

Monsal Gothic

A warm character sans with seven weights and italics

01 Light

Light Italic

02 Book

Book Italic

03 Regular

Regular Italic

04 **Medium**

Medium Italic

05 **Bold**

Bold Italic

06 **ExtraBold**

ExtraBold Italic

07 **Heavy**

Heavy Italic

**Characters
with
character.**

“The idea was to create a **modern Gothic Sans** influenced by the likes of News Gothic, Benton and Whitney that would attract a new audience especially **internet style journalists** and **news bloggers.**”

[@JonathanHill](#)

< Update >

It's all fair game as long as their readers are interested.

Style bloggers are starting to get real about their content and think strategically about what they share with their readers. For many that means diversifying beyond fashion diving into numerous lifestyle topics – anywhere from food and home décor to fitness and health. Case in point: recently Mogo, a reloadable prepaid card partnered with several fashion bloggers.

Expanding beyond fashion is a way for all style bloggers to feel in tune with their blogs, work with brands in other verticals and ultimately to get real with themselves and their readers. As many style bloggers just show only a small fraction of their real lives – and a rather unrealistic perspective of what it actually looks like – they're thinking twice about their approach to blogging.

Expanding into the lifestyle realm opens the doors to endless partnership opportunities too.



Q &

A



Ever since she exploded the fashion blog scene in 2010 with *The Man Repeller*, a seamless blend of style reporting, personal reflection and social commentary infused with idiosyncratic wit, Leandra Medine has made a name for herself as the quirkiest critic on the fringes. *"The Man Repeller"* refers to the fashion loving woman

who gravitates toward o
clothing, even if it makes

SMALL CAPS

microblogging



MICROBLOGGING

ALL CAPS

jHello Subscribers!



iHELLO SUBSCRIBERS!

OLD STYLE FIGURES

23645



23645

TABULAR FIGURES

56281



56281

FRACTIONS

2/5 6/9 25/444



$\frac{2}{5}$ $\frac{6}{9}$ $\frac{25}{444}$

SUPERIORS / INFERIORS

12358 / 65874



12358 / $_{65874}$



the modern sans

CURVE

a new age of internet journalism

TAILORED

LIFESTYLE BLOGGING 2015

new audiences new subscribers

TRENDING NOW

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*Don't miss
a thing!*

den vor und nach der
gton. Vor der *Millionär*
e Arianna Huffington
schlossen, auf der Tat
in, betrieben Blogger
n Geist der *Solidarität*
rdog. Sie hassten die
stream-Medien – und
l auf Gegenseitigkeit

International NEWS

Hier sind die 50 besten Gründe, um sich anzumelden

VON PRINZ HARRY IN AFGHANISTAN ZU TOM CRUISE SCHIMPFEN ÜBER SCIENTOLOGY UND
AUFNAHMEN VON DER BIRMANISCHEN AUFSTAND BLOGGING HAT NIE WAR GRÖSSER.

Die Geschichte der politischen Blogging sinnvollerweise unterteilt werden in die Perioden vor und nach der Huffington. Vor der Millionär socialite Arianna Huffington beschlossen, auf der Tat erhalten in, betrieben Blogger in einem Geist der Solidarität Underdog. Sie hassten die Mainstream-Medien – und das Gefühl auf Gegenseitigkeit beruhte.

Blogger sahen sich als Bremsen, Stechen die Arroganz der etablierten Eliten von ihren

Huffington, um ihr Vermögen Medienanschlüsse zu mobilisieren, um zu erstellen, aus dem Nichts, ein Flaggschiff liberal blog sie rundweg verspottet. Wer, stotterte die ursprüngliche bloggerati, wusste sie, dass sie war?

Aber die Pyjama-Puristen wurden verwechselt. Arianna Geld sprach ebenso laut wie Online-off und die Huffington Post wurde schnell zu einem der einflussreichsten und beliebtesten Fachzeitschriften im Internet. Es rekrutiert

- > SOCIAL MEDIA CLICKS > LANDING
- > PAGE > SUBSCRIBED READER
- > NATIVE ADVERTISEMENT

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- > **PAGE > SUBSCRIBED READER**
- > **NATIVE ADVERTISEMENT**



Craft London – restaurant review

‘With its tender, rosy flesh, all suffused with subtle smokiness...’

Stacey, my new favourite front of house ever, deposits a small, viciously heavy metal truncheon at our table. This is because we have pre-ordered (as you must) the clay-baked duck at this extraordinary new restaurant from chef Stevie Parle. Parle himself brings the bird, wrapped in pale clay and looking for all the world on its nest of pine, like a giant pupa. Tap tap tap with the truncheon and the clay parts to reveal more layers, hay with fermented cabbage too.

The larval impression intensifies as cabbage is peeled apart, trailing strings of ducky goo. *It’s all very Alien.* Of this disturbing carapace emerges a luminous ‘butterfly’ a roast duck, bronze-lacquered in honey and miso almost too perfect-looking to be real. One of those plastic Japanese window-display foods. It’s

‘I think its broad bean and barley

whisked away, carved into pristine chunks, with wafers of pickled carrot roll of cabbage, a sweet-savoury pear (*from, I think its ‘broad bean and barley miso’*) and potatoes sliced into an armadillo shape, like hasselbacks – nutty

Food:	Atmosphere:	Value:
8/10	9/10	3/10

Craft London Peninsula Square,
GREENWICH PENINSULA, LONDON SE10
020-8465 5910

Lunch noon–2.30pm	Dinner 5.30–10.30pm
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LPFC

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