

OFF THE RACK



MARCH

BEHIND
THE
SCENES
OF
MILGO
AWAD
DESIGNS

AN
INTERVIEW
WITH
OWNER
AND
DESIGNER
OF
MILGO
AWAD
DESIGNS

EMILY
REGAN

MEET FABULOUS
MAGAZINE'S
FASHION
ASSISTANT

THE
STYLE
EDIT

SPRING TRENDS: DARK ROMANCE,
BUBBLE DRESSES, AND RUFFLES

CONTENTS

INTERVIEW WITH
FABULOUS MAGAZINE'S
FASHION ASSISTANT:
EMILY REGAN

04

THE STYLE EDIT:
OUR TOP 3
FAVOURITE TRENDS
OF SS25

10

INTERVIEW WITH
OWNER AND
DESIGNER OF MILGO
AWAD DESIGNS

14



ON THE COVER:
EMILY REGAN

Photography: Jonas O'Sullivan

Hair: Dino Pereira

Makeup: Aimee Adams

OUR TOP PICK OF THE MONTH



River Island, £32

FROM THE EDITOR

When I Initially imagined how this first issue would turn out, I never thought that it would be one of my biggest achievements. Living in a largely fashion-dominated world, it was five-year-old Gracie who knew that she wanted to some day become apart of the fashion editorial scene. This issue is the embodiment of everything I have and will continue to work for throughout my career, my mission is to inspire confidence, creativity, and individuality, making fashion fun and accessible for every woman, no matter her budget or background. Whether you have dreamt of what occurs behind the scenes of a fashion publication (p.04), how a small business has expanded and continues to grow in its success (p.14), or you simply want to relax and see what SS25 trends are coming up in spring (p.10), I hope you love this issue as much as I loved creating it.



Gracie Ward, Editor-in-chief

M I
A S
R S
C U
H E



Grace wears:
Dress: Lace & Beads, £82
Shoes: River Island, £32

FAB TIPS

MEET
EMILY
REGAN:
FASHION
ASSISTANT
AT
FABULOUS
MAGAZINE

Interview by: GRACIE WARD





Photography: Jonas O'Sullivan
Hair: Dino Pereira
Makeup: Aimee Adams

Have you ever wondered if the fashion world is really as ruthless and intense as portrayed in *The Devil Wears Prada*? To find out, we sat down with Emily Regan, fashion assistant at *Fabulous* magazine, to ask her about her day-to-day duties and how she handles being in the fashion industry.

The 25-year-old from London, has been working for *Fabulous* for nearly two years. Now confident in her fashion media ambitions, she was unsure about her career path as a sixth former.

"I originally didn't know what I wanted to do, whether it was visual merchandising or styling etc.," Emily tells me. All she knew was that she loved fashion and wanted to spend every penny she had on clothes to improve her own style.

University did not appeal to her, but then she came across the Fashion Retail Academy where she gained her Level 4 Diploma in Fashion Marketing and Business and a BA Honours degree in Marketing and Communications.

Emily's love for fashion and "making people look good in clothes I don't think would suit me", pointed her in the direction of becoming a stylist. This led to a number of marketing internships, which was not her first choice in terms of experience. However, as she says: "You have to do things you don't enjoy to know what you do enjoy."

Eventually, Emily gained an internship opportunity at *Fabulous* and after a making a good impression she was promoted to fashion assistant.

When asked what her typical day involves, Emily says: "The thing I most enjoy about my job is that no two days are the same."

From spending all her time in the office on her laptop, responding to emails and liaising with brands and PRs, to assisting on fashion photoshoots, helping the stylists with their models, steaming clothes, and ensuring every runs smoothly, she has plenty on her plate no matter the day, and adds: "Your day could change in very short notice."

Emily can go from returning samples upon samples in the fashion cupboard, to attending a PR event, to being called in for a last minute shoot, all in one day.



Photography by Gracie Ward

"The thing I most enjoy about my job is that no two days are the same."

She admits this can become an issue when trying to balance her work and social life. "Christmas especially, can be really a really busy period, and it can be hard for your family to understand what you are doing."

Emily explains how during the festive season, many opportunities arise to attend various PR lunches and events, which may not look like work to some people. However, "they are essential for networking. They help with gaining coverage and press samples which are so important for the magazine."

A big portion of Emily's job is preparing for photoshoots and fashion spreads. Every

magazine is different however, and the *Fabulous* team tends to plan their weekly editions a month-and-a-half in advance. This can make it hard to keep up with the constant changes in fashion trends, especially micro-trends. Emily is constantly trying to do this by following the seasonal catwalks and regularly asking her interns for trend reports.

"It is difficult with micro-trends that go really viral really quickly. When this happens we cannot cover it in a shoot as by the time it comes out people are already over it."

However, this does not mean that readers miss

out as Emily explains how in that case, content would be published in the Fabulous newsletter instead which they work on all the way up to its release.

The main part of prepping for photoshoots is, of course, finding the clothes. There are three ways Emily likes to do this, and the first is booking store appointments on Oxford Street to select the clothes in-person.

For online brands you can send links of the items



you like to their PRs and they will send it for you, or you can send a “round robin” to all brands and they will send anything they have that matches the description you send - although you may end up with some odd floral printed ski goggles when you are shooting for summer... Emily’s favourite way is to select in store as nothing beats seeing the product in person, “You’ve seen it, you’ve felt it, you’ve touched it,” she says.

Despite all the good bits that come with Emily’s job, there are also challenges. For example, as the Fabulous print issue has grown in popularity, so has its social media presence.

When she first started at the magazine, her responsibilities were strictly assistant based. “I was making sure the fashion cupboard was

always tidy, sorting samples, returns, etc.”

Although she still has those responsibilities, she also has become one of the faces of *Fabulous* on social media. “The most challenging part of my job is that I am on camera a lot more now. I am not someone who likes having my picture taken, but with the nature of my job it is something I am having to embrace.”

Emily recognises that the fashion industry has its issues. “In general, it is massively underpaid,” she says. She adds she has met women who want to be a part of the industry but have not had the opportunities available due to not being able to afford to commute to or live in big cities.

Despite this, she aims to move up within the company, hoping to one day become a fashion director.

“I was really, really lucky that I got my dream job. My one bit of advice to everyone would be that if you really want something enough, you can make it happen.”

“The most challenging part of my job is that I’m on camera a lot more now. I’m not someone who likes having my picture taken, but with the nature of my job it’s something I’m having to embrace.”



Scan here to access
Emily’s portfolio

Styled by Emily Regan
Photography by Emma Pottinger
Hair and Makeup by Irina Cajvaneanu
Modelled by Naomi Demones
Model wears ASOS

THE STYLE EDIT



As the summer season approaches, new trends are appearing, and our fashion team has selected their three favourites! Keep reading to see how to style them using staple items our models swear by!

Styled and photographed by
Gracie Ward

Martha wears:
Dress: ASOS Design, £38
Shoes: River Island, £40
Earrings: En Route, (models own)

DARK ROMANCE

- Be ready to make an entrance in this lacy number. Add a pop of colour to keep all eyes on you with a bold red clutch and sandaled high heels!
- This look can be dressed down by slipping into some trainers and a maxi slip dress underneath for a go-to everyday look.

Grace wears:
Dress: ASOS Design, £30
Shoes: ASOS Design, £50
Bag: True Decadence,
(models own)



RUFFLES

- The boho revival of 2025 has re-introduced ruffles into our wardrobes, offering a jaw-dropping variety of textures to a basic outfit.

Add a gold necklace and statement earrings to pull the look together!

- This look can be dressed down by slipping on some sandals, and a dainty pair of earrings for the perfect beach-holiday look.

Grace wears:
Dress: Miss Selfridge, £65.99
Earrings: Zara, (models own)
Necklace: H&M, (models own)



BUBBLE DRESSES

- Bubble hems are all the rage, specifically bubble dresses, offering a hourglass figure to everyone who tries it on. Pair with matching heels and statement jewellery and you'll have an outfit to die for.

- This look can be dressed down by slipping into some trainers and a lightweight leather jacket for that relaxed, laid-back look.

(Left) Martha wears:
Dress: ASOS Design, £36
Shoes: New Look, £22.99
Necklace: Betty and Biddy, (models own)
Bracelet: Betty and Biddy, (models own)
Ring: Pandora, (models own)

(Right) Clara wears:
Dress: ASOS Design, £30
Shoes: ASOS Design, £28
Necklace: H&M, (models own)
Ring: Pandora, (models own)



Stylist Assistant: Maddison Frost-Skinner, Hair and Makeup: Gracie Ward,
(in order of appearance) Model 1: Martha Bradley, Model 2: Grace Kilbey, Model 3: Clara Bradley

MILGO

OWNER AND
DESIGNER
OF
JEWELLERY
BUSINESS:
MILGO
AWAD
DESIGNS

Interview by: GRACIE WARD



It's tough out there. According to the Fashion Technology Accelerator, "the expected survival rate of a start-up ranges between 10% and 33%", meaning as many as nine in every ten newly launched small businesses will fail.

So, what sets a successful start-up apart from an unsuccessful one? We sat down with Milgo Awad, owner of Milgo Awad Designs, to see how she overcame the challenges of launching her own jewellery company and what advice she can offer to aspiring entrepreneurs.

What inspired you to create Milgo Awad Designs?

I've always wanted my own creative outlet - a space where I could weave stories through design, with each piece carrying a distinctive concept. Drawing inspiration from my Somali heritage and my life in London and Abu Dhabi, I envisioned a blend of many worlds, a fusion of culture and experience. My childhood memories of watching my mum and aunties transform for wedding celebrations, left an indelible mark, shaping my vision and fuelling my passion to tell these stories through my work.



"A fusion of culture and experience."

I saw on your website you used to be a fashion stylist - how do you think that career choice led you to start your business?

My first love is fashion and photography. While I was working for Cartier, I would branch out and work as a freelance stylist on the side, to feed my creative side and use a different medium to tell stories. I would join forums, tumblers, and Instagram and seek out other creatives to collaborate with.

I took an art direction course at Central Saint Martins, where I met Karine Grace, a photographer. We met two boutique owners who stocked vintage Japanese brands like Issey Miyake in Paris. They were looking for creative ways to work on their lookbook. We

pitched our idea and off we went to Hamburg for a great photoshoot. Everything I learned and the confidence it gave me led me to start an eponymous brand.

Why is Somali and African culture such an important influence on your designs and what part of the culture do you think is reflected the most?

I draw immense inspiration from the rich mythologies of Somalia and Egypt, particularly figures like Heka and Ayaanle. Ayaanle, meaning "bringer of good luck," inspired my triple gold hoops—a design that creates the illusion of multiple piercings in one, embodying elegance and charm. Meanwhile, Heka, the Egyptian goddess of magic and creation, sparked the design of an ear cuff. Curving like a serpent, it combines mystique with effortless grace, a perfect homage to the goddess's transformative power.

Your business launched in November 2020: did you find that Covid-19 affected your initial plans? if so, how did you adapt?

Being adaptable and savvy helped me to get the business off the ground. I joined a platform called Enterprise Nation, where they give support to small

businesses. I was able to learn from experts, took their e-learning courses to have a better understanding in marketing.

As a brand owner, you are forever learning. One of their team members and a journalist from GQ contacted me to write a feature on small businesses that started during the pandemic. The article featured Steven Barlett where he gave his input on being digital savvy. The article gave my brand credibility. Word of mouth always works.

By teaming up with talented stylists and visionary photographers, my jewellery found its way into the limelight - gracing magazine spreads, making



headlines in the press, and adorning celebrated figures. Each collaboration became a stepping stone, amplifying my brand’s reach.

What was the hardest challenge you faced when trying to start up your own business?

Honestly, trying to find funding for a jewellery-based business is difficult. My business is self-funded as everything goes back into it. It’s important to have an emergency fund so if something urgent happens, you are prepared. There would be times when new collections would be put on hold, and I would need to fund other areas such as marketing or replacing current stock.

What makes your designs different to other jewellery brands?

My designs are a perfect blend of art and adornment. Each piece is a masterpiece with a niche focus on beauty and individuality. They’re more than just jewellery; they’re everyday art, sparking conversations and turning heads. These creations invite curiosity, inspiring people to stop, admire, and ask, “Where did you find that?”

The name ‘Milgo’ captures the very soul of my brand - radiating life, elegance, and bold individuality. Every jewellery piece is designed to enhance any style while weaving a story of its own. These creations aren’t just adornments; they’re personal treasures, empowering the



Ayaanle Earrings
milgoawad.com



Nurr Earring and Heka Cuff
milgoawad.com

wearer to feel good. Each unique piece becomes a part of their journey, a keepsake for cherished memories yet to be made.

What is your favourite piece so far?

The Aliyah ear cuff has my heart. I am proud of the design and how I can connect the past to the future in such a modern way. Whenever a client picks up the ear cuff at events, they think it’s a ring until I wear it and the expression on their faces is priceless.

Finally, what advice would you offer to someone who is looking at starting their own business?

The best way to learn is to gain experience in your field. Work for a company where you respect their culture, become a team player and put in that effort to understand how different departments work.

I truly thank my accountant for teaching me how to manage my finances better and how to utilise and save in areas where I can. Looking for a mentor that you admire for their work ethic would help to avoid so many mistakes in the beginning, which I learned the hard way. Most importantly, enjoy the process. You will learn so much about yourself too.

Aliyah Cuff, Djibouti Necklace, and
Zahra II Necklace
milgoawad.com



Scan here to
access
milgoawad.com





SUBSCRIBE NOW



AND GET YOUR NEXT ISSUE FOR FREE!



SCAN HERE
TO ACCESS
OUR INSTAGRAM!