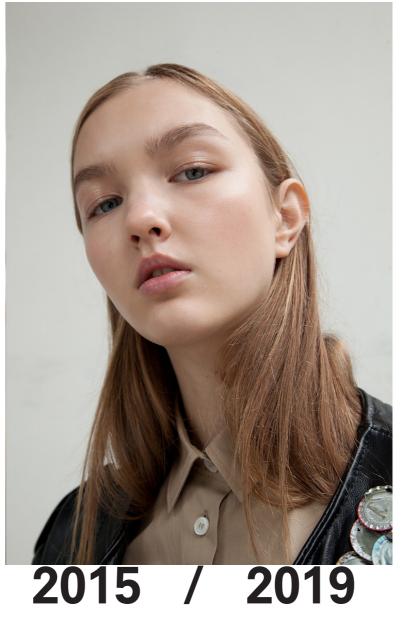
1NSTANT the Webzine of influences



«1» as in unique. «In» like a prefix of what doesn't exist and that 1nstant.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, 1nstant.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 shortlists of clothes and accessories, films, short stories on talent, 1nstant.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

1NSTANT IDENTITY

A magazine tailored to our contemporary lifestyle digital with a print collector edition for special occasions.

1NSTANT SIGNATURE

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.

1NSTANT TEAM

A relevant and professional community of photographers, videographers and journalists for a unique identity under the direction of Christine Lerche.

WHO ARE WE?

1NSTANT 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.

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

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

OUR VISION

1NSTANT 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 1nstant.fr in 2015, nicknaming the project "a webzine of influences" and immediately struck a chord with a community that wanted to see its fashion with a different vision.

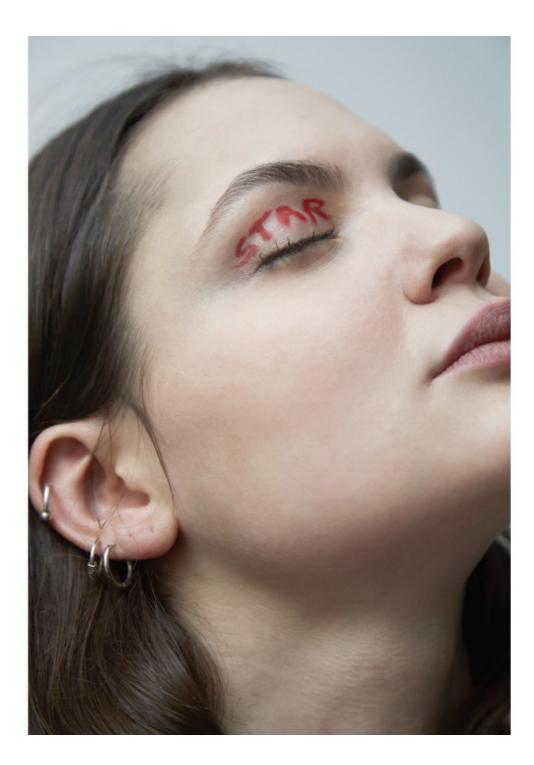
Throughout her extensive career, she hasworked for editorial signatures such as L'Officiel, Biba, M Le Monde and Belgian ELLE, before being editor-inchief of TRAX and DIVA. She has developed strong relationship to brands who, like Tommy Hilfiger or Claudie Pierlot, call upon Christine's expertise for 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 1nstant Studio, she also imagines and produces digital content to create the social identity of clients such as TRANOI or Uniqlo.

INTERVIEWS

PAR JUDITH SPINOZA PHOTOS THIERRY LEBRALY CEEMENCE 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





INSPIRATIONS

1NSTANT THANK YOU