

TIMELESS FASHION FOR THE MATURE SOPHISTICATE

THE DAPPER FOX



MAY 2020
ISSUE 1

THE
FIRST
ISSUE



Does grey matter?

An interview with the founder of the UK's first over-35s modelling agency

06

CRAFT ALES YOU
MUST TRY SOON

Antony Fitzgerald

The model talks about the underrepresentation of age and diversity in Europe's fashion industry.

£3.99



9 771234 567003

FASHION ● LIFESTYLE ● LUXURY

Elegance is an attitude

Simon Baker
Simon Baker

LONGINES®




The Longines Saint-Imier Collection

www.longines.com



A letter from the editor...

Dear reader,

Thank you for picking up the first issue of The Dapper Fox.

There are many groups within society that are not represented well enough within the media. Some are noticed, talked about, and even beginning to appear by force for example plus-sized models. Some just never seem to be mentioned at all.

This magazine seeks to inspire and represent the mature, sophisticated gentleman as well as offering advice on ageing gracefully. Fashion has no boundaries and perhaps, life really does begin at 40.

The Dapper Fox aims to combine luxury and lifestyle with the world of fashion. A magazine for all the dapper silver foxes out there.

To kickstart the first issue, we have an interview with the founder of the UK's first over-35s modelling agency and interviews with silver models who have made a name for themselves in the world of Gucci, Ralph Lauren and Louis Vuitton.

I hope you enjoy it.

With love,

Catherine Poole

**Magazine edited, written,
designed and laid out by
Catherine Poole**

IN THIS ISSUE

FASHION

P4. AGE LIKE A FINE WINE

A cheat sheet on how to dress like Idris Elba, one of Britain's most-respected actors.

P5. DARE TO WEAR

A UK finance director who wears statement shirts in the office. He shows how to navigate fashion in business.

P5. RODOLPHE VON BLON

How a meal with friends turned into a modelling career.

P6 & 7. ANTONY FITZGERALD

Antony Fitzgerald talks about the underrepresentation of age, ethnicity and diversity in Europe's fashion industry.

P8 & 9. DOES GREY MATTER?

An interview with Rebecca Valentine, the founder of the UK's first over-35s modelling agency.

P10. FASHION'S FIGHT AGAINST COVID-19

How our favourite brands reacted to the pandemic that is affecting the world.

LIFESTYLE

P11. TIME FOR A TIPPLE

A list of some of the wackiest, weirdest and experimental craft ales on the market.

Age like a fine wine

Idris Elba's fashion

If we forget the monstrosity that was *Cats*, Idris Elba has forged his career as one of the most respected British actors with credits including *Luther* and *Thor*. Not only that, but he's a heartthrob with the ladies. Here's a cheat sheet on how to achieve his effortless style.

LOWKEY HAIR

Minimal maintenance and minimum effort. Elba opts for a crew cut with a subtle fade and closely cropped facial hair. Keeping well groomed lets you age gracefully.

MAKE A STATEMENT WITH LAYERING

The finishing touch to any outfit, no matter how dull, is a great coat. Elba is no stranger to making a statement with impressive outerwear. Try this Hugo Boss wool blend coat. £405.00.



CASUAL BUT SMART

The modest turtleneck sweatshirt should be a staple in any man's wardrobe. Elba sports the trend that suits both a man in his 50s and a man in his 20s. A turtleneck is a perfect way to inject a splash of colour into an outfit. Purchase this Sunspel jumper. £160.00.



DRESS TO FIT

Wearing fitted clothes is the best way to compliment a more mature body shape. Avoid wearing anything too baggy, or worse, too skinny. Buy these Polo Ralph Lauren straight legged trousers. £129.00.



SUBTLE COLOUR TONES

Elba has mastered the style of a dark tonal wardrobe. To keep your youthful looks, try to avoid wearing colours that are too bright. Opt for some darker colour tones like maroon or navy blue.



Dare to wear: Florals

Navigating fashion in business

UK Finance Director Jonathan likes to make a statement before he has even uttered a word.

Ditching generic business attire for impactful floral shirts, he exudes confidence and authority in the office - and that is before he has had time to call his team for a meeting.

The 52-year-old told of how the trend started. "I got tired of being the grey man. I wanted to wear clothes that reflected individuality and inspired creativity.

"With an extensive collection of floral design shirts, thanks to the good taste of my wife and daughters, you can dress them up for the office or down for a smart-casual night-out."

Jonathan defies office-wear

conventions by stepping back from the white shirt and tie. His floral choice of fashion encourages openness and approachability while Jonathan knows exactly what he wants and how to get it.

The tasteful floral shirt is an apt way of incorporating colour into office-wear.

His fashion taste has received a positive reception. "Wearing statement shirts is also a great conversation starter and I get numerous compliments for my shirts wherever I go."

The most appropriate way to style a floral shirt in the office is to avoid colours that are too brash. Not only do darker colours help to retain a youthful image, but maintaining an authoritative presence in the office is important.

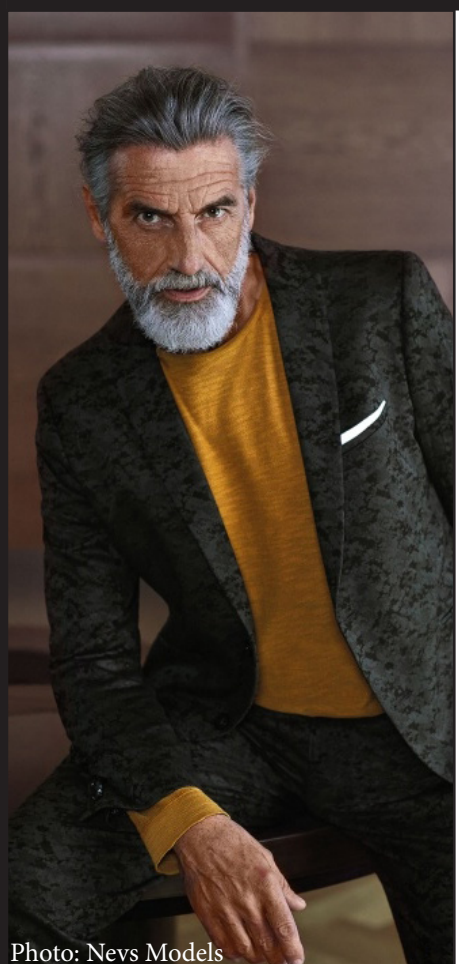


Photo: Nevs Models

Rodolphe Von Blon

How a meal with friends turned into a modelling career.

Rodolphe Von Blon's modelling career began after dining out with a group of friends in Barcelona.

A friend of his uploaded a group photo onto Instagram which caught the attention of the boss of Uniko, a Barcelona-based modelling agency.

Within eight days, Von Blon had signed for two major advertising campaigns with Skoda Limousine and Desigual.

The silver-haired model said: "The best thing about modelling is the friendships you make during the productions. Friendships with the photographers, the assistants, the models and the hairdressers. It's like one big family we share magic moments with."

Having worked in advertising for 20 years, Von Blon knew the fashion industry well.

He signed up with various well-accredited modelling agencies across Europe.

Von Blon has modelled for fashion editorial for the likes of Louis Vuitton, Gucci and Ralph Lauren. He has also worked with Junya Watanabe for Comme Des Garçons and a campaign with BMW.

"Fashion is so important to me. I like to dress and feel good in my clothes. I translate my state of mind into what I'm wearing." Von Blon explained. "I love to follow trends."

Antony Fitzgerald



“Diversity among those of African and Asian ethnicity are underrepresented in Europe, including the UK, when it comes to fashion.”

Photo: Raimondas Kazenas

After eleven years in marketing and nine years in teaching, Antony Fitzgerald found himself unemployed at 50-years-old.

Five years later, Fitzgerald is represented worldwide with an ever growing portfolio of commercial, lifestyle, fashion and editorial modelling. His credits include advertising campaigns for Google and Barclaycard, the face of JD Morrison in the video game Devil May Cry 5 and a catwalk model for Junya Watanabe's Autumn/Winter 2019 collection at Paris Fashion Week.

Fitzgerald joined a mature model agency in Paris called Agence Silver in 2017. Since he was signed, their intake of ethnically diverse models has increased to the extent that "they might be recognised as one of the most diverse model agencies in Europe with older models," according to the 55-year-old model.

He says that the under-representation of male models over the age of 50 and of African descent is the worst thing about the fashion industry. It is his objective to make diversity better recognised within the industry.

The 6ft model thinks that: "Age is better represented now than it was ten years ago. We can use older models to appeal to younger people because in us, they see themselves in 20 to 40 years time.

"For me, that is aspirational. It's appropriate to use more than one older model in a campaign because there is so much diversity within age - ethnicity, disability and gender identity are just some."

Older male models typically are depicted as "classic" and "conservative" figures, and this is frequently portrayed in their modest clothing styles. Fitzgerald aspires to break the norms with his style.

"Diversity among those of African and Asian ethnicity are underrepresented in Europe, including the UK, when it comes to fashion. If we look at some of the major fashion magazines the use of models, over 50 who are Asian and African, is minimal or sometimes non-existent." he says.

Fitzgerald finds the under-representation of age and ethnicity in fashion disappointing. "I love and buy fashion but sometimes I am not seen as the desirable customer."

"I am in the process of joining an agency in South Africa. We have made progress in terms of age and diversity but we still have a long way to go. While it's 'difficult for everyone', we won't make progress unless we start taking diversity seriously."



Photo: Henry Gorse

Does grey matter?

Catherine Poole talks to Rebecca Valentine, the founder of a modelling agency that is redefining fashion.

For too long, fashion has been obsessed with youth. Before now, older models have typically been confined to the realms of insurance and care home advertisements, but things are changing. The greying generation are redefining the face of the fashion industry, telling a story behind their every line.

According to research by the International Longevity Centre (ILC-UK), older people have increased their spending on clothes and shoes by £6.9 billion, or 21%, between 2011 and 2018. By 2040, people aged 50 and over will account for the fashion sector's key consumer market.

With older people becoming the core target market, why have we seldom seen the over 35s in fashion advertising until now?

Former London photographic agent, Rebecca Valentine, founded the Grey Model Agency five years ago. It is the UK agency where everyone on the books is aged over 35.

Valentine collaborated with iconic photographer Paul Spencer and cult Vivienne Westwood model and muse Sara Stockbridge to host a secret casting in London to see who the silvering models

were. "We were inundated from the start with characters and it spiralled from there."

"I have worked as a top London photographic agent for many years, primarily with top music photographers or portrait photographers, and I could see through their eyes how they enjoyed shooting the character in faces more than traditional beauty.

"So one day, I wondered why we didn't focus on the many stories that are



held in the faces of older quirky people as that is a powerful message for brands to convey. After some research I realised there wasn't a model agency in the world showing this side of life." Valentine says.

When Valentine started researching to set up Grey Model Agency, she noticed that age and diversity was starting to be recognised in the fashion industry with Lanvin Paris using older models on the runway.

Grey Model Agency was born to help brands "drive its own age revolution" a little faster. Her first campaign commissions were in fashion.

"British photographer Rankin has been a big supporter of Grey from the beginning and we shot a Gucci fashion feature for his magazine, Hunger.

Our next job was London Fashion Week for a Chinese designer called Youjai Jin who used our oldest model Frances Dunscombe, who was then aged 82. The story travelled around the world including China and Grey Model Agency was firmly placed on the map," Valentine explains.

Since then, Grey Model Agency has done some groundbreaking work including a lingerie shoot with Avant Garde. Dunscombe was a cover girl for Harper's Bazaar and Grey models are regularly featured in Vogue around the world.

But, it is not just the women that are redefining the fashion industry.

Grey Model Agency models are regulars on the runway for mature male fashion brand Billionaire and other male commissions have been with tailors, luxury holiday companies, cars, shoes and accessories.

High street retailers, particularly River Island, TK Maxx and Primark, are beginning to embrace age as 'edgy' in their fashion campaigns.

"We are now seeing top brands such as Vivienne Westwood, Puma, Gucci Beauty and Sephora use our models. They're not just using silver foxes but edgy looks like Ernie who has your original Led Zeppelin musician look and Herbie with his long dreadlocks." Valentine explains.

Although brands have started to change their approach to age and diversity, Brexit proved to be a force challenging the demand for older models. "There was a spike for a while focusing on older men in a new way but with Brexit and uncertainty, brands have returned to what they know using youth as their main focus."

Valentine recalls launching Grey Model Agency: "At first, it was very limited and tokenised on briefs. All were Dad's, Grandads or George Clooney lookalikes but that has changed, widened and diversified.

"There was a spike for a while focusing on older men but with Brexit and uncertainty, brands have returned to what they know using youth as their main focus."

"They realised that this part of the market were the ones with money and houses who were funding the younger generation and where there is cash, there is marketing."

Grey Model Agency tends to steer away from models who have had cosmetic surgery to "focus on the character of faces and lines that tell a story."

While Photoshop is integral to editing the quality of photographs, very little is done in the way of beauty. Briefs now often specify that they want wrinkles and blemishes.

Valentine says: "Age has changed. If you look at our model Michael Millen, he is one of the fittest people on earth. He is 66-years-old but his physique is that of a very fit 22-year-old."

Millen was casted by Lyle and Scott for their lingerie campaign with the strapline "I look so much better than them."

Valentine is hopeful that she has helped to redefine the fashion industry by embracing age and diversity.

"Grey seems to have helped turn age in its head and focused on breaking down stereotypes."

Photos: Grey Model Agency

Left: Mike Mullen

Below: Ernie



Fashion's fight against Coronavirus

Despite the hub of menswear in Milan suffering the hardest from Covid-19, here is what some of our favourite fashion brands are doing in the fight against Coronavirus:

Two months ago, our lives were almost unrecognisable to the one that we are currently living. April saw a staggering incline of cases and deaths with each day starting with a new heart-wrenching headline. Pubs and fashion retailers remained closed while taking a noticeable hit and people practiced social distancing.

BURBERRY

British brand Burberry has responded to Coronavirus by using its Yorkshire factory, usually used to produce trench coats, to manufacture masks for patients in hospitals and non-surgical gowns. Burberry is also funding the University of Oxford research into a vaccine as well as offering support to charities helping food poverty across the country. The brand has delivered 100,000 surgical masks to the NHS.

GUCCI

Gucci pledged two separate donations of €1 million each to crowdfunding campaigns. One donation is for its home-country Italy and an additional one million is for the Covid-19 Solidarity Response Fund in support of the World Health Organization. Gucci has utilised its social media to encourage further donations and inform their followers of health and safety advice.

HUGO BOSS

Despite reporting a fall in profit in March, German brand Hugo Boss has joined the fight against Covid-19 by producing 180,000 reusable masks using a



cotton blend. The masks can be washed and used up to 50 times.

KURT GEIGER

Despite the British high street coming to a standstill, Kurt Geiger is still making an impression by donating £100 vouchers to local NHS hospitals for staff working in critical care. The British brand is encouraging their workers to take part in charity work while paying their salary in full. CEO Neil Clifford has suspended his salary during the pandemic.

PRADA

The fashion company converted its factory for the production of 80,000 medical overalls and 110,000 masks which has been distributed to the healthcare employees. Additionally, Prada donated two intensive care and resuscitation units to Milan's hospitals.

RALPH LAUREN

The American fashion brand has donated \$10 million to support workers and communities affected by the virus. The money

has gone towards the WHO Covid-19 Solidarity Response Fund, providing help for cancer patients through Pink Pony Fund, manufacturing 250,000 masks and 25,000 surgical gowns and for support for financially struggling fashion designers.

And, it is not just fashion brands who have united in the face of the pandemic.

APPLE AND GOOGLE

The two leading organisations have collaborated to create an app that will run on iPhone and Androids to use Bluetooth to alert people who have come into contact with a person who has tested positive for Covid-19.

BREWDOG

The independent brewery has put a new spin on its famous Punk brand. Instead of beer, the company has been using its distillery in Aberdeenshire to manufacture hand sanitiser. Over 5000 bottles have been distributed to local NHS hospitals.

Time for a tippale

As more and more breweries open their doors, the beer scene has become wackier, weirder and much more experimental with flavours. If you're feeling a little crafty, here are six brews that you must try:



3 WEISS MONKEYS - LONDON FIELDS BREWERY

3 Weiss Monkeys is a creative fusion of a German wheat beer and an IPA. Yellow and hazy, the beer is a fun mix of tropical fruit, spice and banana to create a refreshing finish. "Born to be different."



BIG SEA WEST COAST IPA - MAD SQUIRREL BREWERY

This 5.5% west coast ale comes from across the seas. A vibrant flavour of pine, citrus and a classic bitterness creates this beer that is a great accompaniment to a lamb shank and vegetables.



GENTLEMAN'S WIT - CAMDEN TOWN BREWERY

Gentleman's Wit is a unique blend of bergamot and the lemon zest of Earl Grey tea. Camden Town Brewery describes it as an English take on a Belgian style. A perfect Summer beer with a light body.



LUPULOID IPA - BEAVERTOWN BREWERY

A 6.7% IPA not for the faint-hearted. A simple concoction of just basic ingredients: malt, yeast, water and hops with a citrus taste. Other notable ales include Neck Oil and Gamma Ray.



SOUNDWAVE IPA - SIREN BREWERY

This Berkshire brewery's most-loved IPA has a distinct taste of grapefruit, mango and peach. With a cloudy haze and subtle bitterness, it is a reminder of the American west coast.



ZOMBIE CAKE - BREWDOG BREWERY

From the same brewery as Punk IPA, Brewdog has released a praline chocolate porter. At 5%, toffee and chocolate provide the core flavour combined with light tones of vanilla, coffee and nuts.

Adding a piece of art adds value for life.



Body - Handmade aluminium

Backbone - carbon fibre

Heart - 7.0 litre 12 cylinder



ASTON MARTIN

www.one-of-77.com