

# SONNY HALL.

With global campaigns for Burberry and Valentino coupled with exceptional poetic talent, 21-year-old London-born model and poet Sonny Hall has quickly gained the status of the world's new "It Boy." Having recently published his poetry book, Sonny has contributed to a poetry revival occurring on, of all places, Instagram. His verses, painfully raw and melancholic, are reflective of the unprecedented amount of life experience condensed into his 21 years of life.



Blazer ALEXANDER McQUEEN

Loafers VERSACE  
Blazer and Trousers ALEXANDER McQUEEN





Total look GUCCI



Top GIVENCHY

**“The Blues Comes With Good News” is your first extensive collection of published poetry. You have also used platforms such as social media, notably Instagram, in showcasing your poetry prior. How has this mode of communication affected or influenced how you’ve written, if at all?**

When it comes to influencing my writing, I can say it never truly has. I feel like Instagram pollutes my brain in many ways and I shy away from using it as much as I can. But it’s a double-edged sword, as it’s also a great vessel to share my work. It has definitely helped me share my truth, through my work and through writing.

**In the first place, what drew you to writing? What particular string of experiences has led you to poetry as your main creative outlet?**

It all came about after I had felt a certain desperation about living, one that I had never experienced before. I had spent many years lying to myself and the world about my past and the way I really and truly felt as a young man. It was slowly but surely destroying myself in various ways. I ended up in rehab in Thailand nearly 3 years ago, and that’s where I picked

up a pen and began to organize my madness.

**Are there any other writers who have influenced your craft, or particular artists working in other disciplines whom you admire and have shaped your style of writing?**

Anne Sexton and Sylvia Plath are two of my favorites as they are able to constantly sting me with their words. They are confessional writers and I’d say that I am the same. Also, Alexander McQueen, as a Londoner and a true hero within the realms of using artistry to share his truth. His power within this infinite act has given me a particular rocket fuel for life and creating that resolves my own difficulties.

**You’ve stated that you are not particularly interested in traditional poetic forms and their styles. How do you go about crafting your verse? Would you say that it is rather instinctive?**

I never studied poetry within an education system. I only studied it through life, experience and pure impulse. I’m a true believer that it doesn’t exactly matter to have knowledge of the rigid forms, although that may help one. I write through feeling and





*Pants BERLUTI  
Top ACNE STUDIOS  
Hat and Shoes MARNI*



*Trousers and Shoes MARNI  
Blazer and Top EMPORIO ARMANI*

Pants ACNE STUDIOS  
Blazers from outside to inside VERSACE, MARNI and BERLUTI



Shoes MARNI  
Tank top, Shirt, Coat and Trousers DRIES VAN NOTEN

feeling alone. And as long as I do that, it will always take on a pure form.

**How influenced are you by the poetry of musical lyrics? Do you have any interest in setting your verse to music at some point?**

That was the initial influence that tickled me to connect with words and their power. Listening to Billie Holiday, Chet Baker, even Marilyn Manson, I was stung and fascinated by their ability to tell a story or portray a feeling through their own way with words. As for setting verse to music myself, maybe one day. It's been on my mind.

**You've earlier described how you originally began writing poetry as part of your addiction recovery. How do you see your craft evolving as you move past that chapter and into new ones?**

Recently I have been reading a lot more and flirting with writing scripts, and I have 2 new books in the blueprint. It's definitely evolving, though there is only so much I can say when it comes to

addiction. "The Blues Comes With Good News" was a pure and raw piece within my own timeline as a human and in figuring it out. I am proud of it but I have definitely learned a lot from taking a step back and depicting my voice further and what I really and truly want to say to the world.

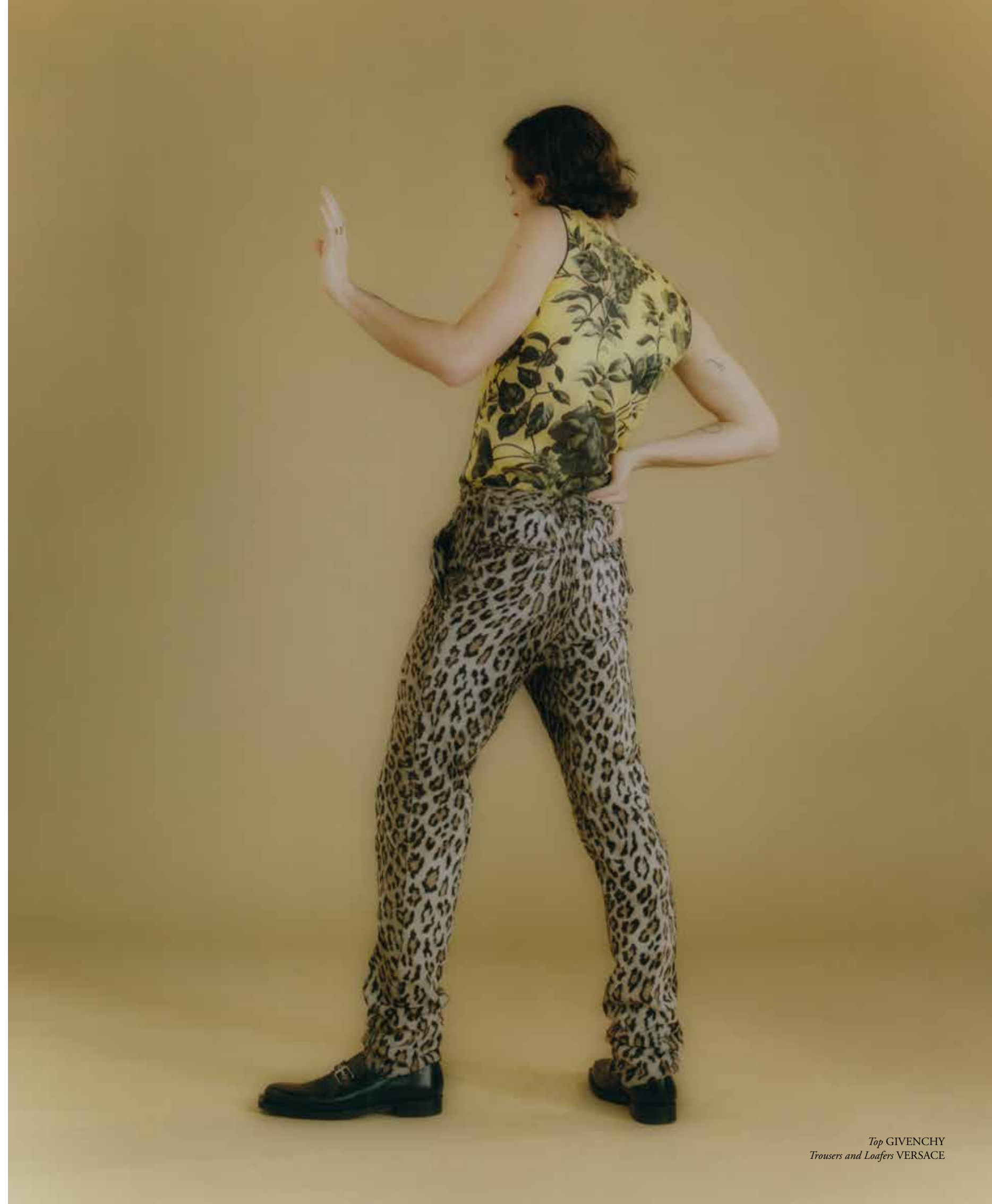
**Having originally self-published your first volume of poetry, would you describe that process? What hurdles were faced creatively?**

Self-publishing was a golden process because I had complete and utter control. So that process really lacked any hurdles... Weirdly, it all fell into place pretty naturally and then the publishers came along. But I'm aware that it's not normally that easy and sometimes wonder if I got lucky. I think the project was so pure that it spoke loudly and quite effortlessly because people like transparency.

**How long was it until the project was picked up by its publishers? And how much direction did you receive from editors?**

They came to me a month or so after I released the self-published





Top GIVENCHY  
Trousers and Loafers VERSACE





first edition. I maintained all the control I could and followed my gut. I don't even know if an editor existed on this part.

**Do you enjoy reading your poems live? What is that experience like, as opposed to publishing them in print and how do people react differently?**

I should probably like it more than I do, but I get nervous and feel like a fraud when having to perform. I feel like my poems should be read quite simply because they aren't dressed up in any way. I love reading them out loud to an intimate crowd, mainly my loved ones.

**What would you say has led to your desire to explore acting?**

I'm flirting with the idea, a foot-in-foot-out type of thing. I like the level of expression you can reach through acting and the character depiction aspects as I like to understand people in extreme depths. People keep shrieking in my ear telling me to do it and a huge part of me is fascinated by it. I've been taking lessons. Let's see.

**What is your relationship with your fans like? Is the attention**

**you receive enjoyable?**

I'd like to call it a thing of being "my fellows." I feel like they are all interested in truth in some shape or form, which is a reassuring feeling in this day and age. When I did my book signing in New York, whoever came, whatever their age was or where they came from, they were all extremely present and honest. There was no nonsense, which I like.

**When do you actually like to write, and where? Does anyone influence your writing in some way?**

Whenever. In the afternoon or late into the night, mainly. Cafe Boheme (London) is a well-loved spot of mine. And my girlfriend does.

**How much do you take into consideration an understanding of what people would like to receive from you and producing materials in that realm, as opposed to constantly providing organic and authentic materials true to your current state?**

The poetry will never be changed for others, just because I feel like the truth is the truth and that speaks for itself. I'm satisfied with that, whether people like it or not. But I'm working on a book right now with a friend. And that is more thought-out, on the basis of delivering something to the people and giving them what they supposedly need.

**What has your experience of the fashion industry been like? Does it complement your other endeavors?**

I enjoy it, for the most part. I take what I can take from it and learn as I go. I've met some great people within it and they inspire me in my endeavors.

**Do you have a particular favorite amongst the poems you've written of late?**

The last 3 I have written, I think. "Well Verse Ta-Ra," "Saliva Profusion In December," and "Love-Bent Battery."

**Have you considered other literary forms, or in the future perhaps, such as memoir, fiction?**

100 percent but I also don't want to be put in a box as a writer or a poet as I feel like the mediums are infinite when it comes to portraying feelings that are relevant to me and the world.

**Are there other artistic disciplines that you'd like to explore?**

Yes, please! Film: 10,000 percent. I'm also going to have a show this year, which will be a quite immersive experience, including a bunch of paintings of mine.

Grooming KENTARO KONDO / Photographer Assistant YASMIN FRIEDEN / Fashion Assistants ARIAM HABTE and ANNABEL LUCEY / Special thanks to KATE MOSS AGENCY

