These articles are yours to play with.  Your fashion inspiration will show in your work. Each piece of writing has topical interests so, what genre of style is motivating you presently? Why? Who is accommodating it? What would attract you to a piece of writing? Use it. Keep your language light hearted and humorous so the work is more enjoyable to write as well as read (writers block is a killer). Treat it as through your talking to a friend. *The London Look* isn’t viral yet, so when you have work to offer send it over with photos ect. When we have enough content it will accessible to the public and advertisers.

What direction would you like to go in?

Louis Vittuon.

massive black tent in the courtyard of the Louvre Museum, with a cast of saucy French maids with feather dusters, four hotel doormen, and 67 models, including Kate Moss and Naomi Campbell.

exaggerated feminity, with clothes ranging from the sedate to the steamy. Neat white collars and gloves - based upon "Madeline" of the children's book series - adorned prim sweaters, with fit-and-flare knee-skirts, while modest, puff-sleeved dresses were printed with masks, whips and shoes.

PVC macs were worn with knickerbockers - or just knickers - and platform-soled, high-heeled rubber wellies. Wide, leather corset-belts cinched the waist of cashmere coats, and rubberized-lace long gowns.

Kate Moss closed the show wearing a black, rubberized lace jacket, with shaggy Mongolian sleeves, with cashmere hot-pants and crocodile boots, and puffing furiously on a cigarette

This season sees fetish come to the catwalk. Once hidden in the bedrooms of lovers, latex, pvc and ... are now not only sold in underwear shops (note to Ann Summers...) but are leading the fashion pack this Autumn.

All this latex makes me need a cold shower, or am I just a prude?

At what point should bedroom fantasies be exerted onto the catwalk, on slender models who – let’s be honest- would snap in half if a whip was brought out.

Is sexy lingerie not the idea? Its sexy when its alone. Kate Moss looks amazing if she was dressed as a giant tamon.

Whilst I am not mistaking this fashion for exact sex lingerie, just an dilatuted example, but it does ring home that not only do I not look like Kate Moss during the dya, I certainly do not look like her a night.

Take Ann Summers, therir new pvc style leatord boasts an oversized arm band. Fashionable? Yes....

Practiavle? I guess it would serve better if you got caught out if there was a fire your apartmenet block –standing outside in neighbour from 5b is more emabrassing in ony a suspernder set and peekaboo bra, rather than a leotard? ‘Oh this thing? Yes, I was just practaisng for my upcoming dance competition.. for the over 25’s.”)

Take this matched with a feather skirt, sexy and fashionable are a key trend for the bedroom.