

**HAVE YOU SEEN?** WE REVEAL THE TOP FIVE FASHION BRANDS, FROM UNDERWEAR TO OUTERWEAR, AS CHOSEN BY METRO READERS

# So sexy shoppers

**E**dgy, fun-seeking and style-aware could all be used to describe Metro readers by their choice of favourite fashion brands. Given a shortlist of 11 from 63 of the nation's coolest brands, chosen by a council of experts that included designer Matthew Williamson and the creative director of Wallpaper\*, Tony Chambers, Metro readers were asked to vote for their five favourites. Diesel powered ahead to No.1 with 36 per cent

followed by Agent Provocateur (24 per cent), Chanel (15), Puma (eight) and Topshop (seven). No surprises here, then. These are the brands you just have to buy.

*Cool BrandLeaders 2004 is launched this week.*



**DIESEL:** 'At Diesel, we have fun with what we do and we take risks and maybe that is why people like to wear our clothes,' says Daniel Barton, head of marketing. 'Because they know that the people that make them are not cynical marketing suits. We make products we want to wear and always approach things in an unusual way, which keeps what we do fresh.'



**CHANEL:** Coco Chanel always believed in liberating women from the tyranny of conventional dress, putting early 20th-century ladies in trousers and promoting the glamour of low-key luxury. The influence of Karl Lagerfeld, who joined as artistic director in 1983, is equally sumptuous, giving familiar Chanel staples very slick updates.



**AGENT PROVOCATEUR:** More than any other lingerie brand, Agent Provocateur (left) championed the idea of 'underwear as outerwear'. Dismissing prudish attitudes that anything to do with sex must be sleazy, founders Joseph Corre and Serena Rees want to rattle the cage but also offer something very beautiful.

**TOPSHOP:** Born in 1964 as a department store concession, Topshop has become a retail phenomenon, hailed for bringing brand innovation and catwalk style to the high street. Designer collections and a dedication to vintage and new design are key ingredients in its success.



**PUMA:** 'Puma constantly strives to "mix it up" and challenge traditional sportswear boundaries in order to be the fastest growing, most innovative brand,' says David Learmonth, UK marketing director. 'We develop new ways of expressing ourselves which is reflected in our advertising, our sponsorship of the Jamaican Olympic team and our design of the Cameroon football kit.'



Cool week in Metro

Metro is the official media and research partner of Cool BrandLeaders 2004, a unique initiative from the Superbrands organisation. This week, Metro has been revealing the nation's coolest brands in a number of categories, from fashion

to technology. All these brands have been highly rated by the independent Cool BrandLeaders Council, made up of eminent experts in the field of branding. Within each category, Metro's young 'urbanite' readers

have then voted for their own favourite cool brands and things. Visit [www.superbrands.org/uk](http://www.superbrands.org/uk) for more information and look out for Cool BrandLeaders in Wheels tomorrow.

Edited by **BEL JACOBS** style@ukmetro.co.uk



obviously another crunchy nut