

# Essentials

## Creative Lead, Redesign team

Essentials was a women's fashion and lifestyle magazine that was suffering a downturn in sales and needed redirection. A comprehensive redesign was therefore planned upon the arrival of a new Editor. The revised content was to be based upon three key areas of new-look fashion, food and beauty content, and real-life stories.

My role as in this redesign team was to help restructure content running order and establish new design solutions for signposting, colour palettes, and fonts. These proposals needed to address market research taken from reader

surveys whilst suiting the intentions of the new Editor.

The title was also to benefit from a website that closely related to the new structure and presentation.

### Solution

- A comprehensive set of new grids with new feature and cover layout combinations
- Rearrange running order of the magazine to feature key content in the hotspots
- Stronger boxouts and side panels

**Rich & delicious**

### ORFEO LAYER CAKE

**SERVES 12-14 | READY IN 2 HRS 30 MINS**

225g plain flour  
35g cocoa powder, plus extra to dust  
1tsp bicarbonate of soda  
1tsp baking powder  
100g dark chocolate, finely chopped  
185ml hot strong coffee  
200g unsalted butter, softened  
225g caster sugar  
2 large eggs, lightly beaten

**To decorate**  
225ml whipping cream  
150g Philadelphia cream cheese  
1tsp vanilla extract  
4tsp icing sugar, sifted  
8 Oreo biscuits, roughly crushed  
Cocoa powder  
Coloured sprinkles

**You will need**  
Lollipop sticks

1 Heat the oven to 170C, gas 3. Sift the flour, cocoa powder, bicarbonate of soda and baking powder into a bowl. Put the chocolate in a bowl and pour the hot coffee over. Once the chocolate has melted, mix until smooth, then leave to cool.

2 Cream the butter and caster sugar until pale and creamy. Gradually beat in the eggs, adding a little of the flour mix in between. Fold in the rest of the flour mix, followed by the melted chocolate mixture. Divide the mixture between 2x18cm round cake tins, greased and lined with baking paper, and cook for 50-55 mins, then allow to cool.

3 Neatly trim both cakes so that the tops are flat. Whisk the cream, Philadelphia, vanilla and icing sugar until thick enough to spread, then lightly fold in the crushed Oreos. Put a sponge on a serving plate, spread over the cream, keeping a little aside. Flip the other sponge, so the trimmed side is underneath, dust with cocoa powder and set on top.

4 Fill the gap between the sandwiched biscuits with the leftover cream, so it comes to the edge. Roll the creamy edge in the sprinkles. Just before serving, push a lollipop stick through the middle of a few of the biscuits, then use to decorate the top of the cake along with the remaining Oreos.

**500-480 CALS PER SERVING 32-28g FAT 19-16.5g SAT FAT 59-51g CARBS**

**Good enough TO EAT!**

Birthday cakes just got bigger and better – and we've upped the ante with these ultimate bakes.

**BEST BAKING**

### STAINED GLASS CAKE

**SERVES 16 | READY IN 2 HRS 30 MINS**

350g plain flour  
2tsp baking powder  
240g unsalted butter  
200g golden caster sugar  
4 large eggs, lightly beaten  
200g ground almonds  
2tsp and juice 3 lemons  
200ml milk  
225g unsalted butter, softened  
600g icing sugar, sifted  
100ml double cream  
600g halved sweets  
150g liquid glucose

1 Heat the oven to 170C, gas 3. Sift the flour and baking powder, then set aside. Beat the butter and sugar until creamy. Beat in the eggs, adding a little flour after each addition. Fold in the rest of the flour and the ground almonds. Add the rest and place

from 2 lemons and the milk, and mix until just combined. Divide between 2x17cm round cake tins, greased and lined, and bake for 60-70 mins, then allow to cool.

2 Beat the butter and icing sugar until smooth, then add the cream and zest and beat for 1 minute. Trim the risen tops of the sponges and cut in half to make 4 even layers.

3 Put the sweets in pairs, according to the colour and add 1 part liquid glucose per 4 parts sweets. Melt over a low heat at first, then turn to high, stirring regularly. Next, pour onto sheets of oiled foil. When cool, break into shards and push into the buttercream with the remaining sponges, then cover the whole cake with the buttercream.

4 Colour and add 1 part liquid glucose per 4 parts sweets. Melt over a low heat at first, then turn to high, stirring regularly. Next, pour onto sheets of oiled foil. When cool, break into shards and push into the buttercream.

**805 CALS PER SERVING 37g FAT 19g SAT FAT 110g CARBS**

**New rainbow cake**

**TURN OFF THE TV** Holidays are so hectic, so don't let the toasts dominate your valuable evenings. Get out in the garden, run around or use the time take up a new sport, like tennis. Psychological studies show that those with an active social life and a sense of community are happiest.

**Enjoy being outside** One of the feel-good elements of holidays is being outdoors, because sunlight improves mood and exercise produces endorphins. Walk or cycle to work, or go for a walk with a mate in your lunch hour.

**RISE & SHINE** Wake like you do on holiday, and have a long, leisurely breakfast. Enjoy your morning coffee and toast on the patio or near a sunny window and imagine yourself on the Med.

**Picnic!** Drag your workmates, friends or family out to the park and have your lunch alfresco. Or, weather permitting, evening meal outside, rather than at the dining table. Food always seems to taste better when eaten outdoors.

**HIT THE ATTRACTIONS** Whether you live in London or Llandudno, one way to get into the holiday spirit is to track like a tourist and see the local sights. You'll see your hometown through different eyes – and have a great family day out.

**Change your diet** Being gently extracted from your beer can completely change the beginning of your day, so invest in a dawn-stimulus alarm clock, which gradually fills the room with light. The Lumie Bodyclock Starter 30 alarm clock costs around £60 (try Amazon).

**SWIM IN A LAKE OR RIVER** Obviously, there are safety issues involved (never swim alone, for start), but we guarantee you'll feel like a kid again – and studies show it's better for health than a pool. To find your nearest lake or river, visit river-swimming.co.uk

**Buy seasonal serve** fish or chicken with new potatoes (healthier than chips), and use seasonal berries in a fab Eton Mess (see p7).

**Visit etheseasons.co.uk** for more ideas. Plus you could make a day of picking your own fresh fruit (via pickyourown.org.uk for details).

**GET A HOLIDAY HEAVEN ANCHOR** In neuro-linguistic programming (NLP), an anchor is a physical trigger that's linked to a feeling, emotion or mental state. The easiest way to do this is to use a holiday photo as your screen saver on your smartphone or desktop. Look at it yourself there and smile.

**Make even feel like a holiday**

Whether you're counting down to your fortnight in the sun or moping do with a 'staycation', here's our guide to getting a – and keeping – that holiday feeling

60 Essentials

- Clear signposting and a new running order
- Introduction of a consistent three-column grid
- A total revision of typography and the introduction of new font families
- A new suite of infographics using consistent shapes, image borders, and graphic elements
- A website built from scratch that was to closely reflect the structure and brand of the redesign
- The website should be mobile-optimised and be closely linked to social media channels

## Outcome

The relaunched brand saw a gradual rise in sales, and the changes were warmly received by the readership which was reflected in a steady growth of subscription and newsstand sales.



YOUR HEALTH
WELL-BEING

**Relax** For that worry-free holiday feeling, try the **Stress Remedy Plug-in Diffuser** (£15.49, Holland & Barrett). It's a blend of valerian oil, lavender, sweet basil and sage that works by enhancing production of a neurotransmitter called GABA (gamma-aminobutyric acid). This natural chemical is produced by the brain to calm the body when it becomes stressed or anxious. The product has impressed researchers at the University of Exeter so much, they're currently doing clinical trials on it!

**HAVE MORE SEX!** Durex's Global Sexual Wellbeing Survey discovered 77% of Brits said great sex made them feel even closer and more intimate with their loved one, more than half said it put them in a better mood, while 42% felt less stressed. And let's face it, sex is more fun when it's not freezing cold!

**Keep that sun-kissed look** There's nothing like a golden glow to make you feel summery. Slip on Palmer's Cocoa Butter Formula Natural Bronze Gradual Tanning (£5.35 for 250ml, Boots) every day for a subtle tan in a few days.

**SNIFF OUT MEMORIES** Scientists say our sense of smell taps directly into our brain's memory centre — meaning a fragrance that became familiar on holiday will instantly transport you back there when you sniff it at home. Try putting on sunscreen every day. Your skin will thank you for it, and that coconut smell will help you imagine basking on a warm, sandy beach.

**Check your holiday destination online** Look at sightseeing tips on TripAdvisor, or plan next year's trip. It'll not only get you in the holiday mood, but psychologists at the University of Granada, Spain, have found that just looking forward to your next holiday can actually boost your mood by releasing feel-good endorphins.

**READ AN EVOCATIVE BOOK** Try *The Beach* (Alex Garland), *A Room with a View* (E.M. Forster), *Chocolate Utopia* (Hanna or Olori with Sophie Laune Levi). All score highly in 'best holiday reads' lists and will transport you far, far away.

**Make mealtimes more exotic** Choose unusual fresh fruit in the morning, salads for lunch and grilled fish and seasonal vegetables for supper. Alternatively, try to recreate favourite holiday dishes, like moussaka, Greek salad or Mexican fajitas.

**TAKE A MENTAL MINI-BREAK** Close your eyes and imagine a staircase. Visualise yourself walking down ten steps, counting them and adding the words 'deeper relaxed' after each one. When you get to the bottom, walk towards a door. When you open it, you're stepping back into your favourite holiday scene. Use all your senses: what can you see, hear, smell, touch, even taste? Allow yourself to remain there for as long as you like. When you're ready to come back to reality, walk back through the door and top the stairs again, counting back from ten to one. Take a deep breath, smile, inject your eyes and get on with your day.

**Inject some colour** On holiday we tend to wear bright colours — partly due to the weather, but mostly to do with our mood. Try wearing something every day that you associate with your holiday, whether it's a hot pink nail varnish or a red silk scarf. It's guaranteed to brighten your day.

**FILL YOUR HOME WITH SUMMER SCENTS** Pottery Crouch Candles (£8.50, potterycrouch.co.uk) range of scented candles will transport you to tropical destinations — from the Caribbean with 'Coconut' to the coast with 'Sea Spray'. Alternatively, try the Midsummer Diffuser (£21.95, wildflowerproducts.com), which will infuse your lounge with the aroma of a summer garden.

**REAL FRUITICES**  
MAKES 6 READY IN 10 MINS  
• FREEZING

200g strawberries, chopped  
100g orange honey  
1 mango, chopped  
400g apple and mango juice

- Put the strawberries and honey into a bowl and mix with a stick blender to make a coarse purée. In a separate bowl, whizz the mango with the apple and mango juice to a smoother purée.
- Fill 6 ice-lolly moulds, or glasses, with the purées, making sure to alternate the two different flavours so you create a ripple effect.
- Freeze for at least 4 hrs, although preferably overnight.

40 CALS PER SERVING 0g FAT  
0g SAT FAT 12g CARBS

LET THE KIDS MAKE THEIR OWN! WATCH THIS RECIPE AT [GOODTOKNOW.CO.UK/RECIPES/ICE-LOLLY](http://GOODTOKNOW.CO.UK/RECIPES/ICE-LOLLY)