



# YOUTH REPORTS

## East Coast consumer hot picks - girls

ANN LARSSON, WGSN, EAST COAST 18.12.09

Lydia: slasher hipster   Emily: coastal   Nadja: classic with a twist   Gabriella: fashion-forward   Olisa: urban mix

Hanna: hip hop style

### Hanna: hip hop style



Hanna

Brooklynite Hanna loves music and dancing. Her style is vibrant and graphic and influenced by streetwear. She loves to play around with funky statement jewellery and is influenced by retro hip hop styles from the early 90s. She describes her style as "dancehall, urban and sporty".



Phil Mamuyac



DJ Ace at Rice and Peas



Juste Debout poster



Graphics by Diamond Headz



Vybz Kartel

## Hot picks

**Favourite stores:** Patricia Field and Supermarket

**Favourite designers/brands:** Mathmatiks, Diamond Headz and Nike

**Favourite items in you wardrobe right now:** A lace wraparound top from Arden that I got a friend's yard sale

**Basic garment you can't live without:** At the moment, tights.

Items that you wear the most: Tights, "tubes" scarves that my mom knitted and my new black Via Spiga boots

**Items you will by for spring 2010?** Jewellery from Hunter-NY, Ralph Lauren jacket and tight jeans that I can dance in

**Favourite artists right now:** Busy Signal, Vybz Kartel, Tifa, Sanjay, Donny Yardas, Major Lazer, Foreign Exchange, Ryan Leslie

**Celebrity with best style:** DJ Micro Don

**Favourite event/clubs:** Parties in Kingston, Rice and Peas and Open at Santos

**Events in 2010 you look forward to?**

Sumfest in Montego Bay, Juste Debout (dance competition in Paris) and the World Cup in South Africa

**Favourite blogs/websites:** [www.theswedebeat.com](http://www.theswedebeat.com), [www.mookiedesign.com](http://www.mookiedesign.com), [www.federationsound.com/blog](http://www.federationsound.com/blog) and [www.philmephlo.blogspot.com](http://www.philmephlo.blogspot.com)

**Magazines you read:** Vogue and National Geographic

**Artists to be on the look out for:** Phil Mamuyac



Turntable ring from Mathmatiks



Graphic tee by Diamond Headz

## Quotes

### **What is it about your favourite store that makes you coming back?**

"Patricia Field is my favourite store in NY and seems to have everything I like. They have great service and a crazy funky store concept that stands out from the rest. It is always fun to go there, and you know that even if you don't come out with something you had a good experience."

### **What would you want for spring/summer 2010?**

I love the turntable rings from Mathmatiks. For me it is the perfect merge of everything I like and stand for; fun and slightly comic jewellery, music and a good reference to an era that I am very inspired by."

### **Do you get influenced by the style of artists/celebrities/musicians?**

"Yes, but it is not their actual style that inspire me most of the time. An outrageous style inspires me to be more daring and take risks. For me, it is also a proof of creativity."

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