



Harper's

BAZAAR

September 2007 £3.70

**FASHION'S
SEXY NEW
SILHOUETTES**
BIKER, PUNK,
40S, MILITARY

40
**UNDER
FORTY**
BRITAIN'S
NEW POWER
PLAYERS

SECRETS OF THE
WORLD'S TOP
MAKE-UP ARTIST

**CAN'T
SLEEP?**
PUT IT RIGHT
WITH OUR
DEFINITIVE
GUIDE

THE BRITISH ISSUE

THE
RETURN
OF THE
WAIST



FOR TY UN D E R

40

Britain is buzzing with a generation of charismatic young faces who are reshaping the nation. **DERREN GILHOOLEY** introduces the New Establishment.

Photographs by **MARY McCARTNEY** and **ALEXEI HAY**

The Establishment – the people who run and shape our country – is about as British as it gets: think Oxbridge and old-school ties, a City job and membership to a St James's club. In the past decade, however, the rules have flipped. Gone are the stuffy suits (and almost exclusively white, male faces) of old, replaced by a vibrant mix of people from different ethnic groups and backgrounds. The professions that shape Britain have changed too, with creatives and, more recently, campaigners leading the way. Here, *Bazaar* celebrates the New Establishment – the 40 people under the age of 40 who we feel best represent what it means to be British today. We photographed six of our favourites in 'Made in Britain' T-shirts, created exclusively for *Bazaar* by Paul Smith, himself a role-model for many on our list. Some you may have heard of; others, you will have soon. Read on to discover the household names and empire-builders of the future...

1 GEORGIA FROST

AGE: 17

WHO? Mould-breaking meteor of British modelling [opposite].

BAZAAR SAYS: With her angular frame and stellar bone structure, Frost is set to change the heart-shaped, wide-eyed face of modelling. First discovered shopping at Camden Market aged 13, Frost hit modelling's major league last year, starring in the Burberry campaign with Kate Moss and Stella Tennant. This season sees a controversial, sexed-up shoot with Steven Klein for Dolce & Gabbana. This fashion force has wit, too. When asked for her beauty secrets, she replies: 'I'm young; I don't need them.' **BURBERRY'S CHRISTOPHER BAILEY SAYS:** 'Georgia is the new, cool British girl of the moment.'

2 THOMAS HEATHERWICK

AGE: 37

WHO? Genre-bending Brit designer.

BAZAAR SAYS: Heatherwick's work defies categorisation. When commissioned to create a pedestrian footbridge for London's Paddington Basin, he made an exquisitely engineered crossing that curled up like a caterpillar. *The B of the Bang*, a colossal sculpture on the outskirts of Manchester, put Heatherwick on the map. Currently, he is creatively directing the redevelopment of Milton Keynes and designing a Buddhist temple in Japan. **THE DESIGN MUSEUM'S DEYAN SUDJIC SAYS:** 'Thomas is a genuine one-off. He can turn simple, everyday things into magic.'

3 SUZY HOODLESS

AGE: 33

WHO? Britain's brightest taste-maker.

BAZAAR SAYS: Hoodless made the leap from printed page to reality in 2000, when she left her role as interiors editor at *Wallpaper** magazine and set up her own design practice in Clarendon Cross. Hoodless' trademark is a surreal mixture of historic and contemporary pieces, plastering walls with pages from *The Scotsman* newspaper, say, while upholstering chairs in woollen blankets. Commissions range from a converted chapel in Scotland to Erin O'Connor's Georgian townhouse. Her aesthetic savvy is also in demand with advertisers including Gucci. **THE GUARDIAN'S CAROLINE ROUX SAYS:** 'She creates some of the country's finest interiors.'

4 LAUREN CUTHBERTSON

AGE: 23

WHO? The new darling of dance.

BAZAAR SAYS: On the day Darcey Bussell danced her swansong, Lauren Cuthbertson made her debut as first soloist with the Royal Ballet, dancing the Swan Princess. Many hailed her as Bussell's heir apparent. Cuthbertson won Young British Dancer of the Year in 2001, before joining the Royal Ballet and swiftly being promoted to soloist. She's on a fast track to principal status, and balletomanes hope the 23-year-old from Devon will restore some British spirit to a line-up of principals dominated by foreign talent. **TIME OUT'S ALLEN ROBERTSON SAYS:** 'Stylish and self-assured, Lauren is poised on the brink of a stellar career as one of the Royal Ballet's most impressive young soloists.'

5 ALICE HAWKINS

AGE: 26

WHO? A fresh face in British fashion photography.

BAZAAR SAYS: This suicide blonde with a killer pout has blazed a trail with a series of 'everyday burlesque' self-portraits for photographer Nick Knight's Showstudio web gallery, and images for the world's hippest fashion bibles, including US *Bazaar*. She has snapped a diverse range of subjects, from Gisele Bündchen to the Chingford Ladies' Tea Dance Club. Advertising campaigns for Smirnoff, Topshop and Agent Provocateur have since followed. Every art director wants Hawkins on speed-dial. **PHOTOGRAPHER NICK KNIGHT SAYS:** 'Alice has the audacity fashion needs.'

6 JUSTINE GREENING

AGE: 38

WHO? New-style Conservative, challenging voter apathy.

BAZAAR SAYS: When Greening took the seat of Putney from Labour in the 2005 general election, it signalled a revival in Conservative Party fortunes. Greening was seized upon by the media as the new face of Toryism and was swiftly promoted to vice-chairman. She's the youngest female Conservative MP in the Commons, and has said: 'Young voters, far from being apathetic, are there for the taking.' Expect to see the appealing Greening foregrounded in future election campaigns. **MP BORIS JOHNSON SAYS:** 'Justine is fresh, intelligent, hard-working, committed and very smart. The one to watch.'

7 LEWIS HAMILTON

AGE: 22

WHO? Formula 1's new all-conquering hero.

BAZAAR SAYS: Hamilton has sports-world pundits hailing him as a driver that can match the glamour, talent and sponsorship of David Beckham. He already holds a clutch of records: youngest driver ever to lead the Formula 1 championship; only newcomer to have led the championship; and youngest driver ever to finish in the top three in all of his first five Grand Prix races. He is also the first driver of Afro-Caribbean descent to compete in Formula 1. He's got off to the most incredible start at the time of going to press, Hamilton had just garnered his second successive Grand Prix win and taken a 10-point lead in the World Drivers' Championship. Riches from prize money and sponsorship await, as well as the perks of stardom. **BAZAAR SAYS:** 'I was invited to Hamilton's party and invited Hamilton backstage at Wembley earlier this year.' **A SPORTING LEGEND ALREADY VERY MUCH IN THE MAKING. DRIVING LEGEND JACKIE STEWART SAYS:** 'Hamilton has the potential to rewrite the book.'

8 GEORGINA GOODMAN

AGE: 39

WHO? Rising star among British shoe designers.

BAZAAR SAYS: Goodman's couture approach represents the next step in footwear evolution, and the future of our feet with all things shoe-related. Formerly a stylist at *i-D*, Goodman enrolled at Cordwainers College to study shoemaking in the late 1990s. In 2001, she progressed to an MA in Fashion at the College of Art, and opened a Mayfair store in 2002. Her trademark sculptural shoes, crafted from a single piece of untreated leather, were an instant hit, and she has a cult following for her to British manufacturing in her couture work, as well as a burgeoning ready-to-wear range. Goodman's A-list fans include Thandie Newton and Mischa Barton. We look forward to her expansion into homewares, as well as a range for menswear. **SHOE MAESTRO MANOLO BLAHNIK SAYS:** 'I'm a huge fan of Georgina's work. She has a great talent and a good eye for detail. I've been following her career since she was a student at Cordwainers.'

9 EMILY BLUNT

AGE: 24

WHO? Make way for cinema's new English rose.

BAZAAR SAYS: Of all the awards Blunt has collected in her brilliant but dazzling career, we think *Entertainment Weekly's* Greatest Brit award is most deserved. The film was ostensibly Meryl Streep's biggest role, but Blunt's character Emily Charlton, a young Brit trying to make it in New York, walked away with the award. This Roehampton-educated actress scooped the Evening Standard Theatre Award for Best Newcomer in Peter Hall's acclaimed production *The Royal Family*. *The Devil Wears Prada* followed, bringing her Bafta and Golden Globe nominations. The film has placed Blunt on a trajectory similar to that of Hollywood favourite Brit-actresses Kate Winslet and Rachel Weisz. Her next films see Blunt starring opposite Tom Hanks and Judi Dench. She shares a home with jazz-star boyfriend Michael Bublé. **OSCAR-WINNING ACTOR MERYL STREEP SAYS:** 'She's a brilliant young actress I've worked with in some time - perhaps the best I've ever worked with.'