CLIMBING K2

- 3 PAGE SPREAD
- TEXT SOURCE: NATIONALGEOGRAPHIC.COM
- PHOTO SOURCE: NATIONALGEOGRAPHIC.COM
- DESIGN FOCUS: NG & SKI MAGAZINE
- FONTS: FUTURA & VERDANA
It had taken K2 for six climbers to establish several camps connected by thousands of feet of rope fixed across a route that included everything from vertical rock and ice to avalanche-ripped slopes of clean, deep snow. They pushed themselves to their limits in heavy snow, howling wind, and snowstorms, but the ice was often too weak to support their weight. Many times they repositioned their camps on the mountain, going down to sleep at the lower elevation of Advanced Base Camp, or 4,600 meters on the K2 North Ridge.

On August 18 they set out on what would be their final and only attempt for the summit. The snow that had been falling for much of the summer had started again.

They reached Camp 1, at the foot of the ridge, that day. The weather was good and a strong wind helped the snow piles, which were already quite deep, slide down the mountain. They made camp there for the night, hoping that the snow on the slopes above would come down before they continued their ascent.

“The day was completely calm and more than a foot of snow fell over the night.”

On August 20 at 5:00 a.m. they decided to push up to Camp 2. Every effort was made to carry as few loads as possible, to save weight. Gertrude left her journal in the first, two avalanche safety snowswept over their heads as they began to climb. Around 8:00 a.m. Ralf stopped for a break. The procession was snow conditions that he could no longer ignore his gut feelings.

The mountaineers were climbing the ridge (as it is commonly referred to) even though “ridge” underestimates the steepness of the terrain without the additional oxygen or high-altitude porters.

The team lacked in numbers it might up for its experience. The two climbers, from Kazakhstan-Venezuelan Turennov, 34, and Vasllyy Putin, 35, were making their sixth and seventh attempts to summit K2, respectively. Daniel Salado, a 30-year-old Spanish videographer, was a veteran of three attempts. Tommy Hietala, 40-year-old photographer from Argentina, had two K2 expeditions on his
CLIMBING K2  
Danger and desire on the savage mountain

TOMORROW IS OUR DAY

MEET THE TEAM

As it makes up for in experience, the two climbers from Kazakhstan—Maksim Zhumbayev, 34, and Yerzhan Murzabek, 36—were making their way and seventh attempt to summit K2. Respectively, Ganki Zabrac, a 52-year-old Polish meteorologist, was in charge of these attempts. Tommy Heinrich, a 40-year-old photographer from Argentina, had climbed K2 ascension on his third attempt and failed to summit.
macgraw FASHION SPREAD
3 PAGE SPREAD
TEXT SOURCE: VOGUE
PHOTO SOURCE: FASHIONIZING.COM
DESIGN FOCUS: NYLON MAGAZINE
FONTS: GEOSANS LIGHT, VERDANA, & LOBSTER 1.4
This season, it was impossible to miss the trend of oversized sweaters. From sportswear to the twenty-first century, and prints, too, just to name a few. See the trend watch list for the rest of those and more. That being said, what really stood out during the collections was the one single thing that makes it wearable, it’s the personality. There are plenty of superstars: Marc Jacobs, Versace, Jil Sander, Balenciaga, Burberry, Stella, and Karl, especially. Mark Ronson’s song ‘Feel Good’ makes for a great display of personality. The personality makes for a great designer. From the famous fashion energy with pounding beats and personal identity that he found in his favorite character, Marilyn Monroe. His story, this inspiration, is a great example of how music and art apply to the fashion world, and such a talent.

Spring 2012 was a season underpinned by names—women who were and who would still be doing it for the Show. It was a first-signing day as creative directors of Moschino. The show would set the bar for the next season, with creative directors of new houses.

On the catwalk it was all about the perfect outfit for all your occasions. The ones that, whether at a party or a night out, make you feel like you’re the star of the show. And such a talent.
FLORENCE
CELEBRITY
SPREAD

2 PAGE SPREAD
TEXT SOURCE: WIKIPEDIA
PHOTO SOURCE: STYLESAINT.COM
DESIGN FOCUS: CUSTOM
FONTS: FUTURA BOLD & HELVETICA
Mumford & Sons

The band Mumford & Sons are known for their soulful, acoustic-driven sound that has gained them a dedicated fanbase around the world. Their music is characterized by harmonious vocals, intricate instrumentation, and a storytelling approach that often touches on themes of love, loss, and the human experience.

In this article, we explore the creativity and influence that has shaped Mumford & Sons, their latest album, and the way they continue to captivate audiences with their unique sound and engaging live performances. Whether you’re a seasoned fan or a newcomer to their world, this insight into their story is sure to offer new perspectives on the music and the group they’ve become.

**“Things did start happening pretty quickly. People started coming to the shows just to see us.”**

How Mumford & Sons came to be is something that even the very four members struggle to trace. It sort of just happened. Marcus Mumford had been exposed to the world of journalism and felt that wanting to be a musician was just a natural progression. The band’s debut album, which they recorded in the front of their house, proved to be a hit, sparking a career that has continued to grow.

**“The first four songs on our second album were the ones that people were most excited about.”**

While Mumford & Sons have always been known for their live performances, they’ve also found success in the studio. Their second album featured a more polished sound, with a focus on creating a cohesive, atmospheric listening experience. This shift in direction was a natural evolution for the band, and it allowed them to reach a wider audience.

**“We’re just trying to do our best. It feels like a labor of love.”**

As Mumford & Sons continue to evolve and expand their musical horizons, they remain grounded in their passion for creating meaningful, thought-provoking music. Whether performing in front of a vast crowd or a intimate setting, they never lose sight of the power of their songs to connect with listeners on a profound level.
Swan & Stone Millinery

1 PAGE SPREAD & DOUBLE SIDED BROCHURE
TEXT SOURCE: PREVIOUS SWAN & STONE BROCHURE
PHOTO SOURCE: SYDNEY F. AND MICHELLE D.
DESIGN FOCUS: CUSTOM & PREVIOUS PROJECTS
FONTS: HELVETICA & LOBSTER 1.4
Our approach to bridal design starts with the unique personality of each bride. We create exquisite heirloom pieces that work with your dress, your bridal decor, and most importantly, that something special that makes you you.

To celebrate your most perfect union, we offer coordinated but individualized collections for the entire bridal party, from bridesmaids to the swoon-worthy Groom.

When you put on the right hat, it's as if your personality shines through sharp features. Each hat expresses different elements of your allure.

Choose from a wide array of one-of-a-kind designs or we can work with you to create the perfect custom piece.
Swan & Stone Millinery

Collective of six shi

two artisans. They

grow bees on our

farm. Sam Stone, our farm

makes our felt using farm raised

local alpaca mohair and other

fibers. Nora Swan, our designer

works with the unique properties

felt to create hats, fascinators,

whimsical wearables using an

forms, vintage trims, and feathers from

the farm and beyond. What we can’t

grow ourselves, we source as close to

home as possible! Although our hats

begin in a pasture, they transcend the

farm in style and artistry.

Nora and Sam met through

their kids, and they were

friends for three years before

it dawned on them that they

could go into business together! They

love dreaming up new hat and headband

designs in their cozy on-farm studio and

play dress-up with customers at craft

fairs.