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PAST EVENTS FASHION

ELLE Teams Up With Max Mara To Celebrate Remarkable Women And Soft Power

ELLE Collective members joined friends of ELLE at the Max Mara store on Bond Street to celebrate the brand's icon coats

Words by ELLE Team



Guests connected over canapés, champagne and cocktails, posed for pictures at the photo booth and sat for personalised portrait illustrations. They also shopped Max Mara's offering of tailoring, from the brand's famous sleek wool coats to its sharp blazers, before joining ELLE's editor-in-chief Kenya Hunt and fashion features director Tamison O'Connor for a conversation about women, fashion and soft power.

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'We're wrapping up a year in which over half of the world has taken to the polls, and I think it's been quite a pivotal one for women in particular,' said Hunt. 'I do believe fashion plays a very pivotal and important role in a year like the one that we are living and witnessing.'

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how change makers would use their wardrobes to signify their power, from Empress Eugénie, who worked closely with Parisian couturier Charles Frederick Worth, to Suffragettes and the Black Power movement, which became known for the signature uniform of black leather jackets and berets. ‘Those visual signifiers of power really meant something,’ Hunt said.



The idea of using fashion to signify power still translates to today: ‘We're in such a visually led world today, even more so because most of our time is spent on Instagram,’ added O’Connor. ‘But in that sense, actually, what you wear can signify so much without [verbally] saying anything.’

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