

1INSTANT

the Webzine of influences



2015 / 2019

«1» as in unique. «In» like a prefix of what doesn't exist and that 1instant.fr has decided to offer: to reconcile with our desire to go faster without losing out on content and aesthetics. Reconcile, in short, all the beats of fashion in a single website. Neither blog nor another webzine, 1instant.fr is the seamless blend of photo and video in the service of the moment. The incarnation, like Instagram, of fashion and its contemporary consumption. Crushes and must-haves, cutting-edge photography, fashion and beauty editorials, curated short-lists of clothes and accessories, films, short stories on talent, 1instant.fr is digital done differently, a discriminating and distinctive outlook: a moment, a taste, a pause on the beautiful, the useful and the unique in four sections that give a voice to objects and influences.

10k unique monthly visitors
21,3k followers on Instagram

<div>1INSTANT IDENTITY</div> <div>A magazine tailored to our contemporary lifestyle digital with a print collector edition for special occasions.</div>
<div>1INSTANT SIGNATURE</div> <div>Seeing fashion through a disruptive and unique lens, understanding how it is today and uncovering the clues and cues to influence. Take your fashion as you like it, but seen in ever-relevant ways: a selection of must-have and trending pieces, served by eclectic, high-end and avant-garde aesthetics.</div>
<div>1INSTANT TEAM</div> <div>A relevant and professional community of photographers, videographers and journalists for a unique identity under the direction of Christine Lerche.</div>

WHO ARE WE?

1INSTANT is a digital magazine that highlights the trends and undercurrents of fashion from all walks of creation, from the mainstream to the high brown, with a particular focus on designers and emerging brands.

1INSTANT is also a creation studio that imagines and produces content for brands and institutions of the luxury and fashion industries.

1INSTANT relies on the expertise of its team to offer a relevant vision of content and the digital space.

OUR VISION

1INSTANT gives fashion a new playground on the web: a digital and sexy fashion, to be experienced through witty and engaging categories.

THE TEAM

Editor-in-chief & Creative director :

Christine LERCHE

Editors-at-large : Lily TEMPLETON,
Judith SPINOZA

Style : June NAKAMOTO

Contributing editors : Eugénie ADDA, Antoine DELIE, Aurélie JEAN, Catherine MALISZEWSKI

Casting director : Nathalie TRICOT

Art director : Vinz

Art and design : Akaibu Studio

OUR FOUNDER

After spending 6 years as deputy fashion director at French Marie-Claire, Christine LERCHE created 1instant.fr in 2015, nicknaming the project “a web-zine of influences” and immediately struck a chord with a community that wanted to see its fashion with a different vision.

Throughout her extensive career, she has worked for editorial signatures such as L’Officiel, Biba, M Le Monde and Belgian ELLE, before being editor-in-chief of TRAX and DIVA. She has developed strong relationship to brands who, like Tommy Hilfiger or Claudie Pierlot, call upon Christine’s expertise for their advertising campaigns and consult with her ahead of strategic changes in style, content and brand positioning.

Her eye for style and new fashion habits have appeared to Saint Laurent Beauté, Uniqlo, Zadig & Voltaire, Garnier, L’Oréal, RATP (Grand prix Stratégies 2002), Lacoste ou encore Monoprix who have asked her to work on their advertising campaigns. With 1instant Studio, she also imagines and produces digital content to create the social identity of clients such as TRANOI or Uniqlo.

INTERVIEWS

INTERVIEW

PAR JUDITH SPINOZA

PHOTOS THIERRY LEBRALY

CLÉMENCE BOISNARD

“J’adore me saper ! Depuis 10 ans, je collectionne les bananes, les tee-shirts de rock, les bandanas en fripe ou en boutique”.



INTERVIEW

PAR CATHERINE MALISZEWSKI

JENNIFER CUVILLIER

“Le Bon Marché
est aussi un grand
concept-store .”





INTERVIEW
PAR JUDITH SPIZONA

GOLDILOX

“En ce moment, je suis obsédée
par les bandeaux et le vintage.”

Photos réalisées à la piscine de Neuilly Sur Seine

Photographe / Lou Escobar

Style / Christine Lerche

Make up / Thierry Do Nascimento

Hair / Mickael Yonnet

Assistant photographe

Lucas Matichard

Remerciements / Carine Devisscher

SHOOTING

INSPIRATIONS





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**1INSTANT
THANK YOU**