

DASH

For immediate release

SEPTEMBER ISSUE – 'FLUID FAITH' AW13

About DASH AW13

“Dressing in itself can be ritualistic, and the way in which we communicate our inner self through our outer reflection is sublimely spiritual. It’s an act that is fluid, where we whisper what we want to be to others.” (Jemma Gray, ‘Prologue’)

Welcome to the redesigned **DASH** – not entirely ‘all new’ but with more than just a fresh coat of paint. Responsible for this change of outfit have been HUSK Founder and Art Director Vinzenz Hölzl and Graphic Designer Friederike Hamann, who devised a **more minimal layout** guided by strong colour and pop accents in our passionate quest to illustrate fashion. With four different covers, **DASH** reaches out to, and unites, its target audience oscillating between the fields of fashion, art, design and illustration.

Consequently, **DASH AW13 ‘Fluid Faith’** not only ‘whispers’ but, indeed, demands attention in its dissection of the love / hate relationship between fashion and faith. Adam Cooper explores the ultimate fall from grace for a bride of Christ – the nun – in ‘Celluloid Sisters’, Ralph Toledano, President of the Puig Fashion Division, tells DASH Editor in Chief Noémie Schwaller why the happiest moment in his life was not without sadness, while Tara Wheeler examines the hypocrisy of ‘Hacidic Chic’ while taking an observational trip down Stamford Hill.

Once again visually striking and with the right mix of **illustration and photographic imagery**, DASH AW13 is two pints of fluid and a packet of faith.

With a print run of 25’000 copies, **DASH** will be available from selected newsagents and booksellers worldwide from mid-September 2013.

Wednesday, 11th September 2013, marks the launch of DASH Magazine’s September Issue titled ‘**Fluid Faith**’ with an event held at **Hoxton Arches** (Unit 2, 37 Cremer St, London E2 8HD) from **6pm-12am**. Prolific fashion event DJ Erol Sabadosh will provide music on the night.

The event is kindly sponsored by Aivy Vodka, Bulldog Skincare for Men, ena salon, Lillyput Bakery, Peroni Nastro Azzurro, Ty Nant, Vita Coco, Wheyhey, Xanté and Zeitgeist.

Facts & Figures

Bi-annual London-based, beautifully made international high fashion print with a strong focus on creative fashion imagery. The fourth issue of **DASH Magazine** features the work of **illustrators** such as Eugenia Alejos, Henri Draws, Laura Ann Huber, Pedro Covo, Uli Knörzer and many others.

Photographers: Adam Goodison, Bryan Huynh, Lea Colombo, Michael Mann and many others.

Writers: Adam Cooper, Jemma Gray, Stephen Fortune, Tara Wheeler and many others.

Director and Editor in Chief: Noémie Schwaller

Features Editor: Harald Weiler

Art Direction / Graphic Design: Vinzenz Hölzl and Friederike Hamann

Post-production: PH Media

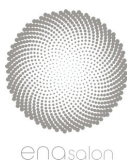
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