



Jean-Philippe Delhomme



{ FASHION SCRIBES }  
**BLOG HOPPING!**

Who are the global fashion scribes and style sleuths to watch? TEXT: KATHERINE GOUGEON

The gentle genius of French illustrator Jean-Philippe Delhomme is his ability to portray media-obsessed celebrity types as they are—and still get invited to their parties. Delhomme’s wry portraits, which satirize the fashion, design, art and literary scenes with affection and intimate precision, stem from years of observing the “cultivated class” in its natural habitat: fashion shows, cultural events and the stylish streets of Manhattan.

A long-time commercial illustrator for the likes of Vivienne Westwood, Alexander McQueen and Chanel, Delhomme hit America’s pop-culture radar in the early ’90s with a bold advertising campaign for Barneys New York that replaced standard fashion photography with comically captioned drawings inspired by its clientele. The first-ever English compilation of his humour, *The Cultivated Life*, reads like an exquisitely illustrated catalogue of first-world problems. Hand-drawn in Delhomme’s chic, painterly style, the book’s flamboyant characters include a downsized curator forced to camp out in an art installation and a poseur seeking the perfect outfit to convey his literary *gravitas*.

Delhomme recently launched The Unknown Hipster ([unknownhipster.com](http://unknownhipster.com)), a blog written in the character of “a French guy who appears at fashionable and cultural events without being on the list.” Combining sketches with deadpan editorial, Delhomme’s Hipster blogs about everything from the “gorgeous ensemble” of a homeless woman who hurls abuse at him when he mistakes her for a fashionista to his futile attempts to be shot by The Sartorialist. “I created The Hipster with the idea that he would be a parody of people who find a way to talk endlessly about themselves, but the character evolved into a way to create portraits of the New York world.”

One of the ironies of Delhomme’s party-crasher style of reportage is that he is now on every A-list in town. Far from fearing his brush stroke, most of his victims—Karl Lagerfeld and Anna Wintour included—are flattered. “I don’t look at my subjects with the cold eye of a caricaturist; I look for what is extravagant and original about them,” says Delhomme. “It’s rather affectionate.”

So, has he been photographed by The Sartorialist? “One day Scott [Schulman] took my picture. I thought it wasn’t a big deal until hundreds of comments poured in. It was funny to read that people liked my shoes.” ▷

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Illustrations (clockwise, from top left): Fitting at threeASFOUR; photographer Terry Richardson; an Alexander McQueen gown; designer Karl Lagerfeld; The Unknown Hipster



# BLOG STARS

LONDON

**Blogspot** Style Bubble ([stylebubble.co.uk](http://stylebubble.co.uk))  
**Blogger** Susanna Lau (a.k.a. Susie Bubble). Lau considers herself a “mere consumer” and not a fashion expert or an insider, but her unholy knack for identifying trends and talent draws more than 10,000 visitors a day.  
**Mission** “To observe fashion from a very personal perspective and just put it out there for people to say yea or nay.”  
**Lesson learned** “Blogging requires a thick skin.”  
**Canadians are cool because...** “They are the happy medium between the Yanks and the Brits.”



Style Bubble's Susanna Lau



Blog writer Joe Sinclair and his fashion muse, Katie MacKay



**Blogspot** What Katie Wore ([whatkatiwore.com](http://whatkatiwore.com))  
**Bloggers** Joe Sinclair and Katie MacKay. Sinclair writes the words; MacKay wears the clothes: a different outlandishly stylish outfit every day for a year (and counting). Posting through sickness, hangovers and bad-hair days, Sinclair says that the concept was inspired by the fashion bloggers who kept stopping MacKay on the street to take her picture.  
**The plan** “To keep at it until we get bored or you get bored.”  
**Sample post** “Today Katie is wearing a Toast skirt (as a dress), Tabio leg warmers, white woollie socks and some curtain ties from [British hardware store] B&Q as a necklace.”  
**Best fan line** “Katie looks as mad as a box of bubbles, but I love her.”

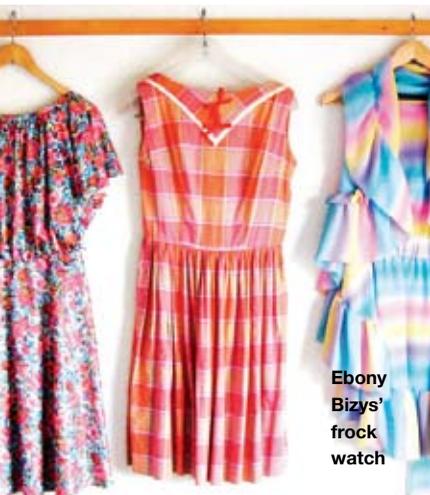
# NEW YORK



Claire Sulmers with Marc Jacobs

**Blogspot** The Fashion Bomb ([fashionbombdaily.com](http://fashionbombdaily.com))  
**Blogger** Claire Sulmers. Sulmers, a freelance fashion journalist, has created an influential blog for the “urban fashionista” that targets women of colour. Posting six times a day, she dishes on everything from how to break into the fashion industry to what to wear to a hip-hop concert.  
**The evolution** “The blog started as a personal account of my shopping trips in New York and grew into a one-stop shop for celebrity style, looks for less, street chic and shopping advice.”  
**The perks** “Invites to fashion shows in Paris, London and New York.”  
**Best advice for bloggers** “Come up with a great name and buy the domain immediately.”

# TOKYO



Ebony Bizys' frock watch

**Blogspot** Hello Sandwich ([hellosandwich.blogspot.com](http://hellosandwich.blogspot.com))  
**Blogger** Ebony Bizys. From multicoloured manicures to Ninja toilet paper, this Tokyo-based Australian artist and graphic designer chronicles all that is cute, cool, cult, crafty and kitsch in Japan.  
**Why “Hello Sandwich”?** “I wanted something with a bit of ‘henna’ [strange] English that also played off local expressions like ‘let’s lunch,’ ‘calorie off’ and ‘level up.’ The name also references Hello Kitty, which is nice.”  
**Ultimate afternoon** “Riding my mamachari [city bike] and wandering through Shinjuku’s Tokyu Hands stationery department and Kinokuniya bookstore.”  
**Green fashion** “There is still a big ‘mori girl’ trend in Tokyo. These girls like to dress like they live in the forest. Think vintage blouses, puffed sleeves, ponchos, knits and furs.” □

Ebony Bizys

