



BEL RÊVE THE ACTRESS, WEARING GUCCI IN LOS ANGELES

In her 23 years, Bel Powley has indulged in her share of youthful fashion dalliances. “When I was fourteen, I went through a Gothic stage,” says the actress. “Then came grunge—followed by an odd time when my friends and I would only wear filthy vintage dresses.” Powley, currently in the midst of a self-described “Scandinavian tomboy” phase, now favors scene-kid labels like Acne and A.P.C., though she has also transitioned seamlessly to the sort of red-carpet glamour apropos of an ingenue, thanks to her recent star turn in *The Diary of a Teenage Girl*. The film, which was set in the high-waisted and fur-coated seventies, was a sartorial treasure trove—something Powley didn’t realize until too late. “I wish I’d kept all those bell-bottoms,” she says wistfully. “I’m sure they’re languishing in a warehouse somewhere.”

For the New York premiere, Miu Miu sent her a head-to-toe number inspired by an even earlier decade. "I was like a sixties mod girl—it was a block of black, but then, at either end: sparkles!" The designer is quickly becoming a red-carpet favorite for Powley, who—refreshingly—prefers to keep styling to a minimum. "I never want to look too done," she says. "I want to stay looking my age—young and flirty." —LILI GÖKSEKIN

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POWLEY: RAF STAHELIN. FASHION EDITOR: LAWREN HOWELL. HAIR: DENNIS GOTTS. MAKEUP: SABRINA BEDRANI. PHOTOGRAPHED AT THE AVALON HOTEL BEVERLY HILLS, LOS ANGELES. WATERHOUSE: MCVITANOVIC/SPLASH NEWS. STYLING: KATIA JAKOWSKI. GUTCHA IMAGES/SPLASH NEWS. GUCCI: COURTESY OF JONATHAN YEL. © INSTAGRAM. HADID: PALACE LEE/PACIFICCOASTNEWS. DEUTCH: ALL ACCESS PHOTO GROUP/SPLASH NEWS. DETAILS, SEE IN THIS ISSUE.

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Description:

An excerpt from the Vogue magazine describing the current “It Girl” of the era in regards to style and who she looks to for style inspiration. Bel’s choices in inspiration show the shift from edgy 2010’s to the bright and colorful end of the century. In every outfit demonstrated there's some pop of color. She shows off the trendy “full beat” makeup look of the time with bold eye makeup, thick brows, and bright lips. She shows her personality through her style and trendiness. The women she picked to demonstrate her idea of fashion in these photos show many of the popular trends at the time. From the knee high boots, to the messy buns, and even the stylish glasses, the late 2010’s is captured completely.

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Analysis:

In this edition *Vogue* takes a turn from the standard focus on one individual person and their style and moves towards the inspiration of the individual's style. In this edition with Bel Powley instead of showing a bunch of images of her, they interviewed her about where she draws her fashion inspiration from. She gives images of other popular

celebrities that highlight the current fashion trends and talks about how they inspire her.

The target audience started to show more response to things like mood boards and inspiration boards similar to the concept of Pinterest, rather than basing their look on one person. In response, *Vogue* gave them exactly what they wanted.