

# LIVE OUT LOUD

*for those who see*

*diamond flush*

LATEX COUTURE

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**EXCLUSIVE! LOUIS VUITTON'S  
SAVE THE PLANET CAMPAIGN**

The 21<sup>st</sup> Century has not been kind to fashion. The unique, creative essence that drives the industry has slowly been diluted by disposable trends and mass-market, global brands. Modesty and eccentricity – two crucial fashion ingredients – have largely been replaced by bottom line lean counters and marketing strategies. But all that is about to change.

Individualism is making a welcome comeback, as is the celebration of the eccentric. These designs certainly qualify as both individual and eccentric. Some call it fetish fashion, others call it haute couture; I just call it fabulous. It may take more than a dusting of baby powder to slip into one of these numbers, but then again, real fashion has never been for the faint hearted.

Dan Chung

Paula Gruber turns down some of the hottest designs to what your appetite

**RUBBER**

*ba*



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Japanese-born, London-based Atsuko Kudo and Katja Ehrhardt of Hamburg, Germany are two latex designers who have successfully managed to blur the boundaries between haute couture and fetish fashion. In an ode to her obsession for the finest styling, detail and fit, Kudo has recently had the privilege of her work being shot by Steven Meisel for Italian *Vogue* and Patrick Demarcheier for Paris *Vogue*. Now all you need to order your own creation online is the desire, a tape measure, and the honesty to relay its findings correctly! ●