NAKED GLORY
Vanessa Beecroft dresses and undresses, just for us

NEW MODEL ARMY
Go stare crazy

EYE-POPPING PULL-OUT POSTER
The only 85 colours you'll need this season

HOUSE OF WORSHIP
At home with fashion's true believers

Tom Ford's pecan pie
Karl Lagerfeld's iPod pimp
Uniqlo's pully power

THE NEW MALE BODY
Do you measure up?

Erwin Wurm's living sculptures; fashion on film; the world's best new stores
The Italian fashion giant MaxMara sold 15,000 camel coats this past winter season. Why such a huge sale of this humble, sandy brown basic? It’s pretty simple if you do the fashion math (see page 106 for other fascinating facts and figures). A significant number of designers decided to use a significant amount of camel in their runway shows early last year. This gets picked up by and reported on by a significant number of significant fashion editors and before you can say ‘one hump or two’, a significant number of retailers have put through a significantly large order, thus fuelling and subsequently sating the inevitable camel craze.

A tad manipulative, perhaps, but fashion is big business, after all, being worth globally in the region of £50bn a year.

Of course, camel was SO last season, and by the evidence of our trend forecaster/model above (this is, in fact, artist Erwin Wurm’s architect Gregor Eichinger), things are looking a little more, well, layered for spring/summer 2012. See more of Erwin’s ‘creations’ on page 186. And Erwin is not the only internationally renowned artist to lend their talents to this issue. Go to page 140 to be wowed by the unique vision of prima performance artist Vanessa Beecroft. Getting dressed (and undressed) has never been so much fun.

Tony Chambers, Editor-in-Chief
THE CANDY GIRL

Jenny el Nadi, artist, and Judith Freund, art history student, wear maxi dress, £80, by Paul Smith
THE SURGEON

August Kocherscheidt, artist/designer, wears stretch top, £19, by Unrealito. Worn underneath, shirt with ribbons, £250, by Raf Simons. Shorts, £230, by Prada. Shoes, £370, by Comme des Garçons, from Dover Street Market

BODY

LINE

Erwin Wurm uses everyday objects to create startling living sculptures. The Viennese artist dropped his brooms, biros and buckets to rummage through our wardrobe. The result? An arresting array of weird and wonderful characters who tell the season's big stories

Direction Erwin Wurm
Photography Elfie Semotan
Fashion Mathew Stevenson-Wright
THE OFFICE BOY

Laurin Wurm, art student, wears dark grey suit, £1,195; white shirt with grey check, £195, both by Dunhill; Prince of Wales check suit, £995; pinstripe suit, £795; pale blue tie; dark blue tie, £85, each, all by Richard James. Shoes, £90, by Veronique Branquinho. Together with Camper
THE COLOUR BLOCKER

THE PAINTER


Wallpaper
THE SAILOR

Michael Wurm, art student, and Judith Freund, art history student, wear jacket, £990, by Junya Watanabe Man. Polo shirt, £95, by Façonnable. Michael wears trousers, £125; Judith wears jeans, £427, both by Junya Watanabe Man. Shoes, £30 a pair, by Church's.
THE FLOWER SELLER

Laurin Wurm, art student, wears shirt, £19.95, by Paul Smith Jeans. ‘Bone’ bangle (on his left arm), £4.50, by Disaya. ‘Candy’ bangle (on his right arm), £8.00, by JW Anderson. Blue jeans, Egg; pink socks, £6.00, both by Paul Smith. Stephanie Cumming, actress, wears dress, £65.00, by Paul by Paul Smith. ‘Liberty Print’ bangle (on her right arm), £15.00, by JW Anderson. ‘Fang’ bracelet, £12.50; ‘Spine’ bracelet, Egg; ‘Ribcage’ ring, £25.00 (all on her left arm), all by Disaya. Purple jeans, Egg; blue socks, £6.00, both by Paul Smith.

For stockists, see Resources, page 214.

Meet more characters and step behind the scenes (into Erwin Wurm’s apartment, where we shot the story) at www.wallpaper.com.

Erwin Wurm’s assistant: Levi Michl
Photographer’s assistant: Simon Froehlich
Hair and make-up: Dalia Riccetti

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