



**PRESS RELEASE
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Sketchbook Magazine is about to launch

London, UK/ 20 October 2009: Sketchbook Magazine is here! After much anticipation, the London-based independent quarterly magazine showcasing fresh, individual and burgeoning creative talents in fashion, design and culture and around the globe celebrates the launch of its first edition: The Fashion Blogger Issue. 'I blog therefore I am.' In this digital age, fashion blogging has blossomed into a cultural phenomenon and become a way of life for both fashion journalists and fashion fans alike.

As the art of blogging turns the industry on its head with fashion readers not only turning to the internet to be informed about the latest news, but themselves becoming the editors of the fashion industry, sitting in the front rows of major fashion shows, Sketchbook jumps head first into the future of fashion and the rising stars of the blog-o-verse in its first issue.

Interviews with Sketchbook cover girl and arguably the reigning queen of the fashion blogosphere, Susie 'Bubble' Lau, for her internationally read and fanatically followed **Style Bubble** and fashion blogging matriarch Diane Pernet for **A Shaded View on Fashion** present two of the fashion blogging world's most eminent and compelling figures. The first, a fashion outsider whose musings brought her inside as one of the first bloggers to be recognised by the industry, the second, an icon of fashion and a force to be reckoned with.

A passion of the magazine is the visual arts, photography and illustration. In the world of fashion blogging it is the picture, the photograph, the image that creates a story, starts a posting frenzy or gives birth to a new trend. Between Susie Bubble and Pernet lies a visual fashion feast of blogs all bringing their own unique brand of eye candy home to their loyal readers. In celebration of this, Sketchbook features illustrations on the major fashion bloggers: **Jak & Jil**, **Garance Dore**, **The Sartorialist**, **The Facehunter**, **Fashion Toast** and **Abdul Lagerfield**.

While it is the final product that is projected into the world, Sketchbook also holds dear the importance of the idea from creation and the concept to journey's end. Interviewing accessories designer Fred Butler, who creates imaginative one-off pieces for fashion shoots, photographers and designers; characterising her work by the inclusion of everyday objects and exploring with jelly mongers **Bompas & Parr**, whose work operates 'in the space between food and architecture' takes Sketchbook into a hub of

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creativity, design and invention.

As the world around us continues to change and develop at a speeding rate, Sketchbook travels the globe presenting photography from Africa to Iran and Afghanistan and, in a special feature, explores the protests of the G20 summit in London.

In an ever-changing market of magazine and Internet fashion culture, Sketchbook Magazine brings something a little different. Original sketchbook drawings and graphics and exclusive interviews celebrating unearthed talent and artists at the forefront of their careers, Sketchbook looks to the creative mind that wants to explore, expand and discover something new from a portfolio of fashion, art and culture.

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