

WOMEN. FASHION. POWER.

As a new exhibition proves the power of dressing, we find out how today's influential women do it



From Gaga's meat dress to iron-clad style à la Mrs Thatcher, there's no doubt the clothes women wear have an impact on their confidence, power and influence. The Design Museum's new exhibition *Women Fashion Power* looks at this interplay over the last 150 years, via archive footage, interviews, photos and iconic pieces. So what lessons have we learned over the years? We asked today's female influencers for their take on power dressing.

WOMAN OF THE PEOPLE: KIRSTY WARK
 'In the Thatcher era, women wore suits like armour; big shoulders seemed synonymous

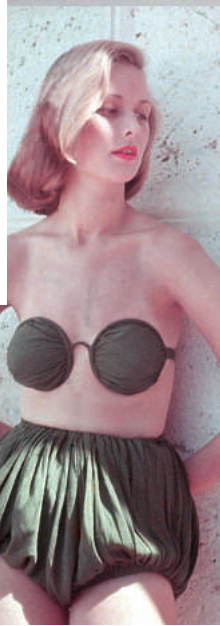
with a big brain. Nowadays, the same effect can be created with something more subtle. As a woman in the public eye, and often scrutinised by the media, I believe clothes should never detract from the job you're doing and what you're saying, but they should make you feel good.'

THE RULE-BREAKER: ZANDRA RHODES
 'Princess Diana wore my pink chiffon dress just after it was announced she was pregnant; it was feminine and demure and suited her perfectly, which is the crux of power dressing. Having dressed many women of power, I know that whatever they're wearing, they need to feel good in order to promote their own

image positively. It has to be the woman who wears the garment, not the other way around.'

THE STYLE-DEFINER: JOAN BURSTEIN
 'Power dressing shouldn't project a dictatorial impression; it's the ability to inspire confidence in the people around you. You have to know what suits you - I'm tremendously at ease in Dries Van Noten, for example.'

THE DESIGN STALWART: ZAHA HADID
 'Fashion is a form of personal expression; the way you wear the clothes depends on your own interpretation of each piece. As an architect and designer, I only buy clothes that express my aesthetic: black but structurally concerned. Any outfit that you feel amazing in empowers you.'
Women Fashion Power runs from 29 October 2014-26 April 2015. Visit designmuseum.org for more info



EXCLUSIVE EVENT
 ELLE Insiders will be treated to a private viewing on 25 November. Turn to p220 to find out how to join

THE KARDASHIANS TAKE 5

Sometimes it feels like the whole world wants to dress like a Kardashian. So here's an exclusive look at Kim, Kourtney and Khloé's **fifth collection for Lipsy**, which hits stores this month. Some of their bestselling pieces have been **reworked for the new season**, alongside a bumper crop of new creations, each as figure-hugging and fabulous as the next.
Kardashian Collection at Lipsy is available in store and at lipsy.com from 29 October



Faux-leather jacket, £75



Wool coat, £130



SEE IT For a full preview of the Kardashian Collection, go to elleuk.com/fashion

VB LAUNCHES LEATHER

The good news: **Victoria Beckham** is about to open her first store on London's Dover Street. The **even better news**: she has created a line of leather goods that will only be available there. We love the chic notebooks, **exclusively revealed** here.
Leather notebooks, £440 each



Words: Maybelle Morgan, Emma Sells. Photography: Luke J Albert, M. McKeown/Getty Images, The Life Images Collection.