*, *Self Service*, *Elle*, and *Marie-Claire*. She walked countless runway shows, including Chanel, Dior, Versace, Yves Saint Laurent, Prada, Alexander McQueen, Burberry, and Marc Jacobs, and has been a muse to fashion designers like Karl Lagerfeld. She appeared in ad campaigns for Chanel, Balenciaga, Burberry, L'Oreal, and Kate Moss's Topshop collection. As the long-time (now ex-) fiancée of Pete Doherty, she was a darling of the British tabloids throughout the 2000s.





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KATE MOSS MUSE OF A THOUSAND FACES

MUSE OF A THOUSAND FACES kate MOSS

Kate Moss is an enigma who has intrigued millions of people around the world for more than three decades. Initially considered an atypical beauty, that concept went out the window when a scientific study showed her facial features and symmetrical bone structure fit a mathematical equation that calculates the dimensions of the quintessential, perfect beauty. Her distinctive "wail" look (echoing Twiggy's 1960s silhouette) revolutionised the world of fashion in the early 1990s, but it was arguably her chameleon-like versatility that has made her a household name throughout the years. I reckon the secret of Kate's longevity has a lot to do with her avant-garde attitude, originality, and fearless sense of style. The right girl at the right time, this quiet kid from Croydon shook the mainstream to its very foundations, while maintaining a secretly subversive punk sensibility.

With meteoric fire, Kate became a global style icon. Despite giving very few interviews, her charismatic personality galvanized the press. Her capacity to inspire, project, and reflect in every image was unprecedented.

She can tell a whole story with a look in her eyes, courageously bearing her truth and, ultimately, reflecting yours. No easy task! But Kate makes it look easy. As you can imagine, for the brands lucky or savvy enough to work with her, this is a priceless quality in a model.

Throughout the years, I've seen her anticipate fashion trends and predict their direction. Not only within the industry, but also on the streets—something the business can often get preposterously wrong. She operates instinctively through intuition. Either that, or the girl's got a secret time machine that she ain't sharing!

To paint in primary colours: Kate is a straight-up gangster. In an age of information overload ad nauseam, she has forever remained a singular, mysterious entity. She's the muse of a thousand faces. She's a fiercely independent inspiration to millions of women who relate to something intangible they see in Kate. Fame and notoriety can come at a price though, and she's no stranger to controversy and heartbreak. It's a cruel irony that celebrity can at times become a kind of prison; the more people know your name, the lonelier it can be. That said, Kate is one of the strongest people I've ever known.

Fashion Week Warrior

At the end of my first fashion week season, I remember trying to get myself together to make it down the long and winding Ritz Paris corridor to seek sanctuary in Kate's room. I was convinced that everyone else was out to kill me.

I dragged my deflated spirit and bony carcass to her floor, but after exiting the lift, my progress literally slowed to a crawl. As her room number lurched into view above me, I banged my fist as hard as I could on the base of the wooden door.

It swung open, revealing Miss Moss: radiant as sunlight, wearing her signature skinny jeans, a decadent Balenciaga top, and a pair of Native Indian moccasins. Defying physics by somehow simultaneously sipping a beer and taking a drag on a cigarette, she looked quizzically at the empty space where my head and shoulders should have been. Following the stertorous sound of my breathing, her eyes met mine, which had been inspecting the stitching of her moccasins.

KATE MOSS MUSE OF A THOUSAND FACES

Kate: "Rini, WTF?"
Without missing a beat, she dropped down and hugged me.
"What happened?"

As soon as I heard her voice, I started crying.
Me: "I don't know how the hell you do this... I can't... This fashion thing is insane, I quit... I'm not built for it."

Helping me to my feet, she manoeuvred my head until I was looking straight into her eyes, and spoke soothingly, but firmly.
Kate: "Linda Evangelista tried to strangle me my first season. So you get yourself together and you get back to work."

Not for the first time, nor for the last, "Florence Kalingale" swung into operation. After eight hours sleep and some overpriced spaghetti, I got back in line and did as I was told.
Kate was my mentor during the first years of my career. Truth be told, I could never have asked for a better fairy godmom to guide me through the intricate maze, the disorientating hall of mirrors, that is the fashion industry.



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1 Whatever you do, DO NOT FORGET TO BRING TOILET PAPER.

2 Carry a piece of paper with your name, your mates' phone numbers (seven people at the festival plus three besties in the country who are likely to be sober), and a bunch of Polaroids that can help you retrace your steps. This is a practical tip in case you get hit with a sudden case of amnesia.

3 Don't forget to install the "find my phone" app and to share your location with your temporary legal guardian. If you're anything like me, they'll use it to locate you after you've been MIA for more than 48 hours, still telling yourself it's Friday, when some well-informed Good Samaritan helpfully points out that it's Sunday afternoon.

4 Stop drinking at noon (morning drinking is only to combat hangovers), then don't start again till the sun sets. Don't pass out drunk in the sun! You might wake up with the worst sunburn of your life. Mud should not be considered an effective sunscreen.

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KATE MOSS MUSE OF A THOUSAND FACES



She Loves you.
Yeah Yeah Yeah.

the glastonbury look: WHAT TO WEAR AT A FESTIVAL

Preparing for the Glastonbury Festival takes planning, multitasking in the face of destabilizing challenges, and the full deployment of one's wits and concentration to achieve the covenant: a higher state of consciousness . . . through one iconic, effortless look.

Choosing the right outfit is key, as you are entering into the fashionista's survival-of-the-fittest arena. You have to be stylish while being practical, warm, and dry. Not easy when one is off their nut.

The relationship between music and fashion has always been a match made in heaven: music as a healing force and a means of communication, and fashion as a way of expressing one's identity and creating a sense of belonging through a kind of uniform or armour. Stolen moments at Glastonbury are captured in timeless photographs that have culturally defined entire generations. There is a fine line between Fantasia and the imaginary

world of costume creation; flip-top the other side of the mirror to transform rags into high-end craftsmanship.

When you think of festival fashion, particularly Glastonbury, your mind probably flashes to Kate's iconic looks throughout the years. I know mine does. The gold mini dress, black leather belt, and muddy wellies from 2005 (she smashed it!). There's something intangibly magical about that image . . . most of us think we'd look ridiculous if we tried to pull off that outfit, like we'd narrowly escaped the jaws of death as an extra from a John Carpenter film, surviving a car crash in the swamps of the Bayou whilst being chased by a disturbed (yet strangely good looking) serial killer.

That image has something that you can't copy, steal, or buy, it's got charisma. If necessity is the mother of invention, then despair must be the mother of last-resort innovation. That outfit was created on a whim the very same morning. Kate had originally planned to wear a long gown that day, but it had been raining for 48 hours; if you've ever been to Glastonbury when it's been raining for more than two hours, you'll know this option was out the window. Unfazed, Kate grabbed a pair of scissors and unwittingly reinvented rock chic standards. When you look at that photograph, you can smell the authenticity, the debauchery, the glorious and joyous chaos of that day. It's irresistible, but we don't know exactly why. Hmm . . . I just can't explain it. Maybe it's the reminiscence of a fabulous and fun time—if only any of us could remember.

CURATE YOUR OWN ROCK & ROLL ATTITUDE

Pay attention to your movements and gestures: flip off as many strangers as you can

Be conscious of your body posture: slouch as much as possible

Learn how to play with the intensity of your look: if you're not scaring away innocent bystanders, you're doing it wrong

Don't overdo it with hair and makeup; less is more

Don't brush your hair

Sleep in your mascara for three nights in a row

KATE MOSS MUSE OF A THOUSAND FACES



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Wardrobe essentials: waistcoat,
militaryjacket, Perfecto, slim jeans.

Facing page: men's wear—a three-piece suit.



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MY FESTIVAL TIPS

Now, to be honest, I'm not exactly well-placed to dole out basic advice or educate you on proper etiquette at a music festival: my first time at Glasto, I woke up in the middle of a muddy field wearing an orange jumpsuit, sporting only one welly, and unable to spell my own name. Maybe it would be best if, instead, I tell you guys what not to do. Here are my do's and don'ts.

1 Whatever you do, **DO NOT FORGET TO BRING TOILET PAPER.**

2 Carry a piece of paper with your name, your mates' phone numbers (seven people at the festival plus three besties in the country who are likely to be sober), and a bunch of Polaroids that can help you retrace your steps. This is a practical tip in case you get hit with a sudden case of amnesia.

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5 Don't pass out in a stranger's tent; you might wake up cuddling a weird individual named Uncle Bobby.

6 Make sure to bring all your over-the-counter pharmaceuticals*; if you rely on the local pharmacy dispenser, you could end up with fake aspirin and bad antihistamine. * steer clear of the sniffer dogs

7 Bring your own reusable water bottle, and keep yourself hydrated while reducing the plastic pollution that is destroying our environment.



CELEBRATE YOUR OWN ROCK N ROLL ATTITUDE

- ✓ Pay attention to your movements and gestures: flip off as many strangers as you can.
- ✓ Be conscious of your body posture: slouch as much as possible.
- ✓ Learn how to play with the intensity of your look: if you're not soaring away in innocent bystanders, you're doing it wrong.
- ✓ Don't overdo it with hair and makeup; less is more.
- ✓ Don't brush your hair.
- ✓ Sleep in your mascara for three nights in a row.



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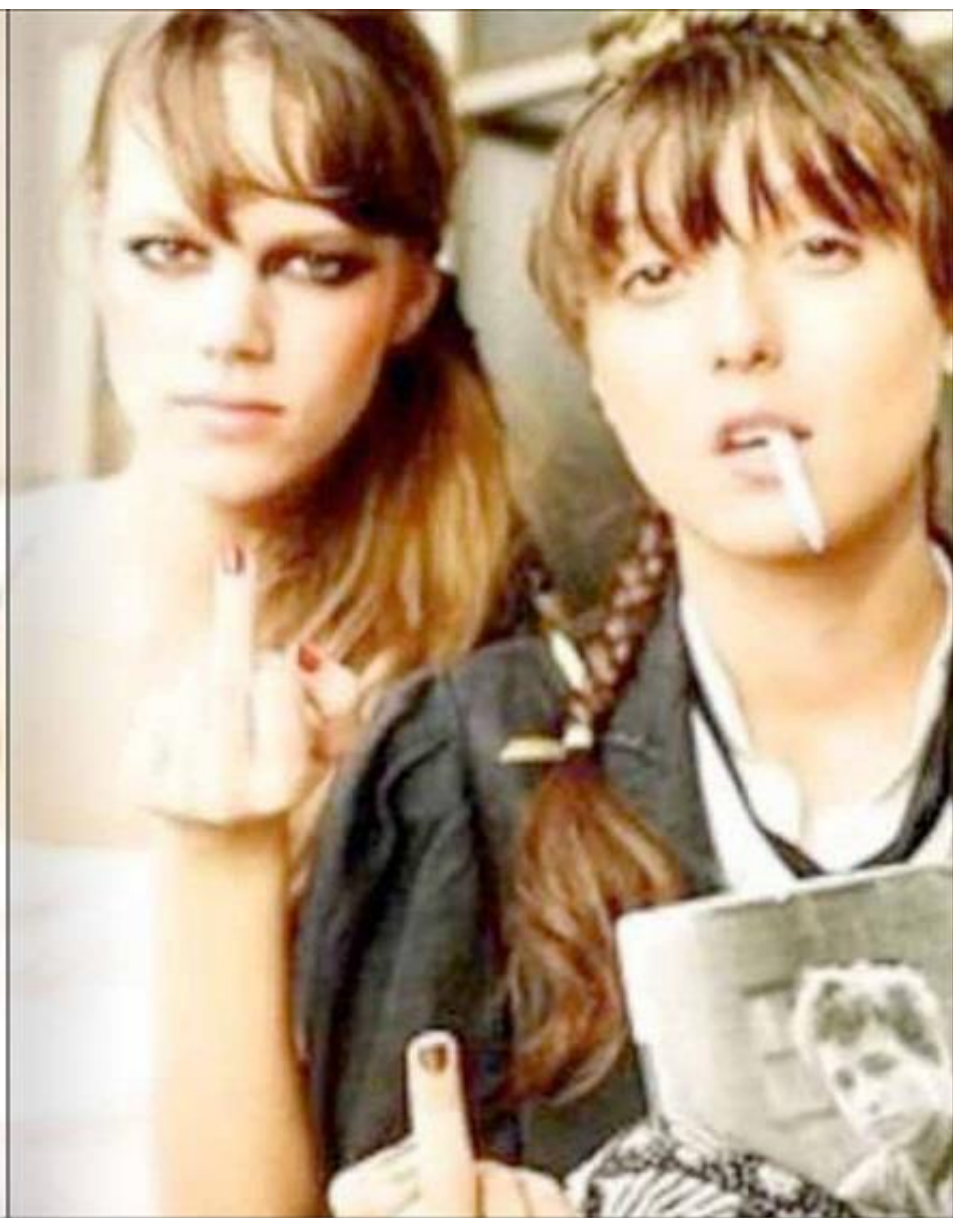
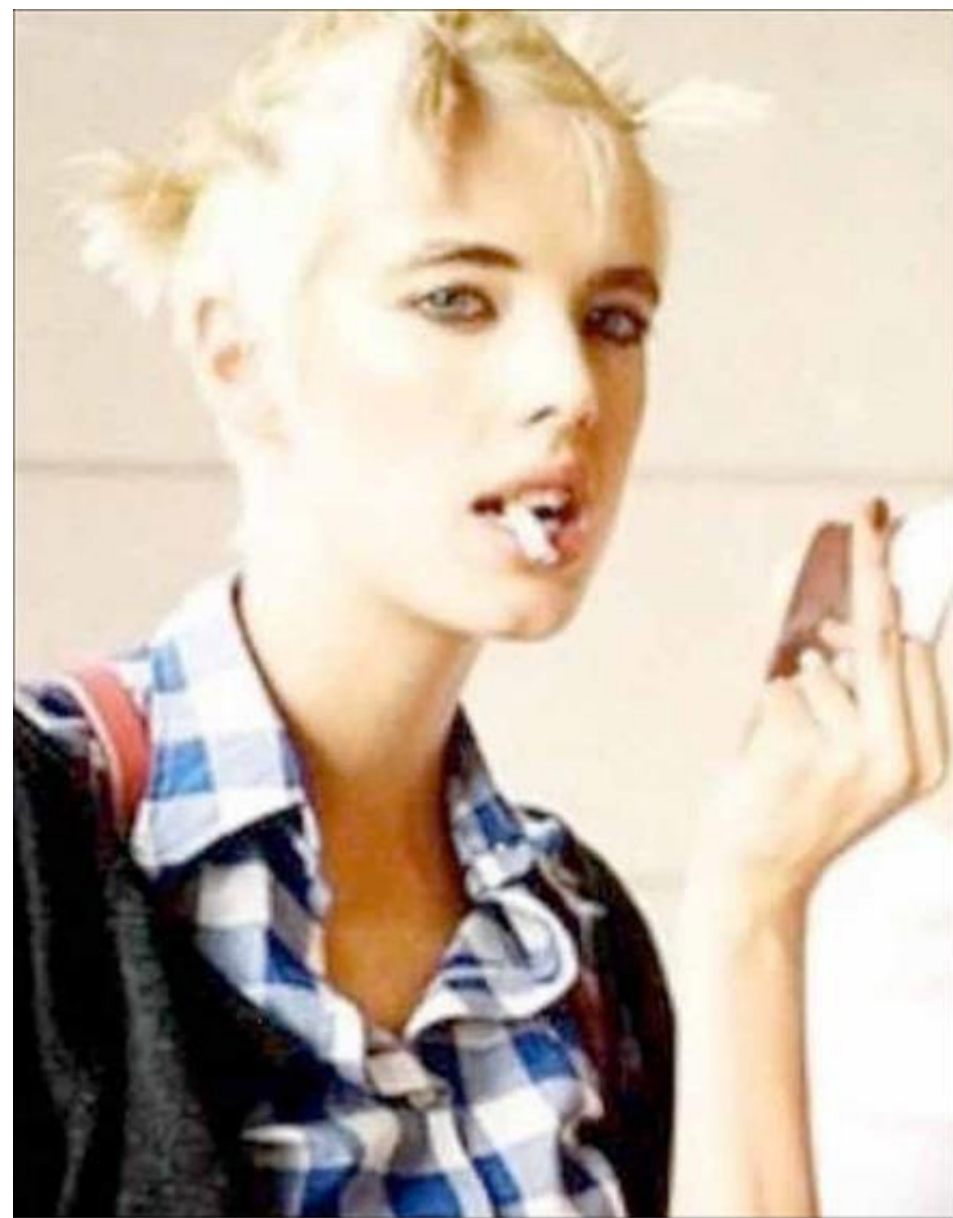
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A Rock 'n' Roll Style Guide

- **PRACTICAL ADVICE:** The doe-eyed wild child Irina Lazareanu reveals the secrets to her rock 'n' roll look in this book filled with style hacks stolen from her coterie of friends from the worlds of fashion, music, and Hollywood, including wardrobe essentials and tips for how to wear them.
- **VIP ACCESS:** Insider interviews with a range of A-listers from the world of fashion, the British indie rock scene, and a dash of Hollywood offers an immersive trip behind-the-scenes.
- **PUBLICITY BLITZ:** Lazareanu—who had been a tabloid regular in the 2000s—today is well-loved in the fashion press world. We have confirmed support from *Vogue UK* editor Edward Enninful, fashion photographers Inez & Vinood, and probable coverage in *T*, *The New York Times* style magazine.

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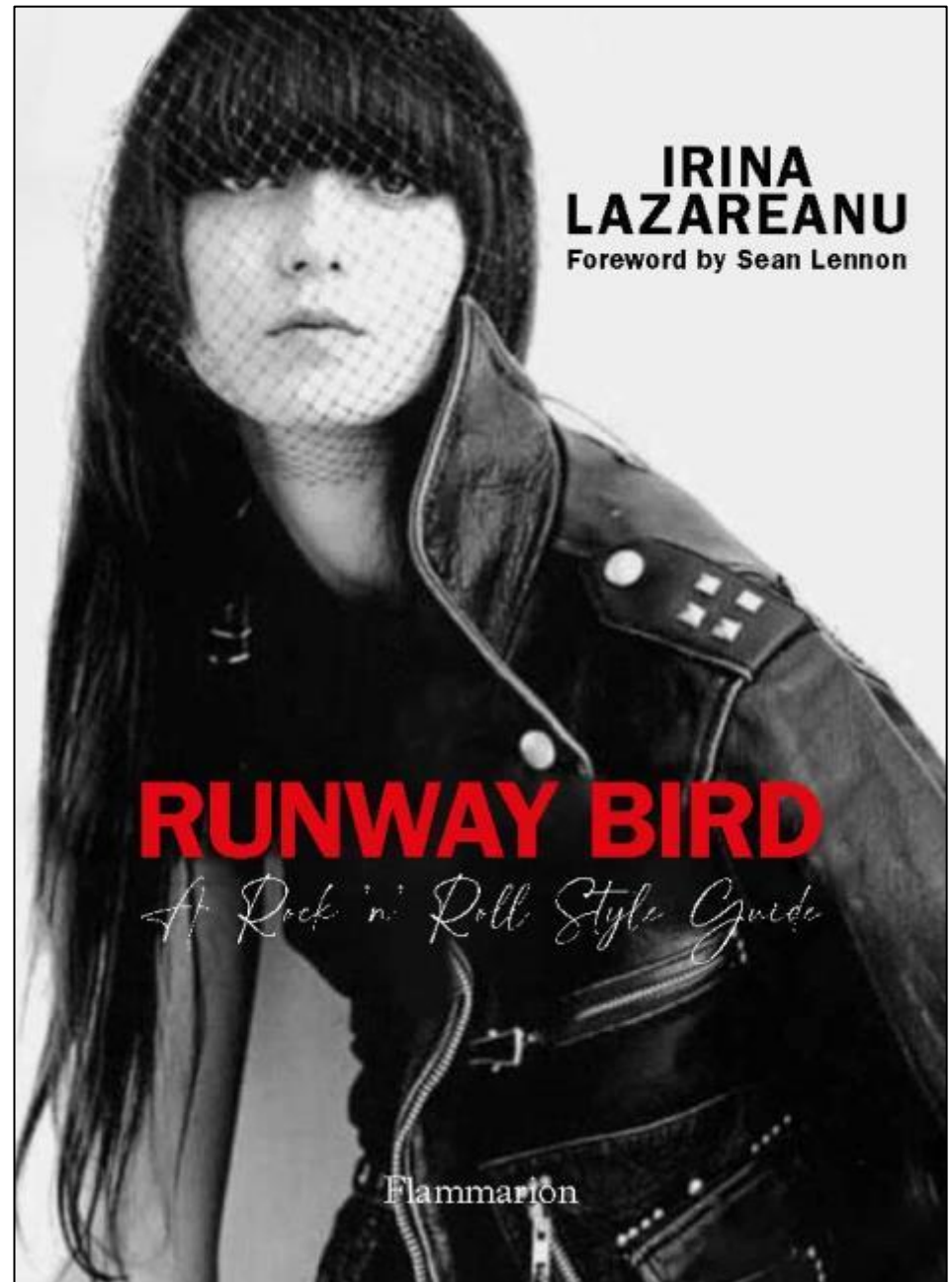
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