

CLOSET *confidential*

They style! They write! They shop! From vintage Chanel to a favourite old T-shirt, *marie claire* goes inside the wardrobes of fashion's hottest bloggers. By Anne Fullerton



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LEANDRA MEDINE, 24

“I’M SOMETHING OF A STINGY PACKER. I TEND TO LAYER AS MANY CLOTHES AS POSSIBLE FOR A FLIGHT.”

Leandra Medine insists that clothing is only as valuable as the story it evokes. “I have a velvet jacket that my grandmother gave me. She wore it to my dad’s wedding. Generally, though, I don’t particularly love any piece of clothing,” reveals the New York-based fashionista.

This appreciation for storytelling has not only made Medine’s Man Repeller blog a unique voice online, it has also earned her more than 100,000 Twitter followers and a front-row seat at New York Fashion Week.

Created in 2010, when Medine was still a journalism student, Man Repeller is a tongue-in-cheek celebration of the clothes women love but men often hate, such as formal pyjamas, bow ties and fierce-looking footwear. It was born after a friend suggested Medine’s dress sense could be the reason she didn’t have a boyfriend.

Her signature look also doubles as a travel tip: “I’m something of a stingy packer. I tend to layer as many clothes as possible for a flight so I don’t have to pack very much.”

While the blog is going strong, Medine may want to consider renaming it: last June she married financier Abie Cohen. True to her style, she wore a white Marchesa gown – with a white leather motorcycle jacket.

www.manrepeller.com





“THE SUNGLASSES (ABOVE) ARE BY PRADA. SADLY, I’VE LOST THEM. SUNGLASSES AND ME ARE AN AWFUL COMBINATION.”



SUSIE BUBBLE, 29

Susanna Lau, aka Susie Bubble, might be one of the most recognisable fashion bloggers in the world, renowned for her vivid, playful style, but her favourite piece of clothing comes as a surprise. “[It is] probably a plain old grey New York Mets T-shirt. I wear it a lot at home and the shape is just right. It’s one of the first things I bought when I went to New York on my own when I was 16,” she says.

The former editor of Dazed Digital, Lau (who was nicknamed Susie Bubble in school because she lived in a world of her own) started her blog, Style Bubble, in 2006 as a way to explore her fashion obsession. With a taste for the avant-garde, Style

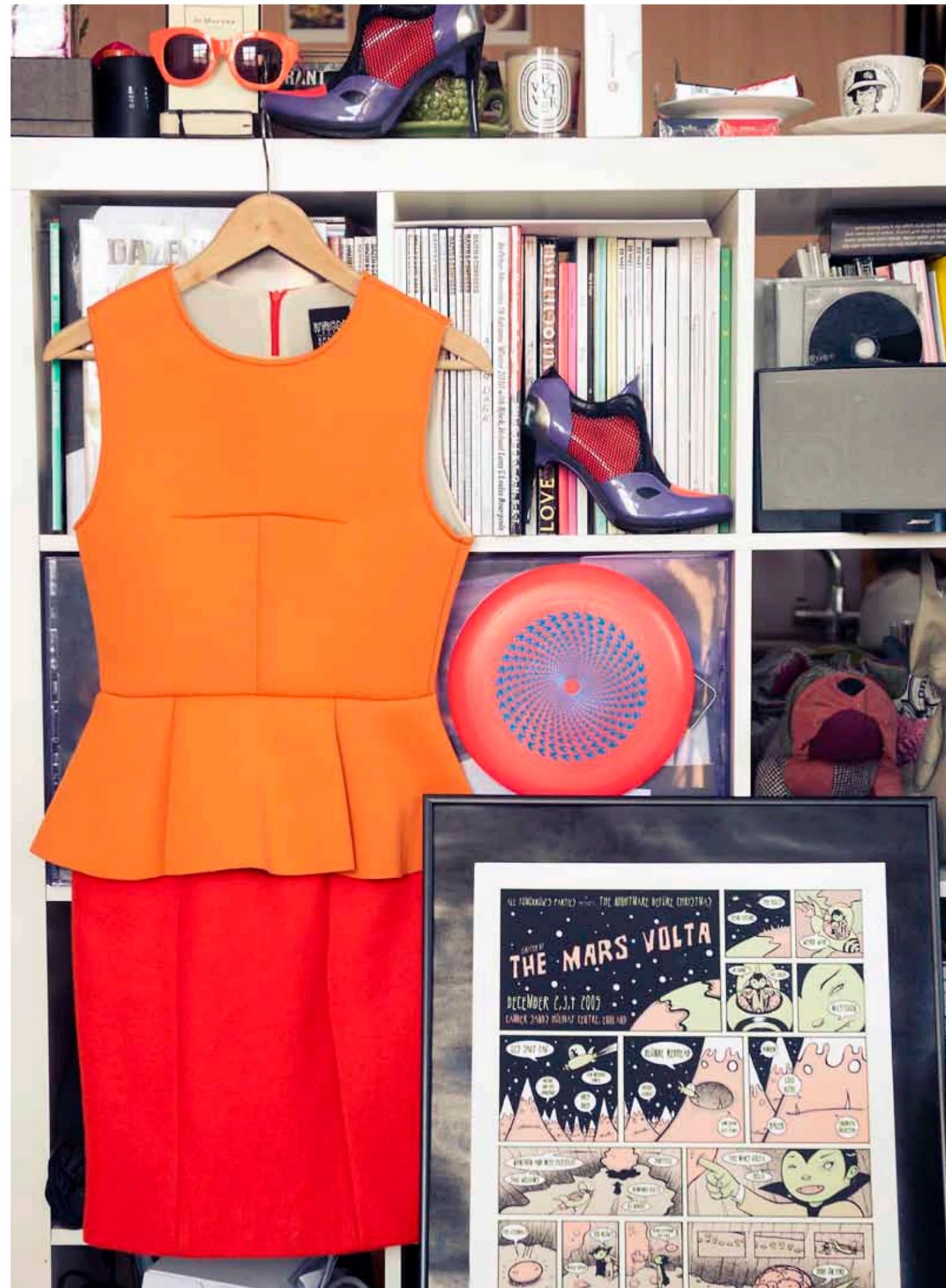
Bubble showcases young and unknown designers alongside high-end labels.

Blogging has taken British-born Lau around the world, but one city holds a special place in her heart: “Tokyo! It’s got everything. Great vintage, brilliant designer consignment stuff and Japanese designers – labels like Toga, Sacai, Comme des Garçons and Tsumori Chisato are some of my faves.”

One thing she constantly struggles with: not losing her sunnies. “The wooden sunglasses are by Prada and, sadly, I’ve lost them. Designer sunglasses and clumsy me together makes an awful combination; the same goes for fancy umbrellas.”

www.stylebubble.co.uk

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“THE JACKET (RIGHT) IS BY 3.1 PHILLIP LIM. I DON'T THINK I'LL EVER GET SICK OF IT. IT HAS THIS REALLY BADASS FIT.”



RUMI NEELY, 28

“My style is simple, very '90s. I don't like wearing a ton of pieces at once, so the things I buy have to be the most perfect version of themselves,” says Rumi Neely, the brains, face, body and fingers behind Fashiontoast. “It's tempting as a blogger to put on something crazy to shock your audience, but after a while they'd become unshockable. The most inspiring blogs are the ones with the narrowest scope.”

Readers seem to share her sentiment, given Fashiontoast garners more than 100,000 hits a day. Taking inspiration from the Parisian school of dressing – “that combination of meticulously caring about your appearance and then sabotaging it by

undoing it a little” – she's always on the lookout for pieces to add to her collection, whether she's at a flea market in Tel Aviv or Barneys on Madison Avenue in New York.

But when it comes to packing for travel, Neely admits her approach is “haphazard”. “I just throw the things that are the most appealing to me at the moment in a couple of suitcases and hope for the best,” she explains. “Inevitably, I end up buying things on my travels, so I try to leave room to accommodate that.”

“The jacket [pictured above] is by 3.1 Phillip Lim from A/W 2010. I don't think I'll ever get sick of it. It has this really badass fit.” www.fashiontoast.com