

The Maximalist *W&O* Times

THE SUMMER ZODIAC ISSUE

STORIES.COM/HOUSEOFHACKNEY



Bloom out! It's a takeover!

Early this morning the news broke: There is something blooming in the state of fashion. As dedicated adorers of all things à-la-mode woke up, the news was already spreading around the globe, from Seoul to New York, from London to Kuwait City: the maximalist look is taking over. Clothes and accessories are being adorned with blossoming flowers, wild stripes and prancing poppies, and we're all combining them, bringing together a print craze galore.

The bloomed-out maximalist takeover was first spotted in Hackney, the buzzed-about borough in East London.

"We're bringing together a print craze galore."

Some time ago, according to sources, the interior and lifestyle brand House of Hackney desired to transform

their quirky and bold aesthetic into a style-savvy fashion collection. To fulfil their maximalist sartorial vision, whom other to team up with than style-revering brand & Other Stories? "This collaboration is built on a foundation of mutual admiration", said House of Hackney in an official statement from their Hackney headquarters.

The buzz has now proven to be true, and we'll find the House of Hackney co-lab at the House of Hackney flagship

store and select & Other Stories boutiques all over planet Earth. And speaking of planets – according to our fashion forecasting horoscope on pages four and five of this special edition of The Maximalist Times, this summer's zodiac is very much aligned with the maximised, print-infused look, as well. To get your hands on the limited-edition collection, mark your calendar, the reports are in: Our style is getting maxed-out!



A letter from the editor

A few months ago, during one of my weekly catch ups with House of Hackney's co-founder Frieda Gormley, I was struck by the rather large smile spread across her. It was over that iced latte that Frieda revealed the top-secret news of an impending collaboration between her London-based lifestyle and interiors brand, House of Hackney, and the wonderful fashion brand & Other Stories. No wonder she was smiling!

Upon viewing the collection, we concluded that this dazzling wardrobe of printed perfections and maximalist summer must-haves called for the very first special edition of the Maximalist Times... and so here we are!

This one-off issue will unravel the inspirations and insights of the exclusive collaboration and is certain to inspire your warm-weather wardrobe. Inside, you'll find

a step-by-step guide to achieving headscarf chic, a list of reasons to visit our stomping ground of Hackney, East London and an exclusive interview about the collection with House of Hackney's co-founders.

My fabulous fashionistas, this summer is truly set to be one of fun and frivolity. Take to the parks in print, be bold with layering patterns, soak up the rays and enjoy the read.

*Lots of love,
Maxi*

P.S. Don't buy anything until you're up to speed with your zodiac sign in this summer's maximalist horoscope on pages four and five!



A heightened version of nature

Meet the duo behind the latest co-lab with & Other Stories, Javvy M. Royle and Frieda Gormley.

House of Hackney is the utterly British interiors and lifestyle brand championing bold print and colour for a new generation of tastemakers. From patterned wallpapers and fabrics to quirky lampstands and cushions, their flamboyant, maximalist style promises to bring a sense of sublime beauty to your home... and now also to your wardrobe.

This summer, fashion maverick & Other Stories has teamed up with House of Hackney to present a collection of printed pieces perfect for the sunny season.

We caught up with the duo behind House of Hackney, Javvy M. Royle and Frieda Gormley, at home in their Hackney townhouse.

How did you and & Other Stories find each other?

—When & Other Stories approached us to create this collection, we were delighted because they're a favourite of ours! This is a collaboration built on a foundation of

mutual admiration. We love their silhouettes, print treatments and the fact that the brand always creates smart and empowering content.

You've said the collection is inspired by what the Bloomsbury Group wore when going on country retreats and meeting up with their artist friends. Can you tell us a little more about this?

—The Bloomsbury Group was a crew of bohemian creatives, including the likes of Virginia Woolf and her sister Vanessa Bell, who would meet up around Bloomsbury, London, at the beginning of the 20th century. They were free thinkers in the truest sense. For example, rather than painting flowers they could observe, they imagined flowers that didn't exist and painted them instead. When they weren't in London, they would spend a lot of time in the English countryside, and

this love of the outdoors is reflected in the & Other Stories collection.

Is dreaming up flowers something House of Hackney has tried?

—Yes, in our collaboration with & Other Stories one of the flower prints is based on the poppy but the rest are flowers that don't exist in real life. They're heightened versions of blooms, that nature hasn't created. Yet.

What are the three most important parts of the House of Hackney spirit?

—Inspired by nature, irreverent, with a soundtrack by Bowie.

What message do you want the collection to convey?

—We want everyone who wears our pieces to feel wonderful, strong and feminine.

MAXI'S BEAUTY PICKS



1

Cherry Ideal Lipstick
Do you know what lipstick is? Never boring!



2

Taupe Chéri Eyeshadow Quartet
As the sun sets, put some shade on your eyes.



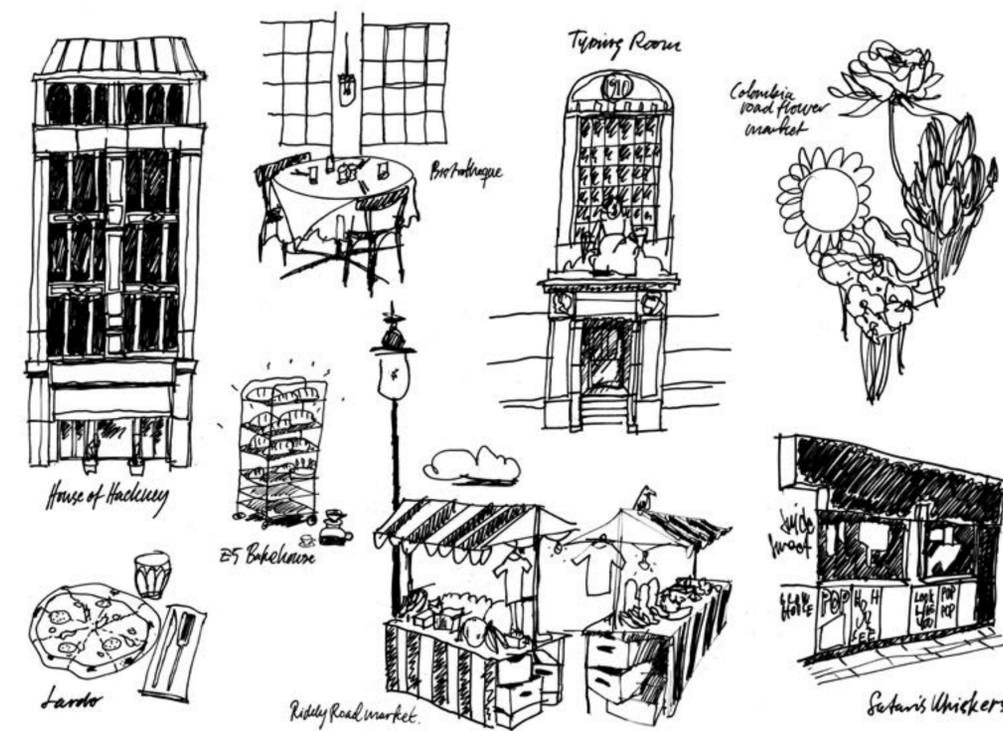
3

Caliper Body Oil
The thing about oil: it makes you glow!



4

Astre d'Or Nail Polish
There's no summer without a little gold.



Explore buzzed-about Hackney

House of Hackney presents their ultimate insider's guide to the finest hot spots in sizzling Hackney, the London borough which they call home.

AT THE MARKET

Hackney is full of wonderful markets and two favourites for gathering inspiration are Ridley Road Market (every Monday to Saturday) and Columbia Road Flower Market (every Sunday). The former is one of the most vibrant and eclectic markets in East London – the mood is set with feel-good reggae music and an assorted selection of treasures awaits. The latter, of course, is a weekly pitstop for picking up bunches of fresh flowers and indoor palms.

CULINARY DELIGHTS

There's no shortage of amazing places to eat around East London. Who can get enough of E5 Bakehouse for breakfast – think perfectly cooked eggs on their in-house sourdough

“There's no shortage of amazing places to eat around East London.”

(the 'Hackney wild' is a true favourite) – or an afternoon oat milk latte and homemade cinnamon bun. And for the evening, Lardo on Richmond Road does the best pizza,

perfect to get one on the go and enjoy it in London Fields as the sun goes down. For special occasions book a table at either Bistrottheque or the Typing Room.

INTERIORS EMPORIUM

With botanical wallpaper prints climbing from floor to ceiling, elegantly poised fringed velvet cushions, and a gleaming selection of polished pineapple bookends and patterned china teacups, the House of Hackney flagship store is a veritable interiors treasure trove and of course, a must-visit! Guaranteed to bring out your inner maximalist, the wonderful team are happy to provide an endless source of inspiration and advice when it comes to home improvements.

LOCAL LANDMARKS

A trip to the Hackney Museum will give visitors an insight into the borough's rich history; discover the story of Loddiges, once the world's largest plant hothouse and the inspiration behind some of House of Hackney's most iconic designs. Also check out Hackney Empire, one of the most

beautiful theatres in London, which has been known to host secret gigs by the likes of Arcade Fire and The Fall.

WELL SCENE

A swim in London Fields Lido is a summertime must and is most definitely the best way to start the day. Another must is yoga classes at Reva Yoga Studio which is based in beautiful warehouse space on the side of the canal – as soon as you walk in you feel a sense of calm, it's a true spiritual haven in the heart of Hackney. Thirdly, you can't beat a brisk walk or cycle around one of Hackney's many parks – who can resist Victoria Park on a sunny weekend?

AFTER DARK

Start your night out at one of Hackney's many great pubs or with cocktails at Satan's Whiskers on Cambridge Heath Road. If in the mood for dancing, then the Moth Club is the place to be. Hosting underground bands, regular '70s-themed nights and an occasional David Bowie tribute night, it has an effortlessly fun vibe!



Take a seat and enjoy the floral maximalism galore at the House of Hackney flagship store.

FOOD & DRINK

Lardo 197–201 Richmond Road
E5 Bakehouse Arch 395, Mentmore Terrace
Bistrottheque 23-27 Wadson Street
Typing Room Patriot Square
Satan's Whiskers Cambridge Heath Road
Moth Club Old Trades Hall Valette Street

SHOP

House of Hackney flagship store
131 Shoreditch High Street
Ridley Road Market
Columbia Road Flower Market

VISIT

Hackney Museum 1 Reading Lane
Hackney Empire 291 Mare Street
Victoria Park
London Fields Lido
Reva Yoga Studio 2 Andrews Road



Max it out and let some botanical abundance light the way through the House of Hackney flagship store.

CLASH COURSE

How to master print pairing like a maximalist.



COMMENCE WITH COLOUR

When scanning your wardrobe for prints to pair, start by selecting graphic garments in colours that complement each other.

TWO OF A KIND

Similar prints in different sizes work very well together. We're especially fond of ditsy florals and bombastic blooms.

WILD NEUTRALS

Consider adding a wild streak of zebra stripes or leopard print to the mix. They act as neutrals, meaning that they'll look lovely with just any other print.

DON'T OVERTHINK IT

Go with your gut! If it feels good, it will look even better. Remember that unexpected combinations are what bring fashion forward.

SUMMER PLAYLIST

Follow The Leader
Foxygen

I Feel The Earth Move
Carole King

Bad, Bad News
Leon Bridges

Summer Breeze
Seals and Crofts

Toria's Song
Papooz

Eventually
Tame Impala

You Make Loving Fun
Fleetwood Mac

Israelites
Desmond Dekker & The Aces

Take Me Over
Stephanie McKay

Bring On The Night
The Police

Are Friends Electric
Tubeway Army

There's A Ghost In My House
The Fall

Don't Fight It, Feel It
Primal Scream

(White Man)
In Hammersmith Palais

The Clash

The zodiac of summer style

As the stars align in the sky, the horoscope foresees some serious sartorial updates coming your way. One thing is true: the planets know what you're wearing this summer.



Gemini

May 21 – June 20

Summer, as we know, is all about the craft that Gemini basically invented – accessorising. When Uranus shows up in your twelfth house, your wardrobe will undergo a serious spiritual awakening. With warm-weather outfits underpinned by statement shoes, bags, sunglasses and headscarves, prepare to deep-dive into your fashionable subconscious and start layering accessories like never before. This season, fashion is the new meditation.



Cancer

June 21 – July 22

Cancer, you daydreamer. Your sign may be represented by a crab, but don't let that hinder you from breaking out of your sartorial shell. You're no stranger to dressing in a refined and elegant manner, but with summer a wave of change arrives. According to the stars you will channel a laid-back style, perfect for an impending trip to California. While in L.A. you'll slip into floaty summer dresses, drape yourself in florals, steer into the sunset and embrace a sunny, carefree lifestyle.



Leo

July 23 – August 22

Wow, Leo. As your sign has one lunar eclipse here and one solar eclipse there, it's time to pursue your wildest wardrobe dreams. Since your style idol is already '70s David Bowie – bold, creative and totally out there – brace yourself for a summer of fashion 2.0. Street style photographers will be chasing you down the road, and the biggest influencer agency will sign you up even though you don't have an Instagram account... yet. Promise to get us in at those wild summer parties, please.



Virgo

August 23 – September 22

Virgo, you always pay attention to detail and aspire to achieve outfit perfection, but during the summer of 2018 four eclipses present four opportunities to try to let go. Inspired by the heightened awareness of nature that summer serves, flowers and wilderness are set to become your obsession. Feeling at ease in your new look, you'll embark on a nomadic journey where you meet a guru who will give you a new name. This summer you will be called: "Psyche Delia". Embrace it.



Libra

September 23 – October 22

Libra, this is your time to enjoy balance. As Jupiter moves into Scorpio, your stabilising second house becomes even more stable. Your love for fashion and your particular, elegant style has earned you an enviable closet, and this summer you'll enhance it through a classic, boho-chic mood. Just a warning: your rooted and refined style could get too ascetic, and you'll find yourself wearing togas and walking around barefoot. As lovely as that sounds, it may create some problems during your next city vacation.



Scorpio

October 23 – November 21

As a Scorpio, you tend to nurture your innate femininity by keeping a tough exterior (i.e. you're familiar with leather pants). But since you're having expansive Jupiter watching over you this summer – take the chance and dig into your feminine core. By embracing a colourful, maximalist wardrobe you'll let your inner goddess blossom. Soon, (according to this summer's Leo lunar eclipse) uncovering your fondness for femininity will attune you with fellow Scorpio, the cool, gardening-obsessed princess Grace Kelly. By the end of September, you may even have a flower named after you, just like she did.



Sagittarius

November 22 – December 21

Being the go-getter sign for whom there is no such thing as "too much", you're always tuned into the latest fashion trends. But this summer does present some calmness into your hectic life. Zen master Jupiter wants you to explore your spiritual side and dial down on all the drama. Style-wise that means clothes that keep you earthbound. Go for lightweight pieces in organic cotton and a natural palette. The planet we're standing on is just as important as those playing mind games with us up there, after all.



Capricorn

December 22 – January 19

Saturn, your ruling planet, is the cute one with its prominent ring system making it totally unique. This summer, with four impending eclipses, you might want to take your polished wardrobe to the next level. Get inspired by Saturn's yellow hue and add some sunny saffron shades to your ensembles. If it feels too out of the box, fear not, as your eleventh house of technology is here to guide you. Next thing, you'll be planning an excursion to Silicon Valley to launch an app version of Cher's outfit-composer machine in iconic fashion flick Clueless. Outfit doubt, no more.



Aquarius

January 20 – February 18

Aquarius, you're the head-turner, the one who loves to experiment and try unusual looks. This summer you're having a downright party in the sky, with Jupiter, Uranus and Saturn all influencing the playlist. Style-wise this means your inner flower child will blossom. Maximalist floral-print styles will go perfectly with your new free-spirited attitude. Let the words of famous Aquarian Virginia Woolf, "I am rooted, but I flow" guide you into a career in the realm of spiritual healing which goes perfectly with your new age vibe.



Pisces

February 19 – March 20

Pisces, you are the sign most devoted to astrology, which is fantastic as it means you'll actually be reading this. Good news – your summer is going to be glorious. As Saturn exits your tenth house, Jupiter is flying free in your ninth which means optimistic energy galore. Your wardrobe of sublime summer dresses will grow, probably due to your new-found penchant for collecting passport stamps on trips to warmer climes. Being 'the mermaid of the zodiac' you are happiest lounging on a yacht, sailing all five of the world's oceans – so slick back your hair, put on an effortless dress and get ready for summer.



Aries

March 21 – April 19

Aries, you're used to being the trailblazer of the bunch so here is some excellent news for you: this is the perfect summer to turn up the volume in your closet. Whatever you wear, make sure it puts you in the spotlight. With Jupiter whirring in your eighth house, you'll be combining your outfits like never before. Here is some advice: do you do. A stampede of animal prints from head to toe? Why not, go for it, you're the leader of the zodiac after all.



Taurus

April 20 – May 20

Brace yourself Taurus as Uranus enters your sign at the time of a new moon. Be prepared to revamp your usually sophisticated and classic taste in clothes: adding a hippie touch to your style will make you sparkle all summer. Home of bohemian glamour, a holiday in Ibiza may be on the horizon. But you won't be attracted by the hedonistic pool parties, instead you'll be practising yoga on the beach by day and evoking your inner boho darling through printed headscarves and wrap skirts come sunset.



WRAP THIS WAY

Take your maximalist look to the next level by embracing the iconic headscarf. This is our favourite way to wear it.



1

Fold a square scarf, inwards from the edges, into a rectangle. Twist up your hair.



2

Place the centre of the scarf on the back of your head, underneath your hair.



3

Pull upwards, towards the middle on top of your head and twist the ends around each other once.



4

Take each end, pulling them down beneath your hair and then tie them together at the back.

SUMMER CROSSWORD

ACROSS

- The original Starman, David Bowie, sings about life on this red planet.
- A totally tropical fruit that has nothing to do with either pines or apples, surprisingly.
- The hippie believes only in which beautiful form of power?
- When roses are red, these are said to be blue.
- How long did the Beatles sing about Strawberry Fields for?
- Your friend, also the flower before it blossoms.

DOWN

- Maximalism's antithesis.
- Most famous of all summers, the summer of 1967 was The Summer of...
- At the summer resort in Dirty Dancing, nobody puts Baby in...?
- The flower that Jon Bon Jovi wants to lay us down on a bed of.
- When the moon goes down, this comes up.
- The planet synonymous with feminine power.

WHERE TO FIND THE CO-LAB COLLECTION

- Amsterdam*
Heiligeweg 26–28
- Antwerp*
Korte Gasthuisstraat 17
- Berlin*
Neue Schönhauser Str. 15, Mitte
- Copenhagen*
Amagertorv 29
- Dublin*
26 Grafton Street
- Hamburg*
Neuer Wall 20
- Kuwait City*
The Avenues Shopping Mall
- London*
256–258 Regent Street
7 Goods Way, Kings Cross
132–133 Long Acre,
Covent Garden
- Madrid*
Hermosilla 15
- Milan*
Corso Vittorio Emanuele 1
- New York*
505 5th Avenue
- Paris*
277 Rue St Honoré
35 Rue Montmartre
- Seoul*
Apguejong
- Stockholm*
Biblioteksgatan 11
- Warsaw*
Galeria Mokotów
- House of Hackney flagship store*
131 Shoreditch High St., London

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*Not redeemable with any other offer. Excludes the & Other Stories collaboration, samples, bespoke services, gift cards and delivery. One use per customer. Expires 31st July 2018, 23:59 GMT.

Wardrobe wonders

From poppy to zebra prints adorning blue velvet and silk – discover the House of Hackney and & Other Stories co-lab collection.

<i>Blue damas organic cotton bustier £49</i>	<i>Blue opia cotton velvet mules £79</i>	<i>White damas linen-blend tunic £79</i>	<i>Blue opia silk-blend scarf £45</i>
<i>Cream damas silk-blend scarf £27</i>	<i>Khaki damas linen-blend skirt £79</i>	<i>Blue equus jersey leggings £35</i>	<i>Blue opia cotton velvet jacket £110</i>
<i>Equus cotton velvet small bag £35</i>	<i>Damas linen-blend dress £110</i>	<i>Blue opia linen-blend blouse £69</i>	<i>Khaki damas linen-blend dress £79</i>
<i>Blue opia linen-blend dress £125</i>	<i>Khaki damas linen-blend top £59</i>	<i>Blue opia linen-blend culottes £69</i>	<i>Black cotton velvet mules £79</i>
<i>Khaki damas linen-blend dress £69</i>	<i>Blue opia cotton velvet bag £59</i>	<i>Blue equus organic cotton bodysuit £35</i>	<i>Khaki damas organic cotton dress £69</i>
<i>Khaki damas linen-blend blazer £79</i>	<i>Blue damas organic cotton skirt £59</i>	<i>Blue damas linen-blend dress £69</i>	<i>Khaki damas linen-blend trousers £69</i>

NINE REASONS TO VISIT & OTHER STORIES

If you've been to & Other Stories' stores, you probably already know... but we went ahead and made a list anyway.

1. THE CO-LABS

Every season, & Other Stories brings you exclusive collaborations. This summer it's British interiors brand to-the-max House of Hackney. (Previous co-creators include Kim Gordon and Rodarte.)

2. THE SCENTS

With more than a dozen exclusive scents, you're sure to walk out smelling good.

3. THE RECYCLING

A win-win for both you and the environment. When at the store, you can recycle old clothes, fabrics and empty beauty containers and in return get 10% off any purchase!

4. THE COLOURS

With lipstick shades ranging from pale pink to dark mauve, and eyeshadows going from glitter galore to matte and intense, you'll certainly find the right shade to match your outfit.

5. THE GIFTS

It's a shop-stop sure to present plentiful of gift ideas, from thoughtfully designed stationery to exclusive scented candles, make-up and bath & body products, lingerie and jewellery... you're likely to get inspired.

6. THE THREE ATELIERS

With ateliers located in Paris, Los Angeles and Stockholm designing all the items in the spirit of their city, it's like taking a mini-tour around the globe for precious collections.

7. THE NATURAL MAKE-UP

Get your hands on the Paris Atelier make-up collection. It's sophisticated and chic, and packed with active ingredients of natural origin.

8. THE LOCATIONS

The 60 & Other Stories stores around the world are all uniquely designed spaces. Did you know that the Ku'damm store in Berlin used to be a bank? And the Kings Road, London store used to be a pub? Subscribe to our newsletter to find out about new store openings.

9. IT'S BOTANICAL

Entering, you'll notice all the greenery going on. As you know, blooms and plants are sure to elevate your mood!

Sign up for our newsletter at Stories.com and get 10% off any purchase.

LOVE FROM
& other stories



BOARD WITH A BITE

CHARMERS & CLIMBERS

House of Hackney's take on the traditional game of Snakes and Ladders.

YOU WILL NEED
A dice
A counter per player

INSTRUCTIONS

1. Each player puts their counter on the 'start' square.
2. Take it in turns to roll the dice. Move your counter forward the number of spaces shown on the dice.
3. If your counter lands on the head of the snake, you must slide down to the bottom of the snake.
4. If your counter lands at the bottom of a ladder, you must move to the top of the ladder.
5. The first player to get to the space that says 'finish' is the winner.

