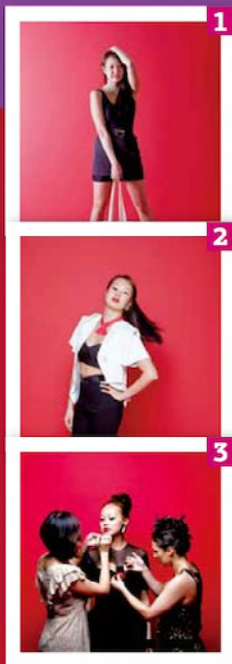


Name: Anita Hawkins
Occupation: Co-founder of creative collective "We Are Ultra"
Nationality: Malaysian



1. Posing for the camera
 2. White, black and red
 3. A touch of red

FASHIONISTA

Ultra Everything

Anita, the "hungry minimalist" as she describes herself, is from Borneo and came to Shanghai six years ago because she felt this city is like "an attractive lady that speeds along and forces me to do the same or fall behind." Anita studied photojournalism in Australia, then spent a crazy year in Ibiza as a dancer (no wonder she's got such a great body). She's now co-running a creative collective called We Are Ultra, which has its own fashion line and whose members collaborate on art, design and writing projects supporting sustainable lifestyles. She also keeps her vain side busy with a performance art project called "Enter." She prefers to keep herself extra involved by creating jobs out of whatever else piques her interest, like writing a Shanghai travel guide for Superfuture, a travel guide site for the young and glamorous, and blogging about random arty things for the new WeareSTD.com. Anita's only problem is that she goes so far with her projects, that she tends to turn these things into work, so they aren't exactly hobbies anymore. One project that hasn't become a full-time job, though, is her website, Sheeatshere.com. Since Anita likes to look at women who are eating, she features photos of them eating good food in different places. She likes to say that it's "food reviews with fewer words and more tasty images."

On her style, Anita says "a little thought and go." She rarely goes shopping, as she prefers to wear Ultra brand clothing created by Malaysian designers from her collective. When she does go shopping, her guilty pleasure is to dig around at Qipu Lu, or Anxi Second Hand Market (Anshun Lu near Kaixuan Lu), and also at Lolo Vintage (87 Wuyuan Lu near Changshu Lu), for a little vintage splurge. One of her style inspirations is her business partner, Jamidah: "She has a terribly keen eye and plays around with a lot of different looks that quite easily become hers." Here, Anita is wearing a very sexy black dress from by Ultra, a big black ring from Qipu Lu, bracelets from H&M, black and white vintage '70 earrings from Charles Jourdan, a red lips brooch from Yazbuky (bought in London) and a pair of Miu Miu heels found on Taobao.

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