

## bmw lovos

David Hasselhoff driving KITT in *Knight Rider* was probably the first time most of us girls took an interest in cars. Seriously, who needs a Sat Nav system when you can quite literally talk to your car? Anne Forschner, a recent graduate from Germany's Pforzheim University has a far less frivolous view with her reptilian concept.

The BMW Lovos (meaning Lifestyle Of Voluntary Simplicity) began life as a final year project for Forschner, and is now sponsored by BMW in Munich. But before we focus on the exterior, there is weight behind the scale-like shell as the designer seeks to provoke questions of design, construction and our use of road vehicles. Ultimately, she wants us to sidestep our "embrace of pleasant conformity." This challenge manifests itself by 260 fully exchangeable yet identical pieces, which when flared, act as airbrakes. In addition, the pieces are photovoltaic, so that the vehicle can charge through solar panels. Forschner has also introduced the subterranean feature to the wheels with 12 pieces flanking each side of the car, which move like a turbine. Looks as though the car of the future is closer than we think.

anneforschner.de



## henry holland tights

Henry Holland is not your typical British designer. Rather than taking the usual route – a degree in Fashion at London's Central St Martin's followed by a meteoric MA collection and shows in Paris – Holland is a former teen magazine fashion editor. His adept word play rather than his designs launched his label, House of Holland.

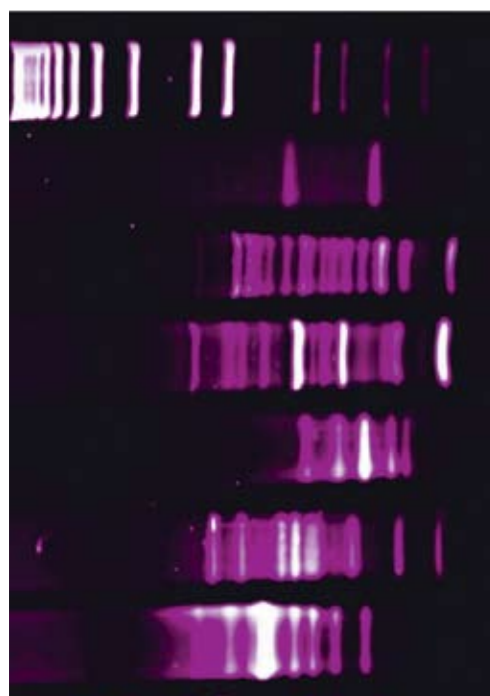
Entering his seventh season, long gone are the slogan T-shirts (a personal favourite being "Let's play naked twister Linda Evangelista," very George Michael Faith '90) in favour of purple plaids, polka dots with florals and most recently graduated colour palettes reminiscent of Pantone colour charts. Although it may only be styled pop stars such as MIA, Katy Perry and Little Boots who model the catwalk line, the collaboration with Pretty Polly means Holland's tights are accessible to all. The designs vary from dégradé black, blue, pink and purple, as well as trompe l'oeil suspenders that are tights, and letters instead of polka dots. Retailing at \$55, they are not only an affordable way to update last season's dress but a cheeky way of grabbing a piece of Hoxton cool.

Sera Lilly, 62 Ponsonby Road, Auckland, 09 360 6994  
houseofholland.co.uk

## eye candy

I promised myself I would not use any lascivious language to describe this popsicle, and as you read the words, Daniel Craig's naked torso, you'll soon realise the challenge. After polling 1,000 women, Del Monte – a company famed for their juices – produced their purple superfruit smoothie in the shape of Daniel Craig's torso as seen in the guise of his alter ego, James Bond in *Casino Royale*. The blueberry, pomegranate and cranberry flavoured treat certainly replicates the film star's torso accurately (remember when he strutted out of the sea?), and if that were not selling point enough, each lolly is under 100 calories.

The limited edition "Licence to Chill" ice pop was produced during the UK's National Ice Cream week last year but there is no word as to whether the brand will seek out a new model for 2010. With substantial votes coming for Jude Law and Hugh Grant, who took second and third positions in the poll respectively, perhaps this year's winner will be wearing a jacket.



## my dna fragrance

If your scent is your signature, thank God you don't have to go to work on Saturday mornings. But aside from the top notes of Rioja and Sambucca, there is another way of exuding your very own perfume. My DNA Fragrance is a company that creates scents according to each customer's genetic blueprint. Preserved in an aluminium bottle, the unique fragrance is alcohol-free and contains ingredients that heal rather than harm the skin.

So how does it work? Following a painless swab the client can make themselves, the My DNA Fragrance laboratory begin to create the tailor-made scent. With satisfaction guaranteed and the lack of pheromones involved, it's unlikely that anyone could dislike their choice. But before you start thinking what you would call your own perfume, there are some other options available. The company has tapped into the DNA of silver screen stars, Katherine Hepburn, Marilyn Monroe and Joan Crawford. Even academic luminary, Albert Einstein, has his own cologne.

Prices start at US \$139.99 for the initial design including the accompanying perfume or oil, and as every customer's details are kept tightly secure, it's no problem to get a refill. It's good to know on Monday morning when you're called one-of-kind, it's because of your perfume, not your behaviour.

mydnafragrance.com



## co2 dress

With the recent Climate Change Summit in Copenhagen, it's no surprise the ecology is on the minds of designers as much as politicians. The CO2 dress, which is a collaborative effort between Diffus, Alexandria Institute, The Danish Design School and Forster Rohner, an embroidery company, can read the amount of CO2 in the surrounding environment. The beauty of the dress is that the reading isn't just sent to a computer, rather it lights up the embroidery on the dress due to LED technology and more specifically, an Arduino Lilypad microprocessor.

By implementing intelligent textiles – a soft, conductive thread used for traditional and industrial embroidery production – the Diffus message is clear without being confrontational: disturbing stories can be wrapped in a reassuring cocoon. The reality of our planet and other environmental issues can be aesthetically appealing particularly in a sleeveless grey wool dress supplemented by asymmetric drapery formed by knee length pleats. The fact that the adorned embroidery glows in a mixture of slow, regular pulses or short and frantic only adds to the result.

diffus.dk