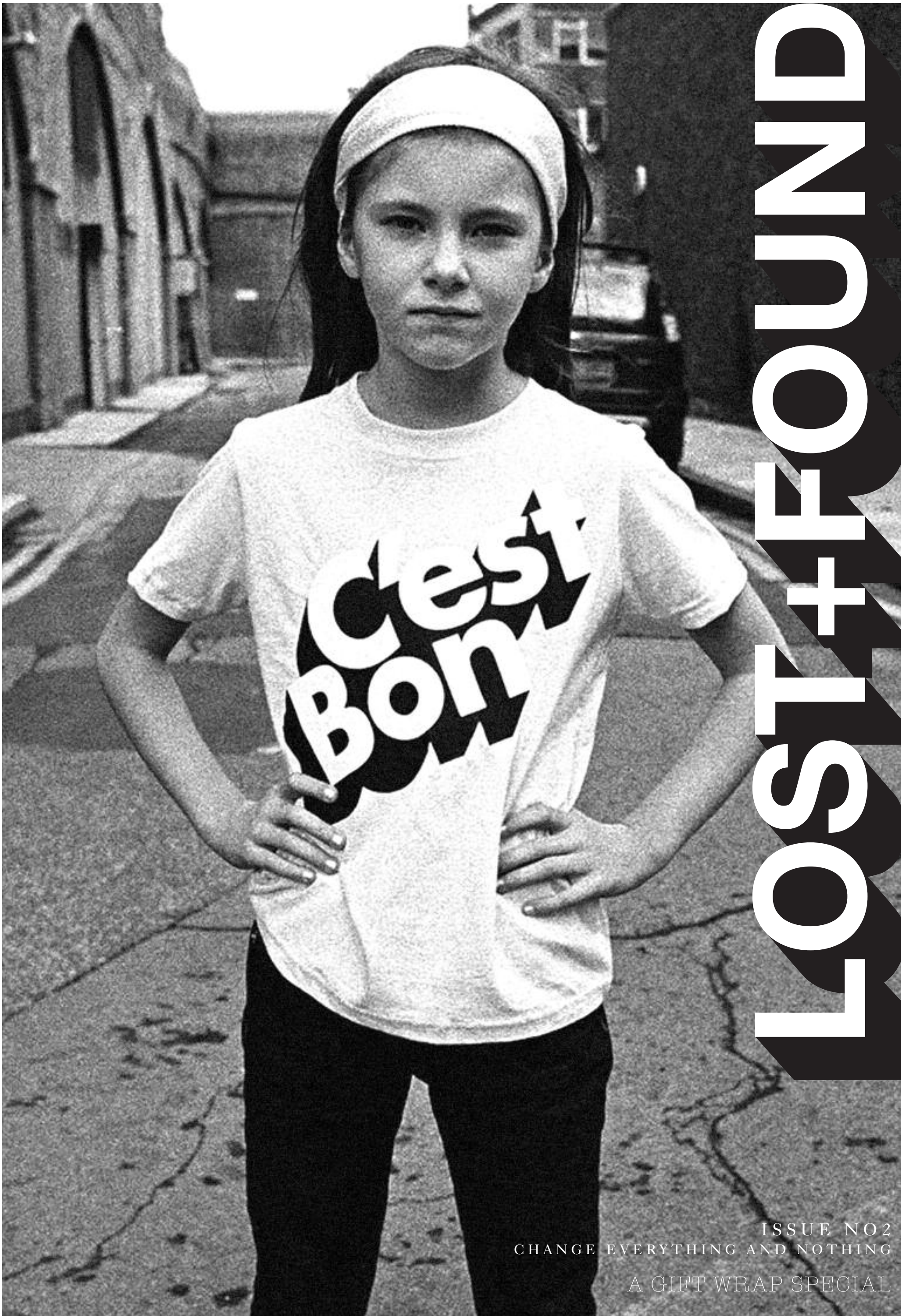
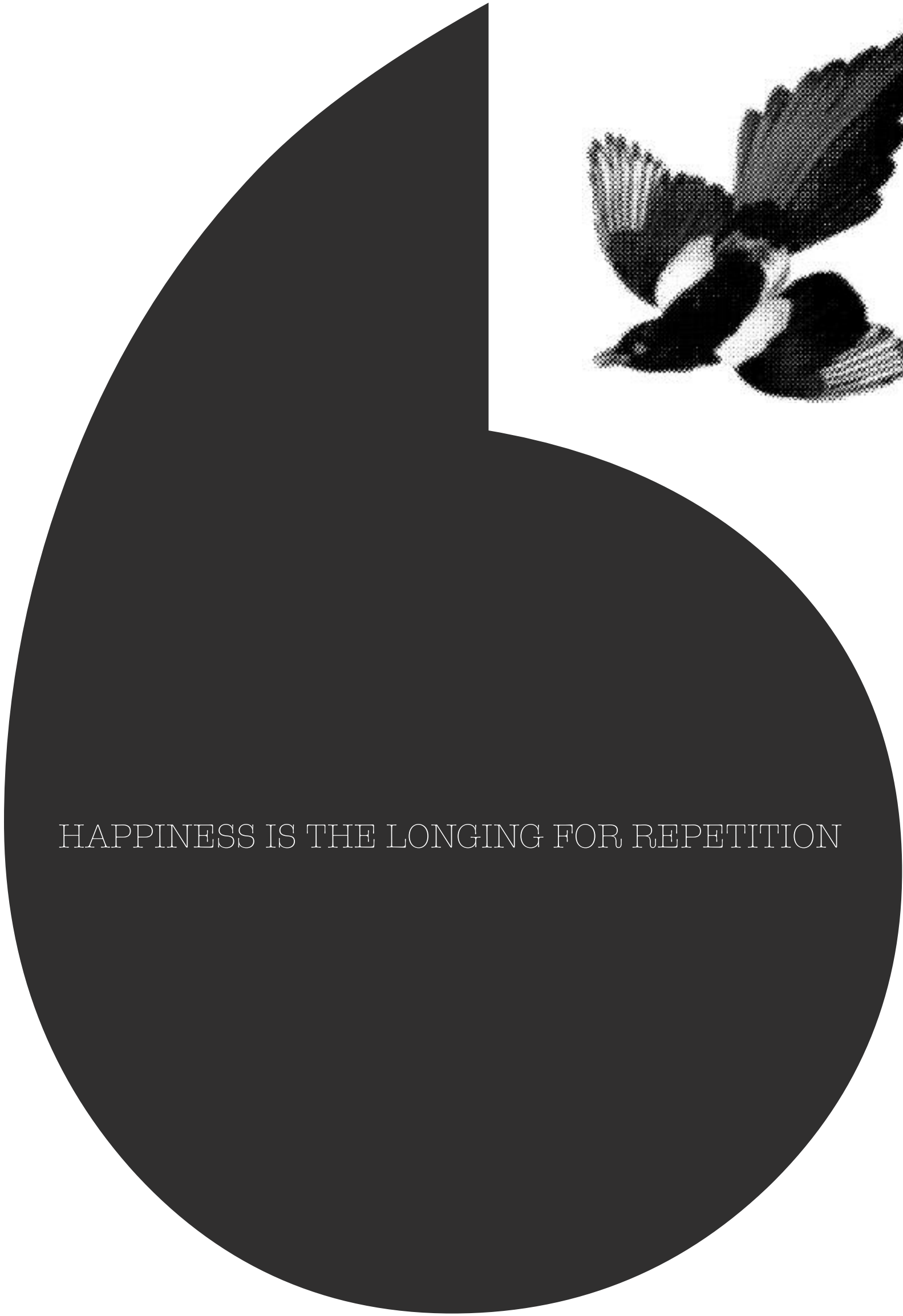




LOST+FOUND

ISSUE NO2
CHANGE EVERYTHING AND NOTHING
A GIFT WRAP SPECIAL

THE HARDEST THING
TO SEE IS WHAT IS IN
FRONT OF YOUR EYES
— GOETHE



FASHION
THE GOOGLE COUNT
NOVEMBER
2008

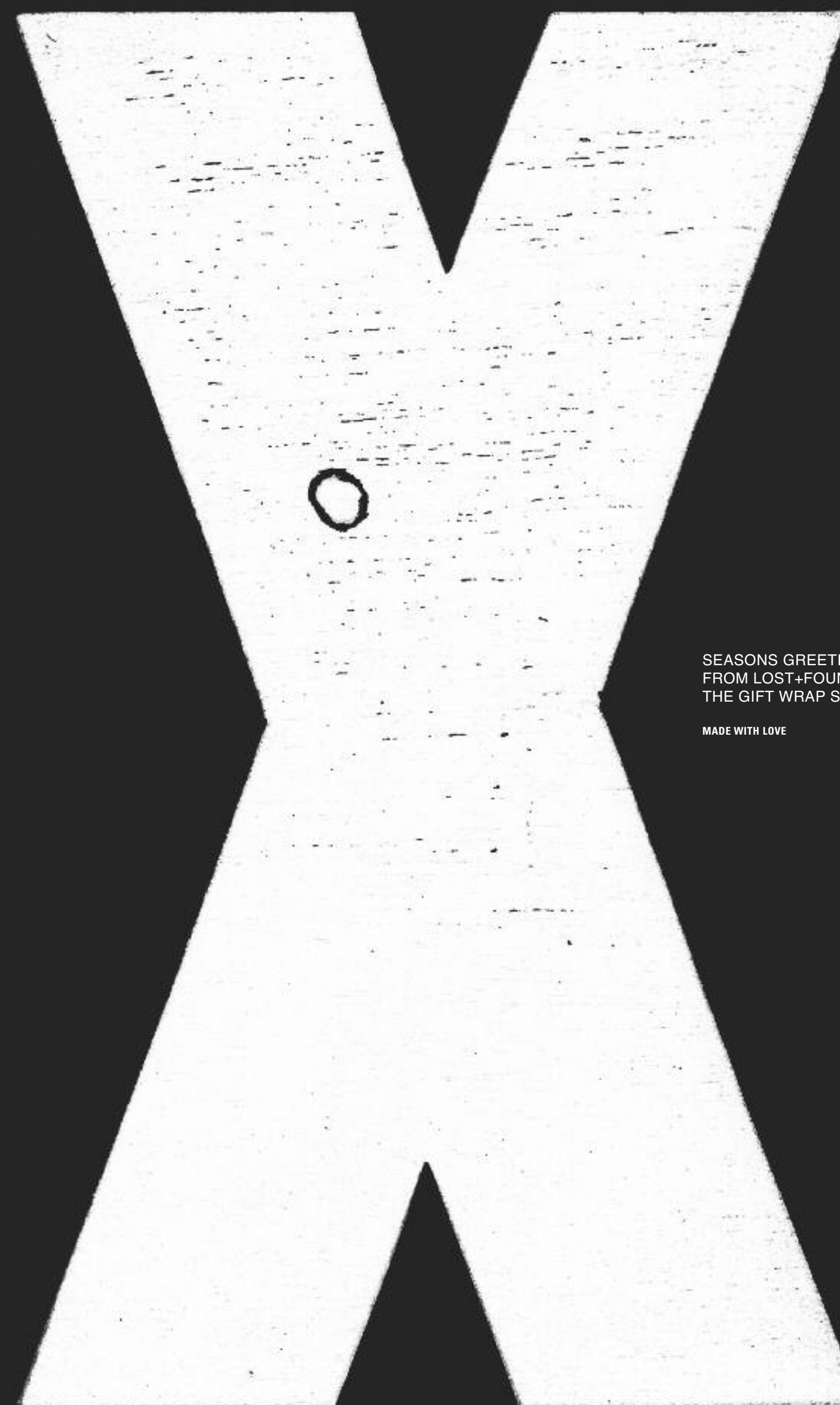
- PAUL SMITH 45 900 000
- CHANEL 21 300 000
- PRADA 14 700 000
- DIOR 11 600 000
- TOM FORD 9 250 000
- VALENTINO 8 620 000
- HERMÈS 8 130 000
- MARC JACOBS 6 350 000
- CALVIN KLEIN 6 070 000
- CARTIER 5 590 000
- VERSACE 5 560 000
- JEREMY SCOTT 4 720 000
- LOUIS VUITTON 4 270 000
- YVES SAINT LAURENT 2 600 000
- LANVIN 2 540 000
- COMME DES GARÇONS 2 310 000
- BALENCIAGA 1 960 000
- VIVIENNE WESTWOOD 1 810 000
- JEAN PAUL GAULTIER 1 700 000
- ALEXANDER MCQUEEN 1 520 000
- KARL LAGERFELD 1 210 000
- JIL SANDER 908 000
- MARNI 870 000
- BOTTEGA VENETA 860 000
- ERDEM 652 000
- VIKTOR & ROLF 457 000
- MARTIN MARGIELA 388 000
- HELMUT LANG 381 000
- CHRISTIAN LOUBOUTIN 357 000
- HUSSEIN CHALAYAN 115 000
- GARETH PUGH 96 200
- ANNA WINTOUR 95 300
- GILES DEACON 83 400
- MARIOS SCHWAB 81 900
- SUZY MENKES 24 100



YES,
IT'S LIKING
THINGS!

ANDY WARHOL: I THINK EVERYBODY SHOULD LIKE EVERYBODY.
GENE SWENSON: IS THAT WHAT POP ART IS ALL ABOUT?
ANDY WARHOL: YES, IT'S LIKING THINGS.

"WHAT IS POP ART?" ART NEWS, NOVEMBER 1963



SEASONS GREETINGS
FROM LOST+FOUND
THE GIFT WRAP SPECIAL

MADE WITH LOVE



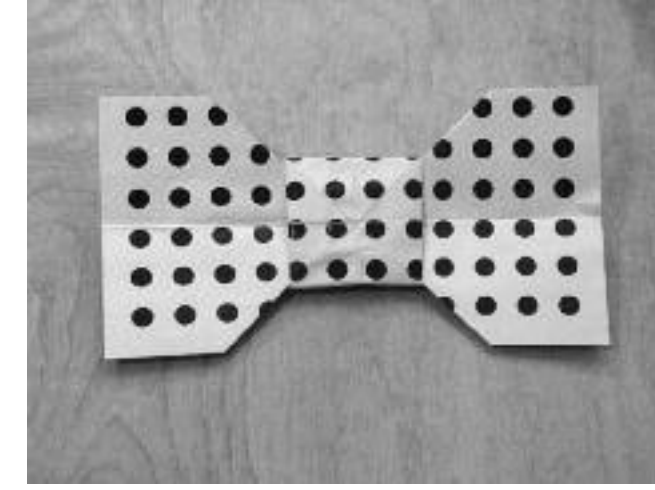
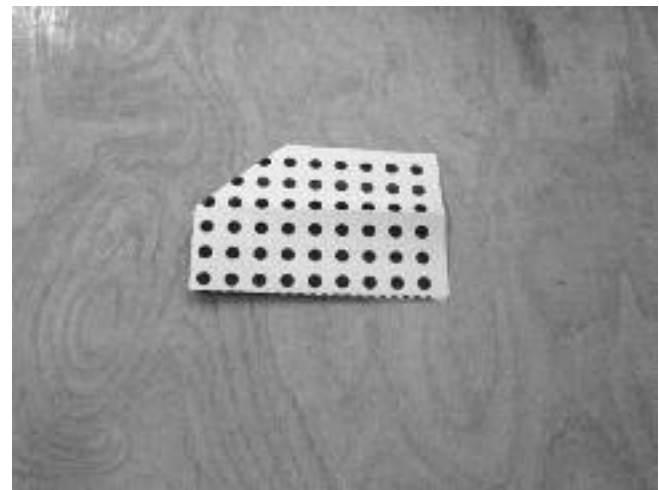
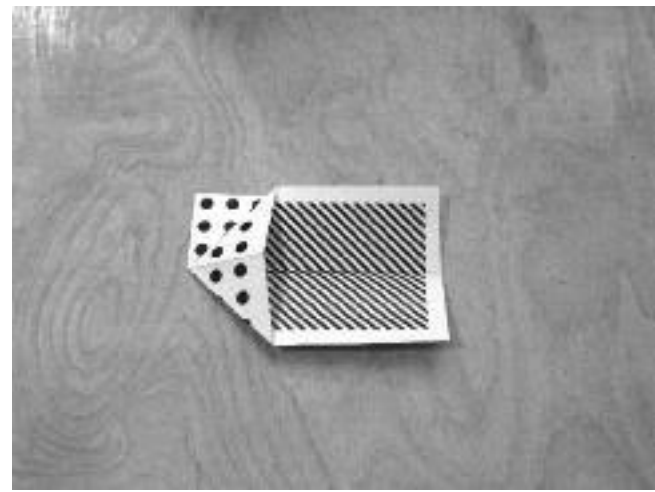
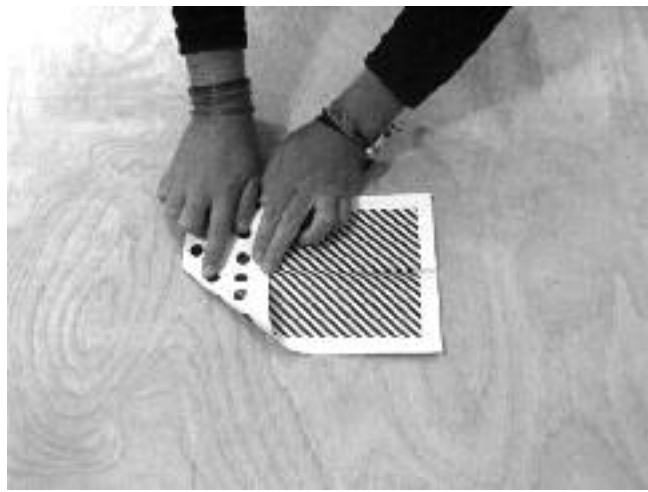
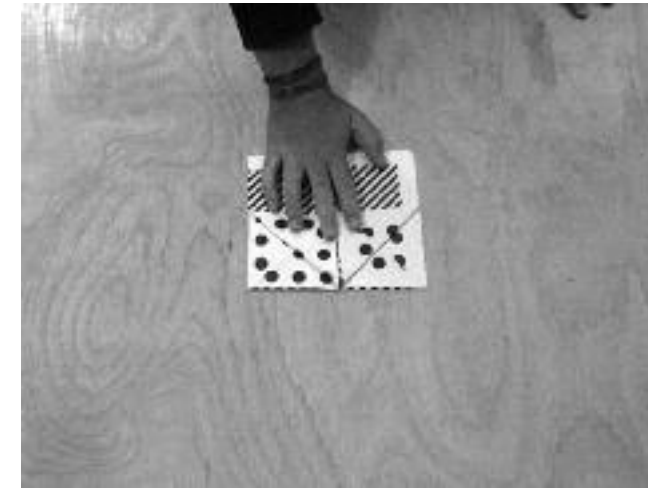
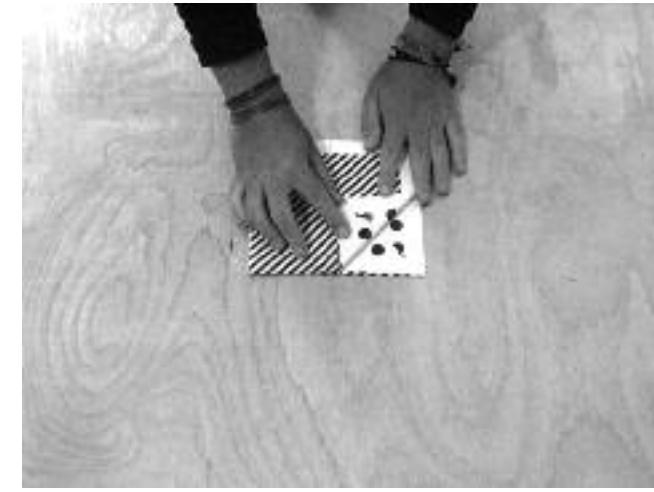
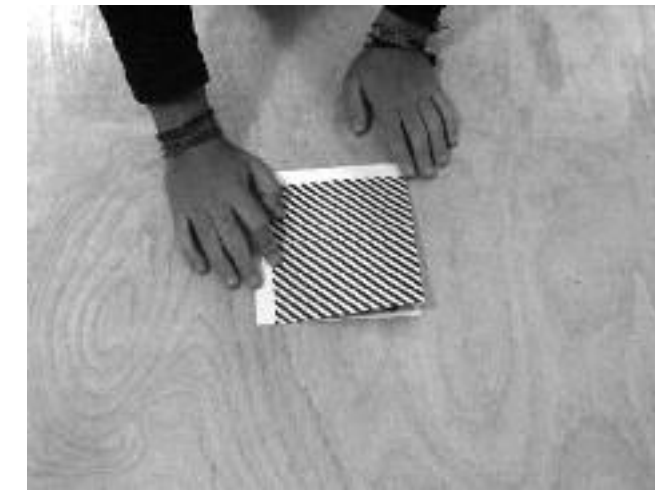
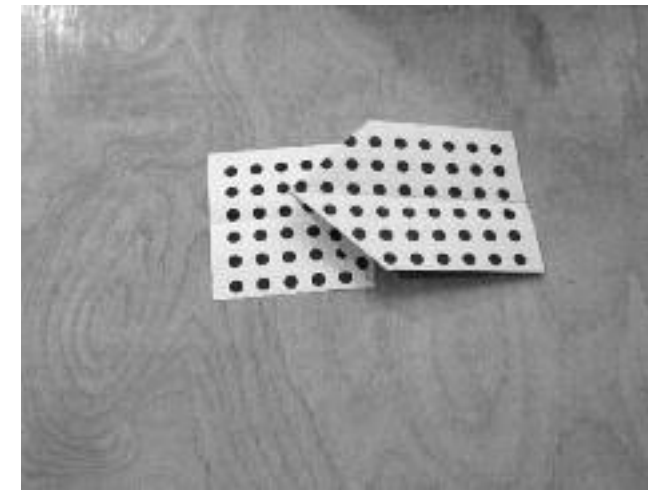
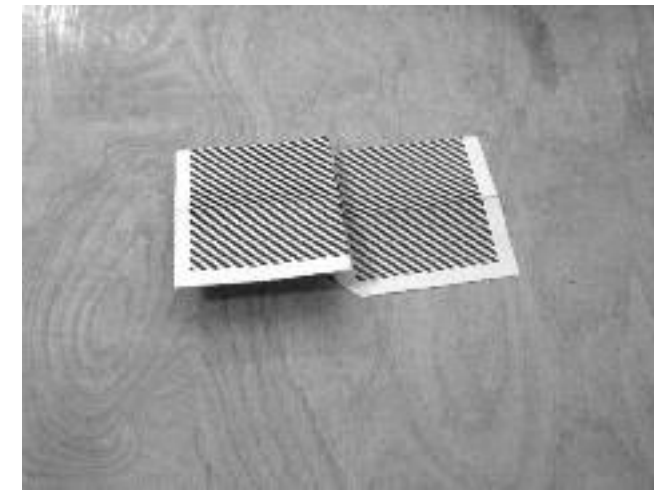
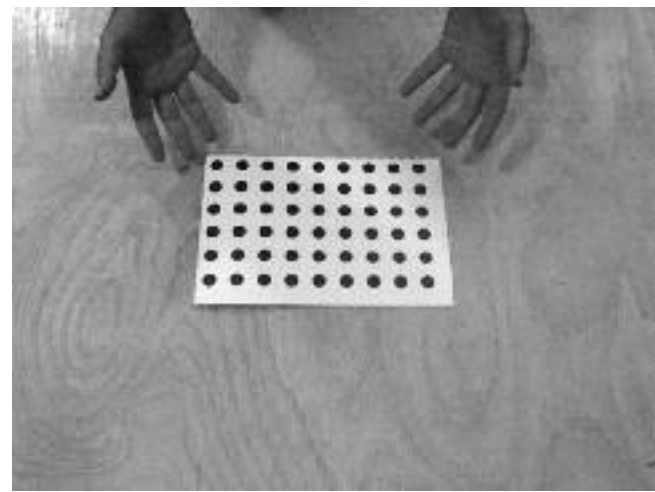
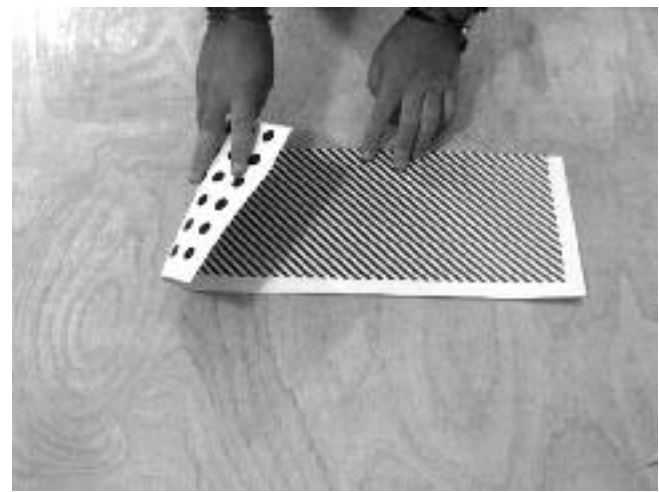
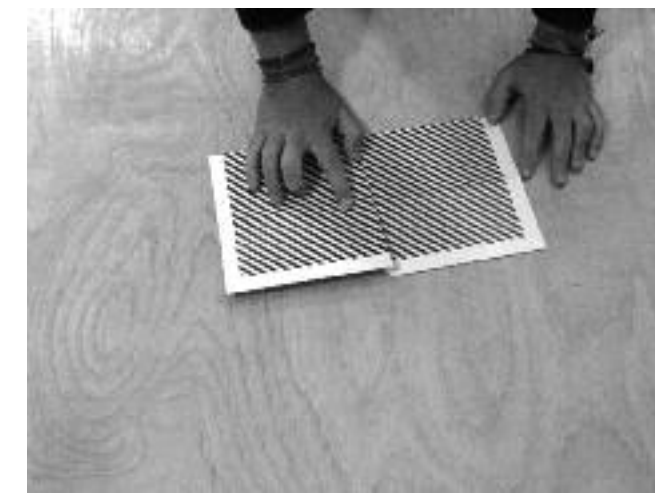
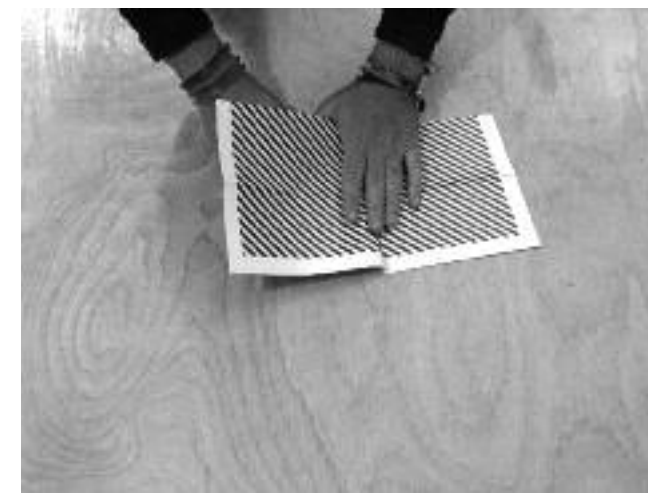
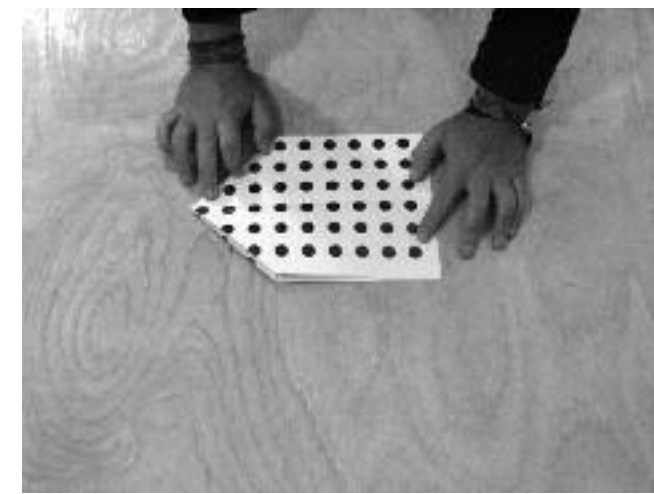
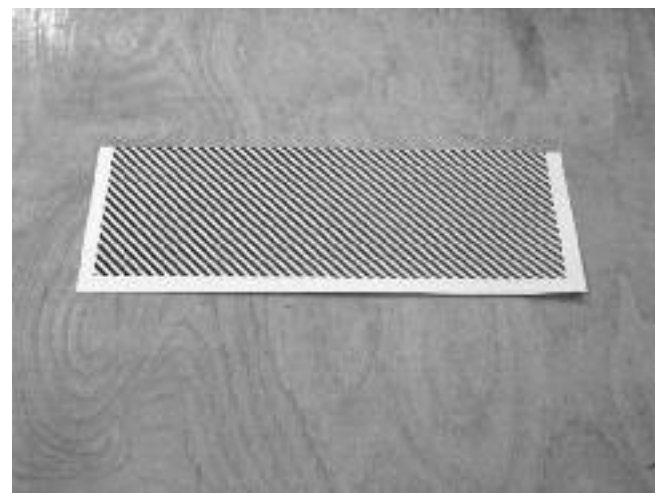
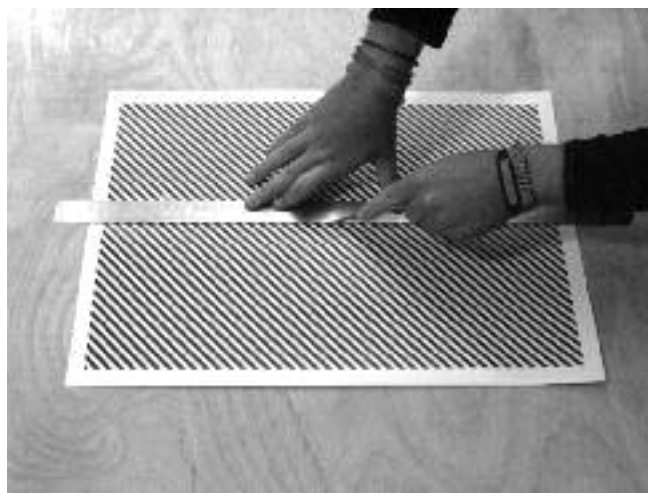
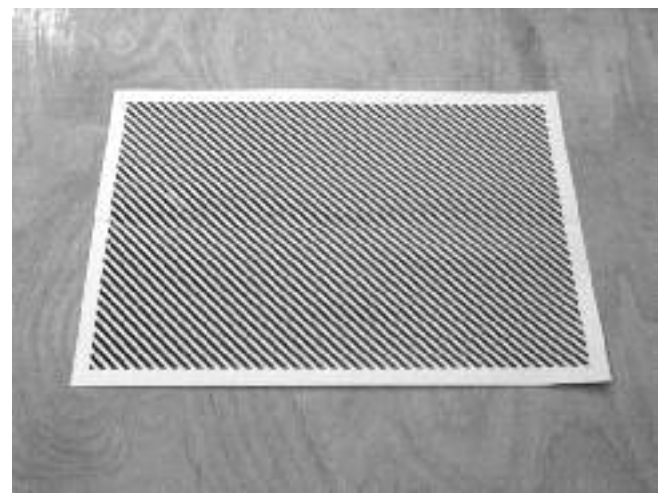
1922

Lanvin's mother and daughter logo was created by illustrator, Paul Iribe. His inspiration came from a photograph of Madame Lanvin and her daughter and muse, Marguerite Marie-Blanche, which depicted the bond between the two.



1907

Madame Lanvin and her daughter Marguerite, dressed for a costume ball.



"I HAVE WORKED FOR MANY HOUSES IN THE PAST, AND WHEN I COMPARE A HOUSE LIKE LANVIN, IT IS ONE THAT MAY NOT HAVE A TRADITION, BUT IT HAS A HERITAGE. TRADITION CAN BLOCK YOU BECAUSE THERE IS ONE WAY OF DOING THINGS. AT LANVIN, WITH OUR HERITAGE, WE CAN DO ANYTHING WE WANT BECAUSE WE HAVE A GREAT LAST NAME – AND WE HAVE RUMEUR"

ALBER ELBAZ, ARTISTIC DIRECTOR OF ALL CREATIVE ACTIVITIES AT LANVIN SINCE 2002







[illegible]

AWO8 CAMPAIGNS BY PHOTOGRAPHERS

BOB MARLEY, ALBERTA FERRITTI, PAUL & GARY, JENNY ANDERSON, STEVE NISBET, - FOUR TEN
 MODERNA, BELSHOFF, DE LEVIA, LARSEN, PERS, WONG, PRINCE, PADUA, MISSION
 NINEZ JANUS/LEWIS & WINDOM/MAWADI - ELEVEN
 GUNTER, - FIVE
 LANCE CRAWFORD, STELLA MOSCOWITZ, EMMET MARRAS, JOSEPH O'CALLILL, DORR DOWNE, SPENCER
 AND YOUNG, GONRINO, MARRAS, LINDA VITTOLO, DONNA KAHAN, CECILIA
 EMERSON, JAMAL, SCOTT
 MIMI ALKAS, MARCONI/JOHN PIEROTTI - NINE
 DORR, OSCAR, LISA BERNARD, EDDIE, MAMMA, Y-3
 ALEXANDER, MCDONALD, BEE, SEE, CLOUT
 ERING MCDONALD - NINE
 MARCO FOSTING - SEVEN
 VESPALE, HUGO BOSS SLACK, DORR & WATSON, BURGERRY
 SKALIN/STERN, FERDINAND, DORR, MICHAEL KINGS
 TERRY RICHARDSON - SIX
 PABLO, JOHN, JESSICA, JAMES, JOHN, YOUNG
 HUGO BOSS, CHANDEL, EILE, YAMINI, J. CASHA
 LOVE MORGANO - FIVE
 MASS SIXTY, TWO MOSCOWITZ, AMINA, SUI, ALEX, STEFAN
 DAVID SIMS - FIVE
 TSE, CARL SHOG, BENNETTON, PRINTERPERS, PERE JEANS
 MARCO SPRENTI - FIVE
 MINA RICCI, MARCO, BALLY, HUGO BOSS, ALL STUART
 PATRICK DEWANE/BEILER - FOUR
 MOSCOWITZ, BOB, MAX KENNY, STEVEN ON, ALL WINDOM, ESCADA
 GARY CALVIN, KEN WHITE LABEL, YOUNG, DANNY JEANS
 MICHAEL LANGERFELD - FOUR
 KARL LANGERFELD - FIVE
 CHANEL, FENDI, KARL LANGERFELD, KARL LANGERFELD
 PETER LANGERFELD
 VALENTINO, RYAN, MONDIE DES GARCONS, ESPRESSO, DAVID YURMAN
 CAMILLA AARAS - THREE
 MARI, PATTI, PANK, SILENT
 MICHAEL ANDREOLI DI BATTISTO - THREE
 BLOOM, BLOOMINE, NINEZ JEANS, COUTURE, DOWNED COLOUNS OF BENNETTON
 PHILIPPO DI ALBERTA/FERRITTI, PAUL & GARY, DORR & REPUBLIC
 MARK SEAL - THREE

MARC JACOBS, NYC BY MARC JACOBS, POCKET
JERREY TELLER, THREE
WILEY VAUDBERG, THREE
JILL SANDER, GIVENCHY, COS
FABER, BARN, TWO
CAWMI KING, REMON CROCHONCTION
GEN, JACQUARD, TWO
ALESSANDRO BELLIN, BOURBOUSE
PIL, POYTER, TWO
LACOSTE, LORIVE
SARVE SWINSDOR, TWO
BALMAIN, VON DORN
MICHAEL THOMPSON, TWO
ADJACUTION, TIFANY & CO.
SIEGEL, BLON, ONE
SONIA RIKTEL
LIZ DOLLINS, ONE
NICOLE PARI
JULIEN DYS, ONE
JOHN KALLAND
STEVEN LUTIN, ONE
DOLCE & GABBANA
NICK KNIGHT, ONE
JOY DEON VETREN
ALASDAIR MCCLAIN, ONE
NEW MAN
TOSHIOPO
EMMA SUMMERTON, ONE
TERY TISOLIS, ONE
IN MISSOURI
ERIC VILAY, ONE
HEINIS
BRUCE WATERS, ONE
KATIE

[illegible]

AWO8 CAMPAIGNS BY MODELS

[illegible]

OVER THE YEARS I HAVE LEARNED THAT
WHAT IS IMPORTANT IN
A DRESS IS THE WOMAN
WHO IS WEARING IT

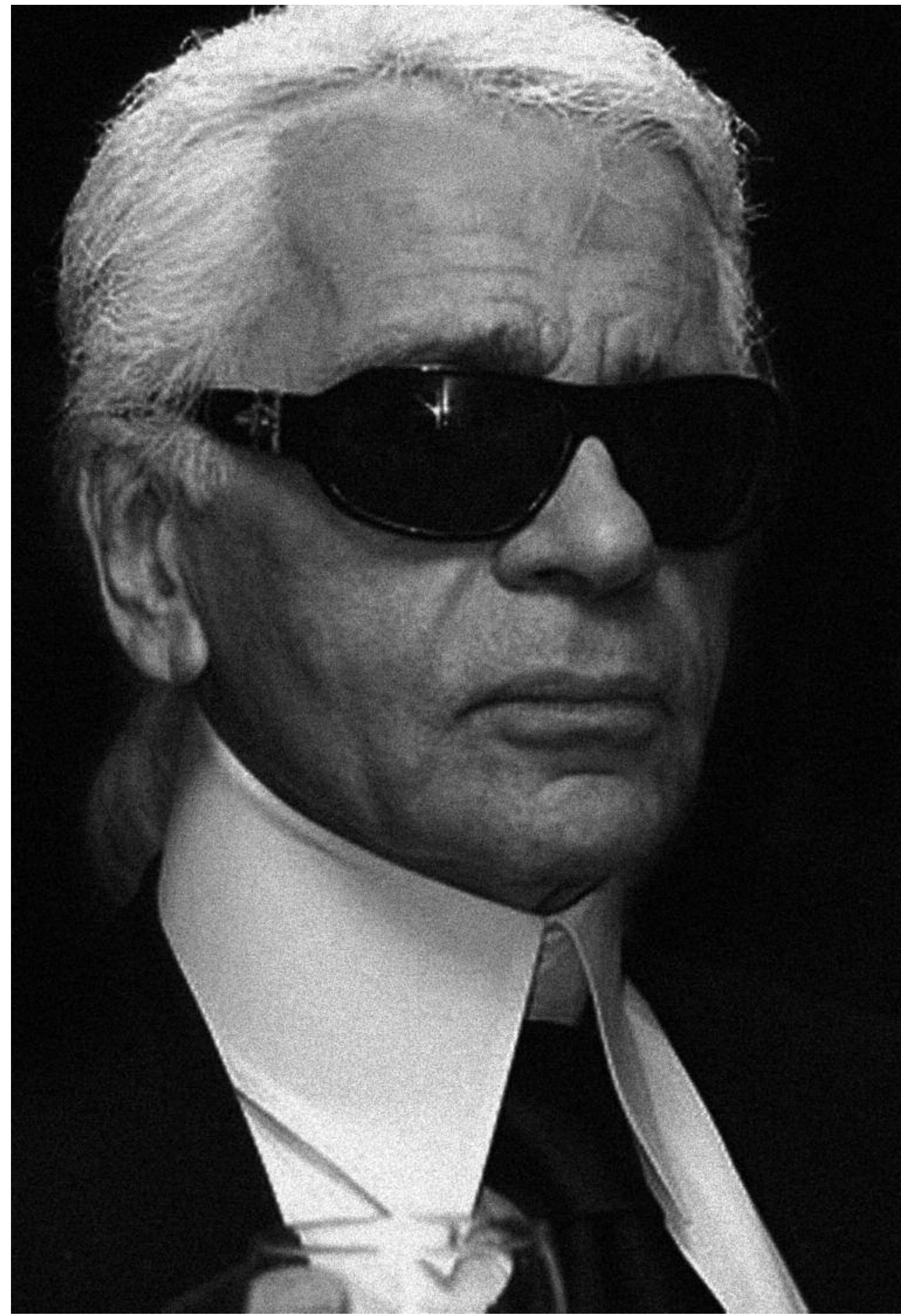
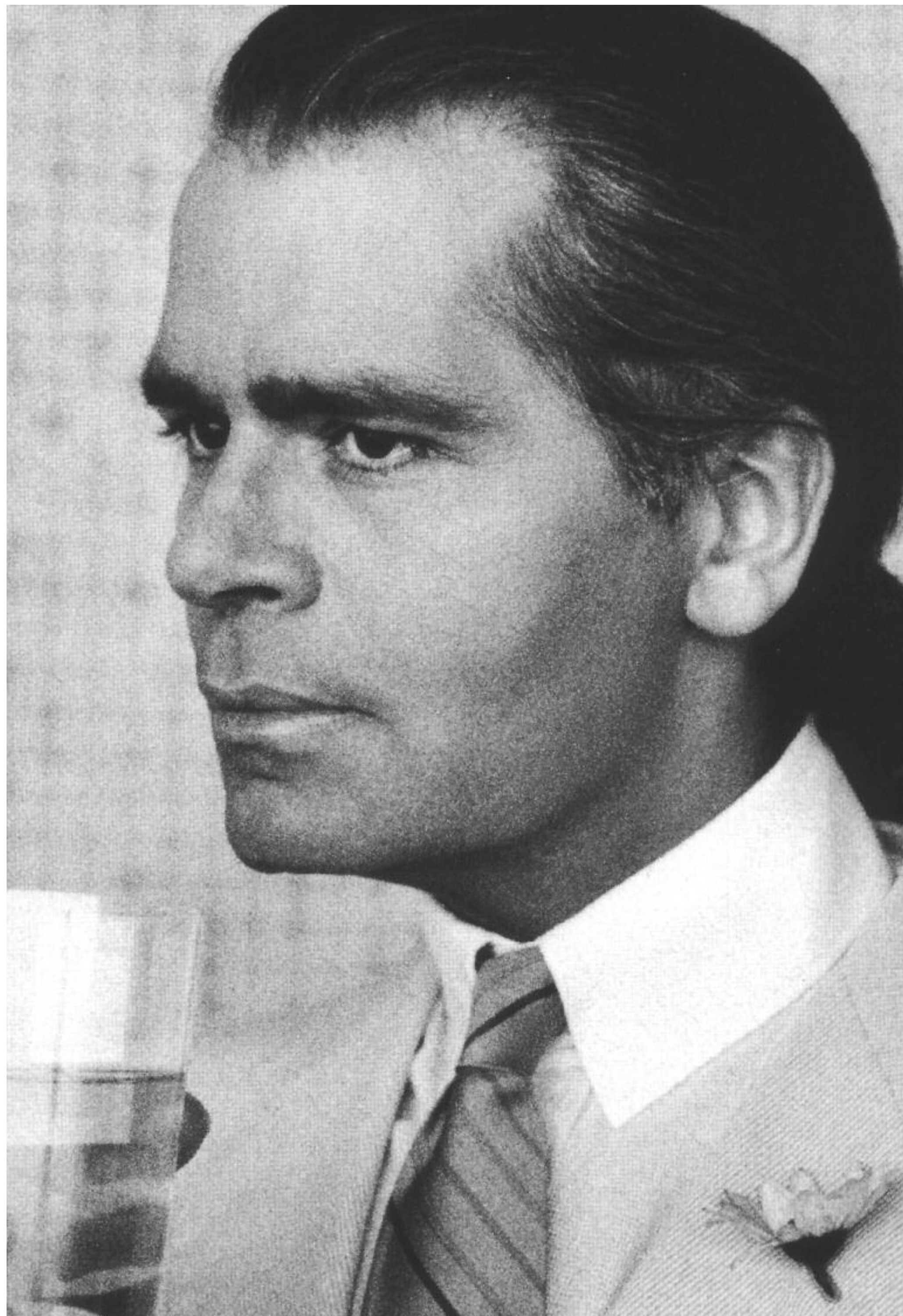
YVES SAINT LAURENT

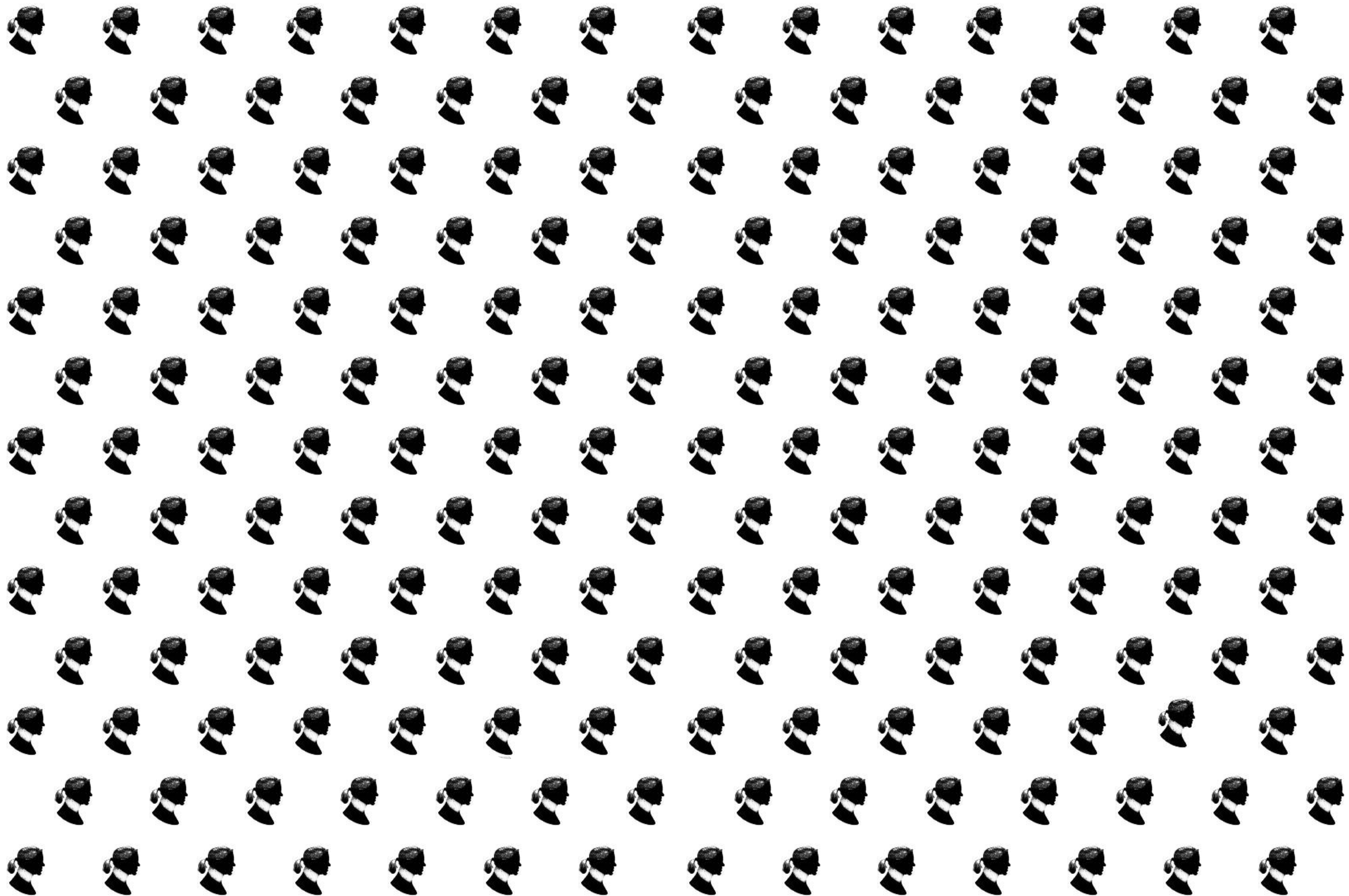
<< IN 1966, YVES SAINT LAURENT WAS HIRED TO DESIGN CATHERINE DENEUE'S WARDROBE FOR HER ROLE IN LUIS BUÑUEL'S FILM, BELLE DE JOUR. THIS COLLABORATION WAS THE BEGINNING OF WHAT BECAME A LIFELONG FRIENDSHIP AND WORKING RELATIONSHIP BETWEEN THESE TWO ICONIC PEOPLE. THE DESIGNER CONSIDERED DENEUE HIS MUSE AND DENEUE IN TURN INSISTED ON WEARING YVES SAINT LAURENT'S DESIGNS IN MANY OF HER FILMS SUCH AS LA CHAMADE (1968), LA SIRÈNE DU MISSISSIPPI (1969), LIZA (1972), UN FLIC (1972) AND THE HUNGER (1983). >>

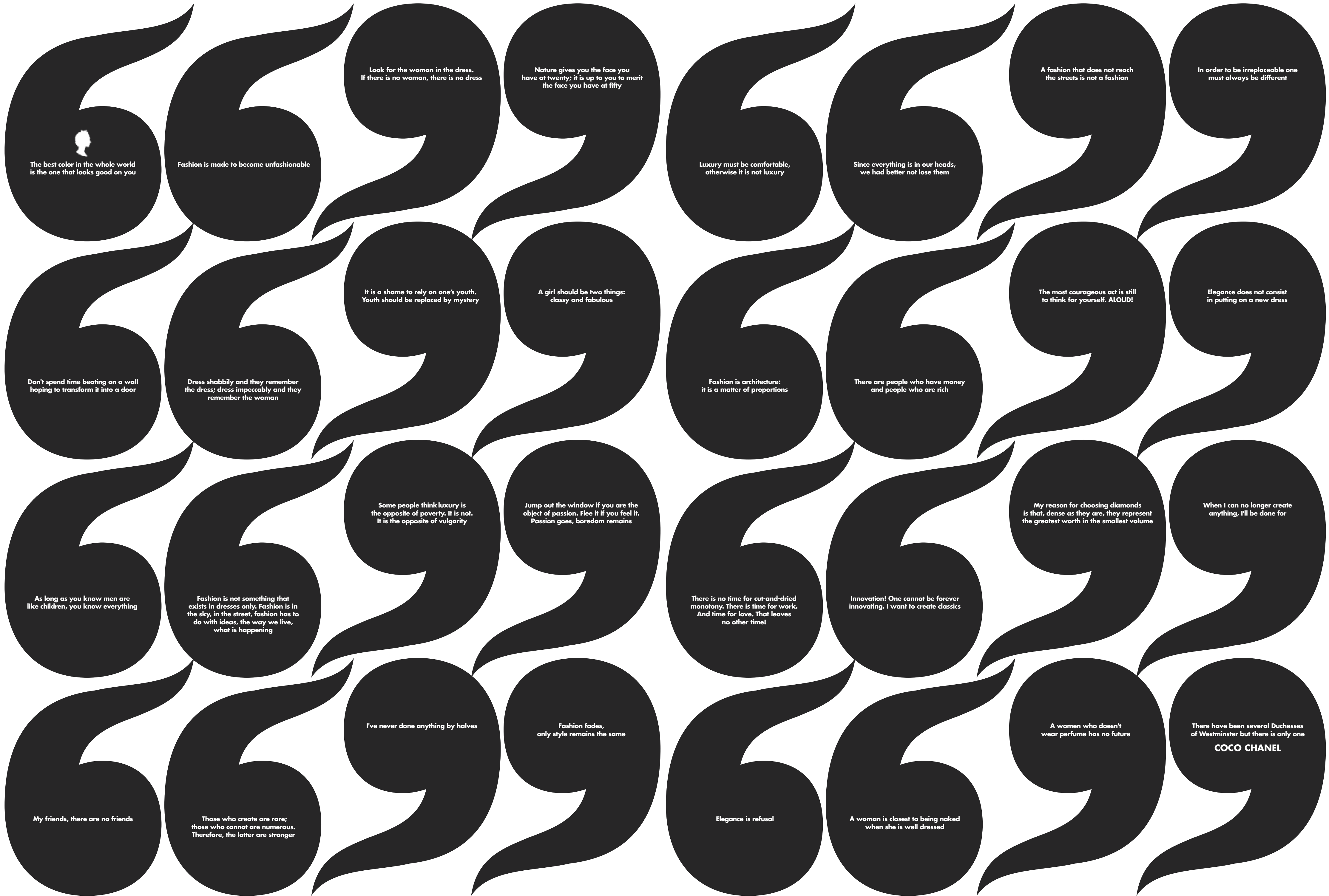


YVES HENRI DONAT MATHIEU-SAINT-LAURENT

AUGUST 1, 1936 – JUNE 1, 2008







The best color in the whole world
is the one that looks good on you

Fashion is made to become unfashionable

Look for the woman in the dress.
If there is no woman, there is no dress

Nature gives you the face you
have at twenty; it is up to you to merit
the face you have at fifty

Luxury must be comfortable,
otherwise it is not luxury

Since everything is in our heads,
we had better not lose them

A fashion that does not reach
the streets is not a fashion

In order to be irreplaceable one
must always be different

Don't spend time beating on a wall
hoping to transform it into a door

Dress shabbily and they remember
the dress; dress impeccably and they
remember the woman

It is a shame to rely on one's youth.
Youth should be replaced by mystery

A girl should be two things:
classy and fabulous

Fashion is architecture:
it is a matter of proportions

There are people who have money
and people who are rich

The most courageous act is still
to think for yourself. ALoud!

Elegance does not consist
in putting on a new dress

As long as you know men are
like children, you know everything

Fashion is not something that
exists in dresses only. Fashion is in
the sky, in the street, fashion has to
do with ideas, the way we live,
what is happening

Some people think luxury is
the opposite of poverty. It is not.
It is the opposite of vulgarity

Jump out the window if you are the
object of passion. Flee it if you feel it.
Passion goes, boredom remains

There is no time for cut-and-dried
monotony. There is time for work.
And time for love. That leaves
no other time!

Innovation! One cannot be forever
innovating. I want to create classics

My reason for choosing diamonds
is that, dense as they are, they represent
the greatest worth in the smallest volume

When I can no longer create
anything, I'll be done for

My friends, there are no friends

Those who create are rare;
those who cannot are numerous.
Therefore, the latter are stronger

I've never done anything by halves

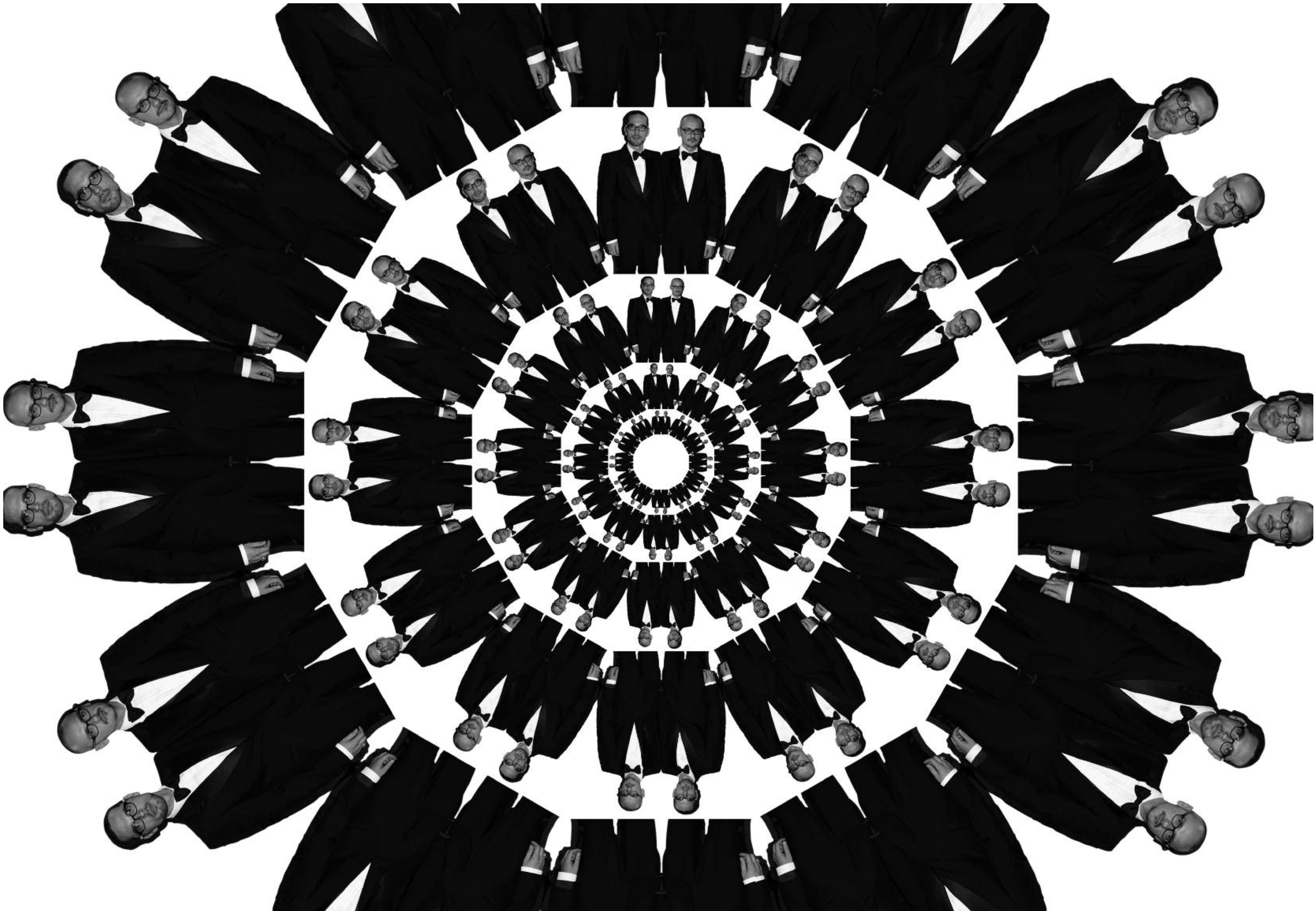
Fashion fades,
only style remains the same

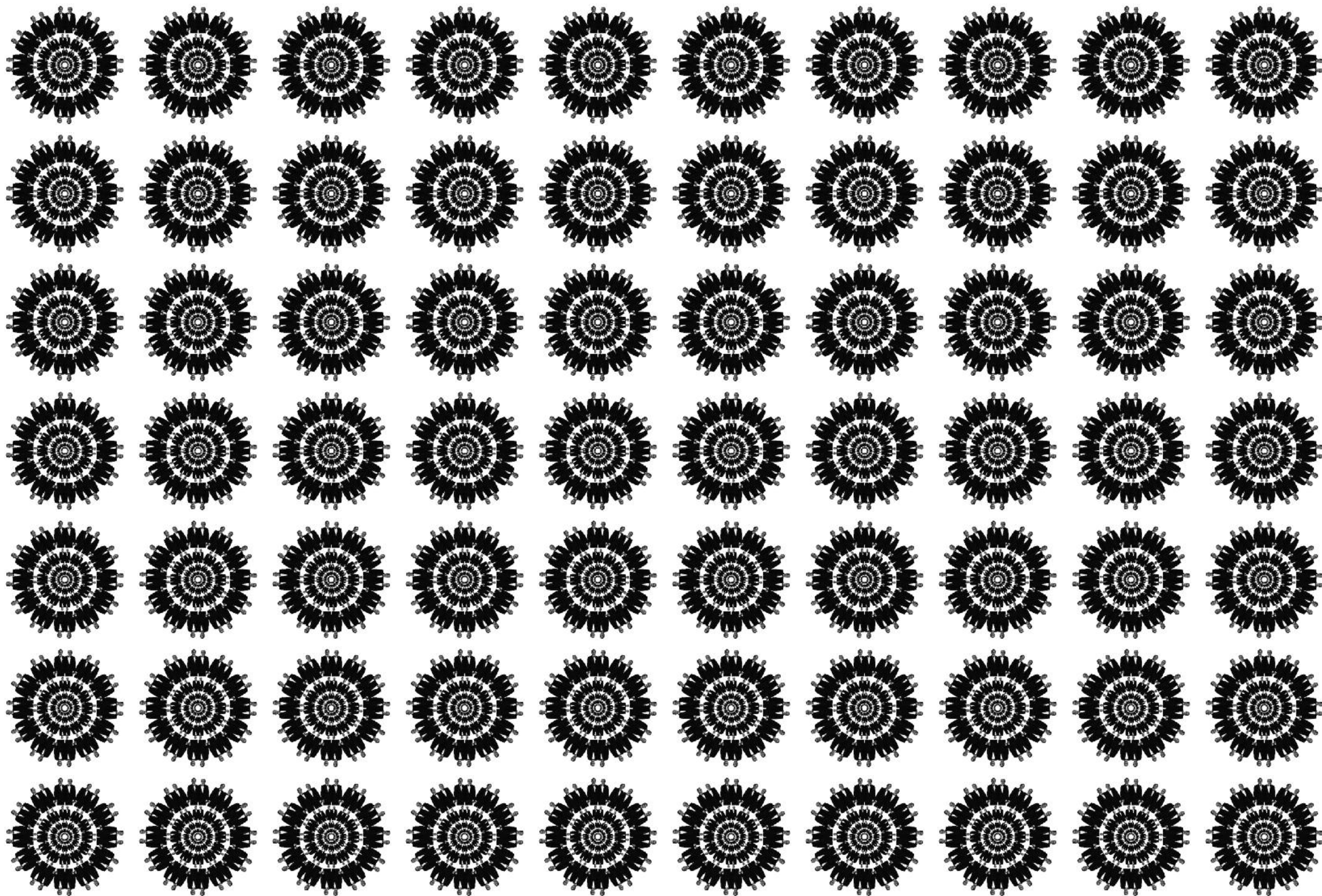
Elegance is refusal

A woman is closest to being naked
when she is well dressed

A women who doesn't
wear perfume has no future

There have been several Duchesses
of Westminster but there is only one
COCO CHANEL

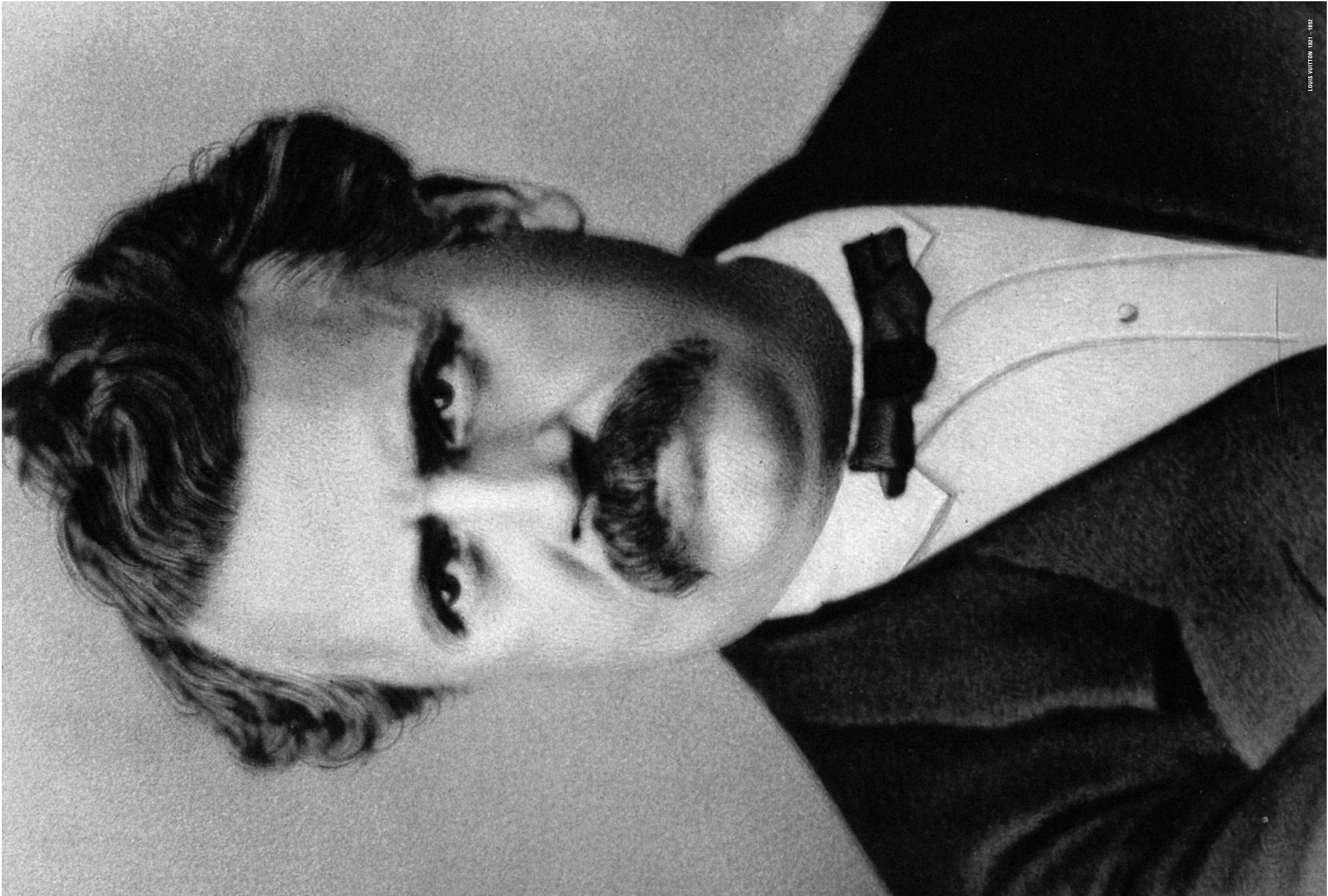




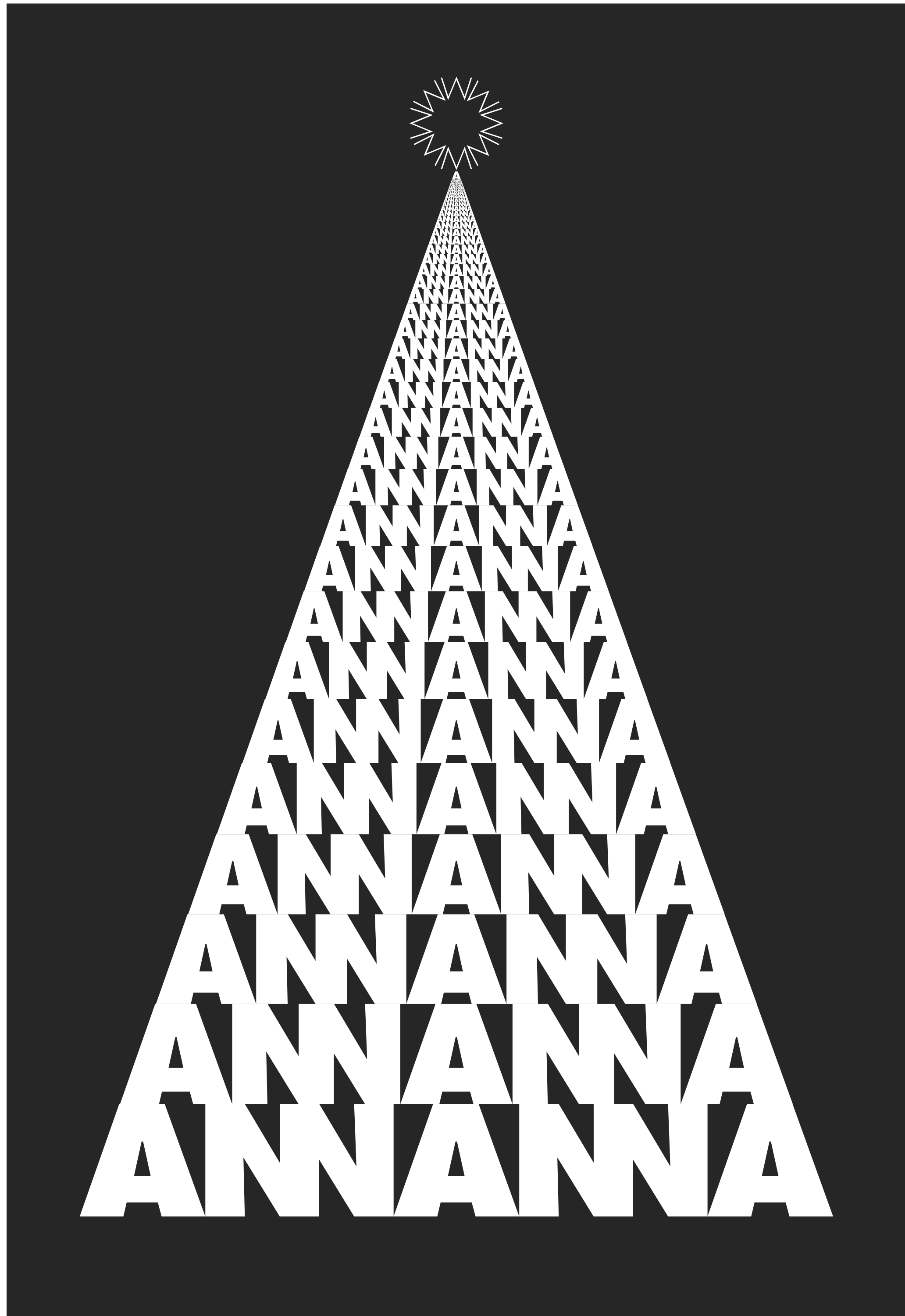
***“I wouldn't know
how to find eBay on
the computer if my
life depended on it.”***

MARC JACOBS

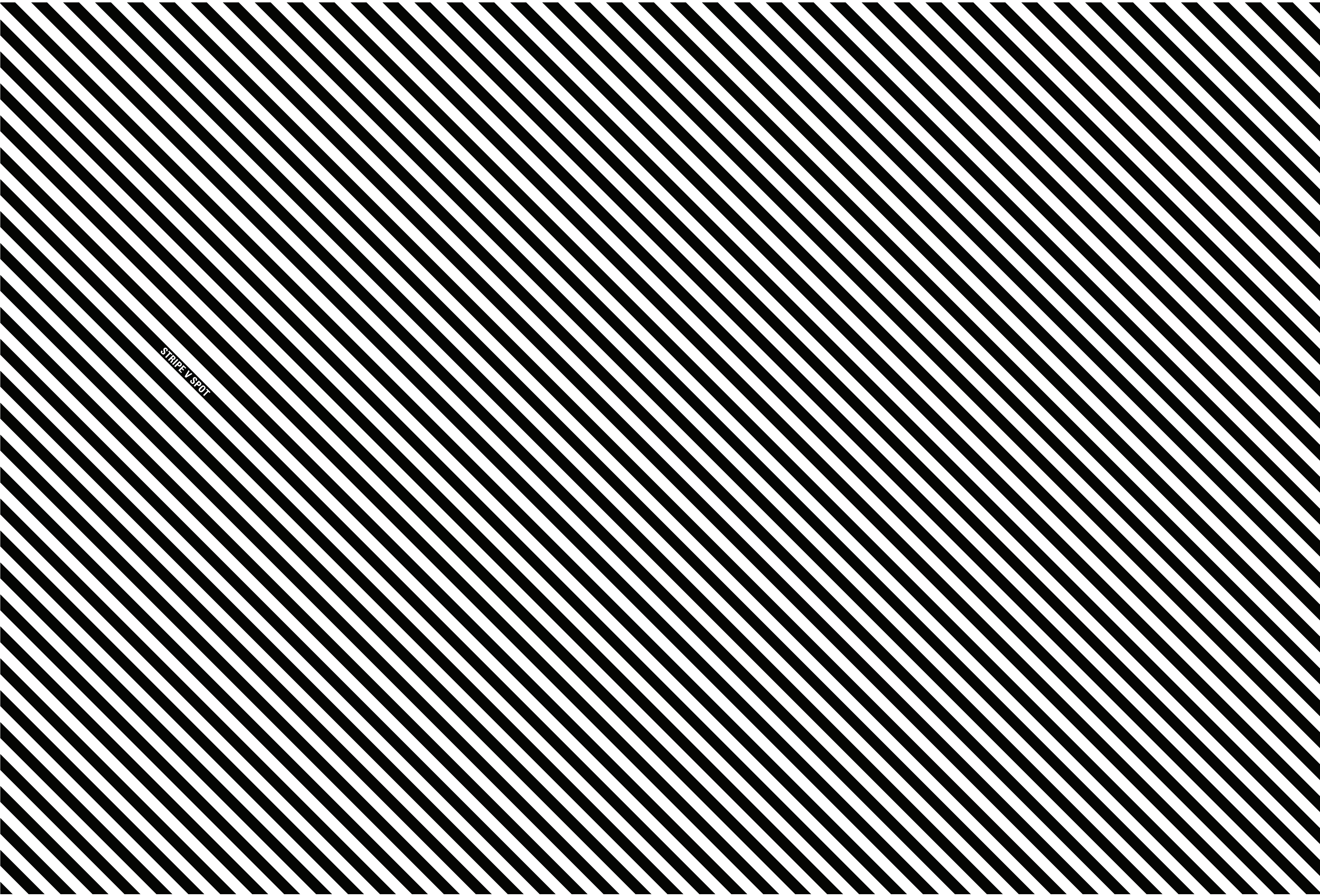




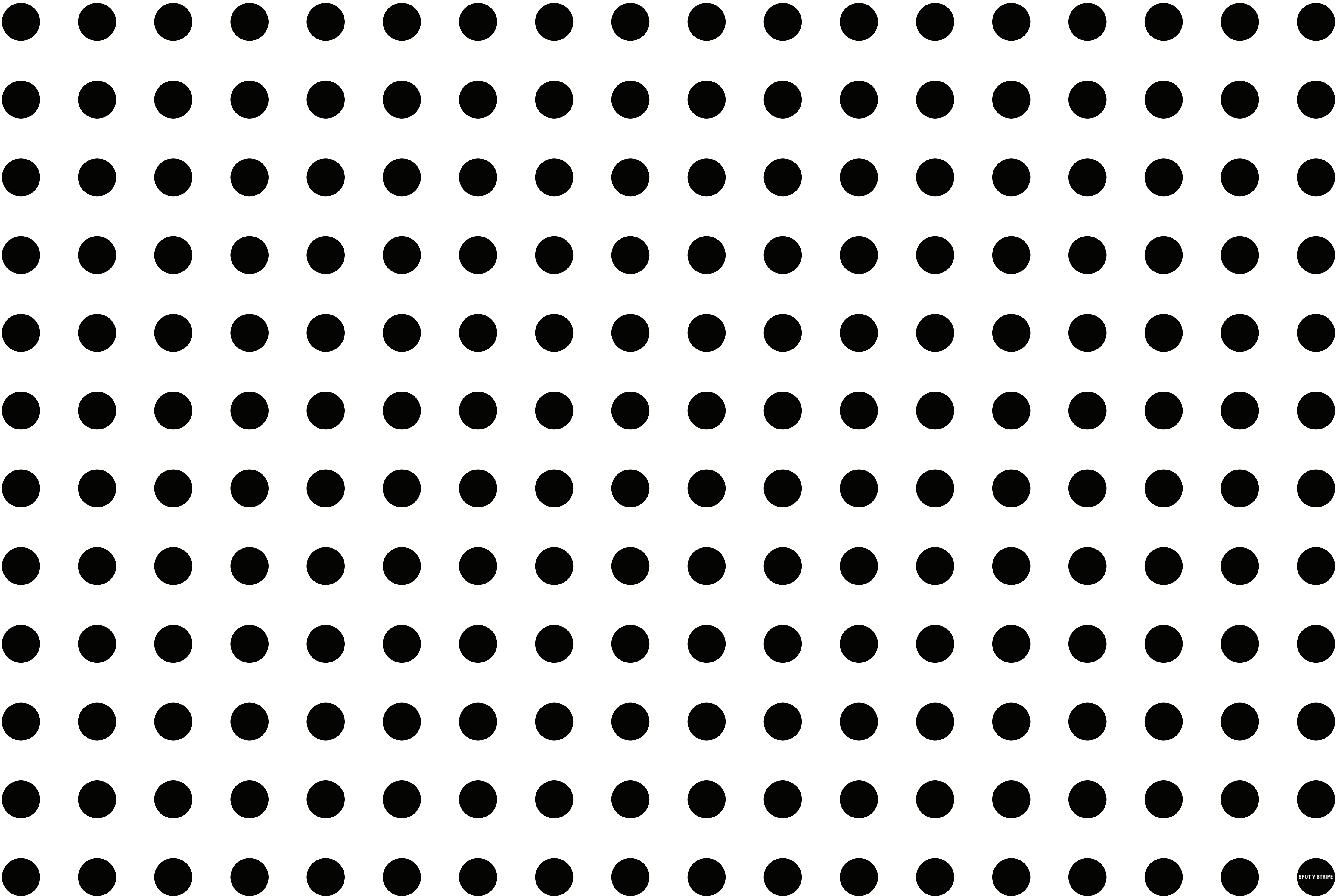








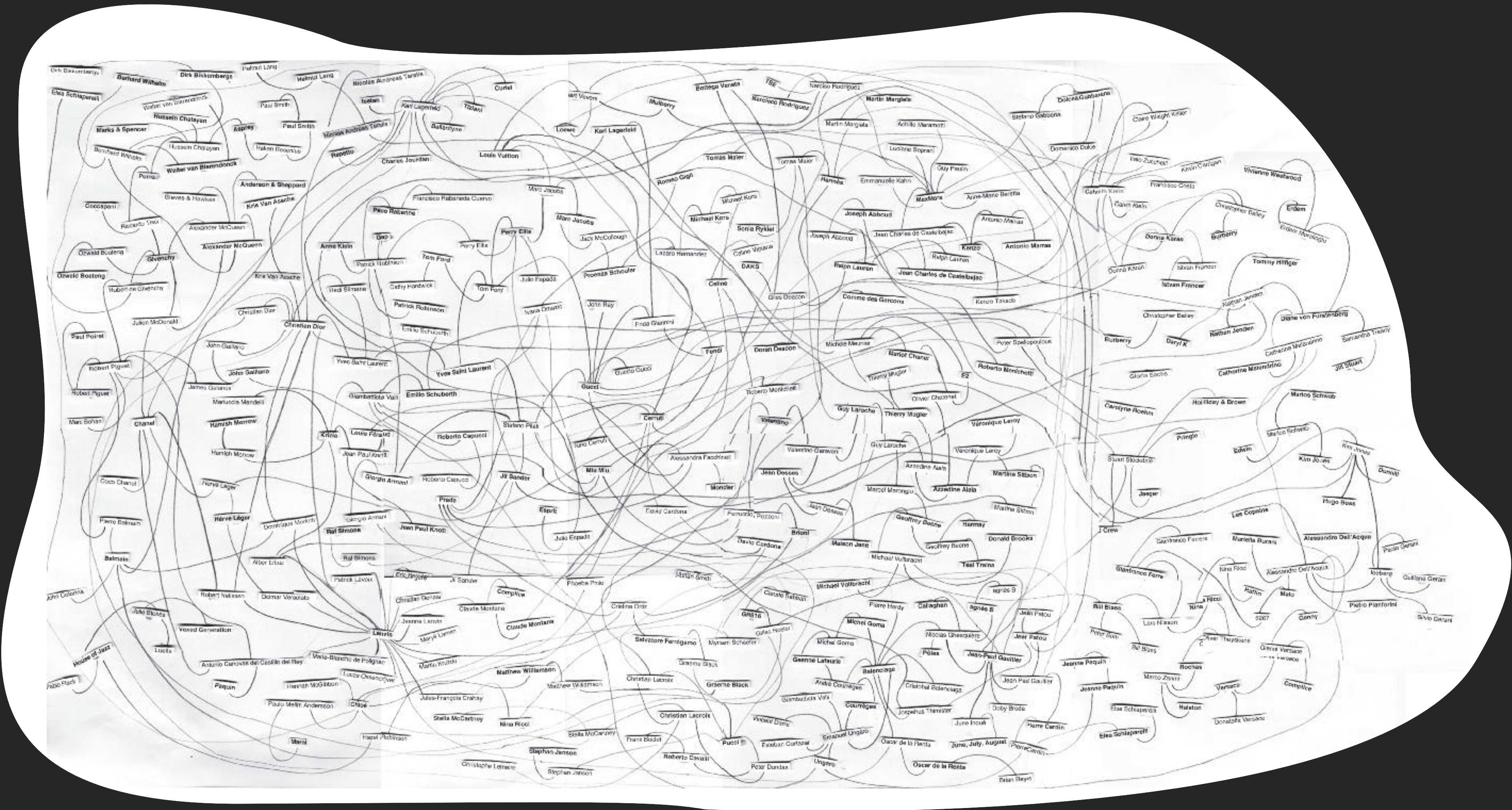
STRIPE V SPOT



SPOT V STRIPE

2008 COLLABORATIONS





A VERY INCOMPLETE GRAPH OF THE INCESTUOUS WORLD OF FASHION



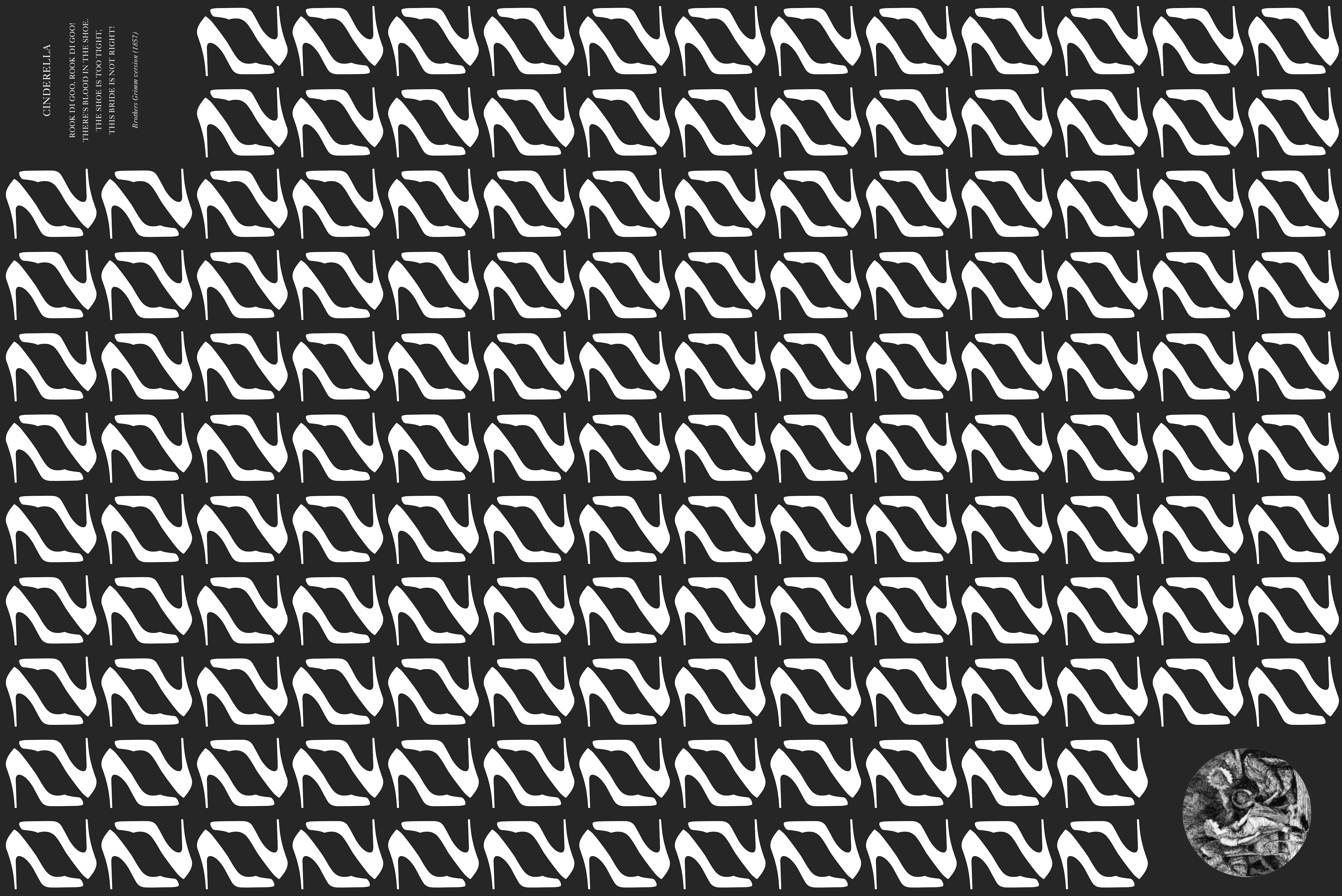
I DID NOT REALLY CHOOSE THE RED SOLE.
IT'S MORE LIKE THE RED SOLE CAME TO ME AND
HAD TO STAY WITH ME. IT STARTED AS A HAPPY
ACCIDENT, WHICH I KEPT. I WAS VERY INSPIRED BY
POP ART SO ALL MY DRAWINGS WERE REALLY FULL
OF COLOURS. SO, THE FIRST PROTOTYPE ARRIVES.
IT'S VERY SIMILAR TO MY DESIGNS, SO I WAS VERY
HAPPY. BUT SOMETHING WAS MISSING. THANK GOD
I HAD THIS GIRL WITH ME WHO WAS PAINTING HER
NAILS. I GRABBED HER NAIL POLISH - THANK YOU
TO CHANEL FOR THAT! - I GRABBED THE NAIL
POLISH AND I PAINTED THE SOLE.

CHRISTIAN LOUBOUTIN

CINDERELLA

ROOK DI GOO, ROOK DI GOO!
THERE'S BLOOD IN 'THE SHOE,
'THE SHOE IS TOO TIGHT,
'THIS BRIDE IS NOT RIGHT!

Brothers Grimm version (1857)



LOST+FOUND NO.2
A FASHION FANZINE, A VIEWPOINT
ON BRAND ARCHAEOLOGY™
DECEMBER 2008

Email your postal address to
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