

Cyber art collective The Coven put the grit back in girliness. Fuelled by an activist spirit, they rip up outdated ideas of femininity with their provocative shows and zines, bewitching the art scene and internet kids alike



Liv Thurley
"On Wednesdays, we wear pink" – this Mean Girls mantra inspired London's Liv Thurley to create PINKD, a book of artist responses to a colour with an image problem. "In the 17th century, pink was popular as a gender-neutral colour worn by European fashion elites," she says. "Now it's heavily associated with one gender: female." But PINKD proves pink can be tough. "It's tough to wear, it's tough to pull off... and, most importantly, it's tough to ignore."





opposite page Jaana-Kristiina wears jacket by Baracuta; sweater by Acne Studios; underwear by Les Mauvais Garçons Paris; waist bag by Ermenegildo Zegna

this page Ellen wears trenchcoat, rollneck and trousers by Maison Margiela; shorts (worn underneath) by Ilaria Nistri; belt by Dries Van Noten