

Index of Protagonists

Questlove 54

Abramovich, Roman 315, 316

Ackermann, Haider 190

Acyde 334, 335

Allen, Lily 291

Ali, Muhammad 34

Alkan, Erol 174, 176

Andelić, Neven 35

André 158, 159, 160, 161, 162, 183, 251, 252, 298

Antoni & Alison 192, 285

Arora, Manish 193, 198, 272, 279

Ashish (Gupta) 41, 193, 272, 278, 291, 353, 365

Back, Ann Sophie 291

Bartley, Luella 189, 259, 277, 280

Baron Cohen, Sasha 74, 118

Basso & Brooke 182, 193, 197, 272, 279

Beckham, David 245, 315, 327, 328

Beckham, Victoria 245, 316, 329

Belicha, Leo 19

Bell, Martin 130, 136

Ben and Oli 163

Bensemoun, Lionel (Lio) 109, 159, 161, 162, 250, 252, 298

Berardi, Antonio 275, 302

Berber, Mersad 31

Bežovski, Saško (Sasha) 169, 170, 204, 261, 353

Bilić, Mladen 35

Bishi 161, 174, 274

Björk 116, 169, 204, 275

Blame, Judy 259, 265

Blame, Steve 143

Blewett, Murray 280

Bloom, Orlando 358, 359

- Blow, Isabella 205, 259, 265
Blumenthal, Heston 122, 236
Bolle, Namalee 265, 266, 268, 269, 272, 273, 294, 302, 341
Bono 74, 75, 137, 138, 139, 140
Boorman, Neil 52, 53, 245, 333
Bourriaud, Nicolas 160
Bouthier, Jerry 204, 260, 270, 280
Boutros-Ghali, Boutros 132
Bowery, Leigh 173, 174, 188
Bowles, Hamish 259
Bralo, Zrinka 35
Bramly, Sophie 114
Branquinho, Véronique 190
Branson, Richard 39, 96
Bregović, Goran 30
Broach, Zoe 267
Brown, VV 365
Bruna-Rosso, Tania 162
- Casper C 270
Ćatić, Zoran 349, 355
Campbell, Naomi 189, 259
Capitol K 161
Carter, Bill 137, 359
Castro (de), Orsola 286, 288
Chalayan, Hussein 188, 189, 199, 276
Chandran, Bernard 198
Chapman, Jake and Dinos 45, 46
Charaire, Carine 160
Chaubin, Frédéric 244
Chen, Maria 276
Cherry, Neneh 105
Chloé (Poux) 159
Chronik 273
Chung, Alexa 306, 307
Clements Ribeiro 188, 275, 281

- Coco (Junky Styling) 287
Cocker, Jarvis 47, 51, 190, 365
Cokes, Ray 128, 136, 162
Compston, Joshua 47
Contostavlos, Tulisa (Tula) 312
Cook, Norman 112
Cooke, Fraser 334, 339
Cooper, Tyree 51
- Dalí, Salvador 34
Dann, Pip 41
Davies, Hywel 194
Deacon, Giles 199, 203, 249, 259, 278, 280
De Castelbajac, Jean-Charles (JCDC) 19, 253, 272, 273, 285
Demeulemeester, Ann 282
Deyn, Agyness 248, 259, 260, 317
Ditto, Beth 291
Doherty, Pete 267
Donaghy, Siobhán 259
Dougherty, Peter 81
Dove, Roja 237
Duraković, Jasmin 355, 356
Đurić, Branko 347
- Eade, Justin 80, 81, 82, 83, 103, 355
Eley Kishimoto 158, 191
Emin, Tracey 47
Eminem 317
Eno, Brian 138
Erdem 278, 279, 280
- Faith, Paloma 177, 274, 365
Felix da Housecat 175
Fil OK 174
Finger, Wilhelm 204
Flack, Pablo 199, 200, 202, 304

- Florence (and the Machine) 198
Formichetti, Nicola 195
Frenki 349
Freud, Bella 249
- Gábor, Fodor 42
Gaga, Lady 175, 198, 270
Galliano, John 188, 189, 190, 250, 276, 277
Gaultier, Jean Paul 109, 184, 237, 248, 249, 256, 260, 263, 290, 302
Geldof, Bob 307
Geldof, Peaches 306, 307, 308, 309, 342
Geldof, Pixie 306
George, Boy 202, 204
Glamorre, Matthew 173, 174, 204
Gilmour, David 232
Gilroy, Paul 68
Gonzales, Chilly 176
Goody, Jade 319
Gorgerino, Andrea 260
Grand, Katie 200, 201, 249, 258, 259, 260
Grant, John 97
Gregory-Wilkins, Nathan 260
Guild, Simon 96
- Hack, Jefferson 200, 201, 244
Hackett, Garfield 339, 340, 342
Hadžić, Ado 359
Hadžifejzović, Senad 34, 135
Haines, Perry 105
Hall, Stuart 68
Hamnett, Katherine 191, 204, 259
Hanra, Hanna 259
Hansen, Brent 39, 40, 43, 74, 139, 353
Hebdige, Dick 62, 68
Hell (DJ) 175
Hemon, Aleksandar (Saša) 34, 35

- Hermé, Pierre 234, 235, 236, 237
Hillier, Katie 277
Hirst, Damian 46, 47, 326
Hogg, Pam 29
Holland, Henry 249, 260, 277, 302, 306
Howell, Margaret 190
Howells, Phil 175
Huard, Michaël (Mika) 160, 161, 173, 298
- I'Anson, Lisa 118, 119
Ilinčić, Roksanda 202, 206, 259, 280
- J-Rocc 54
Jackson, Michael 36, 113
Jacobs, Marc 277, 281
Jagger, Mick 74
Jakubović, Brano 349
Janssen, Ann Veronica 300
Jas MB 173
John, Elton 39
Jones, Kim 201
Jones, Nic 283
- Kalman, Tibor 201
Kane, Christopher 272, 280
Kapranos, Alex 353
Karleuša, Jelena 344
Katerine, Philippe 176
Kawabuko, Rei 226, 304
Kelis 155
Kennedy, Lulu 198, 277
Kenović, Ademir 32
King, Paul 41, 42, 43, 105, 116, 119, 137
Kingpins (The) 285
Kittin, Miss 175, 183
Kokosalaki, Sophia 191, 259, 276

Kontić, Boro 25, 26, 31, 37, 349

Kristiane (Bakker) 41

Krt (Junky Styling) 287

Kukavica, Edo 34

Kulenović, Haris 352

Kulenović, Neven 354

Kuroki, Masaya 261, 262, 263

Kusturica, Emir 30, 32, 357

Lady Miss Kier 51

Lake-McMillan, Mike 242

Landy, Michael 333

Laugesen, Jens 280

Le Goff, Guillaume 246

Le Mindu, Charlie 278, 305

Lennard, Mandi 200, 201, 202, 204, 207, 250, 255, 258, 263, 268, 277

Lerfel, Sarah 228

Lewis, Jonathan 95

Lida (Hujic) 37, 136, 160, 350, 354, 355

Liddle, Mike 75

Little Richard 196

Liu, Mei Hui 151, 170, 171, 173, 193, 286, 307, 353

Loač, Gildas 261, 262, 263, 271

Lošić, Saša 36

Lubovac (brothers) 34

Lucas, Sarah 47

M.I.A. (Mathangi Maya Arulpragasam) 274

Maajka, Edo 349

Macdonald, Julien 182, 188, 275

Madonna 38, 40, 41, 211, 237, 272, 306, 351

Malle, Frédéric 238

Mandić, Miroslav (Ćiro) 402

Mannox, James 242

Manson, Marilyn 74

Marsu 36, 116, 261

- Mascolo, Toni 353
Mason, Nick 353
Matić, Veran 357
Matthews, Rachael 149, 150, 151, 153, 156, 157, 158, 160, 161, 165, 178, 180,
201, 216, 224, 284
Matthieu, Alexandre 190
May, Derek 51
Mayo Davies, Dean 250
Mazouz, Mourad (Momo) 249, 305
McCarthy, Nick 353
McCartney, Stella 150, 185, 188, 309
McGrath, Pat 259
McLaren, Malcolm 47, 207
McClusky, Sean 163
McDowell, Colin 278
McQueen, Alexander 47, 97, 165, 188, 192, 275
McRobbie, Angela 68
Mehdi (DJ) 271
Mika 304
Miss Dee 202
Mitterand, Danielle 132, 133
Mitterand, François 77, 132
Morley, David 68, 94
Mortimer, Richard 202, 203, 204, 248, 249
Moss, Kate 189, 329
Mouret, Roland 204, 249, 259
Mower, Sarah 278, 279
Mundane, Carri (Munden) 173, 260, 266, 267, 302, 334
Murphy, James 175
Murphy, Roisín 250
Mustafić, Dino 343, 347, 358
- Nelson, Trevor 118, 119
Nicoll, Richard 279, 280
Normal, Philip 171, 173, 266, 269
Norman-Taylor, Anthea 138, 139

- Oliveira-Salac, Michael *191, 192, 193, 195, 197, 198, 255, 270, 277*
Oliver, Andrea *340*
Oliver, Miquita *339, 340*
Orsini, Anna *282*
Osbourne, Kelly *259*
- Pašović, Haris *359*
Pavarotti, Luciano *136, 137, 139, 141*
Pavarotti, Nicoletta *139*
Peaches *175*
Pećanin, Senad *34*
Pejoski, Marjan *169, 183, 193, 268, 275, 276, 277*
Peretz, Carla *242*
Perfect, Jo *242*
Pernet, Diane *225, 295*
Peterson, Gilles *54*
Pink *75*
Pontius, Chris *75*
Pop, Iggy *74*
Popović, Davorin (Pimpek) *31*
Portman, Natalie *259*
Price, Katie *317*
Prince *280*
Princess Julia *204, 259*
Pritchard, Mathew *353*
Pugh, Gareth *202, 249, 250, 257, 258, 259, 260, 272, 279, 280, 281*
- Rankin *200, 201*
Ranx *50, 51, 52, 53, 54, 70, 258*
Rascal, Dizzee *273, 274, 335*
Rebecca (De Ruvo) *41*
Reed, Jeffrey *163*
Reynolds, Paul *239*
Ricci, Filippo *286*
Riley, Bridget *47*

- Robinson, Hazel 200
Rodic, Yvan 293
Roedy, Bill 96, 143
Rokk (DJ) 260
Roll Deep 273
Rostand, Edouard (Ed) 298, 299
Rousseaux, Colette 207, 228
Roux, La 175, 270
Rozan, Jérémie 283, 284
Rubin, Rick 120
- Qasimi 198
Quant, Mary 47
- Salmon, Guillaume 205
Santigold (Santogold) 54
Saunders, Annika (Anni) 287
Saunders, Jonathan 279, 280, 281, 291
Savić, Saša 34, 35, 37
Schrager, Ian 240, 248
Schuman, Scott 293
Schwab, Marios 279, 280
Scott, Jeremy 169, 206
Seager, Kerry 287
Sans, Jérôme 160
Shepherdson, Jane 292, 329
Shetty, Shilpa 319
Shillingford, KT (Katie) 259
Shu, Jacques 247
Simmons, Russell 120
Simons, Raf 190
Sinha-Stanić 280
Skeptá 273
Skin 190
Slimane, Hedi 259
Slocombe, Steve 196, 264, 333

- Slut, Johnny 174
Smith, Paul 190
Snoop Dogg 147
Soderstam, Patrick 173
Somerville, Alexia 205, 206
Sprouse, Stephen 301
Starck, Philippe 290
Stevanović, Zoran (Zoka) 37
Stojanović, Ivan 42, 352
Stone, Matthew 259, 260
Stoppard, Tom 141
Strange, Steve 174
Suchet, David 353
Suhonen, Paola 251
Suhonen, Pirjo 251
Sweeny, Pauric 173
Šiber, Boris 350
- Tanović, Danis 347, 358
Tarbuck, James 353
Taylor-Wood, Sam 203, 259, 261
Tee, Larry 175
Tempa 273
Theyskens, Olivier 190
Thornton, Sarah 56
Tillmans, Wolfgang 196, 259
Tim & Barry 272, 273
Tinchy Stryder 273, 274
Toogood, Colin 260
Torry, Richard 174
Toscani, Oliviero 200
Triana, Mélinda 162
Tribe, Bill 137
Tucker, Andrew 194, 278
Turk, Gavin 201

- Turlington, Christy 189
Turner (Callum and Rose) 340, 341
- Vanthilt, Marcel 108
Veličković, Ceca 134, 346
Vibskov, Henrik 158, 173
- Waddington, David 199, 202, 304
Warwick, Vanessa 115
Weatherall, Andy 54
West, Kanye 284
Westbrook, Daniella 317
Westwood, Vivienne 47, 170, 182, 188, 263, 280
Wiley 273
Willhelm, Bernhard 169
Williams, Robbie 73, 205
Williamson, Matthew 189, 275, 280, 281
Wilson, David 138, 140
Winter, Pedro 270, 271
Wintour, Anna 281
Wolf, Patrick 161, 173, 317
Woroniecka, Marysia 200
- Yamamoto, Yohji 186
Young, Robb 194
Yousefzada, Osman 303
Yun, Yeda 278
Yurkievich, Gaspard 160, 190
- Zaimović, Senad 34, 136
Zeloof, Ofer 198, 199
Zhukova, Daria (Dasha) 315

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Based in London, operating globally, Dr Lida Hujic is a brand strategist. Best described as a 'chasm translator' between the corporate world and the underground, her expertise involves tapping into alpha trend-setters' networks of which she has insider knowledge to service clients: either at the very beginning of a strategic challenge for market leader brands (new product development; brand positioning or more generally innovation) or at the very end (communication via innovative tactics). She works for blue chip companies and private companies across industries. Equally, she supports hipsters and start-ups in harnessing their creativity. *The First to Know*, which goes some way to shedding a light on this rare combination, is her first book.

For more information about the book and its author, a series of funky films that bring the stories across the two decades to life (in the phases of hip's cross-over from incubation to maturity and commercialisation) as well as regular updates on what's worth knowing and opportunities to get involved, go to: **www.thefirsttoknow.info**.