

MELANGE

FASHION
MAGAZINE
ISSUE 1



JULY '21



LETTER FROM THE

As we slowly heal from the devastating effects of the COVID-19 Pandemic, we all find ourselves gathering the broken pieces of the things that make us “us,” fitting them back together like the puzzles we’ve been doing all year to ease the boredom of lockdown. We have spent this past year focusing on what we can’t do rather than what we can, simply trying to get through the day, rather than coming together to imagine a new future for ourselves. Looking at the scattered pieces of the current state of society, we are presented with a unique opportunity to choose whether we pick up our puzzle right where we left off, or we can throw the pieces back into the box, shake it up, and come together to approach the puzzle of life with a fresh and unified lens.

Here at IFA, we represent the union of nearly every corner of this planet working through the uncertainty and pushing toward the light at the end of the tunnel. As Global Fashion Media MBA candidates, we are proud and privileged to come together and produce the latest edition of our student magazine, “Mélange.” Tackling modern and relevant issues concerning diversity, mental health, gender identity, and everything that lies between. Our aim is to create conversations that build bridges that lead to mutual understanding, breaking away from the fractured dissonance we experience as a society today.

As a class, we are proud to present a magazine that personifies a range of perspectives as diverse as we are. As we have laboriously collaborated on every single page, it is worth noting that we didn’t always agree. There was ample compromise and hours of discussion that led to the fruition of this magazine. Nevertheless, we persisted, and the result is a beautiful blend of unique thoughts and insights existing harmony. Rather than tackling this puzzle alone, we overcame our differences, pushing toward a product that we could have never achieved individually. If strong leaders are meant to lead by example, it is safe to say that the future of fashion is safe in the hands of IFA’s MBA graduates.

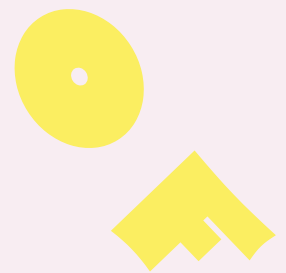
EDITOR



illustration by lidia ansaldo

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CLUELESS









BY HENNA AHMAD

FRIVOLITY AND FASHION

Students of fashion around the world can likely commiserate with THAT dreadful holiday dinner conversation. You know...the one where your family full of doctors and lawyers make sure that by the dessert course you know just how silly your field of professional interest is. "It must be so much fun playing with clothes all day." "You've always had the best outfits; this is right up your alley." Maybe you even get to absorb a slightly passive aggressive jab from your dowdy cousin who is studying physics and thinks you're "so lucky that you didn't pick a difficult major;" as she continues to run her mouth about how meaningful gravity is. After facing judgment my entire adult life based on my chosen career path, I must wonder after all the studying, research, and theory that I've been overwhelmed by since I began this arduous journey in fashion...is it really that frivolous?

Surely, I am not the only person who has experienced this social stigma. The fashion industry is worth over a trillion dollars on a global scale. In any intellectual conversation, there is a way to inject topics concerning fashion. Don't believe me? Let's talk about climate change. The fashion industry is responsible for approximately 10% of all global carbon emissions. Or maybe we want to talk about cultural anthropology? The reason people dress the way they do is a direct reflection of their political, religious, and economic status.

It's incredibly simple to inject typical "salon" topics into any conversation surrounding fashion, yet the second that designers, trends, or anything visually associated with the clothing we wear are mentioned, it is written off as silly and vain. Why is it that? If we want to truly apply principles of formal logic, we can easily and concretely prove that fashion is not frivolous. Applying the principles of Modus Ponens, if fashion is a physical representation of culture, and we can agree that a physical representation of culture is relevant intellectually, then we must infer that fashion is relevant intellectually. Perhaps it could be chalked up to semantics. But maybe, there is a deeper secret that "intellectuals" are desperate to keep the down low

.When dissecting the conversation surrounding the cultural relevancy of fashion, it's important to Fashion is something that exists beyond mere clothing. Fashion and style are completely different, though the boundary between the two is often blurred. It's this misuse of these terms that can cloud judgment on any conversation dealing with the fashion industry. Perhaps this schism can be clarified by two words: the individual and collective. Style refers to an outward expression of individuality through physical appearances. This includes your favorite Instagram influencer who loves to talk about her latest "Zara haul." When we refer to our sense of style, we refer to the way we project ourselves publicly. Maybe there's an argument somewhere that soundly associates style with frivolity, but successful fashion styling requires more than just a good eye. It requires a good education.

Even with a clarification in terms, fashion insiders and the wares we peddle are still written off as frivolous. What does it even mean to be frivolous? When describing an object, it is defined as "not having any serious purpose or value." When describing a person, it is defined as "carefree and superficial." Why is it that people seem to associate both the fashion industry and its active participants with frivolity?

Famed fashion historian, Valerie Steele, comically wrote in 1991, that "academics may be the worst-dressed middle-class occupational group in the United States." All jokes aside, I think that Ms. Steele meant to say that pseudo-intellectuals who insist on rejecting fashion as a cultural staple in society are the worst dressed group in the United States. Valerie Steele, the fashion museum curator for NYU, inarguably an academic, is also inarguably fashionable. Think about the geniuses who are the puppeteers of this trillion-dollar scheme. Anna Wintour. Andre Leon Talley. These people ooze fashion from their perfectly toned and well moisturized pores and they are the creative visionaries of a century.

So, the only logical conclusion that I can come to is that intellectualism does not equate poor fashion choices. It's the opposite. A faulty education and cultural ignorance provide a one-way ticket to fashion hell, yet nobody who self identifies as an intellectual is willing to admit that a complete understanding of the fashion industry requires research, vision, creativity, and a deep understanding of the world we live in. In other words, an inability to understand and apply modern fashion trends directly results from a lackadaisical education.

Perhaps as a fashion student I am a little bit biased, but if you ask me, the only ideology that is superfluous and a complete waste of time is the mental gymnastics that a wannabe smart guy must perform to procure self-validation as an intellectual by putting down a culturally important industry. But what do I know? I'm just a fashion student.





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RESETTING

BY CHRISTI ERNING

Long lace trim dresses and baby pink colored turtle necks with pleated maxi skirts are out!

We are now seeing a wave of modest streetwear styled with a modern twist. From simple leather jackets to crazy colorful ruffles what we know of modest fashion has completed a 180 degrees change to become the epitome of fashion expression!

We spoke to trendsetters from the worlds of modest fashion around the world, to investigate the different cultural origins and expressions of their own modest approaches to fashion.

So what is modest fashion?

In an interview for her new collection, UK based designer, Saleha Bagas well describes her clientele and well defines modest fashion:

“It [modest fashion] is not just for Muslim women, it’s to complement the diverse lifestyles of all types of women, no matter their faith or culture, who want to implement modesty into their dress code”.

Modest fashion in its purest form, describes clothes that covers the body rather than accentuating your curves or shape. Yet, just as beauty is in the eye of the beholder, how you choose to dress modestly is open to interpretation, and differs for each individual.

Within the Religious Context

Covering up your body is not a sign of oppression but rather, it signifies a sign of respect you have for the body that God has given you. For Orthodox Jews, what is considered to be modesty is inherently governed by the concept called tzniut (Hebrew) and tznius (Yiddish). Varying from communities around the world, some have different interpretation of the concept but the core principle of tzniut is the same and is based on humility. It is a concept that applies to both men and women and is essentially how you carry yourself in a reserved but dignified manner.

Similar to Christianity, knees and arms should be covered what differs is that trousers are not worn and for those who has a ring on their finger, hair should be cover. Some community obliges the women to shave their heads to then be covered in a wig while others would have a hat or headscarf as an option.

Having said that, customary guidelines on modest wear for Muslim women are stricter. Covering all the parts of your body with loose fitted clothes is the general rule of thumb. Modest fashion in this religion’s context also follows the concept of humility.

“Many people argue that the idea of ‘fashionability,’ or clothing that is beautiful, goes against Islamic ideas of modesty. So, if you’re wearing something pretty or fabulous, it might be haram.” Said Daniel James Cole, fashion historian and organizer for Meeting Through Modesty symposium at New York University in 2016.

Color is one detail that critics of mainstream modest fashion often focus on, as some colors are seen to be more controversial than others. A 2010 focus group study showed that some Turkish women consider the color red to be incompatible with tesettür. “Ideally a woman who is covered should not draw attention, but the color red clearly attracts the eye,” noted researchers.

MODEST FASHION

Cultures and upbringing also play a role in how individuals perceive modest wear. African Muslim women showcase bright colorful print as a part of their daily modest wear but Arabic women would be more likely to use dark and mono-tone colors styled with flashy pieces of accessories and jewelries.

Displaying our faith for people to judge over is not easy and so is fashioning your true self. Thankfully for some, modest fashion is not a strict list of rules to abide to but a creative hurdle that acts as a catalyst to your inner fashionista.

The Modern Shift

Fashion trends are not a hindrance to modest looks since it only helps highlight the diverse styles of modest street wear. Fashion and lifestyle vlogger Sarah from Nigeria, combines strong colours together or different playful print as her way of styling herself. You can see the change from budding YouTuber Sarah as she guides her audience how to wear certain pieces of garments or just advices them on how to dress up and look absolutely radiant and modern!

Aquina Detara, an Esmod Jakarta Fashion Business graduate started to deepen her relationship with her faith by deciding to put on the hijab. It was a personal choice, one that was not pushed upon her and one that she does not regret. Currently working as a freelance stylist and micro influencer in Indonesia, Aquina has set the tone for all to see that modest wear is no reason to conform to the typical modest fashion in Indonesia.

As a true fashionista to the core, Aquina discovered herself more after trying on different modest styles. Now going out to for lunch you can picture Aquina with her statement deconstructed blazer and handbag. After experimenting and finding inspiration from different type of styles, she is now riding shotgun with other modest street wear influencers showcasing modest street wear at its finest.

Who better to master the art of layering than modest fashionistas? The challenge and fun comes from playing with the layers. Normal white dress shirts topped off with a crop top, and some fun boyfriend jeans with platform boots. Or, maybe, you are feeling playful and mixing bold colours with loud prints. If fetch was not a thing then it is now because street wear is being elevated to a different level.

Modest fashionistas are not only limited to influencers but also fashion designers. They are breaking barriers and redefining what modest wear is while holding on to the core values of what modest wear is. Subhi Taha from Texas started his career with YouTube videos on his life being an Arab-American Muslim. He then started to make a modest wear collection under his brand, SUBHITAHA. Influenced by his cultural background, up bringing and his personal taste, he exudes simplicity, modesty and practicality.

Subhi is only one of the countless of people who have find the compromise of modesty, humility and fashion. Now what was then considered conservative way of fashion is spicing up the fashion industry. Modest street wear is slaying the streets as if it was a runway and looking drop dead gorgeous.



Illustration by christi eming

CALLING
CALLING
CALLING FOR



G FOR CHANGE
OR CHANGE







AFRO HAIR

AN EXPLORATION INTO

EXPLOITATION OF OUR CULTURAL

BY MARIA FATIMA
HASELHUBER

HERITAGE

AND

THE HISTORY

In recent years cultural appropriation has become a buzz word. Afro hair and ethnic hairstyles have been used as a symbol of cultural appropriation. This is where traditionally oppressed factors of society such as signs and symbols have been exploited for western consumption and mass media. Many see the callous use of heritage symbols such as cornrows featured on a Caucasian model for a Dior campaign, as incredibly insensitive. It is also seen by many as a further example of white cultural imperialism. Nevertheless, the real issue is far more complex at heart. Despite the many movements and recent protests speaking out on these issues, in order to educate, we ought to address what is the true origin of these hairstyles.

Through the past years we have seen an increase of braids, protective hair do's and natural hair in editorials as well as fashion shows across the globe. Suddenly what we used to be shamed for has become fashion and even trend. How do we take back control of our hairstyles, full of cultural and historical context?

One of the ways we can tackle this issue at the root is by standing tall and showing off different hairstyles and their respective cultural background. Despite many recent movements surrounding hair culture and its prospective education, many seem to fail to fully educate themselves on the true origins of these various hairstyles. We are all aware that these hair styles mostly stem from Africa, yet are we truly educated on the roots of these styles and their history?

Bantu Knots, a very popular hairstyle on Instagram, have their origin in South Africa. They are separated sections of hair twisted into knots, that can be styled as one pleases. The word Bantu in this context was very controversial during the apartheid times given that it had been used as a derogatory term for black people. At the time it replaced the word blacks, yet with a negative connotation. The word was then changed back to blacks, giving Bantu its original meaning. Bantu is not only the language that was spoken by around 300 tribes but also the word for people.

Another hairstyle that gained mainstream popularity through celebrities and fashion editorials are cornrows. Interestingly, it had been worn by celebrities such as Alicia Keys previously yet was only popularized later. The hairstyle stems from Africa, particularly Ethiopia, often worn by warriors and kings. They were also used to indicate a specific status, age or other societal information. Cornrows are still very popular in western Africa, Sudan and many other African countries.

The hairstyle later became popularized in the 60s and 70s among African Americans as the Black Power Movement was on the rise, where the term cornrows originated. As most Black Americans worked in agriculture, the term reminds of that. The term Cornrows given the resemblance to corn, Canerows a word used mostly in the Caribbean, resembling sugar cane. It is a hairstyle which is braided against the scalp, often differentiating in thickness, length or even style. It is common to create a design out of these rows, making it more personal to the wearer. At times they will wear beads or shells at the end of the braids, a style that has become very popular in today's society.

Lastly, probably the most famous African hairstyle, locs, commonly known as dreadlocks, are believed to have originated from Rastafari culture and lifestyle. Nevertheless, mummies from ancient Egypt and ancient Peru have been found to have locs. Therefore, the true origin of locs seems to have come from all over and is not strictly definable. Even though the look has been popularized by people such as Bob Marley, it still does seem to be one of the less accepted styles in common society. The hairstyle is seen as unkempt and messy, yet many fail to understand their historical and cultural context. It is believed that civilization started in Kemet, now known as Egypt. Not only have locs been found on art found in and along Pyramids, but also given the history, it is apparent that this might have been one of the first hairstyles that has been worn since the beginning of civilization. It is believed that once you came in power you would start your locs and therefore, the longer your locs the longer you had been in power. Locs represent not only history but also are a status symbol. Locs can also be seen on depictions of Shiva, the Indian goddess and are even mentioned in the Story of Samson in the bible.

This does not only show that locs and other African hairstyles originated mainly in Africa, but also that they have been since the beginning of time, traveling the world and appeared in many different ethnic groups making it unable to pinpoint the origins with certainty. Therefore, it is important to realize that we, society living in modern times, can not own or take back hairstyles that were never truly ours in the first place. These hairstyles are filled with so much historical context and migration, that we should truly assess these factors when protesting certain cultures wearing these hairstyles. Of course, it is important to draw a line, yet it does seem more important and pressing to educate ourselves. Only by being truly educated on the topic of these mixed origins can we work together and tackle the issue of appropriation, without targeting the wrong ethnic groups and focus our efforts on the commercialisation and exploitation of these heirlooms.



It is essential one understands that it is not appropriate to copy cultural hairstyles in a demeaning or distasteful manner, such as being used on a Caucasian model, but to showcase them giving them their admiration and respect they have earned historically. If one wants to use braids they should be brought out in a new way that is not copying and does not infer an explicit or offensive manner. It is important to educate oneself on the historical values of these hair do's and comprehend and analyse whether or not the use is appropriate in the given context and climate.

YOU HAVE THE RIGHT TO NOT REMAIN SILENT

TO NOT REMAIN SILENT

Imagine this: you're an alien who descends to Earth every five years to observe its social changes. Funny enough, your next visit just happens to be scheduled for June 2020, when the quest of justice for George Floyd made its way around the world. We don't have to do too much imagining, as the past year has made so many of us feel that we're living in a whole new, freaking world.

In the past year, we've experienced life-changing shifts—from learning how to practice social distancing to the largest political protests to date led by Indian farmers and Black Lives Matter organizers. There were headlines on the British Royal Family taking unconscious bias training, and others on G7 governments (some-what) taking responsibility for their role in imperialism. We watched organizers of social movements take center stage, like Tamika Mallory of Until Freedom at The Grammys, and countless viral videos of 'Karens.'

Naturally, this amount of positive the first time. It is the first time right to not remain silent on ableism, fatphobia, islam- But, our effectiveness in them, has still yet to be ple are being heard, not but to what degree is that that historically hav-

Fashion is a (sad, but) the death of George fluncers, editors and are being called out for for non-white, non-het- people. Of course, releases committing to ly, continuing to make Vogue in October 2020 ing out on how Anna Win- [brushed] off cultural appro- in work emails." Months lat- Content Officer. But Vogue isn't Times Report published in March of representation in magazine covers, ad cam-



change feels like touching down on Earth for in American culture that we're observing our social issues such as racism, homophobia, ophobia, antisemitism, and on and on. curing those ills, not just talking about seen. All in all, the voices of the peo- just that of powerful corporations, influence benefitting demographics en't been centered or listened to?

perfect example of this. Since Floyd last summer, brands, in- even, high-power corporations failing to create safe environments erosexual, and non-cisgender many have released glossy press 'doing the work' before ultimate- the same mistakes. We saw this at when staffers of color started speak- tour "[cultivated] a culture of racism, priation, and [used] offensive language er, Condé Nast promoted her to Chief fashion's only guilty party, as a New York this year proclaimed, "it's easier to see a shift in paigns and runway shows than in C-suites and boards."

Overall, industry whistleblowers—many of whom are of a demographic that is underrepresented in fashion (i.e. of color, indigenous, hijabi, fat, disabled, LGBTQIA+ etc.), are to thank for agitating systemic change. Louis Pisano, a fashion writer, and influencer with a following of over 125,000 on Instagram who recently designed and sold out a capsule collection for Levis, called out many of his peers on Instagram Stories, writing that "everyone's pointing their fingers at everyone else for things not moving as fast as they should be, meanwhile going to work everyday and participating in the same bullshit with a splash of 'Black lives matter,' 'stop Asian hate,' 'body positivity,' and 'gay pride,' sprinkled in when it's profitable. [Major brands] should be in the office anytime a project comes up and think: who have we not included yet? How can we make it fresh? How can we reach more people positively and stop peddling outdated ideals?"

BY TAHIRA BENJAMIN

TO NOT REMAIN SILENT

Pisano is one of many industry professionals and influencers using his sizeable platforms to discuss race, gender, sex, disability, religion and social issues, but he is far from the first. For decades, Naomi Campbell has called out issues ranging from the underemployment and underpayment of models and other industry professionals of color, which happens at all levels. André Leon Talley, a style icon and former Editor-At-Large at Vogue, revealed in his memoir *The Chiffon Trenches*, his discovery that he was being paid nearly \$600,000 less than some of his colleagues. Ultimately, the experiences of many non-white and non-cisnet people employed by high-power fashion brands and media companies show that the powers that be are far more willing to offer lip service on what they will do, rather than what they are doing to create safer and more inclusive workplaces.

And many creatives and influencers are sharing how not having safe spaces affects their lives overall, even for those working outside of fashion. Domonique Echeverria, an artist and healer with a following of over 21,000 on Instagram who has been extremely open online about her story as a queer, mixed-Latinx amputee reflects on the rampant trolling and cyberbullying she faces daily:

“I remember when the Huffington post first featured me in their Queer Voices series, I got tons of hate mail from religious groups and conservatives containing death threats, slut shaming, fat shaming, telling me that me and my friends were going to die of AIDS and burn in hell. When I was InStyle Magazine for a Givenchy spread styled by Riccardo Tisci, people were commenting on the company’s Instagram that ‘they should be ashamed of themselves for promoting obesity.’ That, ‘having a fat model is sending the wrong message to viewers and children because they had concluded that my fat body in couture was going to destroy lives’...[things that are] fucking wild. Thank god I have a sense of humor. I’ve had people threaten to kill me, wish evil on me, and try to curse me; the vileness of humanity is put on full display on social media.”

At the same time, Echeverria remarks, “social media [has also allowed] me to stay connected with my friends I’ve met around the world, and amplify the work I do to audiences I may not meet in my day to day life. I started my platform as a means to promote my artwork, [but] sometimes the over exposure feels invasive, and the over stimulation, toxic.”

For Nadya Okamoto, a content creator with over 59,000 followers on Instagram and the founder of The PERIOD Movement, an organization advocating for better education on women’s periods and sexual health, though there is a lot hate online, growing a platform online is a testament to the good coming from more voices being heard. Okamoto feels, “social media has allowed us to democratize information and spread it much faster than ever before, [meaning] messages and movements are spreading fast. And because Gen Z is not just digitally native, but native to social media, [we are] uniquely positioned to mobilize social change, [especially] due to the accessibility of media platforms and the general desire to demand social justice.”

That desire is connecting billions of social media users across time zones, regions and cultures thanks to its boundless design. Echeverria illuminates how this is allowing us to mobilize: “I think a lot of marginalized and oppressed people are looking at each other like, damn...you’re over here fighting for scraps too? Social media has allowed us to see that all of us are suffering from systematic oppression.”

And while uniting over this shared experience can be great in working to dismantle the systems oppressing us, awareness of it comes at a price, which Nadya speaks on: “as a woman of color, I am constantly drained and emotionally numb from hearing the latest news of racist attacks against the American Asian and Pacific Islander [communities]. It’s often hard because I have to handle and take care of my own mental health whilst speaking up and pushing for action and accountability.”

But luckily, the number of creators and influencers launching initiatives and organizations tracking and lobbying for industry change continues to grow. Pull Up for Change by Sharon Chuter, The 15 Percent Pledge by Aurora James, Black in Fashion Council, The Kelly Initiative and others have held major corporations in fashion and beyond accountable. Centuries of underrepresentation and exclusion is also leading Black and brown creatives to launch luxury, e-commerce marketplaces like Black Owned Everything by Zerina Akers, and Revisionary, a shoppable marketplace showcasing fashion, beauty, and lifestyle brands founded by people of color. Other marketplaces include Thirteen Lune established by Nyakio Grieco, creator of clean beauty brand Nyakio Beauty, and Patrick Herning, founder of 11 Honoré, a retailer that caters to women sizes 10 through 20.

There’s ample opportunity for fresh talent entering the business to follow in their footsteps in creating systemic change, but no matter what fashion’s newbies decide to do, they should be sure it’s genux-asednted groups are afforded safe environments, long-term roles and equal pay, and more power in making decisions, not just for the few campaigns in which brands decide to randomly celebrate diversity. The best advice we can give to younger brands is to build companies with a culture of inclusivity at the core, with people of all backgrounds represented on teams working showrooms, determining design, managing marketing, in the C-suite and beyond, from the very beginning. Our right to not remain silent depends on it.

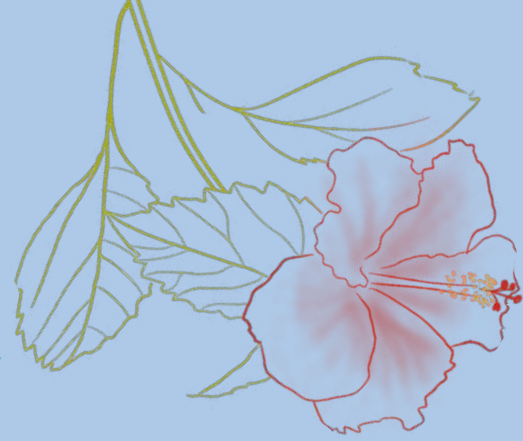


DISRUPTING



MACHISM.

MACHISMO, AND LATIN ART, HOW HAS THE IDEA SHIFTED



The term machismo has been associated with the Latin American Region more than most. The word has the meaning of strong or aggressive masculine pride. Machismo can be conveyed in the way men express, or withhold their emotions, and the way they dress. When you are raised with strong beliefs regarding ideas of masculinity, it is hard to change or challenge them.

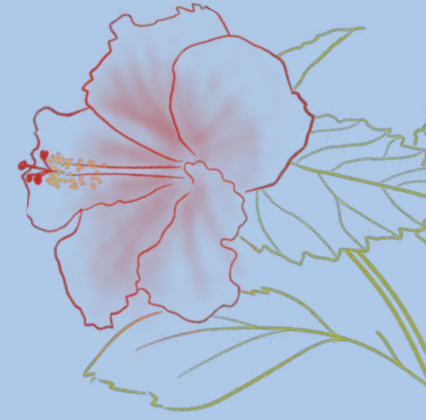
Whilst it may be easier to express different ideas of masculinity today than 30 years ago, especially in Fashion forward territories, in some Latin American regions, old ideas mostly reign supreme. There are signs of progress however, with macho-promoting telenovelas like “Sin Senos No Hay Paraiso” (2008) on the wane, and social media promoting different ideas of masculinity on the rise.

There is no more the “I can’t go to a gay bar because it doesn’t look manly.” Machismo is a term used to cover an umbrella of gender norms relating to how men behave, look, talk, what they do, and more than anything, it is used to describe what we know as toxic masculinity.

Today we see how the role of machismo has shifted, especially in the arts. In an exclusive conversation with two very different artists who are 30 years apart and from countries that happen to be side to side to one another, we can start to understand how the communication of machismo in their respective regions differentiate

A lot of what catches other people’s eye in Latin America is due to culture and how embedded religion is, people tend to jump to conclusions easily. Some heads get turned and some mouths get wide open when someone lives their life differently. In Ecuador we can still see that machismo and gender norms have a heavy weight on society and is something that needs to change. In the case of Raúl, he has felt more deep stares now. “Before I felt it, you know with me dressing more “normally” or more put together one could say. But I had my ear pierced, my hair dyed, my tattoos would show sometimes and that made people stare. Now because I’m dressing differently, painting my nails, my tattoos will still show, is a bit more. I feel it more. People directly assume things about me. Just because of the little things they can notice on a day to day basis. They just jump to conclusions right away”..

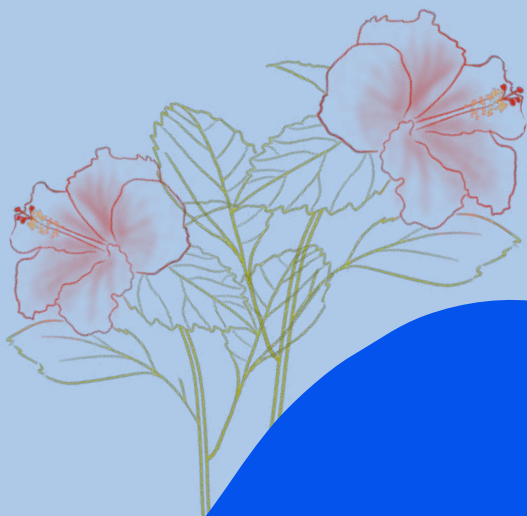
BY VALERIA ALVARADO



This is why it is important to support artists that are trying to break machismo with the platform they have. Now the digital world and social media have provided us with a tool that lets us see more of each other. Says Raúl. “I think that artists have the power to educate their audience in a very unique and powerful way. For me I know that everything that I put out to the world will have an impact.”

When talking about artists that have an impact, there are many, Bad Bunny, David Bowie, Edvard Munch, Pablo Picasso, etc. Carlos Quintero a 55 year old Artist and Art Professor from Colombia in an exclusive interview explains to us how his art influences changed over time when he was growing up. “My influences have changed with time, or more so I get to discover something differently as I revisit them. For example the German artist Ernst Ludwig Kirchner who challenged with a few others the traditional academic style of painting. I think that many artists can challenge the “traditional” view of things not only with how they present themselves but through their mediums and ideas”.

In Colombia, access to the western world has been limited and is missing a lot of museums, now in the digital age people can start expand more their horizons. Says Carlos. “A lot of people have never been to a museum. For example some art students go to their first museums once they start their careers, but now through technology some have started to visit digital museums, in general opening themselves up to the art world”.



Of course with the changes in generations that interest has grown but there has to be something or someone that encourages it. Maybe is your parents, teachers or artists. For Carlos it was his family: “My family wanted me to study art, I wasn’t really convinced about it and my friends were really surprised. Actually, I had a friend who got mad at me because I said I was going to art school”. A lot of this is due not only because of the misconception of a men choosing to study art instead of engineering, more so the worry of how are they going to be able to make money in a place like Latin America. There is also the jealousy of people who didn’t take a risk on breaking the stigma of men having to be the sole provider of the household, and not perusing what they really wanted to do with zero worries. “I was never worried about how I was going to make a living by being an artists or if I could be the provider of my home. I always knew that there were options, for example teaching. Which I found out early on in my studies that I wanted to do”. Time goes on and we still see how certain things haven’t changed so much. There is more space for art in Latin America than before yet certain ideas stay the same.

The art of creative expression in all its glory has shifted the idea of machismo in Latin America. Raúl and Carlos have brought us different their perspectives, especially with their chosen art expressions. Through them, we have learned about the Latin American culture and machismo. As well as that there is an existing desire for change, maybe not as fast as one might have wanted it to, but the change is here and is happening in many different fields. Let us think about the impact we can make with the platforms we have. How we can bend gender norms and what society has deemed as “normal”.





FILLERS AND FILTERS DO WE NOT ACCEPT OUR FACES ANYMORE

BY LEA BRANDES

“It’s sad how far you have to go just because you were bullied as a kid.”

When we look in the mirror, do we still see our real faces? Every morning we even out our skin tone, cover pimples, contour cheekbones, and try to get that fox eye look. Why do we go through such a transformation, and for whom? If we change our face to go out in public, both virtually and physically, does that mean we no longer accept our real face?

From Victorian rosy cheeks to 90s’ heroin chic, there has always been some beauty ideal. Today, lips should be as full as possible, cheekbones accentuated, and noses narrow. Not only beauty ideals, but especially the methods to fulfill them became more extreme over time. The simple accentuation with makeup has developed into a normalization of surgical procedures and Botox treatments.

For Sara Benamara, model and Co-Founder of the body-positive model agency Spicee, the reason for deciding to have a nose job goes back a long way. As one of three children of foreign origin, in an all-German school, she had to listen to daily comments about her big lips and nose – even her family used to tease her about her nose and acne.

“Already as a child, I asked: Can you have your lips made smaller?” she says. Today, full lips are considered a beauty ideal, at the moment, but the nose remains a problem, although she never commented about it on her social media.

“I find it incredibly difficult to post pictures on social media without a filter. And when I don’t use a filter, I always hold my phone in front of my nose. Sometimes I even feel ashamed when I meet people in real life for the first time, and they see what my nose looks like.”

Valentina Belleza, a model, influencer, and young mom, decided to get her nose done long before Instagram came up. On Facebook, she received many messages from women who wanted to hear about her experience. Today, she describes it as one of her best decisions, which pushed her self-confidence immensely.

“When I had my lips done, though, I think I started at 20, the topic was not yet so far that people talked openly about it. There was still a lot of hate for it. Today, getting Botox injections is quite normalized. However, I think you should be transparent about it because who do I want to lead on to having a perfect life and look perfectly? Clearly, I would rather post what I think looks good, but I think you should still be honest about having had plastic surgery.”

The decision to have plastic surgery is up to each person – however, in times of influencers like Pippa Vospa being paid to promote their so-called ‘tweakments’, do we not fear how this will affect the youngest on those platforms?

Valentina: “As a 14-year-old girl, filters can make you look like you’re in your 20s, which can be very disturbing.”

According to Dr. Benjamin Debuc, a plastic surgeon based in Paris, “normally, injectibles are not permanent, so mostly there are no physical long-term consequences. However, starting too young, can cause psychological effects – it can fuel a wrong perception of the face and ageing process.”

Of course, it is impossible to generalize that all social media has a detrimental effect on the mental lives of young people. A study by the British health organization, the Royal Society for Public Health (RSPH), and the Young Health Movement (YHM) ranked the most popular social media and their impact on young people. The clear winner with the most positive ratings was YouTube, while Instagram came in last. Instagram was described as a platform for self-expression; however, it also puts a lot of pressure on its users and gives them a feeling of inadequacy or even social anxiety.

The danger is that the increasing fakeness of the online world through photoshop, face filters, and co will spill over into the real world to such an extent that plastic surgery, to change your whole appearance, will become the norm for the next generation. Therefore, the Norwegian parliament decided in favor of a legal obligation to label edited images on social media – a step towards safe media usage or a shot in the dark?

Valentina: “I try to keep my son away from social media as much as possible, but he is the alpha generation who will be in his teens in 10 years. So much will change again between now and then.”

But at what point are we capable of weighing this big decision for ourselves? Especially when it comes to highly appearance-altering procedures. Where educational institutions fail and the voice of society is louder than that of our parents, psychological counseling could become a method to counteract the later regret of a highly altering cosmetic surgery.

Deppy Telikostoglou, the co-founder Spicee, says: “Liposuction, for example, is one of the most dangerous operations in general, and yet numerous people choose to have it. Nowadays, I wouldn’t do it, but when I was younger, and if I had the money, I would have agreed without thinking about it.”

Instagram generally flags the use of face filters in a picture, but not with well-known personalities like the Kardashians. For Gen Z in particular, such selfies can create false expectations about their body development and appearance. Social media does provide space for discussion, education, and a place for like-minded people to meet. However, the negative side should not be underestimated. In addition to bullying at school, there is also anonymous bullying online. For our youngest, the virtual world is more accurate than we might imagine, and accordingly, it also has a strong influence on our emotional and physical well-being in real life. Is that why we are so obsessed with our faces and is social media to blame for our desire to change our appearance to such an extreme these days?

Dr. Debut emphasizes the importance of educating about injections: “

The first rule for me is that I only do one part at a time and I never do Botox and Hyaluronic acid at the same time because sometimes it can modify the face too much. When you treat a part of the face, it also modifies the rest of the face. For example, if someone wants more volume in the cheekbones and in the lips, in fact by adding more volume to the cheekbones it will also slightly modify the architecture of your lips and sometimes that’s already enough for the patient.”

Some people apply makeup or use filters to enhance their features, and other people change their entire face with extreme makeup or surgery. A distinction must be made between appearance-adjusting and appearance-changing procedures and the reason for the change.

It has long been a routine procedure for babies to have their ears pinned back. But why is such a procedure considered not bad and others are?

Sara: “I think it’s okay if people say they don’t want to look natural; there are also people who say they explicitly want to look unnatural. However, it’s important, especially as an influencer, to show the reality and indicate what’s not natural about their online appearance.”

“Beauty ideals have always existed, and people have always measured themselves against them. They’re always changing because of many different influences, not just because of social media but also because political things sometimes play a role. That’s why I think it’s important to consider whether this plastic surgery I want to do is just a trend, or will I still like it in 10 years? That’s why education is so important.”



Photo by Teslaritu Mihai

We seek constant approval, both from our social environment and on social media. But to what point is it normal, and when does it become unhealthy? Is an opinion from a stranger worth that much? Especially with Gen Z spending a lot of time on platforms like TikTok, where there are filters to slim your body and change your whole appearance, our youngest seem at risk to develop an unhealthy relationship with their natural appearance. Stating that a picture is edited cannot be enough when the visual message is still desirable but unattainable. We, therefore, need to keep the discussion open and stop being so fake to ourselves and our environment – a surgery for yourself is worth a lot, but changing for others can negatively impact everyone around you, as Dr. Debut highlights:

“Plastic surgery is really only about the patients and their feelings. When patients ask me ‘what would you do’, I never answer, because my perception of the face is different to their’s, and only the patient’s opinion counts. I ask them back ‘what upsets you’ so that I know how I can correct it.”

For society, it is important to speak openly about plastic and cosmetic surgery – to educate and create awareness about the preventive approach of injections, but also about its psychological effects at certain ages. As an individual who decides for a treatment, the most important is to take the time to think about it and only do one step at a time, as Dr. Benjamin Debut emphasizes: “We all feel different about ourselves and like or dislike features of our faces. Plastic surgery can help to get rid of the complexes and boost your confidence, but it is really important to only treat one part”



CRYPTO CURRENCY





HOW GAMIFICATION CAN BE AN ESSENTIAL

BY CLAUDIA SUTANDI

MARKETING STRATEGY FOR START UP BRANDS

As surprising as when Balenciaga unveiled the Afterworld: The Age of Tomorrow, through an interactive online video game, and as astonishing as the triumphant partnership between Animal Crossing and Coty, the trend for gamification and luxury fashion brands shows no signs of slowing down.

The term gamification refers to the use of gaming aspects in a non-gaming context. Games may be used for more than just entertainment; to educate, establish relationships, engage with customers, and the alluring way is to sell. Many conglomerate owned luxury fashion brands have been experimenting with gamification to interact with their customers, however costs may cause smaller brands to question whether gamification is truly worthwhile for a startup fashion brand?

As customers increasingly define luxury not by expensiveness and exclusivity, but by experiences and uniqueness, younger brands would be wise to consider new ways to apply gamification, as a new form of experience.

Why is gaming proving to be a lucrative industry for startup fashion brands?

With the Covid 19 pandemic disrupting our routines, changing the way we live, and forcing people throughout the world to spend more time at home, many turned to find entertaining activities - such as gaming. As a result, more people than ever were playing games, introducing new gamers, and bringing back the lapsed players, which caused the rising popularity of gaming.

The global gaming market generated revenues of \$159.2 billion in 2020, with the prediction that in 2023, the number of gamers will have surpassed three billion. Data from multiple sources showed that more than 70% of the players are coming from Generation Z and Millennials, resulting in a perfect match for startup fashion brands to assimilate gaming within their marketing strategy. It seems evident that many luxury fashion brands will work side by side with gaming in the evolution of fashion, since gaming undoubtedly opens up a whole new world of opportunity. When the future of fashion relies on millennials and Gen Z, incorporating gaming within start up fashion brands will become one of the essential keys to rising above the crowd, in spite of budget limitations.

Melange was granted exclusive access to interview Ivo Barraza, Carla Gretti, and Muhammad Aulia, founders of start-up fashion brands who agreed to be interviewed for this article.

“When I see the gamification applied by the luxury fashion brands, I perceive budget-demanding, complicated, and arduous to replicate. To be completely honest, I won’t be able to incorporate those ultra-costly gamifications into my brand. However, I believe that all you need is the capability to think out of the box. Gamification is not restricted only by developing your own apps, and your own games. We can creatively make some sort of competition through your mobile application, partnering with local developers, or using the current games in the market,” said Muhammad Aulia, founder of Unreal Clubs, a fashion start up based in Indonesia and Singapore.

Ivo Barraza, a founder of IVO Menswear, started his brand by creating a characteristic monogram symbol of harmony between beauty, love, and wealth; he acts as a one-man-show in the brand responsible for his marketing strategy. "I will not deny the fact that the huge budget plays an important role to develop the mesmerizing gamification. Nevertheless, we all stand on the same page that people crave for creativity - since life is too boring for many. Seeing the same concept of marketing repeatedly is monotonous. Whenever I see other brands do, I choose to do the completely opposite. For me, it would be interesting to create the sense of competitiveness through games, thus integrating a simple gamification will not hurt your brand yet will create some sort of guerrilla effect to generate visibility."

Gamification Ideas for Startup Fashion Brands

Inspired by the can do attitude of view Ivo Barraza, Carla Gretti, and Muhammad Aulia, Melange presents ideas for your start up fashion brand!

1. Easy-Peasy Puzzle Game

Establishing gamification by partnering with local games seems to be a worth-a-try strategy. Easy and fun puzzle games with a simple and minimalist design can be one of the options. Take an example from the "2048" game, when all you have to do is use the arrow keys to move the tiles, and when the two tiles with the same number touch, they merge into one. Find more effortless and enjoyable games on the App Store (both Apple & Android) that you can find as a sample in designing your games.

"I once developed a similar kind of 2048 game when I launched the Christmas collection. Back in 2020, when Covid 19 cases were still rising, I had to come up with the distinctive idea on how to grab public attention. How could I push it further? I made a campaign 2 days before the launching of my collection engaging my customers to play the game until they reached 2048. The first 10 customers who were successful to reach 2048, should upload their screenshot to the Instagram using #JoinedUnrealGame hashtags. We gave all of the winners free limited-edition T-Shirts from our Christmas Collection," said Muhammad Aulia

2. Point-Based Competition

As enjoyable as solving tricky puzzles is, incorporating a competition rewarding your customers with points might be the simplest yet efficient way to step up into gamification. When you play the general game, you receive a trophy after every action or quest is finished. In gamification, the award can be valuable points that you could exchange with discounts or free products. Who doesn't love those deals?

Clara Geretti, a founder of The Fifth Element, a swimwear start-up based in Venezuela has successfully integrated point-based competition within her marketing strategy. "I have started to

create a mobile application for my brand and developed some sort of competitions based on points. Each customer will receive points for each to-do finished with some flashy animations on their mobile application (e.g., +10 for buying more than 2 products, +20 for spending more than \$50, +30 for spending more than \$150). Then, those points could be transformed into discounts on subsequent purchases. I strongly believe that when your audiences are having fun, engagement is likely to increase significantly."

3. Gatcha Bingo Game

Addiction is a successful sign for gamification - when customers are curious and continuously reiterate the same game. With a sense of luck that everyone has, we need to sharpen this sword

to become our weapon. Bingo could be a vital weapon as a gamification technique, where customers will repeatedly play the game until they succeed to put a line on the Bingo game.

Integrating Bingo with some quiz might become an exciting way to carry your idea to the next level. It can take a pop-up form, appear on specific pages, or be placed on the top of the main website page to greet visitors. Customers will only have to take the quiz to obtain a bingo card; and each of the correct answers will be worth one spot.

4. Fortune Wheel

Are you familiar with the Fortune Wheel? Fortune Wheel is an engaging element placed on the website's main page that allows visitors to spin the wheels for a chance to win a prize. Placing a fortune wheel might be as obvious as counting 1-2-3 since it doesn't require any explanations on how it works and can be played by anyone several times.

If the wheel stops, you only have two options: either you will win the prize, or you will have to try again. Let's imagine when you unexpectedly win the prize of 50% price reduction for the upcoming purchases or a limited-edition voucher which can be exchanged for the latest-collection products. Although a single click doesn't necessitate much effort, the rewards make you feel highly accomplished.

Wondering who you need to hire to integrate an easy-peasy game, point-based competition, Gatcha Bingo game, and placing a fortune wheel in your brand? Feel free to check out the well-priced web developer on Fiver or try partnering with the local-based web developer. Most of the incredible local-based developer still charge their service at an affordable price. No need to worry about the high cost, right?

Overall, the relationship between gaming and fashion has undeniably been growing in recent years, and start-up fashion brands can benefit by incorporating a few affordable and simple gamification strategies to their overall marketing scheme, to really start to stand out and level-up.





**STACK
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CRAFTING AS SELF CARE? EXPLORING THE

Multi-colored plastic beaded necklaces, misshapen polymer rings and hand-woven bracelets have found their way from 2002 summer camp to becoming one of the fastest catching trends of 2021. When sporting a cluster of clunky clay and plastic rings, all that seems to be missing in tow is the beaming summer sun, a melting ice cream in hand and, of course, all the singing and screaming that summer camp entails.

90s and Y2K trends have dominated the fashion scene as of late with summer camp jewelry collections done by Bottega Veneta, Eliou and Susan Alexandra to name just a few. This revival of our childhood memories through DIY jewelry has demonstrated an interesting predicament between creative projects and improving mental health. It is well known that using your hands can bring you a sense of calm, as well as the great satisfaction of an accomplished project, whether it be a pony beaded necklace or nurturing a small garden. Since the Pandemic, being cooped up inside has left a lot of people starting new crafty hobbies as a way to stay sane. This was something that my own therapist even suggested to me as I was struggling to keep my mind off the discerning number of worldwide cases and feeling as if my 20s are being eaten up by social distancing. But for those studying or working in creative fields such as artists, designers, ceramists, etc., DIY may feel like another chore or deadline to meet.

During these bleak times, sometimes what we have best control over is what we choose to put on our bodies- regardless if others will see it via Zoom, in person or maybe not even at all. One can attribute the recent rise in colorful and childlike jewelry as a fun way to accessorize the beloved 90s trends. In another way, the current popularity is also due to the memories it can conjure up; a collective symbolism of a dream life not lived if you will. Wearing beaded charm bracelets makes you feel like a kid again or even a hippie who attended Woodstock in a past life. As obvious as it sounds, there is a feeling of nostalgia and a certain serotonin that comes with the bright color and the mismatched feeling of it all

However, this DIY trend's influence is certain to have sprouted from the inescapable toll Covid-19 has taken on young adults. The Centers for Disease Control and Prevention, known as the CDC, noted that during the first peak of the Pandemic,

Elevated levels of adverse mental health conditions, substance use, and suicidal ideation were reported by adults in the United States in June 2020. The prevalence of symptoms of anxiety disorder was approximately three times those reported in the second quarter of 2019 (25.5% versus 8.1%), and prevalence of depressive disorder was approximately four times that reported in the second quarter of 2019 (24.3% versus 6.5%) (Czeisler et al., 2021).

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UPRISING TREND

OF SUMMER CAMP JEWELRY

AND MENTAL HEALTH

BY OLIVIA GARCIA

From
t h i s
report,

it

was additionally noted that those most affected by mental health crisis during this time are young adults, Hispanic and black people, essential workers and those with preexisting psychiatric conditions (CDC, 2021). Living in such an unpredictable world, those already in vulnerable states have an increasingly difficult time finding ways to tune out the endless online meetings that encroach on home life. Yet, Doctor and Art therapist, Cathy Malchiodi voices that activities like drawing, painting, collaging, weaving or sculpture have the ability to make all the difference in stimulating a positive mood. She explains that

Brain-wise, moving our hands activates larger areas of the cortex than movement of other parts of the body such as our legs or back muscles. And more importantly, what drives that effort-driven rewards circuit are physical activities that involve our hands, particularly activities that produce tangible products that we can see, touch, and enjoy. (Malchiodi, 2021).

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Elevated levels of adverse mental health conditions, substance use, and suicidal ideation were reported by adults in the United States in June 2020. The prevalence of symptoms of anxiety disorder was approximately three times those reported in the second quarter of 2019 (25.5% versus 8.1%), and prevalence of depressive disorder was approximately four times that reported in the second quarter of 2019 (24.3% versus 6.5%) (Czeisler et al., 2021).

While we most definitely move our hands to text our friends, or play a never-ending game of swiping on dating apps, there is less effort driven rewards to your brain. This is the difference between passive and active usage of hands. When performing a tactile task, and are able to feel, touch and see a finished product, our brains are more relaxed. Creation is clearly key for ameliorating the allusiveness of this daunting world. However, for some creators, and especially already swamped fashion students, it just doesn't provide the same effect. So, what can we do?

Théophile Veyrier is a Psychologist located in Paris, France and is currently working with IFA as a therapist that students can see. I was curious to hear his perspective on these situations that so often effect students in creative fields, especially after a chaotic year of school via screens.



What activities do you think allow the greatest boost of serotonin, or at least boost your mood?

It really depends on everyone's background but sports is known to release a lot of dopamine and subsequently serotonin. For some students, the work load can be crushing and it is important to keep in mind to allow yourself some time off. Burn-out can be insidious. Sometimes to work smart is to work less. In times like these, it's most important to keep yourself surrounded with people, friends and family if you are able to.

When someone who is very creative and works or studies in a tactile field, such as fashion design, crafting is often undesirable or even stressful on time off. What would you suggest to such a student struggling to finding a way to manage mental health struggles?

If you don't want to be part in activities related to crafts on your time off, why force yourself? Try to find an activity that you enjoy, and it's okay to stay at home and watch TV from time to time. There is a certain guilt in how your question is asked. Like "why am I not passionate enough to engage even more in my future?". Except that you are not bound to do so. It is related to the society we live in now, with the omnipresence of social media that forces us to compare to each other. We also have this pressure of being "the best me I could possibly be". Yes, why not, but to a certain extent. It's nice to have that thought like a background noise from time to time but have it as an everyday goal might lead to depression because you'll never be as perfect as you wish you were.

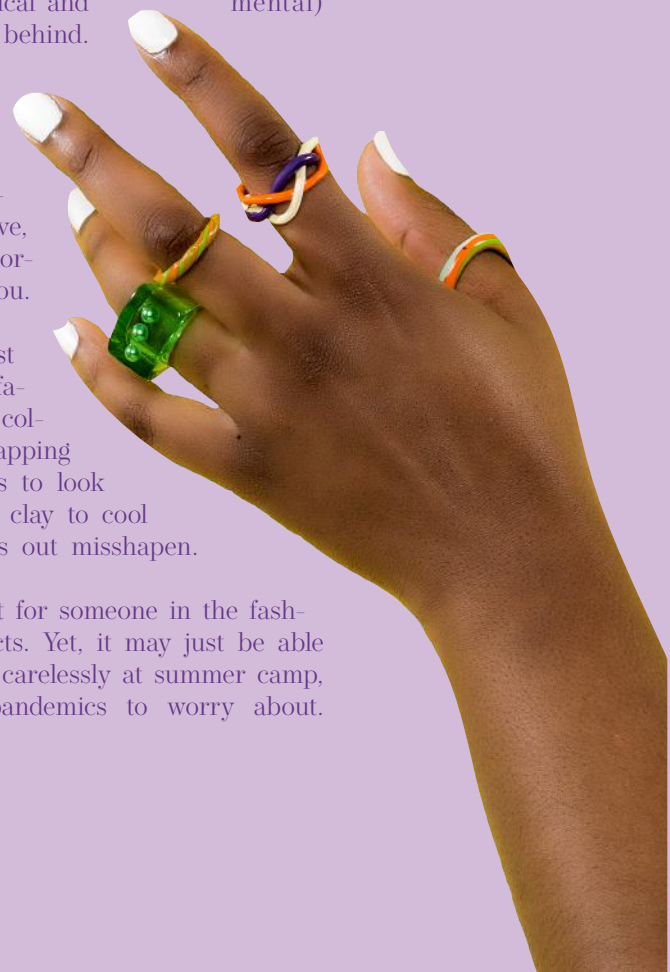
How can we find joy in things we do for work?

It is all about representation and expectations. If you end up in a job that you don't enjoy waking up for, then I would advise you to actively look for something else. Same goes for your studies, if you don't have any class that you enjoy, then maybe you can look for your joy somewhere else, in another field. Your health (physical and mental) is a priority. There is no job that deserves to leave your health behind.

As with most aspects regarding mental health, there isn't one right or wrong answer. A day full of physical activities could be just as impactful as a night in on the couch. Perhaps after a long day of sewing at school, knitting at home won't feel so relaxing. There is so much pressure nowadays to be constantly active, as Veyrier stated, and there is no shame in taking days off, exploring new hobbies and finding mindless tasks that can relax you.

When making polymer clay rings, your hands press against the malleable clay. You decide whether to mix a Tiffany Blue with a neon yellow and firmly roll pieces of each color. Delicately, you braid the two, fusing the clay and wrapping it around your finger to gauge the right size. Once it starts to look like a ring, you bake it in the oven, waiting eagerly for the clay to cool so you can wear your crafty creation, no matter if it comes out misshapen.

Something as simple as this could be a bore or even difficult for someone in the fashion industry, so used to perfectionism and meticulous projects. Yet, it may just be able to remind you of way back, when you were a child, crafting carelessly at summer camp, before there were capstone collections and unexpected pandemics to worry about.



FOOD FOR

THOUGHT





Handwritten text on the upper back, possibly a name or brand, including the word "MAY" and "1991".



A small handwritten mark, possibly a cross or the letter 'X', on the person's wrist.

Handwritten text on the person's wrist, partially visible.



PUT ON YOUR BIG GIRL PANTIES BECAUSE THE POST COOKIE WORLD IS COMING

BY ADRIANA
VELASQUEZ

Watch out fashion business say goodbye to the Cookie Monster! Data collection policies are a changing, and those annoying cookies that brands use to suck valuable data from consumers are starting to change, with consumers having the option to opt out, as Google stops supporting third party cookies.

By the beginning of 2022, Google will stop supporting third-party cookies; yes this is answer to your prayers! We all know that this practice has been very invasive for consumers, which is a hot-button issue for business today. And now more fashion companies are now starting to find better, more privacy-conscious ways to gather and share customer data.

There have been numerous previous opportunities where Google has dealt with privacy issues. I know right? smarty pants! Even Safari and Firefox, however, allow third-party cookies by default for the most part, with the exception of Apple's Safari and Mozilla's Firefox of course. Apple's privacy rules for the App Store make sure that users' data is collected and shared only with their consent.

The outlines of a post-cookie era, more privacy-conscious world are becoming more evident with each passing day. Many in the fashion business world now realize what they must do to be prepared.

Brands that take advantage of fashion opportunities have the opportunity to establish a strong relationship with their customers. Louis Vuitton for example, (and other fashion brands) isn't going to track customers across the Internet, which is why it's so crucial for them to start first-party relationships.

To general e-tailers, it is apparent that the Facebook-dominated period is coming to a slow dead, resulting in a significant rise in new direct-to-consumer businesses. As marketing budgets shrink, marketers must begin thinking more broadly about where to invest their marketing money. Many of them must start to think to use different channels, such as direct-response, rather than relying on digital targeting of customers.

It's true! As for iOS's effect on our ability to promote, CEO Ben Fischman of M. Gemi, a direct-to-consumer Italian-made shoe business, says, "Of course, iOS' upgrade has influenced the level of accuracy with which we can advertise." In order to locate the best possible consumer for our brand, we've got to cast a much wider net."

"WE'RE STATING THIRD-PARTY COOKIES ARE NOT PRIVACY SAFE."

Over the past decade, fashion businesses have succeeded because they have found efficient ways to market to their customers. In this case, it's increasing privacy concerns that will make it increasingly difficult for Google and Apple. iOS 15's abilities open the door to even more privacy on your iPhone. App opening reduces companies' ability to track users using a variety of apps. Inaccurate targeting of new clients will be inevitable.

The new iOS version for iPhones and iPads has had a dramatic effect on Facebook and Instagram advertising. . App Tracking Transparency, a tool that allows consumers to determine which applications can access their personal data, is an option that provides increased customer control over the kinds of entities that can see personal data. Despite concrete data being difficult to get, the Forbes article found that when iOS 14.5 was released, just 4% of iPhone owners signed in. There was also a viral meme going on around social media of the Facebook CEO, Mark Zuckerberg, being killed in different ways by Apple CEO Tim Cook. Hilarious! Is good to find some humor to the situation once in a while. App tracking was a highly successful feature in the pre-iOS world, giving Facebook a unique advantage to target advertising for many companies. Like an efficient marketing addiction, or a solution may I say!

In a Post-Cookie Era

A study and consulting firm known as Gartner predicts that consent-based advertising in the "post-cookie era" is going to be the "new thing". That's right, reviving interest again in non-digital marketing channels, like going back to the past, but giving a little bit of spice!

People have been thinking about a cookieless world for quite some time now, they are craving it! However, without cookies or a comprehensive approach on how to build their first-party data, as we mentioned before, brands will find it difficult to effectively approach these changes to Internet privacy, as we know

Companies in general are working on new digital advertising markets and technologies that accommodate customer privacy concerns, from medium-sized companies to startups. No one can accurately predict which marketing and sales channels will succeed in the coming years, but it is evident that others will likely adopt channels that are successful today. In general, social media companies primarily aim to generate revenue from advertising; however, in the future, social media platforms will provide additional sales channels as well. I suggest you to do the same if you have a fashion business to protect, or any business. An emphasis on sales means that digital retailers are more likely to include more advertising in their strategy. The emergence of additional sales and advertising options on smaller platforms is also expected. When you say something like that, you are saying that Omni Channel Marketing will include far more channels than ever before.

A wave of business failures is completely possible! These days, a company might only exist if it does business with third-party cookies, which enables it to understand its clients and customers and increase sales. If you do not improve your abilities, you will be pushed to the background. In most cases, only a minority will survive.

But don't be to scared! I know, all this is too much to take. But don't worry, what might be of significant consequence to luxury fashion companies is that iPhone users will have a lot more access to the data, and that might lead to big changes. In order to maintain their relevancy and dominance in the market, beauty brands must work hard to establish media clout. But traditional methods of marketing and advertising, including lookalike modeling, are under threat because of new laws like GDPR, CCPA, and Google's plans. To gather and encourage customer first-data sharing, brands like Maybelline, E.l.f. Beauty, Glow Recipe, and Kiehl's have created loyalty programs.

CVS and Walmart, for example, which handle the marketing for brands like Maybelline, are big retailers, but Maybelline doesn't have its own DTC e-commerce play. Therefore, the removal of third-party cookies is a greater concern for mass brands like this. Based on Kantar data, Maybelline decreased its ad spending from \$227 million in 2019 to \$102 million in 2020.

Maybelline has to accumulate more first-party data to keep itself relevant, even though the market has dipped. This was made possible by Maybelline's latest campaign, Maybelline Express, which launched in November 2020.

In the absence of third-party cookies, businesses will turn to rewarding programs to compensate for personal data loss.

Customers are more than willing to provide personal data if they believe they will be rewarded for doing so. Businesses will be able to develop stronger customer relationships based on that data. Brands in a post-cookie world can better focus on contextual advertising, says E.l.f. Beauty COO Ekta Chopra. Post-cookie world is a golden age for brands because they can now invest more on contextual, but not lookalike, advertising, as claimed by E.l.f. Beauty chief digital officer Ekta Chopra.

The lack of knowledge of the customer, and thus of the market, may affect marketing effectiveness for these fashion and beauty brands. The burden of managing customers would be heavier. For brands that don't have first-party data access, being dependent

on third-party advertisers like Amazon and Walmart will only become more prominent.

E.l.f. Cosmetics, for

example, recently rolled out a new loyalty program in which customers can log their receipts to earn points, enabling the brand to know which retailers they are frequenting. It also includes a rewards program that allows members to earn free birthday gifts, accumulate for future discounts, and early access to new product launches. The goal of ELF Cosmetics is to build a media-style platform that is integrated with its e-commerce, allowing the company to interact with customers more directly and consequently build its own constant data ecosystem.

As we have experienced before, the post-cookie era is arriving more rapidly than we had anticipated, alongside measures for user privacy. The present era of widespread change in the digital economy is shaping the future. The way to uncover market opportunities is to mine the company's database, which gives you a front row seat to innovative marketing and sales opportunities and an advantage in the rapidly changing market.



WHAT

WHAT DO YOU DREAM ABOUT?



"I DREAM MOSTLY
MY FUTURE,
IS ONE OF THE MOST
UNSPOKEN RULE
ABOUT
BELIEVING IN DREAMS
IMPORTANT
IN LIFE"



"MY DREAMS ARE VERY

I DREAMED ABOUT

AND THEN



CRAZY, ONE TIME

MARRYING LADY GAGA AND

GOING BACK IN TIME

TO SAVE HER FROM DYING"



TIMELESS BRIDGING THE TIKTOK AGEISM GAP

BY LEXIS JACKSON

illustration by beley rawlife

Time seems to be ticking away faster and faster. The industry is creating a massive gap in the market by ignoring the older customer. While, there is no surprise that marketing and advertising seem to be geared to the ideal of youthful aspiration rather than the authentic depiction of aging in the fashion industry— brands do at their own peril.

Along with the fashion industry's seemingly preferential treatment geared toward the younger crowd, we have also recently seen huge success with the application TikTok. The TikTok app was created in 2016 and started gaining increasing notoriety in 2019. It seemed that yet another platform was hitting the stage geared principally to the Gen Z community. With the initial reaction of the app, there was almost a passageway of entry trying to keep the older generations, even millennials, out, with passing comments displayed over Instagram from both generations setting a specific age limit to the app. At first, the older generation felt a bit intimidated by the original display of how 'TikTok' worked, thinking their skills were too outdated for the new video-based app and that the young masses rule another tool in this ever-growing social media age.

However, the boomer generation is reversing the clock's hands and has decided to use this platform to their advantage. TikTok became a big way to pass the time at home with not much to do during quarantine. During this time, the app started to attract older generations, who were at first hesitant but found that when they entered the app they filled a niche and added the knowledge and flair that TikTok was missing. According to Comscore, "this spring TikTok saw a steep increase among 35- to 44-year-olds, while use among 18- to 24-year-olds dropped. And today, the #Over30 hashtag has more than 7 billion views."

According to a report published by Statista in February 2020, 19.4 percent of TikTok users are ages 40-50+. Compared to the 37.2 percent of users who are ages 10-19. In March 2021, Statista reports that 31.3 percent of TikTok users are ages 40-50+ to 37.2 percent of users aged 10-19. Showing that the age gap is closing, and the TikTok app is becoming more diverse.

For an app generally associated with a younger demographic, 30+ viral members are extremely high and continue to gain traction. With this wave, we have also seen the increase of mom culture on the platform. Even Hollywood moms have joined the scene, such as Jessica Alba, Shay Mitchell, and Reese Witherspoon. TikTok has become a place where moms and those alike can move away from the romanticized life of Instagram, the diluted and generally "aged" platform of Facebook, and show more of the side of "regular life" on TikTok without any filter or pressure. Since society's expectations for beauty and living standards often make the lives of anyone past thirty feel inferior and left behind, TikTok has now created a platform for anyone to feel included. Now you don't need to be a mommy blogger to fit in, you can record your real-life, and it's the realness that gets you the followers on the platform.

In a new article published by Business Of Fashion, titled "Brands' Obsession With Youth is Costing Them in China," a group of 23 women aged from mid-'50s to mid-'70s has recently taken the streets to show off their street style on the Chinese version of TikTok called Douyin. These women have teamed up to use their voice and style to promote messages about universal beauty and how age does not determine your happiness or future success. These moments are flipping the outdated view of aging on its head and proving the example of how "aging" people are essential contributors to society rather than just those to be marketed for the dream of reverse aging. The fashion industry ignores the older generation at their peril— can fashion become a more unified front with age in general. If industries want to stay successful, they must be more aware of the market they seem to forget conveniently.



Hanan Awad (@hypegirlhealth) is 30 and is a freelance writer. She discovered TikTok before it went viral and decided to join the app primarily out of curiosity. When she entered the app, she was intrigued by the talent, and engaging content people were posting by just using their phones.

"AT THE BEGINNING, THE APP WAS MOSTLY DANCING AND DUETS. AFTER COVID HIT, MORE PEOPLE FROM MY DEMOGRAPHIC STARTED USING THE APP. SO IN THE BEGINNING, I WASN'T ACTIVE; I WAS JUST A VIEWER. I DON'T FEEL LIKE IT WAS HARD BECAUSE MANY PEOPLE IN MY DEMOGRAPHIC ARE USING THE APP NOW."

When more people in Hanan's demographic joined the app, this started to make her feel more confident because she began seeing a broader demographic outside the dancing and duet apps that were first displayed with the gear to the younger audience. Hanan decided that the first video that she was going to post would be about healthy cooking. She was shocked and delighted when her video got 1,000 views and a couple of hundred likes right away. She saw that on TikTok that it was received well when people post genuine videos because it's less about the glam and glitz, such as Instagram.

As Hanan was born in the '90s, she said it was easier to adapt to the platform because she did grow up with social media becoming to evolve. She does feel like it is a more challenging barrier, though, to be a little older and not have been surrounded by as much social media.

"I THINK NO MATTER YOUR AGE ON SOCIAL MEDIA IF YOU HAVE ENGAGING AND VALUABLE CONTENT, PEOPLE WILL RESONATE, AND THAT'S THE KIND OF SPACE TIKTOK CREATES"

Hanan enjoys mostly food, informational, or funny skits from her demographic. She is constantly learning new things and taking in further information on the app and says TikTok has been influential to her life, especially during COVID-19 time adding:

"I LOVE FINDING LIFE HACKS, HEALTHY VIDEOS, AND LEARNING NEW THINGS FROM TIKTOK. TIKTOK IS A WAY FOR ME TO CHECK OUT OF MY DAY AND HAVE A LAUGH. SOMETIMES IF I SEE SOMETHING ON TIKTOK, I WILL GO TO THE STORE AND TRY IT. IT BROUGHT ME A SENSE OF COMMUNITY AND KNOWLEDGE THAT I LOVE TO TAKE IN AND SHARE."

Hayley Rawcliffe is 26 and is a fashion design student at IFA Paris. We had an interview talking about her view on TikTok and how it relates to her choices in being in the fashion industry:

What is your view on TikTok?

I think it's fun! But with most social media platforms, I believe there are positive and negative facets. It allows people to explore and discover the world in a way that is only possible via the internet and enhance our community and bring awareness and solidarity to topics otherwise unreachable. However, as amazing as the freedom of this platform is, I think it is important to remember this is not our only source of information, pleasure, or community, as it can so easily become the center of our lives, just as it was designed to do. Regarding TikTok, I can appreciate the more interactive and playful approach, and I am not surprised it has been the most successful video-sharing platform made yet.

What are your favorite kinds of TikTok's?

As a designer and someone who appreciates personal style, I find myself constantly being drawn to the outfit-changing Tiktoks that showcase different individuals' approaches to the style.

Do you follow any older tiktokers?

Despite finding myself occasionally stumbling into the TikTok world, I have yet to make an account, and I find my relationship with TikTok to be quite organic, so for this reason, I can not specify any individual 'tiktokers' but when I do browse through it is usually fashion inspiration from those aged in their 20s who are in similar occupations as my self (student).

Do you think the fashion industry, especially on social media, is ageist?

We are making progress in the fashion world to be more inclusive but at an alarmingly slow rate. It is hard to break years of stereotype tradition. Still, I am hopeful that other designers and I can navigate the future of fashion into a more diverse and accepted community and using social platforms to unite the generations.

How do you think this shift from the GenZ orientated app and is now reaching all age groups affecting fashion?

Social media is today's PR, advertising, and general publication community. Knowing this, design houses have no choice but to partner with those at the forefront to reach all age groups. Although TikTok is known for being associated with majority gen-z users, it represents being the head of what's trending and what's 'cool.' The older generations are tapping into this and building communities, so it's not just what is 'cool' for the teens and young adults but what is 'cool' for everyone. It is the first app where you can see the different demographics coming together to create fun, inspiring, and creative content.

Does this make you re-think how you target your intended consumer for your fashion lines?

Yes, it is tough to successfully establish a fashion brand without becoming involved in these platforms. They have too much power and usage to be ignored in terms of advertising and marketing, and the more demographic I can please, the more prominent of a brand it will be, and I want my clothing to be as inclusive as possible.

In the growing digital age and due to COVID-19, we have seen a significant shift in social media in fashion, beauty, and lifestyle. The internet took over a lot of our time while stuck at home, and instead of spending hours scrolling through the often over glamorized life of Instagram, a new platform took over. This app surprised many people and what was initially a Get-Z-based app found a home for every kind of person. The mastered algorithm can pair every person and match them up with specialized content that does not pigeonhole them. The older generation does not have to sit and watch dance or fashion videos geared to a size 2 Gen-Zer but can learn about food, fitness, unique hobbies, parenting, adulthood, and more. While social media can often leave peopling feeling left out, Tiktok has provided a platform that has a niche for everyone. Bridging the gaps of diversity and inclusivity is often challenging, especially in the age of social media, where there is somewhat of a youth obsession. While we are trying to take the necessary steps to create a more diverse and inclusive fashion world, it is important to keep in mind that life after 30 does not stop. It only begins, and the fashion industry should emphasize the older demographic, especially in media, because if not, the industry will lose out on a big demographic. As fashion students and those alike, we must celebrate the limits we can take while being in the fashion industry and create messages and products that are timeless for all.

C R E D I T S L I S T

Clueless

Models: Vanessa Lopey, Silvia Fernandez
Photographer: Fabrice Malard
Stylists: Adriana Velasquez, Lidia Ansaldo, Maria Fatima Haselhuber
Producer: Claudia Sutandi, Maria Fatima Haselhuber
Casting Director: Adriana Velasquez

Look 1:

Earrings: Mango
Yellow top: My Chic
Green Gloves: thrift store
Purple Jacket: thrift store
Dress: My Chic
Violet Bag: Ali Express
Red and White skirt: Cherry Kok

Look 2:

Earrings: Mango
Yellow top: My Chic
Green Gloves: thrift store
Lila Jacket: thrift store
Dress: My Chic
Violet Bag: Ali Express
Red and White skirt: Cherry Koko

Look 3:

Earrings: Mango
Lila Cardigan: Stylist own
Trousers: Vera and Lucy

Beaneath The Skin

Models: Jeanne Dhuitte, Amina Lamani, Tcheva Mengucci
Photographer: Fabrice Malard
Stylists: Lexis Jackson, Lea Brandes, Henna Ahmed
Producer: Lea Brandes
Casting Director: Lea Brandes

Looks:

Lingerie – Soft and wet Undies
Jewelry – ELBA Jewelry & Vintage (Stylist's own)

Calling For Change

Models: Daniel Le Gac, Fritzy Dumenu, Lexis Jackson
Photographer: Fabrice Malard
Stylists: Lexis Jackson, Henna Ahmed, Hayley Rawcliffe, Maria Fatima Haselhuber
Producer: Henna Ahmed
Casting Director: Lea Brandes

Look 1:

Jacket: Episode Vintage
Pants: Zara
Jewelry: Stylist's own

Look 2:

Top: Stylist's own
Pants: Episode Vintage
Jewelry: Stylist's own

Look 3:

Shirt: Stylist own
Scarf: Episode Vintage
Pants: Stylist's own
Jewelry: Model's own

Disrupting Machismo

Models: Eric Lebon, Mohammad Hatum
Photography: Fabrice Malard
Stylists: Valeria Alvarado & Olivia Garcia
Casting Director: Tahira Benjamin
Producer: Maria Haselhuber

Look 1

White Pants: Bershka
Lime green t-shirt: Zara
Colored letter denim jacket: Stylist own
Orange Bucket hat: Bershka
White Sandals: Stylists own

Look 2

Pink pants: Designer Linda
Button Up Print Shirt: Kenzo
White Sandals: Stylist own
Green Glasses: Stylist own

Look 3

White Pants: Bershka
Grey Vest: Designer Linda Tan
White and Pink Glasses: Stylist own
Black Shoes: Vans

Look 4

Black and White sweater: Playboy
Black Shorts: Model's own
Necklace: Stylist own
Black shoes: Model's own

Look 5

Print jacket: Urban Outfitters
White Pants: Bershka
Black shoes: Model's own
Necklace: Stylist own

Crypto Currency

Models: Maria Fatima Haselhuber, Giovanni Zocchetta
Photography: Fabrice Malard
Stylists: Lidia Ansaldo, Adriana Velasquez, Christi Erning, Claudia Sutandi
Producer: Christi Erning
Casting Director: Maria Fatima Haselhuber

Looks:

Body: NAKT
Top : NAK

Stacking It Up

Models: Olivia Garcia, Valeria Alvarado, Tahira Benjamin, Maria Fatima Haselhuber
Photographer: Fabrice Malard
Stylists: Olivia Garcia & Valeria Alvarado
Producer: Maria Fatima Haselhuber
Casting Director: Tahira Benjamin

Cley Rings: Stylist made (Fimo Polymer Clay)

Plastic Rings: Subdued and BHV

Food For Thought

Models: Maria Fatima Haselhuber, Lidia Ansaldo, Henna Ahmed
Photographer: Fabrice Malard
Stylists: Lidia Ansaldo
Producer: Adriana Velasquez
Casting Director: Christi Erning

Look 1:

Socks: Stylist own
Sandals: Stylist own

Look 2:

Jewelry: Stylist own & Lovisa

Look 3:

Jewelry: Stylist own & Lovisa

What Do You Dream About?

Models: Giovanni Zocchetta, Cynara M, Amira Bongho-Nouarra
Photographer: Fabrice Malard
Stylists: Olivia Garcia & Valeria Alvarado
Producer: Maria Fatima Haselhuber
Casting Director: Tahira Benjamin

Look 1

Red Dress: Designer Hayley Rawcliffe
HER tights: Designer Hayley Rawcliffe
Purple heels: Zara

Look 2

White collar shirt: Kilo Shop
Baby Blue Nightgown: Kilo Shop
Gold heels: Stylist own
HER Earrings: Designer Hayley Rawcliffe

Look 3

Long sleeve pink shirt: Designer Linda Tan
Black Corset: Savage X Fenty
Purple Print Pants: FreeP'
Platinum Heels: Zara
Earrings: Designer Hayley Rawcliffe
Frame: IKEA

Look 4

Off Shoulder Baby Blue shirt: Designer Linda
White nightgown: Kilo Shop
Pearl Necklace: Stylist own
Purple Heels: Zara

Look 5

Light pink Nightgown: Kilo Shop
Baby Blue Vest: Designer Linda
Heart ring: Stylist own
Earrings: Designer Hayley Rawcliffe
Gold Heels: Stylist Own

Look 6

Mid skirt: Designer Linda Tan
Platinum heels: Zara
Earrings: Designer Hayley Rawcliffe
Necklace: Stylist own

DESIGN LAYOUT

Christi ERNING
Maria Fatima HASELHUBER

CREATIVE TEAM

ART DIRECTION, STYLING & WRITING

Valeria Alvarado



Maria F. Haselhuber



Christi Erming



Olivia Garcia



Adriana Velasquez



Tahira Benjamin



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SPECIAL THANKS TO

ALEKSANDRA OLENSKA

PHOTOGRAPHER &
RETOUCHER

FABRICE MALARD

IFA
PARIS



