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EMMA WATSON

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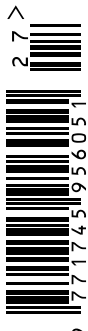
KENDALL FORCED TO 'DITCH TAYLOR SQUAD'

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SWELTERING Vs SWASH-OUT
Your SOS wardrobe

ISSUE 583



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Hi, MY NAME IS...

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AT FIRST GLANCE, you'd be forgiven for thinking that Gigi Hadid had launched her own fashion brand, since she's been wearing her name on her sleeve – and on her lapel, chest and back, too. But, sadly, there's no Brand Gigi – just a trend for personalised fashion. While Bella Freud probably won't be designing custom knitwear for us mere mortals anytime soon (Hadid's 'God Created Gigi' knit is courtesy of Freud), there's more than one way to spell it out. Hand & Lock's monogramming pop-up proved so popular in Topshop's Oxford Circus store that it's just been made permanent. Adidas's design-your-own option lets you stamp your initials across the heels of your Gazelles, and you can spell out your moniker on handbags and phones in Anya Hindmarch's graphic letter stickers. Or take your cue from Carrie Bradshaw, the woman who launched 1,000 websites – all selling name necklaces. It's time to name names...



1. Rucksack, £795, Burberry (uk.burberry.com). 2. Necklace, £34.90, mynamenecklace.co.uk. 3. Letter stickers, £35 each, Anya Hindmarch (anyahindmarch.com). 4. Holdall, £890, Louis Vuitton (uk.louisvuitton.com)