



Trench, £129;
jeans, £79.50; shirt
dress, £59.50; shoes,
£34.50; bag, £29.50



Biker, £298;
maxi dress,
£89.50; bag,
£89.50



Mac, £89.50; jeans, £49.50;
Breton top, £59.50; bag, £49.50,
all Jack Wills, jackwills.com

Now you can wear your

and clashing them irreverently in the way that young people dress now."

In store that translates to a Breton top worn with a plastic mac, a sharply cut herringbone tweed peacoat worn over grey marl sweats, and denim jackets and parkas that are customisable with patches that can be bought separately (saved up for, even) and stuck on at home. Pieces go on sale this month.

The clothes are youthful without being young. Nicoll explains that they're "first-job appropriate" too. The rugby shirts are still there, as are the hoodies, but they're in a mix that encourages precocious styling rather than public-school prep.

"They're cool," says 13-year-old Alice Wheeler, who has a keen interest in fashion. "I always thought their clothes were very square and mainly about branding. This is more stylish — I'd wear it at weekends. I like most of the navy things because they're plain — and I like the see-through coat."

Thumbs up for Nicoll — although: "not keen on the pink". No matter: there'll be plenty of adult takers for the fuchsia trenchcoat, a piece also offered by Sonia Rykiel and Valentino for grown-ups this season.

Unlike in the Sixties when fashion became a means of rebelling against the old, today's teens are just smaller versions of adults, like in Renaissance paintings. Their tastes are informed by the same Instagram posts and street-style snaps that someone ten years older is looking at. Next thing you know, you'll be borrowing their clothes, rather than the other way round.

"The Topshop girl lives and breathes fashion. She's inspired by street style and fashion blogs and is a huge consumer of social media," says the high street giant's managing director Mary Homer. "She's confident, independent and experimental." Sheffield agrees. "They dress less for their peers, more for themselves. I never see teenagers

How she does it

Sarah Harris
Vogue fashion features director



Q Your most identifiable feature is your grey hair. How do you keep it looking good?

A I started going grey at 16. I don't colour it. I use Philip Kingsley Pure Silver shampoo and conditioner, and it only gets brushed when I'm getting it blowdried. I don't use any products.

Q Which is your favourite high street label and why?

A Gap for black, white and grey T-shirts, and the menswear departments at Banana Republic and J.Crew for cashmere sweaters.

Q What do you do to unwind?

A Nothing beats a facial at Nyumba (nyumbasalon.com) but failing that, I love a night on the sofa watching a movie, usually in pyjamas with a bar of Cadbury Fruit & Nut.