

i-D, the influential British fashion and culture magazine, started out when the founder, Terry Jones, quit his job at Vogue, where he worked as an art director, in 1980. Terry wanted to create a magazine that would suffice as a medium for ideas to travel very fast and free from the mainstream.

i-D was a magazine dedicated to fashion and youth culture. Photographers used the streets of London as their studio and the young people that they found on these streets, as their models. The name of the magazine was derived from the initials of Terry Jones' studio name 'Informat Design' but it also stands for information design, instant design, infantile disorder and most obviously, identity. Tipped on it's side, the 'i-D' logo reveals a smiley, explaining the winking models that are featured on most of the i-D magazine covers.

The first few issues were sold for 50 pence, they were made by hand and pages were designed by printing each photo to the size and gluing the text from a manual typewriter onto the image. The pages were then stapled together; these deemed to be a health risk, and so the first issues were banned from magazine retailers and Jones himself was forced to distribute it from the back of his car, where he only managed to sell 50 copies. However, these early issues proved to be icons of the new wave (source 1 and 2), punk and post modern design aesthetic (source 3) and are highly sought after collectibles nowadays. Over the years, i-D has established a reputation as a promoter of new ideas and talents and has therefore helped a lot of them to break through. A few examples of these talents are designers Helmut Lang, Issey Miyake, Alexander McQueen, Hussein Chalayan and Raf Simons, photographers Nick Knight, Wolfgang Tillmans, Juergen Teller, Terry Richardson, Ellen von Unwerth (see sources 4 'till 12). Madonna also got her first magazine cover back when she wasn't famous yet (source 13).

i-D transformed into a lifestyle magazine, besides fashion, it also covered music, film and art. It stopped photographing people on the streets after approximately five years, and photographed them in the studio instead. i-D also became more international, the first few editions were mainly concentrated on the scene in London, while shortly after that, they crossed the pond and reached to places like New York and Japan. But in 1997, in the post-grunge (source 14) and punk '90's, Jones opted to repackage i-D as an identifiable fashion magazine again after circulation across all style magazines started to dip. Looking back, and comparing the second edition with the 200th edition, you can't help but notice that there isn't much left of the original i-D. The i-D nowadays is flooded with advertising, the section where they photograph the youth is hardly recognisable anymore. The magazine has transformed from a stapled-together lifestyle magazine, into a generic, glossy, mainstream fashion magazine.

Sources:

- 1: http://vmagazine.com/cms/files/v50kim_Katerina.JPG
- 2: http://en.wikipedia.org/wiki/New_Wave_music
- 3: <http://www.colorado.edu/English/courses/ENGL2012Klages/pomo.html>
- 4: <http://nymag.com/fashion/fashionshows/designers/bios/helmutlang/>
- 5: <http://www.isseymiyake.co.jp/>
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- 9: vam.ac.uk/vastatic/microsites/photography/photographer.php?photographerid=ph001&row=0
- 10: http://en.wikipedia.org/wiki/Wolfgang_Tillmans
- 11: http://www.designboom.com/portrait/teller_biography.html
- 12: http://en.wikipedia.org/wiki/Ellen_von_Unwerth
- 13: http://www.i-dmagazine.com/i_collect/covers/015.gif
- 14: <http://en.wikipedia.org/wiki/Grunge>

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for more on i-D: <http://www.i-dmagazine.com>
second and 200th edition of i-D magazine.



FASHION MAGAZINE

