Snap

THE FASHION ISSUE SEPT 2012

CLIMAX

KILLING ME SOFTLY



FEATURE

Glam *indie*

OLD HOLLYWOOD MEETS HIPSTER COUTURE

PARIS FASHION WEEK

SNAPPIN' SEXY FLASHER'S GUIDE

& PLUS

HIP-STOP NEW YORK



SHOT USING JANE LENS / W40 FILM

FASHION & PHOTOGRAPHY: THE ART OF SPEAKING WITHOUT WORDS

AS A CREATIVE, I've always found comfort and inspiration in pictures. I'm the guy who prefers magazines over books because there are more beautiful images. And for me, photos tell a story in a way that words can't—and that's incredibly powerful.

This idea of expression without words is something I've always loved...the ability to evoke emotion as a form of communication. Given my background as an art kid, I've usually thought about this in terms of photography or design, but there's another avenue that functions as a powerful medium for non-verbal communication: fashion.

I woke up this morning preparing to write this letter and came to the realization that I've always cared about how I presented myself. My style has changed from growing up in Wisconsin to designing in New York to now living in San Francisco, but the main idea has remained the same: I'm going to meet someone today who will formulate a first impression based on what they see—even before there are words coming out of my mouth.

It turns out that subconsciously, we say a lot just by getting dressed in the morning. Clearly, I'm fascinated by this topic, which is why I'm so excited about this month's issue of Snap. It explores the parallels between fashion and photography, and how they both function as a means of non-verbal communication.

While some people may never see the value in fashion, my only intention is to express the power in one's personal visual voice, and how much we say without even talking.

Keep telling your story without words.

MARIO ESTRADA
CONTENT EDITOR

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Hipstamatic

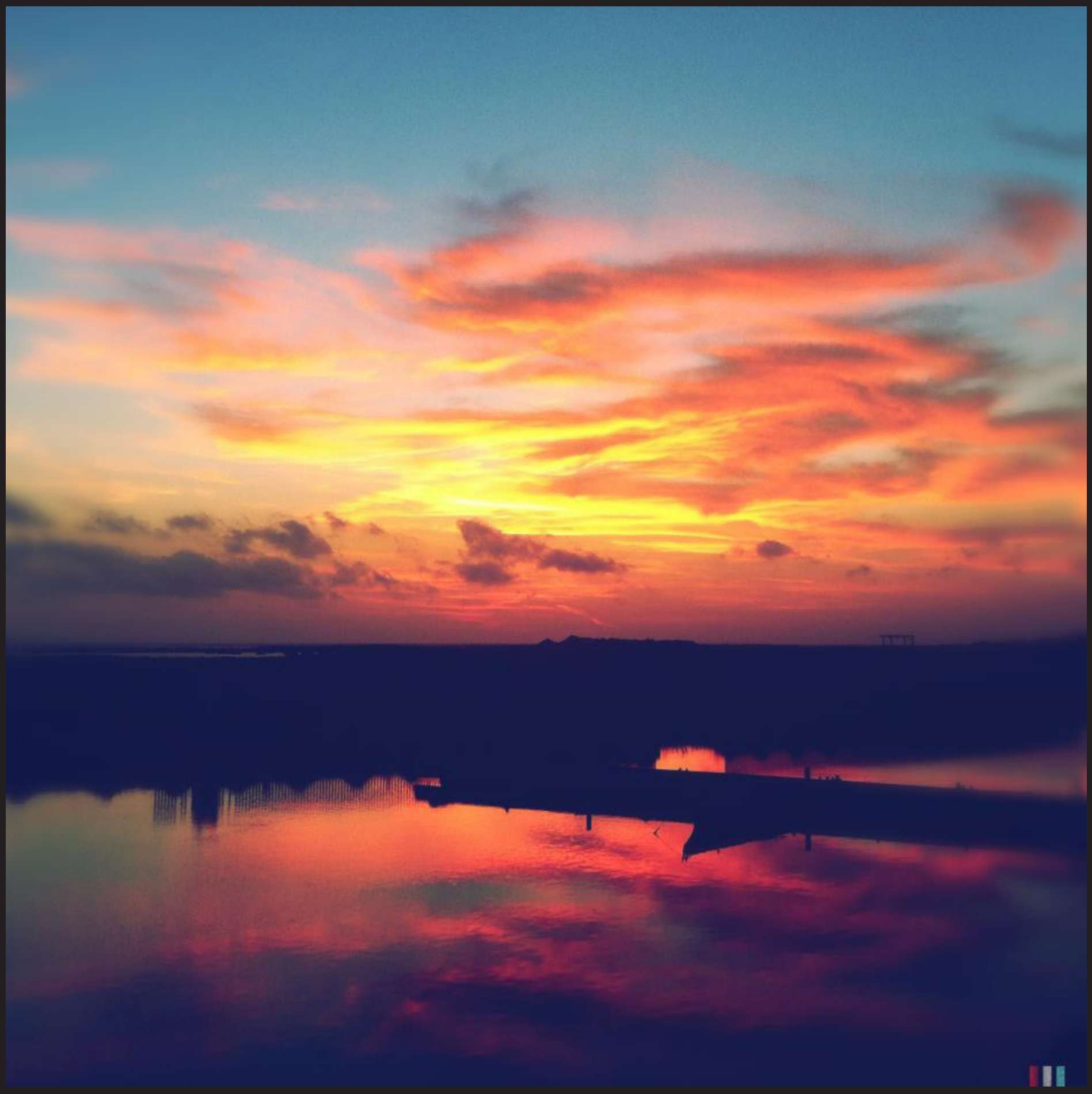
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PHOTO BY

ELIANO IMPERATO

—

AMERICANA LENS
FREEDOM FILM
NO FLASH



SEPTEMBER 2012

COVER
using *Wonder lens and W40 film*



SHOT USING MATTY ALN LENS / ALFRED INFRARED FILM / PHOTO BY PETER ELLENBY

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Add some unique pieces to your wardrobe thanks to the curated, online indie boutique, Nelou

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MENS PARIS FW 2012

Fashion photographer Jean Luc Dumont peeks into the castings of men's Paris Fashion Week

HELP US

MAKE SNAP

EVEN MORE AWESOME

Send us your rockin' photos, words, and ideas
and you could wind up in the next issue of Snap!

TAP TO EMAIL US

DELICIOUS
Raquel Olivo invites us to Santa Monica for a fashion showdown.

LISTEN +

Jam out to this month's runway-ready playlist while you flip



SHOT USING JOHN S LENS / US 1776 FILM

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Hipstamatic

#makebeautiful

PHOTO BY

JAMIE HOUSE

—

LOFTUS LENS
DC FILM
NO FLASH





SHOT USING AMERICANA LENS / US 1776 FILM

DL

JOINED JANUARY 2011

THE DISTRACTION KILLER

Doug Lambert has extensive experience in organizational design, operations, technology management and human resources across a variety of industries. At Hipstamatic, he ensures the company's day-to-day operation runs smoothly, and makes the health and happiness of employees his top priority. In other words, Doug is a professional "Distraction Killer."

DOUG'S DRINK: GUINESS

CONTRIBUTORS



PETER ELLENBY
Peter Ellenby has been taking photographs almost his entire life. He has lived in San Francisco, shooting bands, events, portraits and fashion since 1994. His work has been used by bands, labels and publications around the globe. His newest passion is shooting everything he can with the Hipstamatic camera app on his iPhone, an app he calls his "favorite camera."

Peter's styles range from classic B&W portraiture to trippy crazed strips of pieced together images he gets from shooting film with plastic Holga cameras. His new love of shooting with Hipstamatic is fed by these facts: the film he grew up shooting continues to die out, his manual camera manufacturer ceased to make cameras and labs around the city are closing their doors. But Hipstamatic continues making new "film," new "lenses," and whole new ways of capturing amazing images.



RAQUEL OLIVO
From high fashion to famous faces, Los Angeles-based photographer Raquel Olivo captures it all. Inspired by photographers like Richard Avedon and Helmet Newton, Raquel is a professionally trained master of her craft. Discover more about Raquel and her work at raquelolivo.com.



JEAN LUC
is a French fashion photographer obsessed with defending international emerging designers. In addition to being a professional photographer, Jean Luc serves as a contributing writer to various fashion and lifestyle publications, and considers himself a "total Hipstam-addict."

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SHOT USING JOHN S LENS / BLANKO FILM / PHOTO BY STEPHANIE POWERS



CULTURED

Enjoying the finer things in life isn't about caviar and champagne (although a bottomless mimosa brunch never hurts!). Living fine is about appreciating the details. Learn how to shop, cook, dress, and make your uber-cultured lifestyle look effortless.



SHOT USING LOFTUS LENS / W40 FILM / PHOTO BY PETER ELLENBY

Snappin' Sexy

Unleash your inner fashion-photog with these pro tips from Peter Ellenby, the photographer behind our September cover story photo shoot

WHEN SHOOTING FASHION, there are 5 essential tips everyone should follow to ensure amazing results:

1. TEST YOUR EQUIPMENT. Before a shoot you really want to test what you're going to be shooting with. As soon as I was able to download the new WMag FreePak from Hipstamatic, I grabbed my daughter and said "Ruby, model for me." I did a quick shoot with her to find out how the WMag FreePak reacted to light, how the tonality of the shots looked, etc.

2. IT'S THE WORK, NOT THE GEAR. One of the things that I love about shooting with my iPhone is that it just gives you so much freedom. It's like having a few hundred cameras in my pocket!

3. SCOUT YOUR LOCATIONS AND BACKGROUNDS. It's really important to know where you're going to shoot before you get the model, stylist and makeup artist going because you don't want to waste their time (or your time) so find some really cool places to shoot. Places with some atmosphere. Places that have nice, colorful walls. Places that have something for the model to do.

4. FIND LIGHT THAT WORKS WITH YOUR TOOLS. Light is everything for photography. You have to be a little bit more in tune with what's going on because the light quality can really affect the quality of your photos. I prefer to shoot in natural settings rather than in studios, and the iPhone's flash isn't much to brag about so natural light is the lord of your shoot.

5. DO SOMETHING CRAZY. We grabbed a giant chair and stuck it out in the middle of the street South of Market in San Francisco. Why is there a chair in the road? Why is there a beautiful woman in an amazing dress sitting on it? Who cares! It looks amazing!

BONUS: Take a lot of photos...it's not like you're going to run out of film. ***—PE***

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NO PURCHASE NECESSARY. To enter and for full rules, go to www.wmag.hipstamatic.com. Starts August 20, 2012 and ends 11:59 PM ET October 1, 2012. To be considered for the contest, images need to be taken on W Mag HipstaPak lenses and films. Contest open to those who have purchased the Hipstamatic app prior to August 13, 2012. Open to legal residents of the 50 United States/D.C. 18 or older, except employees of Sponsor, their immediate families and those living in the same household. Void outside the 50 United States/D.C. and where prohibited. A.R.V. of prize or prizes $2,500: Sponsor: Conde Nast.

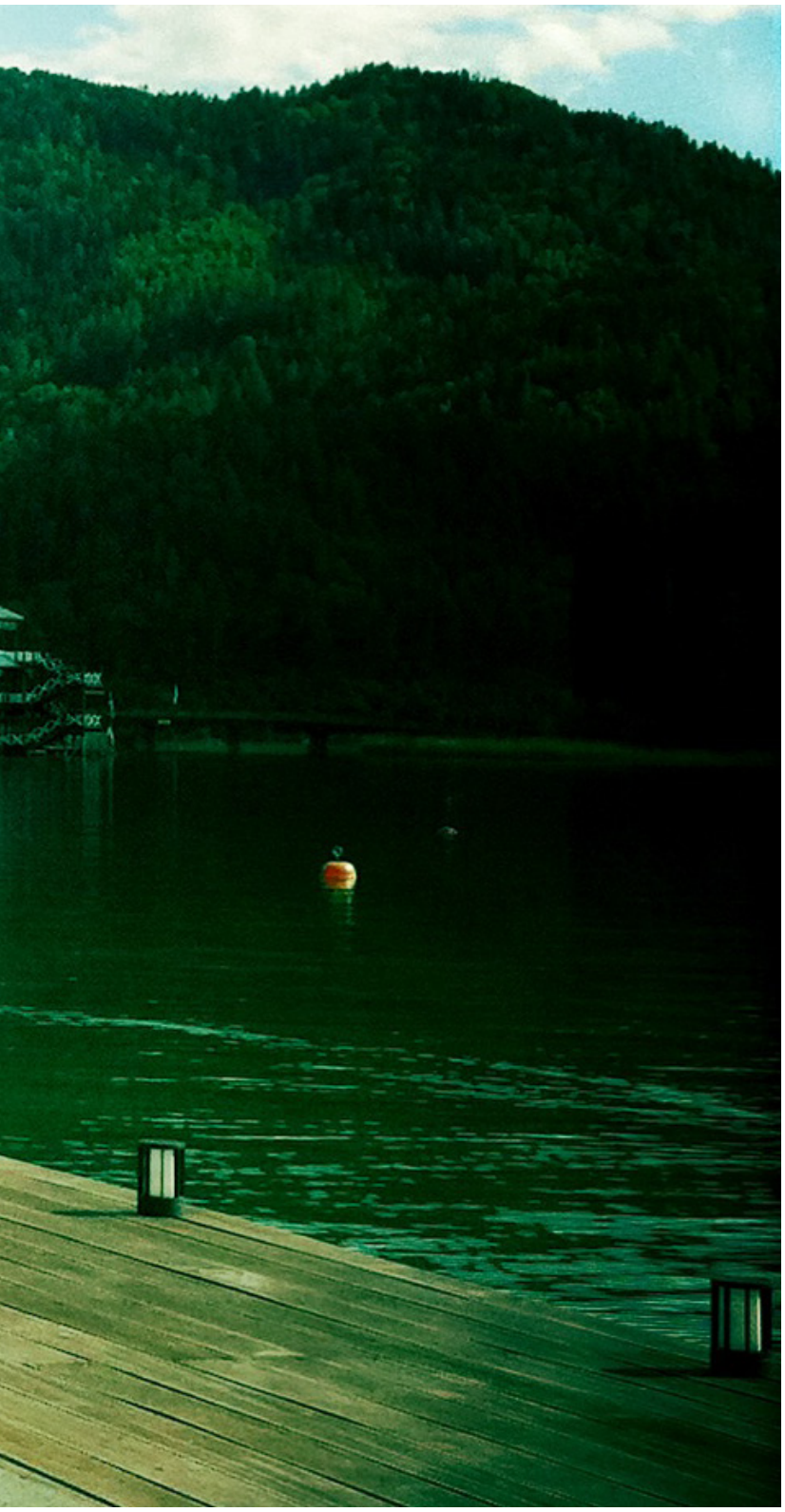


JOHN S LENS / BLANKO FILM / PHOTO BY BORRIS BERGHAMMER

LISTEN +

Runway Ready Playlist

THE SNAP TEAM was blasting these tunes during the September cover photo shoot, and it helped inspire a fierce and fabulous tone on set. But don't fret: even if you're not ready to hit the catwalk, these songs will set the mood while you're getting glammed up for a night out, or pre-gaming with your friends. Just like the perfect outfit, this playlist mixes old and new, and will surely inspire a night of fun...and a whole lot of fierce! — *MS*



MR. LITTLE JEANS, "RUNAWAY"
We've been obsessed with this synth pop gem ever since it came out earlier this year. One listen and you won't just want to "Runaway," you'll want to run free and run wild!

ATLAS GENIUS, "TROJANS" (FRED FALKE REMIX)
Atlas Genius are our favorite new band to come from Oz. Their latest single is catchy enough on its own, but we love the added "oomph" of this Fred Falke remix. Special bonus: Atlas Genius are on tour now. Be sure to check them out when they hit your town!

PASSION PIT, "I'LL BE ALRIGHT"
The intro to "I'll Be Alright" sounds a little frenetic—a feeling we're all too familiar with when prepping for big photo shoots! However, as the track progresses, you're immediately captivated by the raw energy of the song. A must-listen for anyone obsessed with good music and good times.

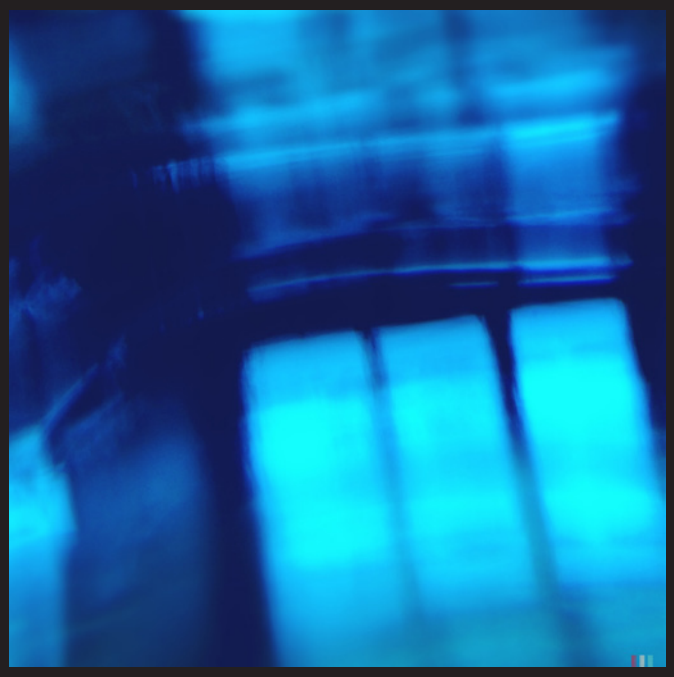
MIIKE SNOW, "PADDLING OUT"
Miike Snow has always been a Snap staff favorite, and this track has been known to start a mid-day dance party a time or two... or six. It helped keep everyone's energy up during our long photo shoot.

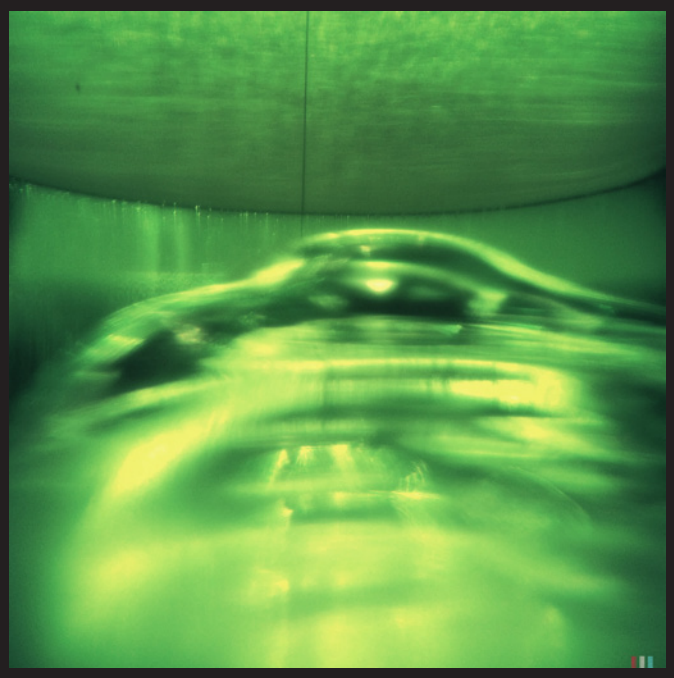
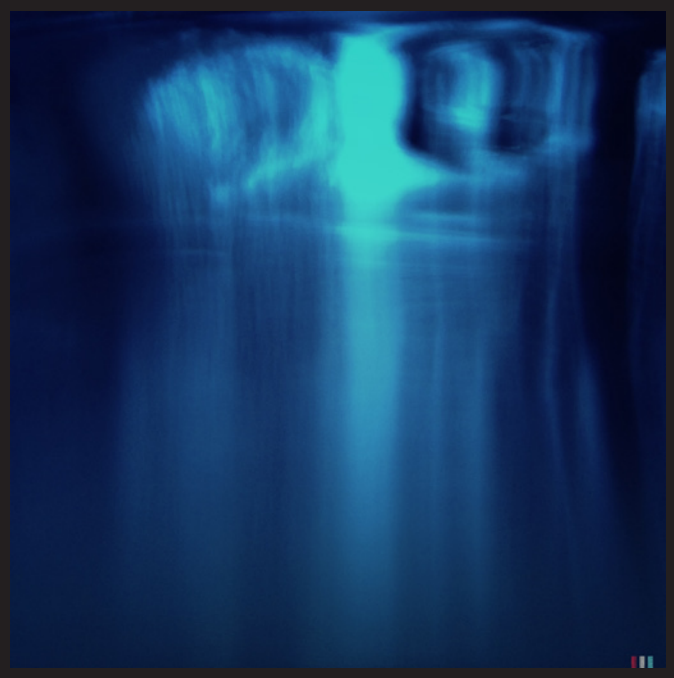
DEADMAU5, "STROBE"
Every runway needs a little Deadmau5, and "Strobe" feels like it was made for the catwalk. Lucky for you, it's been proven equally effective for inspiring a fierce sidwalk strut when you're out with your friends.

YELLE, "JE VOUX TE VOIR"
An oldie but a goodie, this funky track by one of our favorite French bands helped turn our cover photo shoot from fun to utterly fantastic before the chorus could start.

HOUSE DE RACKET, "CHATEAU"
French music must pair perfectly with fashion (you agree, oui?), because this was the second French band to crack our playlist. The dreamy, danceability of "Chateau" made adding this song a no brainer.

GOLDFRAPP, "OOH LA LA"
Something about Alison Goldfrapp's voice just oozes sexy. Exactly what the doctor ordered for inspiration during a marathon photo fashion shoot.



Abstract Beauty

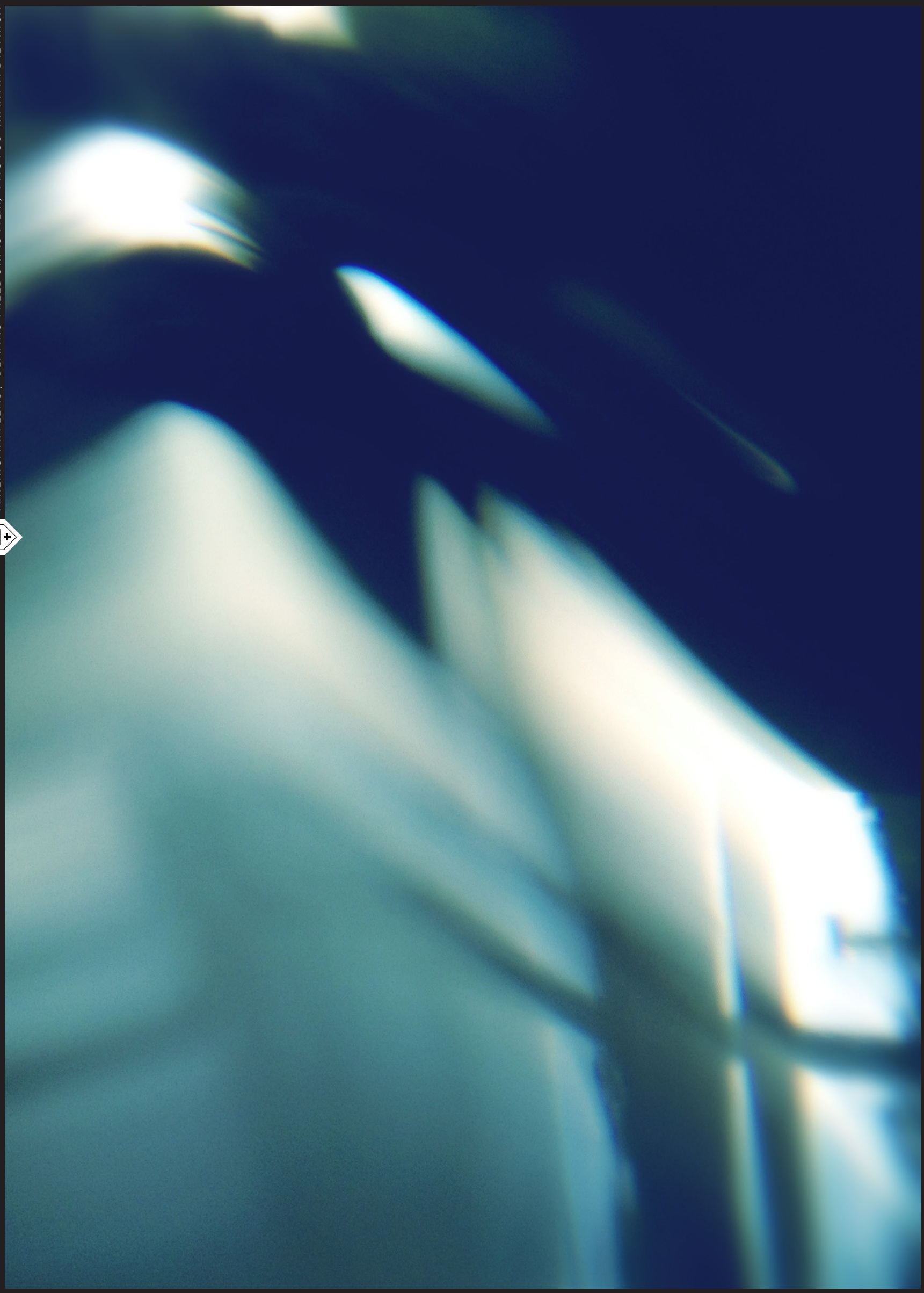
One Hipstamatic photographer shares his secrets for snapping abstract photos by experimenting with a variety of lenses, film and flashes

TO GET STARTED, set Hipstamatic to the Bettie XL lens and Ina's 1969 film. Next, lay your phone on the table, camera lens down (your viewfinder screen should be all black now). Then, snap a photo with the camera in that position. What you might expect is a completely black photo, but what you end up with is something creative and beautiful—perhaps your first-ever abstract photo, courtesy of Hipstamatic.

I also shoot through bottles of water, soap dispensers and glasses of iced tea—I even let the camera "look" inside a soda can. As you can see, there's no barrier except your creativity.
—Martin Dietrich

If you want to try out Martin's tips and share your results, tag images on Twitter and Instagram with #abstract_hipstamatic

AMERICANA LENS / BLANKO FREEDOM 13 FILM/ PHOTOS MARTIN DIETRICH





★★★★★ DIGITAL PHOTOGRAPHY NEVER LOOKED SO ANALOG ★★★★★

LEARN MORE



WONDER LENS//W40 FILM



WONDER LENS//W40 FILM//SOFT POP ROX FLASH

In a Flash

Photos by Eric Rozen

Hipstamatic comes equipped with a variety of flashes, so you never have to let the sun set on your photo-taking fun

ONE OF THE WONDERS OF HIPSTAMATIC is its flash: from Tasty Pop to Cadet Blue Gel, each flash is designed to yield a different result. In fact, there are two flash settings: the hard flash will have a more dramatic, obvious effect, while the half-setting or "soft flash" does not use the camera's LED, but will slightly lightens the image.

A great flash to start experimenting with is the Pop Rox (available in the Groupie SnapPak). It was designed for dimly lit bars and concerts, but has a variety of other use cases as well. To scope out the results, take a look at this bad boy in action in the above photos. We think it pairs perfectly with our new WMag FreePak, so get to snappin'!—*MS*

Spoken Easily in NYC

By Mario Estrada

YOU'VE SPENT 3 DAYS IN NEW YORK checking off a dozen items on your list of must-do's during your stay, and still have so many more to get to. Distances were not your friend, and now you're so fucking tired that getting Tacos at Tacombi is no longer an option.

As much as it pains you, ordering take out from Spice seems like the most ideal option (this way you can conserve energy and

SHOT USING FOXY LENS / SUGAR FILM

still make it out to enjoy some booty clappin'.). You've planned an epic night: The girls get to test their ankles while walking in heels down the cobble stone streets of the Meat-Packing District before bouncing from Hotel Chantel to Pianos in the Lower East Side to close off the night.

But alas, after all that planning, dinner is over and you really just want a place to chill. Lucky for you, I've got you covered—here are three of my favorite elixer joints that you need to add to your must-drink list.

MUST-DRINK LIST

Milk & Honey

The Mulberry Project

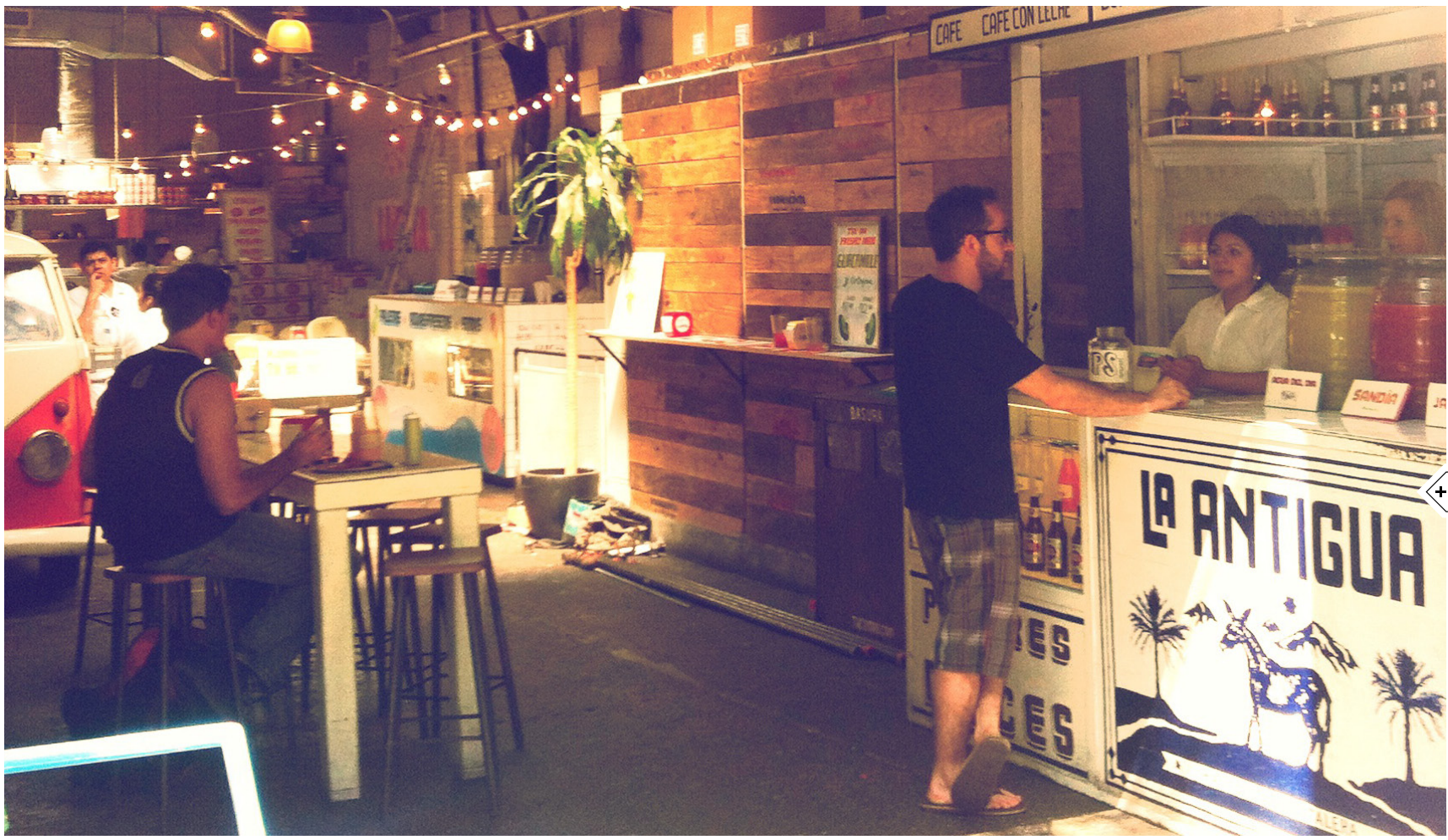
10 Bells



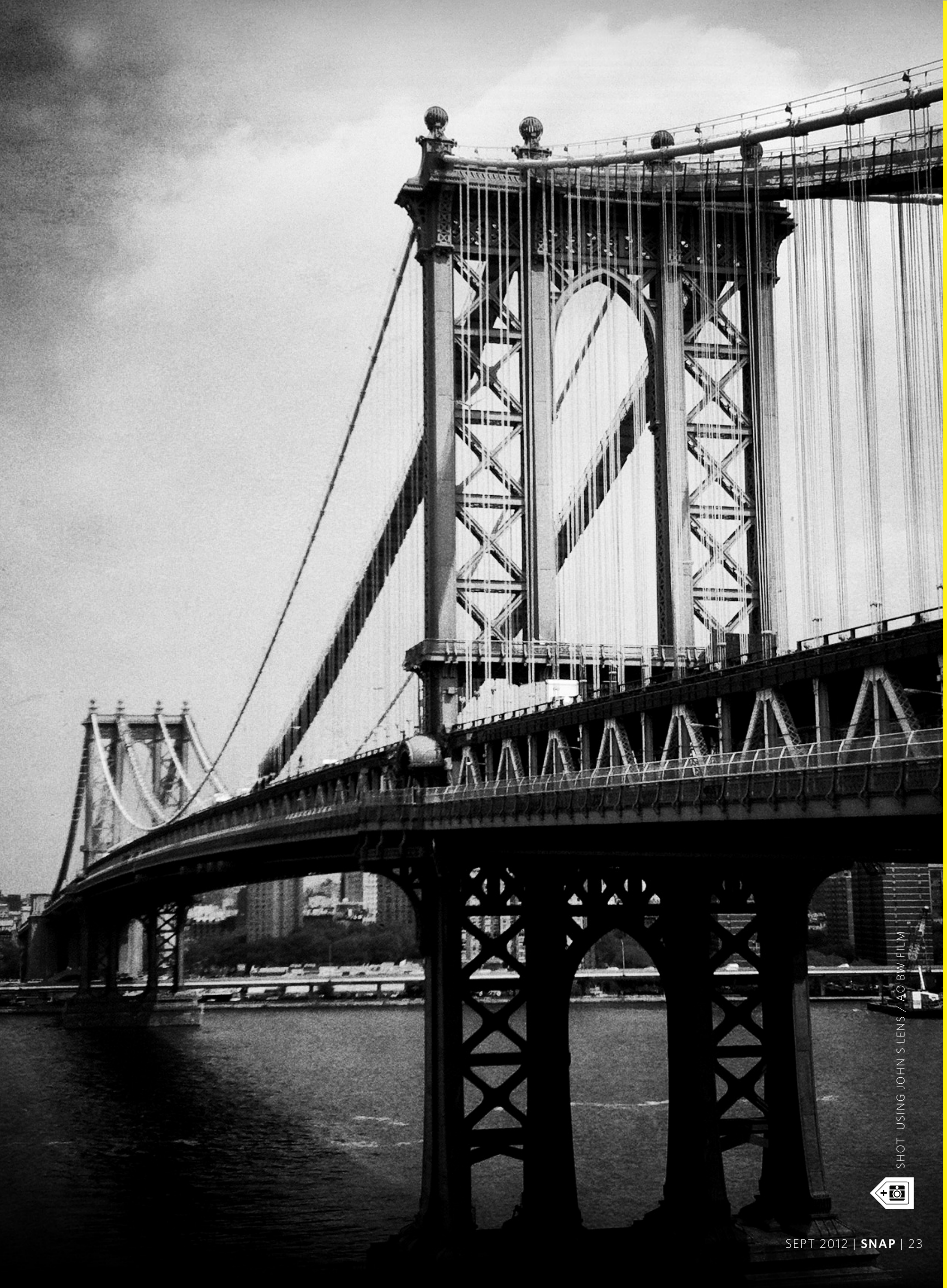
SHOT USING JOHN S LENS / AO BW FILM



SHOT USING JAMES M LENS / INA'S 1935 FILM



SHOT USING LUCAS AB2 LENS / PISTIL FILM



SHOT USING JOHN S LENS / AO BW FILM

SHOT USING JAMES M LENS / INA'S 1935 FILM





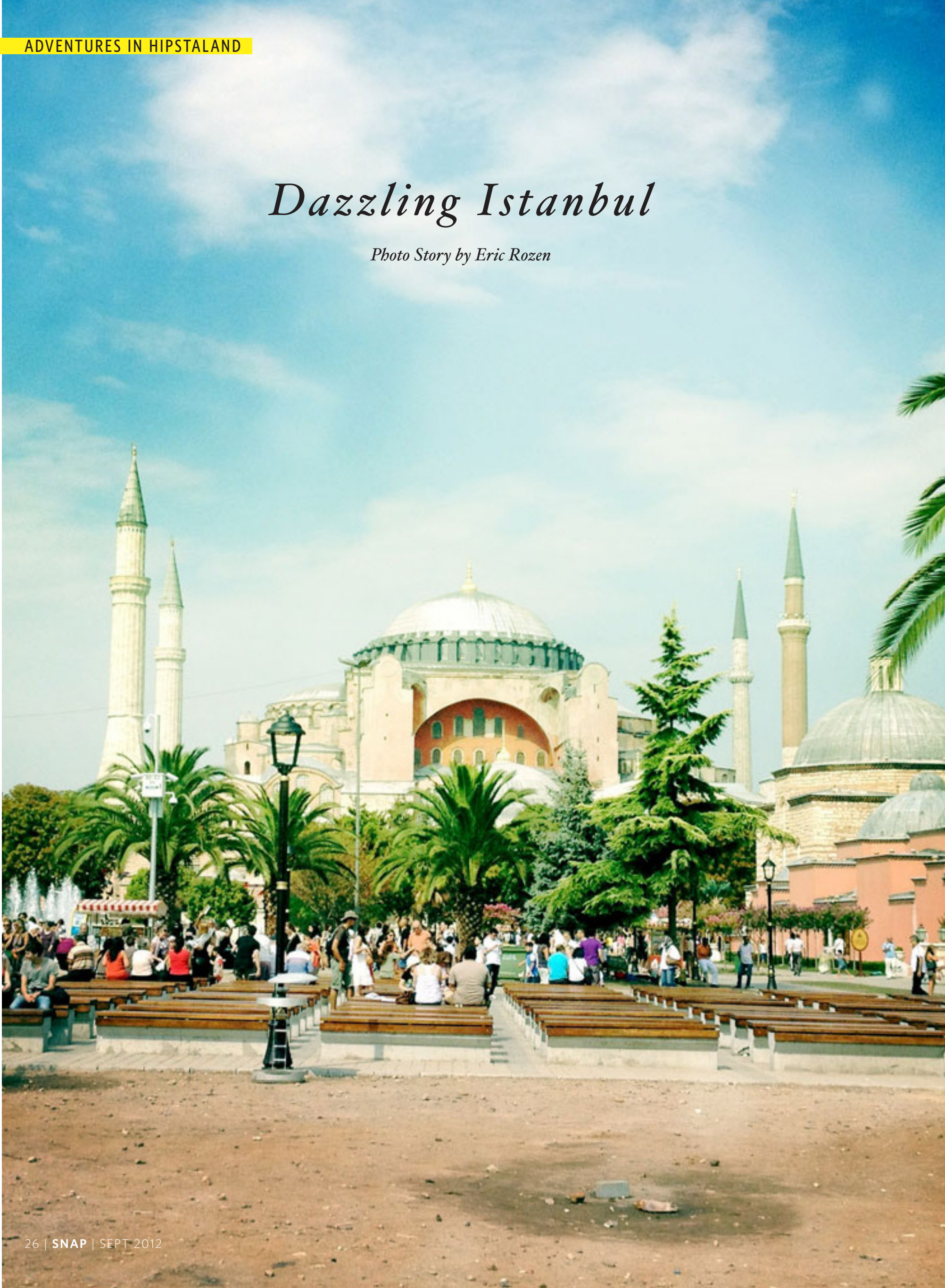
SHOT USING LOFTUS LENS / DC FILM



SHOT USING LOFTUS LENS / DC FILM

Dazzling Istanbul

Photo Story by Eric Rozen





SHOT WITH JOHN S LENS / BLANKO FILM

ONLINE +

Byzantium, Constantinople, Istanbul: three names, a single ancient city. It was my first time in Turkey and one of the main reasons for this trip was obviously the iPhoneography scene, and I particularly liked the idea of taking photos solely with Hipstamatic. I knew that Istanbul was amazing, but I was delighted with its power, strength, energy, and especially its spirituality. Istanbul is the gateway to the Middle East and Asia, and it is precisely this wonderful mix of cultures that adds to the richness of the city.

THE SECOND DAY OF MY STAY, I discovered with astonishment that Hipstamatic has just released a new pak, the WMag FreePak. I [usually] prefer to test different combos of films and lenses quietly at home before starting a photo shoot. However, there was no time to test anything here, so I left the hotel and went to the Süleymaniye Mosque. I started taking pictures using the WMag FreePak—I will remember the shock I felt when I discovered the results of those first photos...a beautiful blue tone that brings out the magic of the city.

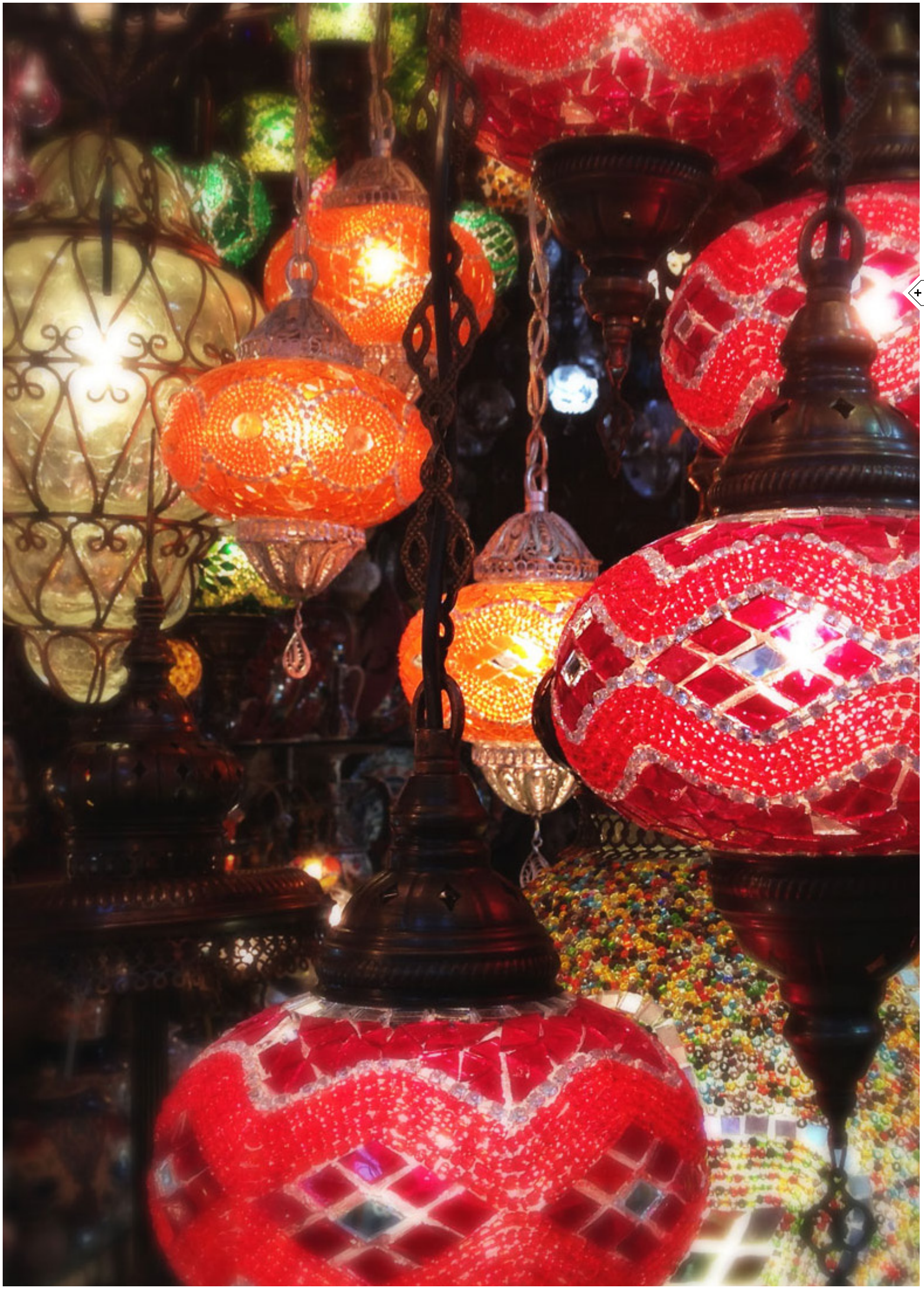
I stayed another 2 days in Istanbul and WMag FreePak remained the main combination I used.







ALL PHOTOS SHOT USING AMERICANA OR LOFTUS LENS / BLANKO FILM



SHOT USING LOFTUS LENS / BIG UP FILM



SHOT USING AMERICANA LENS / BLANKO FILM

SHOT USING LOFTUS LENS / DC FILM





SHOT USING SALVADOR 84 LENS / BLANKO FILM

The Wall might have come down, but Berlin is still a city of two halves. Not East and West, but rather the tension between established stalwart and adolescent upstart.

Word on the Street

Photo Story by Ben Golik

ON ONE HAND, it has the historic and cultural hallmarks you expect of a long-standing European capital. On the other, it's a city being reshaped by a new, united generation.

Berlin is at once over 700 years old and 22 years young. Former and future rub up against each other on the city's streets. And as with all friction, this releases energy.

Berlin is buzzing. Cheap rents fuel a vibrant art scene. The former "death strip" is now alive with public spaces, and graffiti splatters streets and buildings with vivid color.

What better way to capture this shifting cityscape than with the urban stylings of Ben Watts' Big Up film (softened with the Loftus lens) and a few snaps through the Salvador 84 lens to throw a new spin on those older icons.

The city's rebirth is best summed up on a building in the old East. It is painted with bold typography that, translated, says, "This house used to be in another country."

When the Wall was up, advertising hoardings were erected as placards for propaganda. Today, words again dominate the urban landscape. Berliners are finding their new voice. And this time their canvas is the city itself.

SHOT USING SALVADOR 84 LENS / BIG UP FILM



SHOT USING LOFTUS LENS / DC FILM







ALL PHOTOS SHOT USING LOFTUS LENS / BLANKO FREEDOM 13 FILM



SHOT USING SALVADOR 84 LENS / BIG UP FILM

SLASH

Some things in life are
too damn hard to decide.
Slash is all about those
in-betweens—Love/Hate
is only the beginning.





SHOT USING JOHN S LENS / AO BW FILM / PHOTO BY STEPHANIE POWERS



PHOTO BY ALLAN BEDFORD

50 Shades of Shut the Hell Up

The book made housewives hot, and husbands everywhere rejoiced...but seriously, can we move on now?

UNLESS YOU'VE BEEN LIVING UNDER A ROCK, you've probably witnessed and/or participated in the 50 Shades of Grey phenomenon. The three-part "erotic" book series has sent pulses aflutter for housewives everywhere; sales of handcuffs, rope and sex toys have reportedly increased. The result: a substantial uptick in sexy time activities for couples around the world—what's not to love about that?

But the marketing maelstrom that's ensued is a bit crazy. Morning show segments, 50 Shades-themed hotel getaways, lingerie lines—it's all getting a little cheesy. 50 Shades, you've had your fifteen minutes... next! —***MS***



Hipstamatic

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DARRELL THE DEER LOVES HIS SWEET ANALOG PRINTS

LEARN MORE

SHOT USING THE LUCAS AB2 LENS / DYLAN FILM / PHOTO BY MARIO





Closing Down the Bar

You don't have to go home, but you can't stay here.

IT'S A WELL-INTENTIONED SCENARIO we're all too familiar with: An innocent happy hour turns into an epic night of fun and madness. Drinks are flowing, the jukebox is blasting, and you're dancing you're butt off. Before you know it, the bartender is yelling, "Last call!" but who cares?! This might very well be the best night of your life.

Then the lights come on. Suddenly you realize the hot ticket you've been chatting up all night isn't all that (and let's be real, you're looking like a hot mess, too). You awkwardly exchange numbers you know you'll never use, and dash toward the exit. You wake up the next morning unsure of what hurts worse: your hangover or your bank account ($74 for the Uber ride?! Oh hell no!). You vow to rein in the spending.

And then you wash, rinse, and repeat the very next weekend. ***—MS***

Identity Crisis

Am I wearing a suit, or am I wearing shorts? Some things are better left on the runway.

LISTEN, KIDS: there is a time to dress up, as well as a time to be perfectly comfortable in casual attire. The short suit walks a line so fine between casual and dressy, I'm left wondering, "WTF?!"

Just when is it ok to rock this cropped look? Clothes represent a statement, and I'm not sure what this outfit is trying to scream. Are the shorts saying "It's too hot to wear pants" or is the jacket saying "This meeting/date is only semi important, so screw the pants. Where are my shorts?!"

Some have said to me "Don't be silly, Mario, the suit is meant for outdoor use only—like for a casual wedding." But we all know that once H&M is selling it, people throw fashion rules out the window.

The real problem is that some people can pull it off—and by people I mean mannequins, which is why the stores put them on display. For the sake of my friends, I'm forced to have an opinion: Don't be a trend whore, some things look better in the store.—***ME***

SHOT USING JOHN S LENS / BIG UP FILM / PHOTO BY JEAN LUC

Hipstamatic

#makebeautiful

PHOTO BY

KEITH BURTON

—

FOXY LENS
SUGAR FILM
NO FLASH





Not So Pretty In Pink

Don't let your cotton candy 'do make a mess of you.

FROM LOVELY LILAC to pale pink, pastel hair has been popping up all over place. Dyed and rocked correctly, we've got love for this funky, punk-inspired hairstyle. It adds a little edge without going overboard, and it's a nice alternative to the ombre overload we've all been experiencing over the last year.

But this is one trend that can go from "yes!" to "yuck!" in a hot minute. To make sure you're rockin this 'do and it's not rockin' you, it's got to be healthy, washed, and styled appropriately. If it's stringy and looks like my hand is going to get stuck when I touch your hair, you've taken the term "cotton candy hair" too far. ***—MS***

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OBSESSED

From music festivals to art galleries to everything in between, we're not afraid of being a little obsessive when it comes to the things we love. Here's what we're crushing on this month.



SHOT USING JOHN S LENS / INAS 1969 FILM / PHOTOS BY STEPHANIE POWERS

STREET SHOP

The Artful Flea

From cut-outs to bowties, some of the best finds and inspiration come from items looking for a second life.

BY STEPHANIE POWERS

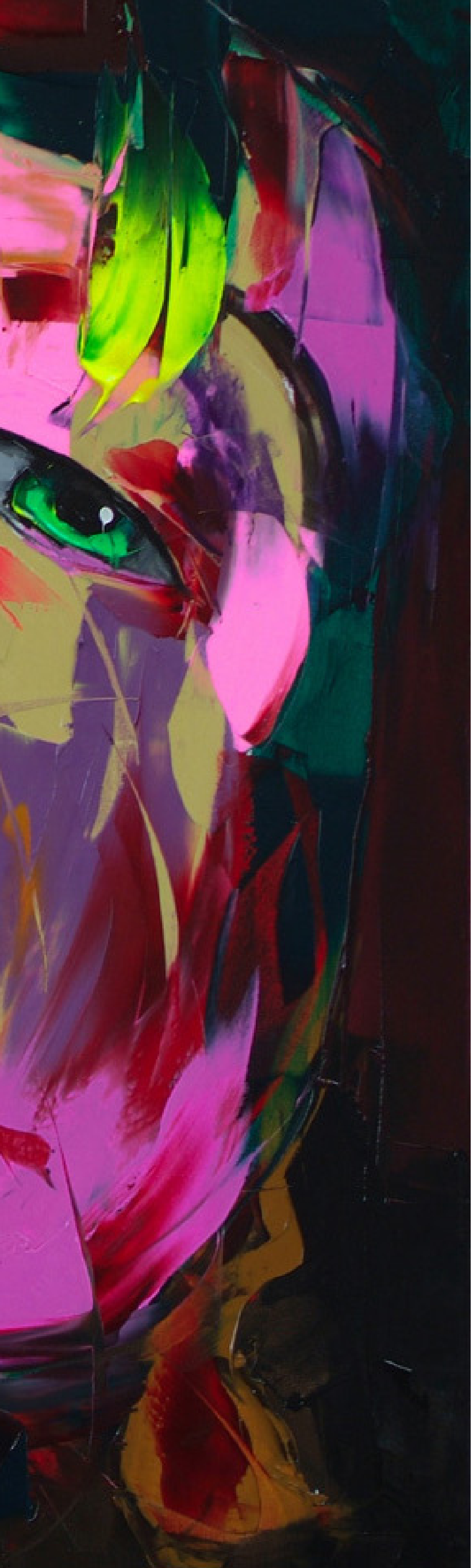






SHOT USING JOHN S LENS / BLANKO FILM / PHOTOS BY STEPHANIE POWERS





ONLINE +

Captivated by Color

Francoise Nielly gives us insight into her expressionist portraits

THANKS TO HER DISTINCTIVE STYLE, France-based artist Francoise Nielly has made a name for herself in the international art scene. Replacing a traditional paint brush with a palette knife, Francoise's work is both beautiful and rugged.

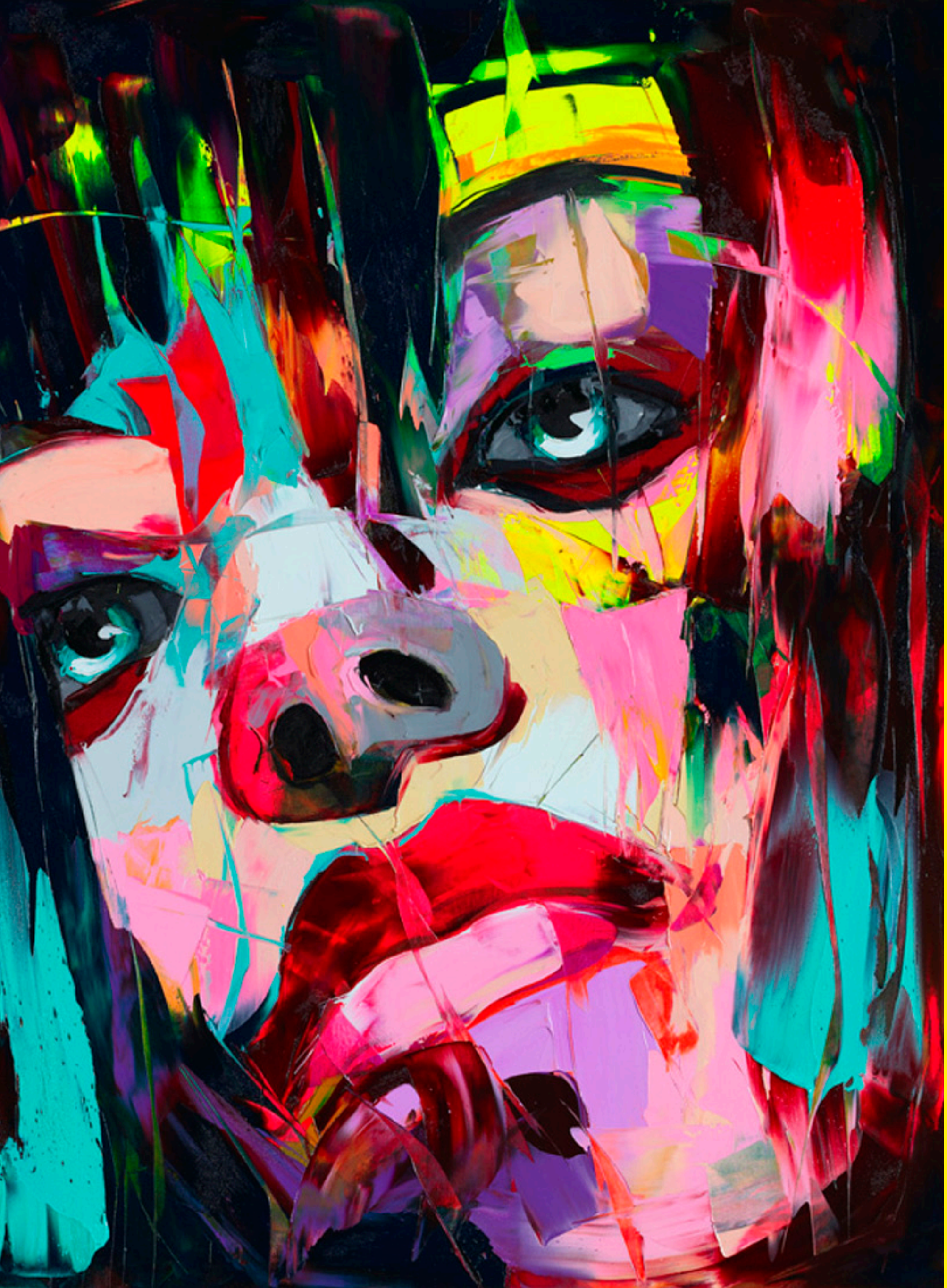
She describes her expressionist paintings as "carnal and sensual," and when asked about her influences, she looks to graffiti art, her urban environment, and—most of all—color.

"Design or fashion or landscape, whatever...I cannot live without color. It is a form of addiction."

—Francoise Nielly

In addition to her paintings, Francoise has several upcoming projects in the fashion and design industries. If they're anything like her art, we can't wait to see what's next! ***—MS***

OBSESSED





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Sittin' Pretty

We were already obsessed with Jamie Oliver's amazing culinary skills, and now we're obsessed with his latest charitable effort, The BIG Chair Project.

The BIG Chair Project is the brainchild of The Better Food Foundation, the charity founded by Jamie Oliver in 2002 to educate people to make more informed food choices.

With 2012 marking the 10th anniversary for the foundation, Jamie thought it was time to time to celebratrate in a way that helped raise much-needed funds for the next 10 years.

Jamie has asked several artists and photographers (including Hipstamatic friend and photog David Loftus) to design their own chairs to be auctioned off for the chairty. Our favorite is the Hipstamatic chair (above), but maybe we're biased. ***—MS***

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The Happiest Feet

Thanks to birghtly colored socks, your morning jolt of energy doesn't just come from coffee anymore

SHOT USING WONDER LENS / W40 FILM

LETS FACE IT: waking up in the morning is hard. It's scary to think about leaving the comfort of your bed, and you're convinced the shower is your enemy as it threatens to leave you cold and wet. There is no real light on the other side of the comforter until the sweet nectar of caffeine touches your lips, and even that takes some time to kick in.

Well, that used to be the case, anyway. Thankfully, some genius created bright, cheerful socks. Peek-a-boo moments that excite the viewer as well as the user. A great day awaits when you know its filled with compliments for your bold hosiery. ***—ME***



SHOT USING JANE LENS / INA'S 1982 FILM / PHOTO BY MARIO ESTRADA

STREET STYLE

The Layered Look

We took to the streets to see what trendsetters are wearing to fend off the fog this fall.

BY MS & ME



THE WEEKEND WARRIORS



SHOT USING LUCAS AB2 LENS / W40 FILM / PHOTO BY MARIO ESTRADA

THE HIGH LOW

SHOT USING LUCAS AB2 LENS / W40 FILM / PHOTO BY MAYO ESTRADA

THE MILITARY GODDESS

OBSESSED

SHOT US JANE LENS / INA'S 1982 FILM A PHOTO BY MARIO ESTRADA

THE HOTTIE IN A HAT



SHOT USING LUCAS AB2 LENS / W40 FILM / PHOTO BY MARIO ESTRADA

THE STUDDED VEST

ONLINE +



Wild Child

From jewelry to home decor, we love ourselves a statement piece.

THE MOMENT I SAW THE NECKLACE, I HAD TO HAVE IT: handmade, simple, yet bold—it's the type of statement piece that pulls a fun outfit together with the perfect finishing touch.

After a little online sleuthing, I discovered the talented San Diego-based designer, Eileen Lofgren, a.k.a. "Child of Wild" makes covet-worthy home decor pieces as well. All items are handmade and one-of-a-kind originals, so whether it's jewelry or a statement piece for the home, you'll be the only one rockin' it. ***—MS***

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UNCLE STU HAS BEEN BUSY COOKIN'



SHOT USING WONDER LENS/ W40 FILM

Super Sneaky

The comfort of the sneaker, and the sexiness of a heel—ladies, we've died and gone to shoe heaven

AT 5'1", I'M A GIRL who loves a little lift in her shoe, so you'll usually find me rockin' wedges of some sort or another. And, while I love sneakers and own a ton of 'em, I don't wear them very often because they don't give me that extra little lift.

You can imagine my extreme joy when I came across the hottest shoe of the season: the wedge sneaker.
Let's break this down: It's a wedge. That's also a sneaker. Ladies, do you hear me?! This is huge. Pair them with cut off shorts and a tee, a fun romper, or even a sassy, short sheath dress, which obviously says you're sexy and cool. Bonus? They are super comfortable, making them perfect for concerts, or just about anything else you can imagine. ***—MS***

SPEAKING ABOUT THE UNSPEAKABLE (PIVOTAL MOMENTS IN SEX, POLITICS, & RELIGION)





SHOT USING AMERICANA LENS / BLANKO FREEDOM 13

The Wild Wild West

Thoughts by Ryan Dorshorst

America was founded before weapons of mass destruction and the AK-47

FEAR. SECURITY. BOTH OF THESE TWO CONCEPTS imbibe the tenets of both sides of the argument on arms in the United States. Fear by those worried the government will tyrannize them if they are not armed, and fear of being tyrannized by the man walking down the street who may or may not be armed. Security knowing you have the ability to protect yourself if needed, and security knowing your neighbor doesn't have a gun that could harm you by accident or choice.

Of course you should have the right to protect yourself, and of course you should have the right to feel safe as you move through your daily life. Not many would argue against those two high-level rights. It gets dirty and gray when you start having to write actual enforceable legislation to secure these rights.

It's easy to look back at our nation's history and see the progression of the right to bear arms. Our founding fathers saw what happened when their former leadership attempted to disarm them to keep them from uprising—it is obvious this is where the second amendment stemmed from. As we moved westward into new and uncharted territories, one would be considered foolish not to have arms to protect oneself from the unknown dangers in those unexplored lands. A gun was a natural part of the daily outfit for these pioneers.

Today is very different. We now live in a world where the newspapers don't tell us of the battle of Lexington or the Alamo, but rather of domestic battles between disturbed youth who kill 12 fellow citizens in a movie theater. There are no longer happy stories about the victory at Yorktown or San Jacinto, but rather tragic stories of police shooting dead an armed civilian at the Empire State Building to prevent him from reeking further havoc on his fellow New Yorkers.

What has changed between then and now? Why is there such great confusion now about who are our friends and who are our enemies? Are these senseless killings just a symptom of a deeper problem, and if so what is that problem?

It's possible guns are the problem, but it doesn't seem like they were the problem 150 years ago. The core problem is either an overall lowered degree of respect for our fellow human beings, or a generally higher population of nutters in America. In either case guns aren't helping the situation, nor can they be blamed as the sole problem.

It's true that the world would be a more peaceful and wonderful place if no one had guns, but guns aren't ever going away. They exist today, and there is no way to undo them, even if we were able to legislate them into oblivion. What we can do is figure out how to live with them, figure out how to more intelligently regulate their distribution, and figure out how to help those so distressed they feel like massacring innocent bystanders is their only recourse to their troubled life. These are tough problems to solve, but we've overcome much more difficult trials as a nation. There is no reason we can't overcome this too if we work together with the common goal of less fear and more security.

ALL PHOTOS SHOT USING AMERICANA LENS

This page:
Jacket by Whitney Eve. Shoes by Jerome C. Rousseau.

Opposite page:
Jacket by Cameo.



Land by the Sand

Photo Story by Raquel Olivo

FASHION STYLIST
Arturo D. Chavez

HAIR
Sienree using Oribe

MAKE UP
Ermahn Ospina using Covergirl Cosmetics

MANICURIST
Tracy Sutter with CloutierRemix using OPI

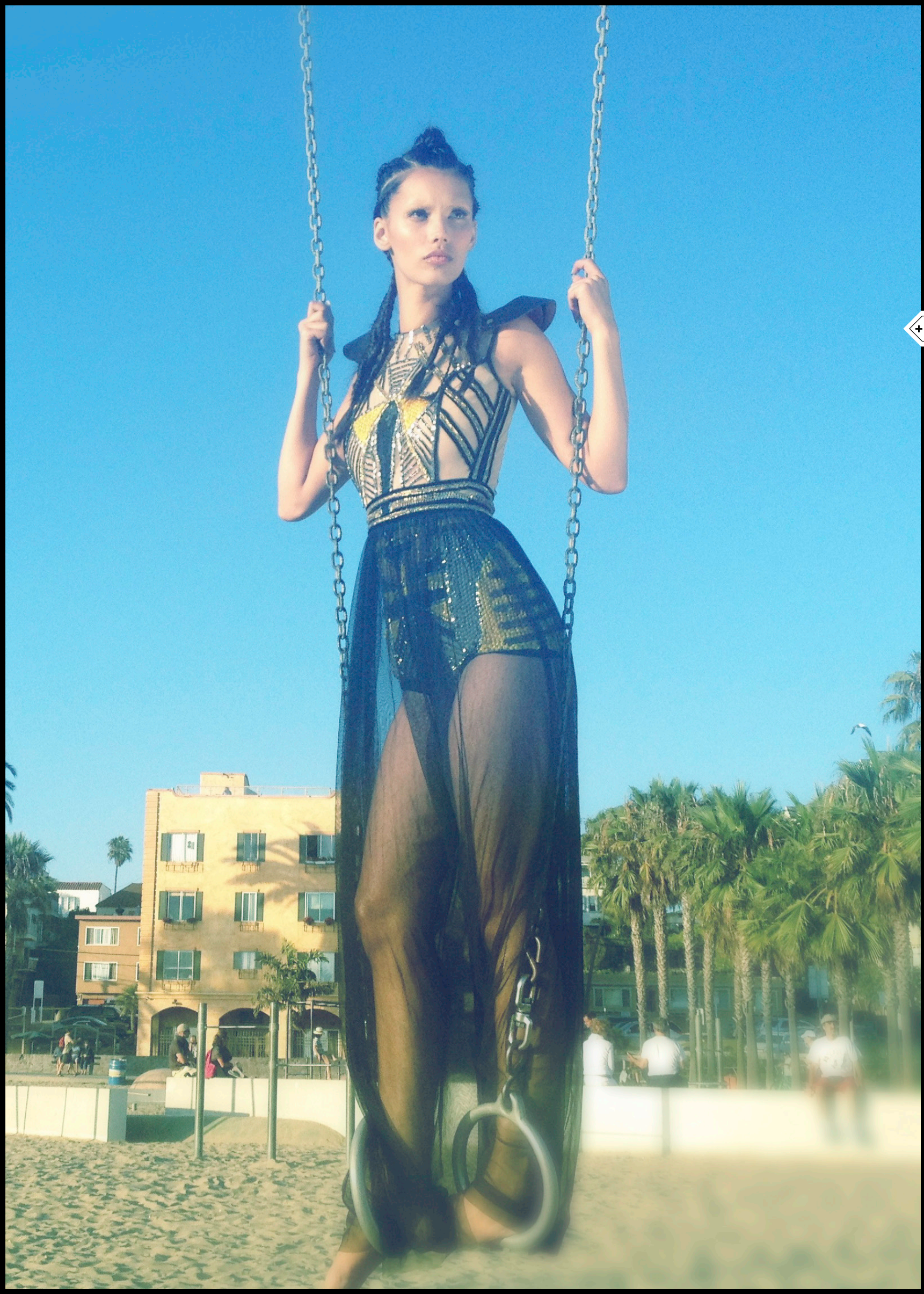
MODEL
Tiffany with Elite Model Management

DELIGHTFULLY LUSCIOUS PHOTO STORIES



This page:
Top by Boulee.
Skirt by Rachel Pally.

Opposite page:
Dress byFalguni Shane Peacock



ALL PHOTOS SHOT USING AMERICANA LENS


Model.



FOCUSED

Who and what are the driving forces behind global creative culture? Each month, we find out and bring them to you here. Ready for the ride?

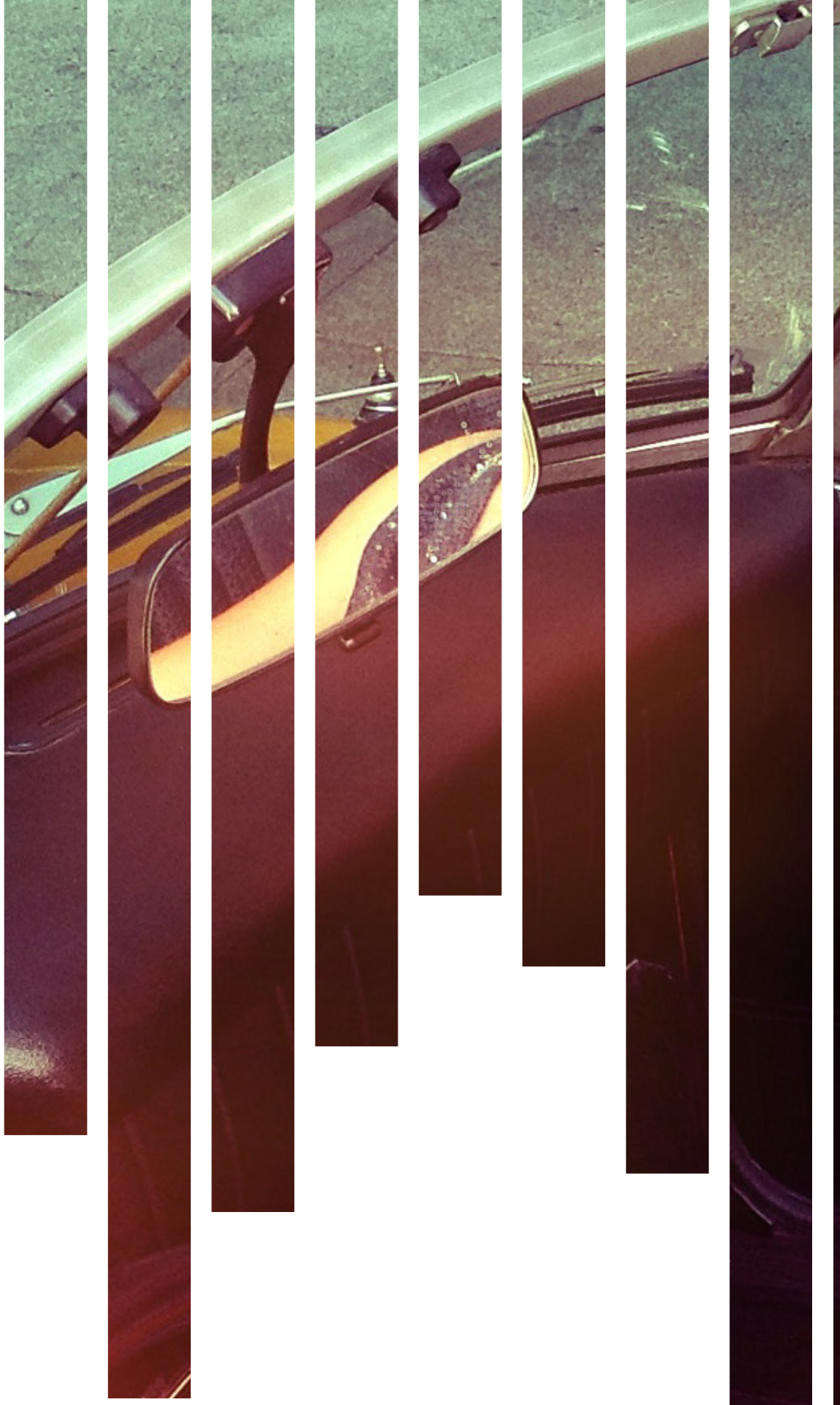
PHOTOGRAPHER
PETER ELLENBY

FASHION STYLIST
BIANCA STARR STYLING

HAIR & MAKE UP
DAVID TOLLS

MODEL
AVERY THARP

ART DIRECTOR
MARIO ESTRADA



CULT COUTURE

AVERY THARP, THE NEWEST NOISE IN MODELING, ROCKS THE FROCKS FROM NELOU, THE ONLINE, CURATED FASHION MARKETPLACE AND BEST THING TO HAPPEN TO INDIE DESIGNERS SINCE ETSY.

TAP TO GO BUY THE LOOK SHOP



SHOT USING CHUNKY LENS / BLANKO FREEDOM13 FILM


SH
OP



SHOT USING WONDER LENS / W40 FILM





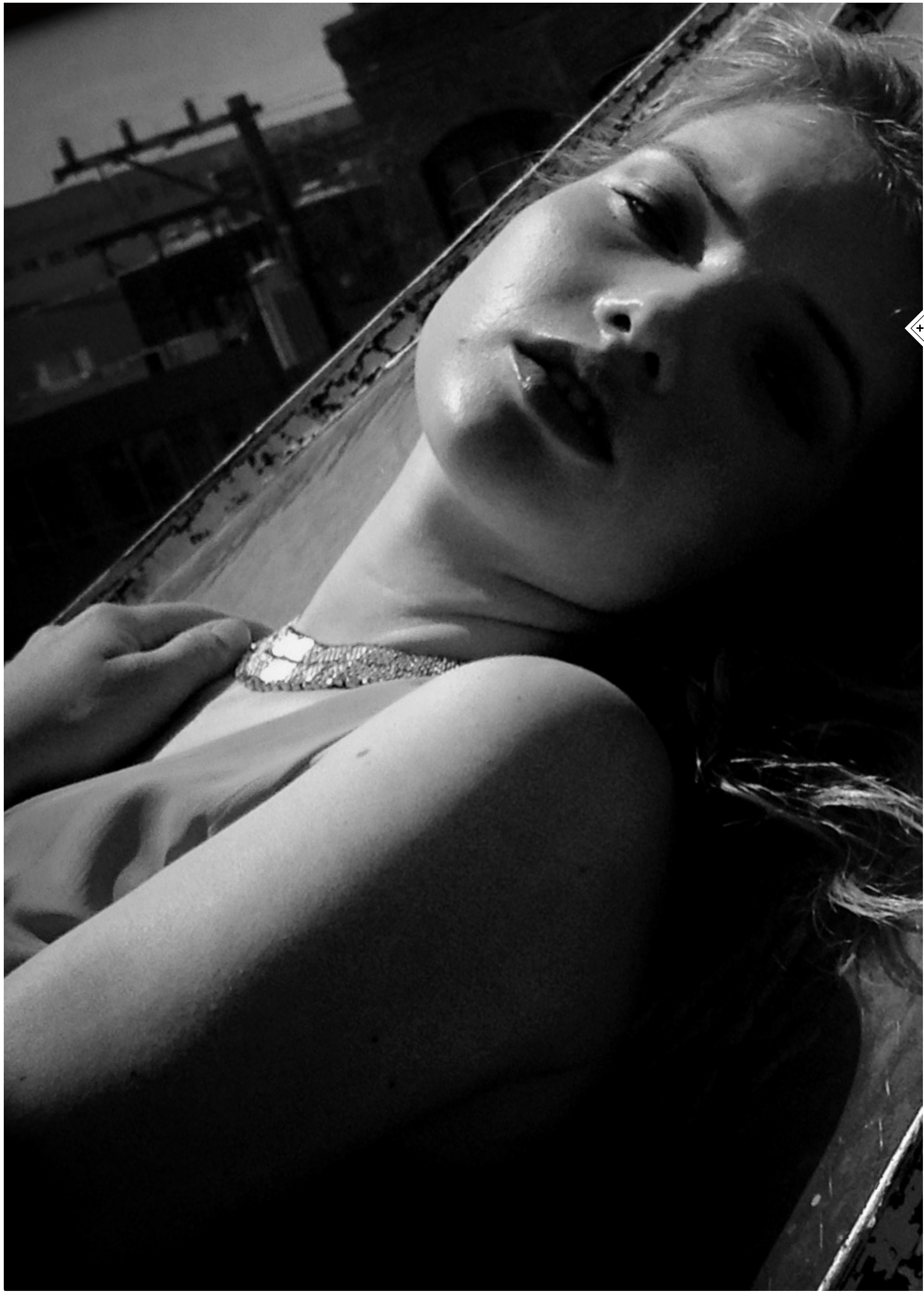
SHOT USING LOFTUS LENS / INA'S 1982 FILM

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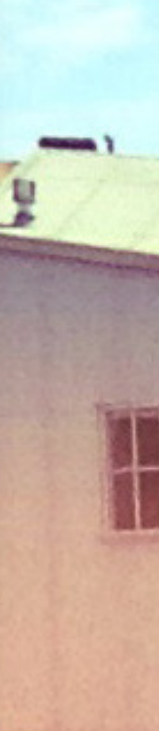
SHOT USING AMERICANA LENS / US1776 FILM

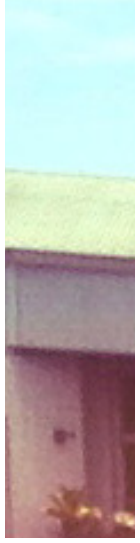




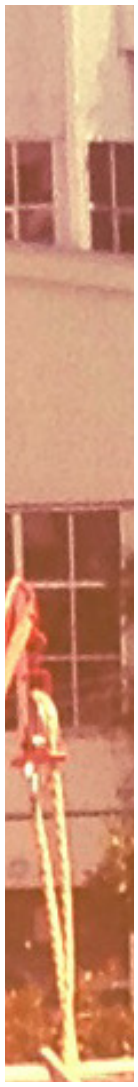
SHOT USING CHUNKY LENS / INA'S 1982 FILM

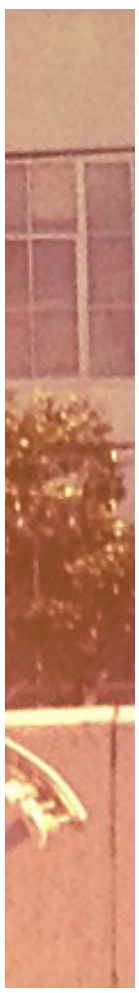
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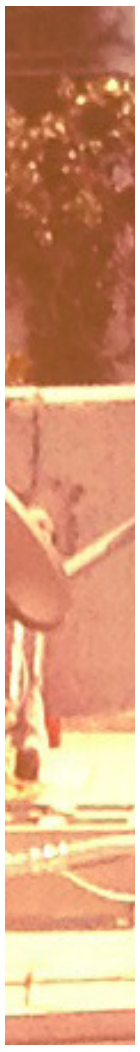




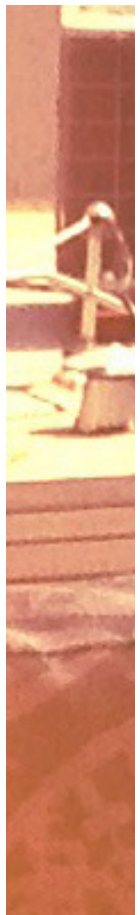














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SHOT USING AMERICANA LENS / BLANKO FREEDOM13 FILM

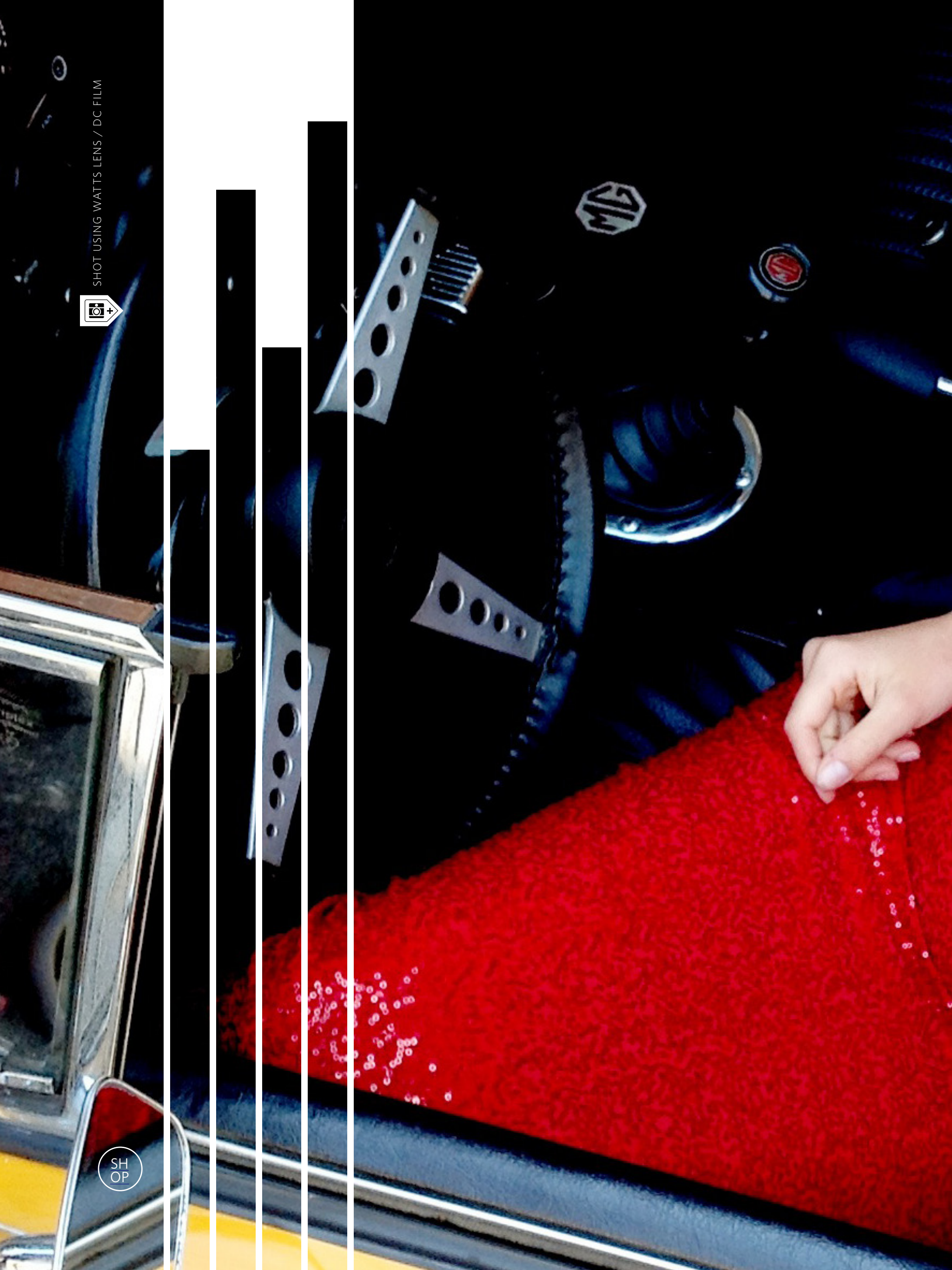
SHOT USING AMERICANA LENS / BLANKO FREEDOM13 FILM



SH
OP


SH
OP

SHOT USING WATTS LENS / DC FILM





OUTSIDE LANDS IS SAN FRANCISCO'S MOST ANTICIPATED MUSIC FESTIVAL OF THE YEAR. THE THREE-DAY FEST COMBINES EVERYTHING THAT MAKES THE CITY SO RAD: FOOD, WINE, AND MOST OF ALL, KICK ASS BANDS. WE CAUGHT UP WITH SOME OF OUR FAVES TO SNAP PHOTOS, TALK SHOP AND HAVE A LITTLE FUN.


spuz
zapiste

SHOT USING LUCAS AB2 LENS / W40 FILM



Fitz and the Tantrums

YOU GUYS ARE WORKING ON A NEW ALBUM. HOW WILL IT COMPARE TO YOUR FIRST?

IT'S GOING TO HAVE STUFF THAT PEOPLE HAVE COME TO KNOW AND LOVE ABOUT FITZ AND THE TANTRUMS, BUT IT'S A GOOD TWO STEPS FORWARD AT THE SAME TIME. THERE'S A LITTLE MORE '80S INFLUENCE IN THERE, A COUPLE OF SYNTHESIZERS IN THERE AND MAYBE EVEN A GUITAR THIS TIME!

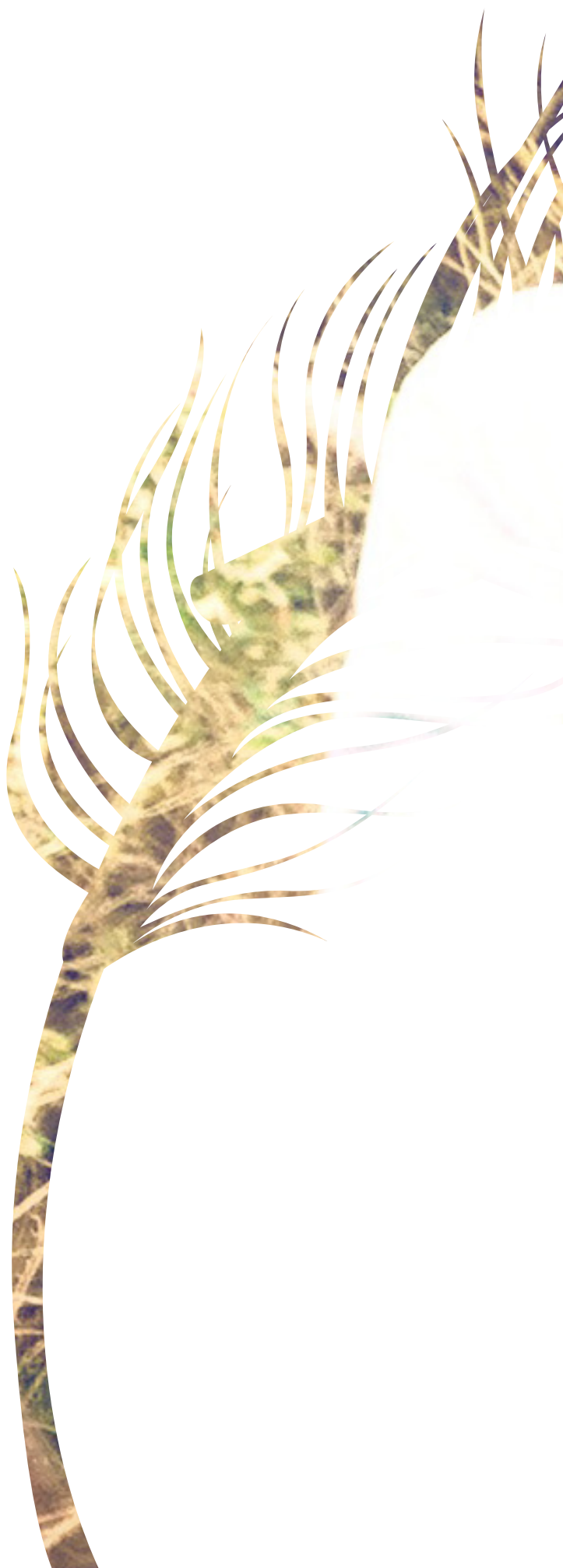
WHAT DO YOU WANT FANS TO TAKE AWAY FROM YOUR PERFORMANCES?

WE'RE TRYING TO HAVE THEM TO TAKE AWAY JOY, THE AMAZING EXPERIENCE I HAVE WHEN I GO SEE A BAND I LOVE THAT KILLS IT ONSTAGE, AND I FEEL LIKE I'M FLOATING A FOOT OFF THE GROUND... THAT'S HOW I WANT OUR FANS TO FEEL.

SHOT USING HORNBECKER LENS / AO DLX FILM / PHOTO BY MOLLI SULLIVAN



Papa





SHOT USING LUCAS AB2 LENS / W40 FILM / PHOTO BY MOLLI SULLIVAN

Yacht



SHOT USING LUCAS AB2 LENS / W40 FILM / PHOTO BY KATIE CARROLL

Father John Misty



YOU'VE GONE THROUGH SEVERAL INCARNATIONS THROUGHOUT YOUR CAREER, HOW DID FATHER JOHN MISTY COME ABOUT?

I GOT OLDER. MY IDEAS ABOUT WRITING AND WHAT I WANTED TO ACCOMPLISH, AND WHAT ONLY I CAN DO AS OPPOSED TO WHAT I WOULD LIKE TO BE, ALL THOSE THINGS KINDA CHANGED. YA KNOW, AT SOME POINT, THE MUSIC STARTED CHANGING SO DRASTICALLY THAT IT DIDN'T MAKE SENSE TO CALL IT WHAT I'D CALLED IT PREVIOUSLY, WHICH WAS MY OWN NAME. IF I HAD STARTED WRITING NOW THEN I PROBABLY WOULD HAVE CALLED IT THE JOSH TILLMAN EXPERIENCE, BUT I HAD ALREADY USED MY NAME BEFORE, SO...I LIKE UPHEAVAL. THERE WAS SOMETHING REALLY THRILLING ABOUT SAYING I'M GONNA BUCK EVERYTHING, EVERYTHING I BUILT, I'M GOING TO DESTROY IT AND CALL IT SOMETHING COMPLETELY DIFFERENT. IT WAS SYMBOLIC.

WHAT WERE SOME OF YOUR INFLUENCES FOR THIS ALBUM?

BEFORE I STARTED WRITING THE ALBUM, I WENT ON A BIT OF A "FEAR AND LOATHING" ROAD TRIP AND I WAS GETTING PRETTY OUT THERE, AND I STARTED WRITING A NOVEL THAT'S IN THE LINER NOTES TO THE ALBUM. AND DURING THAT PROCESS OF WRITING THAT BOOK, I NOTICED MY REAL CONVERSATIONAL VOICE WAS EMERGING AND MY SENSE OF HUMOR...THINGS THAT HAD ALWAYS BEEN OFF LIMITS IN TERMS OF WRITING MUSIC, BECAUSE I WANTED TO BE TAKEN SERIOUSLY, AND I WANTED TO CONVINCE THE ARCHETYPE IN MY HEAD THAT I WAS A SERIOUS AND SMART OR WHATEVER...I HAD SO MUCH MORE FUN WRITING IN MY OWN VOICE THAN ATTEMPTING TO ADOPT A A "SONGWRITER" VOICE.

SO AFTER I WROTE [THE NOVEL], I STARTED TREPIDATIOUSLY PICKING UP A GUITAR AGAIN. NOTHING WAS OFF LIMITS AND THAT WAS UNBELIEVABLY INVIGORATING BECAUSE I HAD ALWAYS PREVIOUSLY BEEN LIKE "NO, THAT'S NOT SOMETHING J. TILLMAN WOULD SAY...THAT DOESN'T WORK WITH THE AESTHETIC" AND CONSTANTLY HAVING TO NAVIGATE THIS MINEFIELD. WITH THIS, THERE'S NOTHING THAT'S OFF LIMITS AND THAT'S WAY MORE EXCITING TO ME.

WHAT DO YOU WANT PEOPLE TO TAKE AWAY FROM YOUR LIVE SHOWS?

I THINK THAT THERE'S SOMETHING WITH THE TYPE OF MUSIC I'M PLAYING, ROCK AND ROLL, COUNTRY...IT DOES SOMETHING LIVE THAT OTHER TYPES OF MUSIC CAN'T TOTALLY EVOKE AND THAT'S EXHILARATION—I WANT PEOPLE TO FEEL EXHILARATED.



SHOT USING AMERICANA LENS / BLANKO FILM / PHOTO BY MIKE DI GINO

Geographer

WE'RE ALL ABOUT TELLING STORIES THROUGH ART. HOW DOES YOUR LATEST ALBUM, "MYTH," FIT INTO YOUR STORY?

LYRICALLY, IT'S JUST WHERE I WAS AT THE TIME, JUST THINKING A LOT ABOUT HOW CONFUSING LIFE IS, AND HOW NO ONE SEEMS TO PAY MUCH ATTENTION TO THAT ON A DAY-TO-DAY BASIS. SO I WAS THINK ABOUT ALL THE THINGS THAT PEOPLE DO TO UNCONSCIOUSLY DEAL WITH THAT, AND THE FACT THAT WE LIVE WITH A LOT OF "MYTHS" IN MIND. WE THINK THAT WE LIVE IN A MYTHLESS SOCIETY, THAT WE'VE EXPLAINED EVERYTHING AWAY WITH SCIENCE, BUT REALLY WE STILL LOOK TO THOSE IMPOSSIBLE GOALS AND THINGS TO COMFORT US IN OUR TIMES OF EXISTENTIAL NEED.

AND THEN MUSICALLY, WE JUST FEEL REALLY PROUD OF IT..IT SHOWS HOW WE'VE GROWN, AND OUR MUSICAL TRAJECTORY.

IF YOU GUYS COULD SUM UP YOUR SOUND IN ONE SENCTENCE, WHAT WOULD IT BE?

SPACY...DARK AND VIBEY.

YOU GUYS ARE ALL NATIVE NEW YORKERS— HOW HAS THAT INFLUENCED YOUR SOUND?

YOU CAN DO WHATEVER YOU WANT IN NEW YORK CITY, IT'S REALLY OPEN. YOU REALLY JUST HAVE TO WORK HARD AND YOU CAN USE THE CITY AS YOUR INSPIRATION

WHEN YOU SAY 'YOU CAN DO WHATEVER YOU WANT THERE' WOULD YOU SAY YOU TAKE THE SAME APPROACH WITH YOUR MUSIC?

YOU HAVE TO DO THAT WITH EVERYTHING, YA KNOW?
THIS? IS?

THEN WHAT JUST MADE YOU GUYS SAY "FUCK IT, WE'RE JUST GONNA DO THIS"?

I THINK WE WERE ALL BEST FRIENDS FOR A LONG TIME BEFORE THIS BAND AND, THE PROJECTS WE WERE ALL WORKING ON, SOME TOGETHER, SOME SEPARATE, JUST THE STARS ALIGNED AND IT JUST WORKED OUT THAT WE HUNG OUT EVERY DAY ANYWAYS AND WE WANTED TO PLAY MUSIC TOGETHER.

OLDER PROJECTS HAD ALL SORT OF RUN THEIR COURSE, AND THEN THE TIMING WAS FIRST. IT ALL HAPPENED ON JANUARY 1ST, NEW BAND, NEW DAY.



WHAT WERE YOU GUYS TRYING TO GET ACROSS WITH YOUR FIRST ALBUM?

WE'RE TRYING TO SET A POSITIVE VIBE. WE FELT IT WAS AN OPPORTUNTY TO DO JUST WHATEVER WE WANTED TO DO, SO WHY NOT? WE HAD ALREADY TRIED MANY THINGS, AND THOSE WERE ALL GREAT MOMENTS, BUT THIS WAS ONE TIME WHERE WE WERE JUST WHERE WE COULD DO WHAT WE WANT.

WHAT'S THE CREATIVE PROCESS LIKE?

WE ALL JUST HANG OUT AND GET INSPIRED BY EACH OTHER. LISTENING TO TONS OF RECORDS, FIGURING OUT WHICH ONES INSPIRE US.



SHOT USING JANES LENS / INAS 1982 FILM / PHOTO BY MOLLI SULLIVAN

Caveman

Jukebox the Ghost

WHERE DID YOU DRAW INSPIRATION FOR YOUR LATEST RECORD, "SAFE TRAVELS"?

SONGS ARE A FUNNY THING; THERE'S NEVER ONE SOURCE OF INSPIRATION. THERE'S A SONG ON THE REOCRD THAT CAME FROM A DEPRESSED RUMINATION ABOUT THE NATURE OF MORTALITY, AND THEN THERE'S A SONG ON THE RECORD FROM HEARING KATY PERRY ON THE RADIO AND THINKING, "I WANT TO WRITE A SONG LIKE THAT!" IT'S ALL OVER THE PLACE, AND SOMETIMES EMBARRASSING. YOU CAN'T CONTROL IT.



SHOT USING JANES LENS / INAS 1982 FILM / PHOTO BY MOLLI SULLIVAN

OUI OUI PARIS

From casting diaries to the runway, photographer Jean-Luc Dupont goes behind the scenes, and gets up close and personal with the models, designers, and tastemakers of Men's Fashion Week in Paris, France.

All photos shot using
John S lens and Big Up film



BAND OF OUTSIDERS

For the Band of Outsiders collection presentation, model Brendan Ruck was locked in a small gallery compartment for 60 hours, “day and night,” where he ate, exercised, painted, read, played guitar and, most importantly, turned the tables on members of the press and buyers by taking Polaroid pictures of them through the gallery’s compartment window.


POLAROID
The Reporter



BERNHARD WILLHELM

Knowing Bernhard Willhelm personally, I had the very rare privilege and exclusivity to attend and shoot the fittings the day before the presentation of his collection. Before trying on the outfit they had been assigned, all the models were individually photographed and their printed portraits were individually “preserved” in big glass jars.







KRIS VAN ASSCHE





JOHN LAWRENCE SULLIVAN



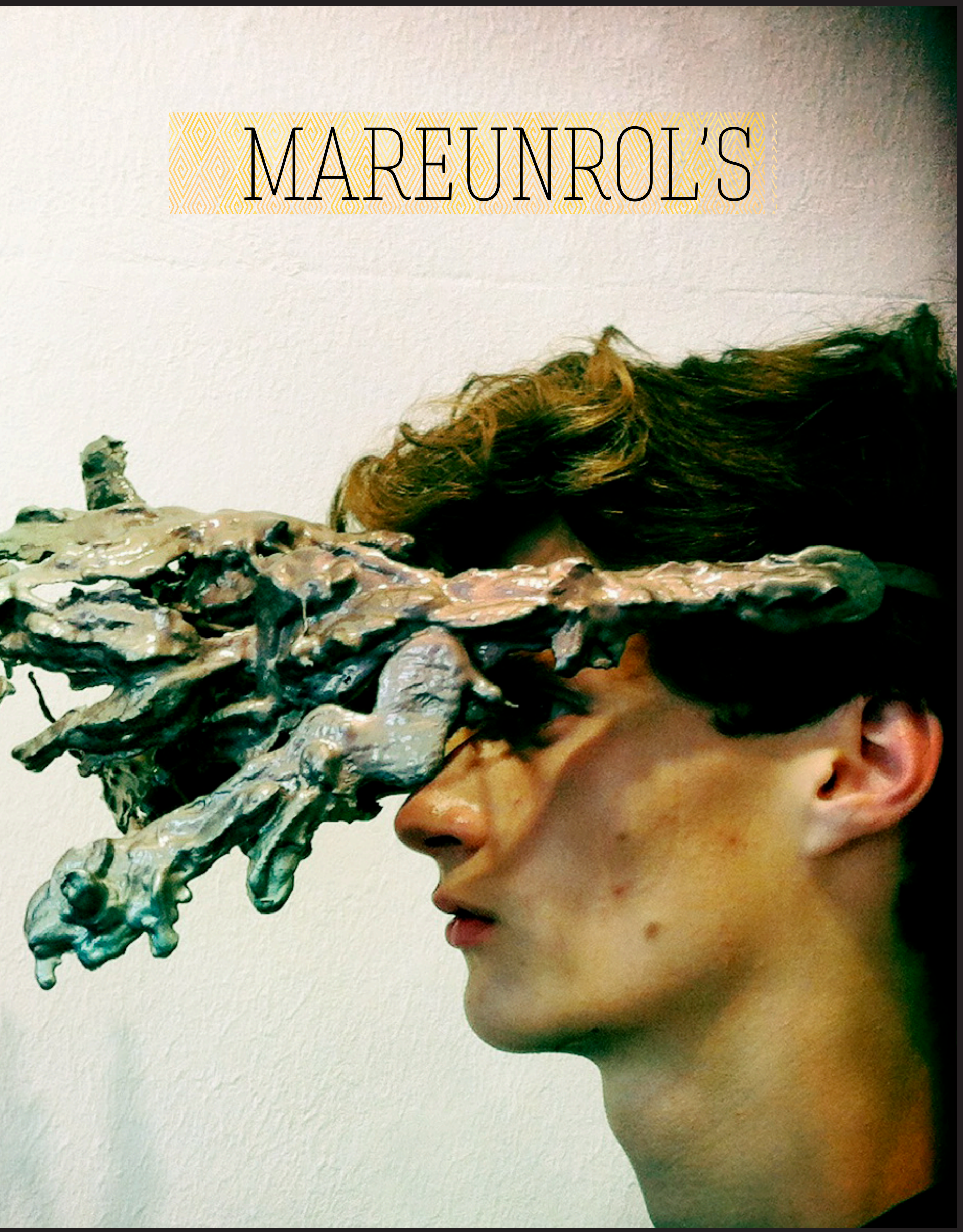


WALTER VAN BEIRENDONCK





MAREUNROL'S







YOU'RE NOT THE ONLY ONE WHO'S PRETTY

CASTING CALLS

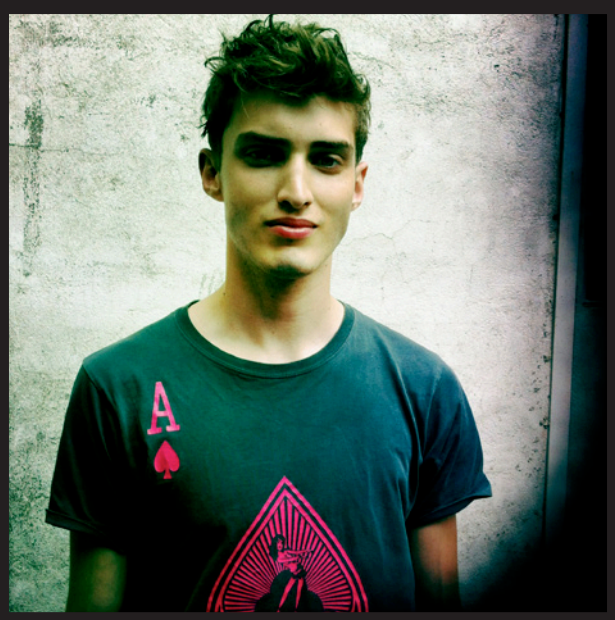
The idea to start my casting call diaries came suddenly last June when I kept bumping into male models in the metro or in the streets as they were going the castings for Paris men's fashion week. At that time, I was getting tired of my photography job and needed new excitement. I was a model myself (ages ago!) and I thought it could be fun and interesting to follow the guys and document their professional life. It immediately became obvious to me that in order to get a more complete vision I also had to start shooting them during fittings, backstage, and on the runway, and that was the beginning of my 'behind the scenes'






info@we





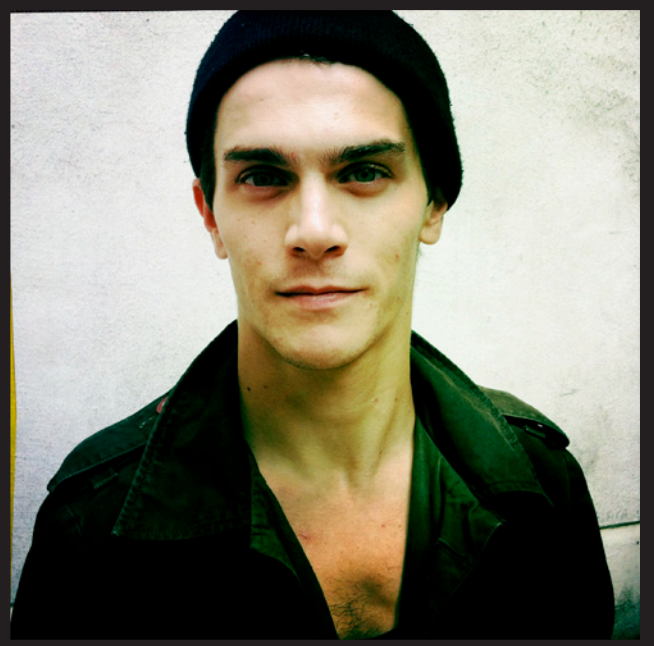

ÆQUITAS







PORTE AUTOMATIQUE
LAISSEZ LA PORTE
SE REFERMER SEULE
Betty Boop










kMe
MSe









Street Style



Part of the fun of any fashion week, whether it's in Paris, New York City or Milan, is catching a glimpse of the amazing street style fashion. Models and editors are dressed to impress while they make their way from show to show, making sure to leave their "fashion mark" on the streets as much as the runway.








KRISVANASSCHE










ÆQUITAS


adidas
DBU


Passion




















AME
PSYCAN


FEVER
WHERE




No
Youth
Control
NEW YORK
GITANE



SITUATION

Yeah, we got drunk. Some of us didn't sleep. We're just having fun and we don't care who sees. We're always ready to go out 'cuz that's the way it's supposed to be.

SAN FRANCISCO

AUGUST 2012

OUTSIDE LANDS

Photos by Jasmine Safaeian & Katie Carroll



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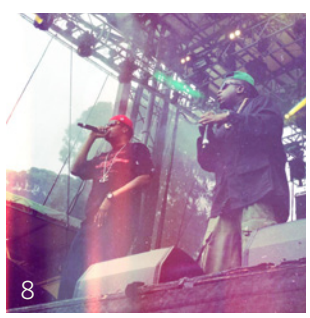


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1. Die Antwoord by **Jasmine Safaeian** // **2.** Party Time by **Katie Carroll** // **3.** Street Artist Making Beautiful by **Jasmine Safaeian** // **4.** Greg Lehman by **Jasmine Safaeian** // **5.** Portugal. The Man by **Jasmine Safaeian** // **6.** Portugal. The Man by **Jasmine Safaeian** // **7.** Jack White by **Jasmine Safaeian** **8.** Big Boy by **Jasmine Safaeian** // **9.** Signage by **Katie Carroll**



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LOS ANGELES

AUGUST 2012

SUNSET STRIP MUSIC FESTIVAL

Photos by Mario Estrada & Molli Sullivan


5



6



7


8


9

1. Marilyn Manson introducing the Doors // **2.** Terra Plane Sun // **3.** Bracelet collection // **4.** Nic Adler // **5.** De La Soul // **6.** Steve Aoki
7. The Sunset Strip // **8.** Stone Foxes // **9.** Alf Lamont













SAN FRANCISCO

AUGUST 2012

NOISETTE

Photos by Peter Ellenby & Mario Estrada











Hipstamatic × W40

We've teamed up with Iconic fashion Publication, W Magazine to create the WMag FreePak inspired by W's editors and content from its September Fall Fashion issue, on newsstands August 21st. The Wonder Lens, W40 Film and WMag case are free to Hipstamatic users through the end of September.

To get the WMag FreePak, tap on the shopping cart icon on your Hipstamatic camera front and check out the Featured Section.




THE BIG FASHION ISSUE
FALL FANTASY
FAIRY-TALE DRESSES
OVERSIZE COATS
LEATHER AND LACE
BOLD, RICH JEWELRY
10
TRENDS
YOU CAN'T
LIVE
WITHOUT
THE
SEASON'S
BEAUTY
MUST-HAVES
THE PASSION OF
PENELOPE
CRUZ
KARL LAGERFELD
THE WORLD'S COOLEST CAT
FROM IT GIRLS
TO CELEBUTANTES
40 YEARS OF SOCIETY







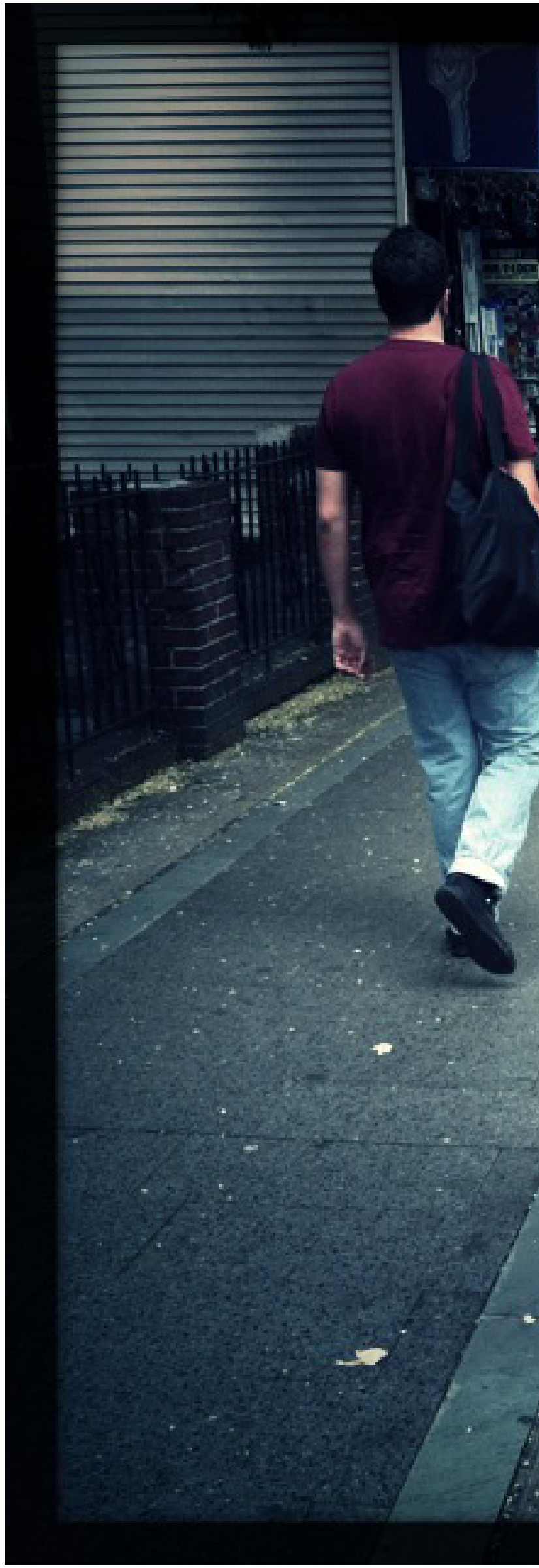
Hipstamatic × W4D





Hipstamatic × W4











+ ONLINE

Behind the Wonder

W Magazine's Photo Director, Caroline Wolff, gives us the skinny on the inspiration behind the Wonder lens, and talks shop about Hipstamatic's impact on fashion photography.

WHAT WAS THE INSPIRATION FOR W'S SEPTEMBER FASHION ISSUE AND THE NEW WONDER LENS?

More and more, we're seeing imaginary worlds and fairy tales ruling pop culture. Movies like The Avengers and The Hunger Games, and TV shows like Game of Thrones and True Blood have transported us into different worlds of magic and fantasy. So for September's big fall fashion issue, our visionary team of photographers and stylists aimed to capture this trend, creating one-of-a-kind, fantastical landscapes while highlighting the most striking trends of the season.

WHAT ROLE DOES PHOTOGRAPHY PLAY IN W'S STORYTELLING PROCESS?

W has a great tradition groundbreaking photography. Every picture is about creating a context and a narrative. It's not just about clothes; it's about the woman wearing the clothes. The fantasy. It's not just about an actress; it's the character she is playing for our pages.

HOW IS HIPSTAMATIC IMPACTING FASHION PHOTOGRAPHY?

It's pushing the industry in a more digital and social direction. The evolution of "Street Style" is a perfect example of this trend. Some of the most popular names in fashion photography today are street style photographers, some of whom take high quality pictures with just their iPhone and apps like Hipstamatic.

LET YOUR VOICE BE HEARD

We want Snap to be the most badass magazine out there, and we want you to help make that possible. What would you like to see more of? Less of? Weigh in on all things Snap at

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