

# Personal Study Plan

## Define the objective or focus of the essay:

### i-D Magazine

For my personal study I will focus on i-D magazines. I intend to research how and why it was created, looking at its purpose in the industry, how it changed over time, and how it reflected fashion at the time. It was created in the high tide of post-punk and new wave, inspiring the magazine's purpose, placing culture at its roots. I will focus on how it differed from other magazines at the time, and what it brought to those in the fashion industry it targeted. I will do this by looking at the different issues produced, particularly the covers and clothes and how society and culture influenced it.

- **“Through i-D ideas travel fast and free of the mainstream – so join us on the run”**
- **“A graphic representation of the magazines logo.”**

i-D magazine was created in 1980 by Terry Jones. It was created in the high tide of post-punk and new wave, inspiring the magazine's purpose, placing culture at its roots. Terry departed from the glossy world of British Vogue, as the art director, to pursue his publication, expressing the ordinary lives of society in London, embracing the new notions of street style, punk, and popular culture. Jones believed this was ignored by Vogue and was first published to embrace and respond to what other magazines were lacking. The first publication of i-D was completely DIY, reflecting the current punk era of which the issue was born into.

## The relationship between the practical work and the focus of the study:

I intend to create a fashion app, focusing on renting iconic pieces of fashion from high end brands. I will use iconic fashion staples as the objective surrounding my project. This relates to my personal study as like i-D, the clothes open to rent will be those consisting of pieces that fit into a particular culture, items valued most by those who adore fashion. It will be an opportunity for anyone to become a part of the culture only seen in magazines. Like the magazine's purpose, it gives an opportunity for people to express themselves, to feel recognized for their fashion and culture.

## Sources to be used:

### Books (at least THREE):

i-D – “Out of Body” -  
magazine.

### Websites:

Other sources:  
Vogue Documentary

i-D Covers from 1980 - 2010

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List the pieces of work that you will analyse in the study. Identify reasons for choosing these particular pieces and points that may be highlighted in the analysis. Mark the primary source/s with \*

Name of piece:	Reasons for choice/Points to be raised:
Issue No7	First time we saw a cover with the later staple of the magazine, iconic wink.
Issue No17	Acknowledges the wink.
Issue No14	All STAR – MAGAZINE – shows purpose of magazines, for everyone, magazine including fashion and society not displayed in others.
No 80	Looks at issues like pollution – makes a stance for worldwide issues.
The 30 <sup>th</sup> Birthday Issue – Lady Gaga. Pre-fall 2010	30 years after i-D was born. How has the style changed? Covers very different.

Visit/s made/to be made:

Possible conclusion/s to the study: