



MAKE-UP: SARA AUSTIN USING MAC COSMETICS
HAIR: JOEL BENJAMIN © PHOTOGRAPHER: DIETER BRANDENBURG

— My top spot —

'My life is an ongoing fashion shoot'

Courted by Chanel for her British Museum chic, blogger, DJ and model Bip Ling still remains true to Shoreditch - at least when it comes to her favourite greasy spoon, she tells Stephanie Hirschmiller

Every morning Bip Ling's mother, the artist and fashion illustrator Tanya Ling, would say to Bip and her younger sister Evangeline: "Every day is a styley day darlings." It's since become a mantra for Ling, now 22.

Three years ago, while working for a fashion PR company, Bip (short for Bipasha) started a blog - "because I like the idea of keeping a diary and documenting things." Growing by word of mouth - or mouse - among the style set, she's well on track for a million views - and her readers can't get enough of her quirky "bathroom looks of the day" set to cartoon backgrounds, her animations and the playlists that relate to her adventures on Planet Fashion.

Last year, she became the face of young American clothing export, Forever 21, when it launched in the UK. "They had ads on taxis, Tubes and buses so I'd have to ring friends and say, "I've just seen myself on a bus!" These days, she's shot by Patrick Demarchelier for American *Vogue* and is being assiduously courted by Chanel as one of their unofficial ambassadors.

Having grown up in Wimbledon, Bip now lives in Shoreditch and today we're shooting at her favourite hangout - souped-up greasy spoon, The Breakfast Club - and the venue, in fact, of some of her first dates with her boyfriend, model Dylan Garner. "I love the

music, the food is great and I always try to get the little private room at the back," she enthuses.

Today Bip is wearing red suede wedges, shorts from Religion ("it was raining so I thought 'yeah, I'll wear shorts'") a top from Borne and a little bow from Beyond Retro - a favourite vintage shop on Stoke Newington Church Street: "Whenever I go in there, I buy something." She also loves a mix of high street and designer labels from Cos and American Apparel to Comme des Garçons, PPQ and Christian Louboutin, of whom she says proudly: "I've just bought my first pair, the Pigalle 120. They're black and pointy and six inches high. I spent a fortune on them but I've been wanting them for two years."

Describing her style as "British Museum chic" - one of her role models is the American socialite, Peggy Guggenheim who ran away to Paris in the 1920s to become the darling of the avant-garde - Bip still feels she's developing her look. "I feel sometimes that I've created Bip Ling as a little character," she muses and, indeed, her life is "just an ongoing fashion shoot" - this year alone she's been to Dubai, Athens and New York to launch CK1 cosmetics for which she's a 'Colour Insider'. But while she might slide from bed to desk for her first blog of the day in a tracksuit and slippers, when she's on show, she wears skyscraper heels and her trademark ponytail. As for great fashion moments, there are quite a few - not least the *Vogue* shoot. "It was the first time I'd been to New York and I've got the whole trip tape-recorded in my head." There was also a memorable session outside the Paris designer shop, Colette, with photographer Candice Lake - "it was a Ken/Barbie party and there's a photo of me standing in the middle of the road with a massive inflatable Ken - cars were beeping everywhere!" And then of course there is Chanel: "The show is the best because it literally gives you goosebumps."

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