

# GENERATION NOW

## LCF supports Pourquoi Pas? magazine

CASSIE FITZPATRICK, WGSN 26.09.08

The London College of Fashion hosted a lavish party in honour of the launch of the "Glamour Issue" of David Downton's new *Pourquoi Pas?* magazine. WGSN reports.

### Contacts

[www.pqpmagazine.com](http://www.pqpmagazine.com)

London College of Fashion  
20 John Princes Street  
London  
W1G 0BJ

Tel: +44 (0)20 7514 7552  
[www.fashion.arts.ac.uk](http://www.fashion.arts.ac.uk)



Carmen Dell'Orefice, Jade Parfitt and Lulu Guinness

Dita Von Teese

Coinciding with the last day of another successful London Fashion Week, guests turned up to the event to celebrate the second issue of the illustration-style magazine *Pourquoi Pas?* in their droves.



Erin O'Connor

Erin O'Connor, David Downton and Dita Von Teese

**Glamorous guests were in plentiful supply**, with a celebrity roll call that included Erin O'Connor, Jade Parfitt, Carmen Dell'Orefice, Jimmy Choo, Katharine Hamnett, Lulu Guinness, Roland Mouret and **guest of honour Dita Von Teese - who features in a series of drawings included in the new issue.**



Dita Von Teese by David Downton, 2008

Author and visiting lecturer at LCF, Downton commented: "With the second issue of *Pourquoi Pas?* I wanted **to celebrate drawing in an industry almost completely dominated by photography.** The reason I became a fashion illustrator was not fashion per se, but the work of these great

artists, and the reason I started the magazine was in order to pay tribute to them."



*Puritan Cool* by Bob Peak,  
1965



*Dior* by René Gruau,  
published in *International  
Textiles* 1955



*Dior* by Francois Bertaud,  
published in *Numero* 2004,  
courtesy of  
René Gruau

Building on the notable success of the first issue, the "Glamour Issue" features key fashion figures such as Suzy Menkes and Robin Muir, and archive illustrations from Christian Lacroix. The second issue has been soft-launched and is **available from Browns, Fenwick, Harrods and the Victoria & Albert Museum.**

© WGSN 2008