

Wallpaper*

September issue 2013:

Wallpaper* reveals a head-turning new take on design, art and fashion

Wallpaper* magazine's September issue marks the start of a new era for the brand. Reinforcing its position as a collectible luxury object, the iconic international design and lifestyle magazine has been rethought and retuned, from contents to back page, for the demands of the contemporary consumer. The magazine's pages have a refined, elegant and intelligent new design, offering readers key information instantly but also allowing for longer and more indulgent reads. Higher quality paper means that the magazine's best-in-class photography looks better than ever. Meanwhile, the iPad edition has also been completely reconceived, and leading digital consultants Nicolas Roope of Poke London and Marc Kremers have been recruited to ensure that Wallpaper.com offers the ultimate in online aesthetics and experience.

The magazine's new look includes the introduction of two new typefaces, created in collaboration with typographic consultants and long-time Wallpaper* friends Paul Barnes and Christian Schwarz. Portrait is a sharply elegant Latin serif, designed by Berton Hasebe; Darby is a humanist sans serif, designed by Barnes and Dan Milne.

Also new for September is the strapline 'The stuff that refines you', a polished version of Wallpaper's original tag and a recommitment to serving up the best in design, art, architecture, fashion and travel.

September features include the fashion world's top ten go-to architects – a group entrusted with creating storeys that tell stories; the bags-to-riches story of Spain's leading luxury brand, Loewe; how Paul Smith put a brave new face on his old curiosity shop; and the collectors who profit from fashion's short memory.

British artist Linder, fashion photographer Paolo Roversi and model Saskia de Brauw bring to life the new season's all-white ensembles in a unique collaborative collage. Magnum photographer Alex Majoli is dispatched to Milan to report from tailoring's front line. And image-makers Tim Gutt and Shona Heath look to a Hitchcock-inspired set design to frame this season's best-dressed.

Tony Chambers, Editor-in-Chief, Wallpaper*: 'There's a new, fresh, sophisticated, modern elegance to the Wallpaper* layouts, so the world's best photographers, artists and illustrators have never looked better.'





10	William Sofield
12	Tommy Hilgert
14	Tommy Hilgert
16	Tommy Hilgert
18	Tommy Hilgert
20	Tommy Hilgert
22	Tommy Hilgert
24	Tommy Hilgert
26	Tommy Hilgert
28	Tommy Hilgert
30	Tommy Hilgert
32	Tommy Hilgert
34	Tommy Hilgert
36	Tommy Hilgert
38	Tommy Hilgert
40	Tommy Hilgert
42	Tommy Hilgert
44	Tommy Hilgert
46	Tommy Hilgert
48	Tommy Hilgert
50	Tommy Hilgert
52	Tommy Hilgert
54	Tommy Hilgert
56	Tommy Hilgert
58	Tommy Hilgert
60	Tommy Hilgert
62	Tommy Hilgert
64	Tommy Hilgert
66	Tommy Hilgert
68	Tommy Hilgert
70	Tommy Hilgert
72	Tommy Hilgert
74	Tommy Hilgert
76	Tommy Hilgert
78	Tommy Hilgert
80	Tommy Hilgert
82	Tommy Hilgert
84	Tommy Hilgert
86	Tommy Hilgert
88	Tommy Hilgert
90	Tommy Hilgert
92	Tommy Hilgert
94	Tommy Hilgert
96	Tommy Hilgert
98	Tommy Hilgert
100	Tommy Hilgert



About Wallpaper*

Truly international, consistently intelligent and hugely influential, Wallpaper* is the world's most important design and style magazine. Wallpaper* has readers in 93 countries and has unparalleled success in reaching the design elite right across the globe. With 12 themed issues a year, a limited-edition cover by a different artist or designer each month, over 870,000 Twitter followers and a monthly iPad edition, Wallpaper* has evolved from style bible to internationally recognised brand.

For further information, interview and image requests, contact:
Caroline Sampson, Marketing Manager,
Wallpaper* T: 44.20 3148 7712
E: caroline_sampson@wallpaper.com