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The Death of Print Magazines in Fashion: The Fight to Stay Relevant During the Digital Era and a Look at the Future of Fashion Print Magazines

Mary Shannon Donnelly

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BISOUS BISOUS



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THE NEW GENERATION OF THE FASHION INDUSTRY:

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SOPHIE OLSZAK

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s a n d r o



s a n d r o



s a n d r o

EMMANUELLE KHANH

PARIS



EMMANUELLE KHANH
PARIS



Timberland

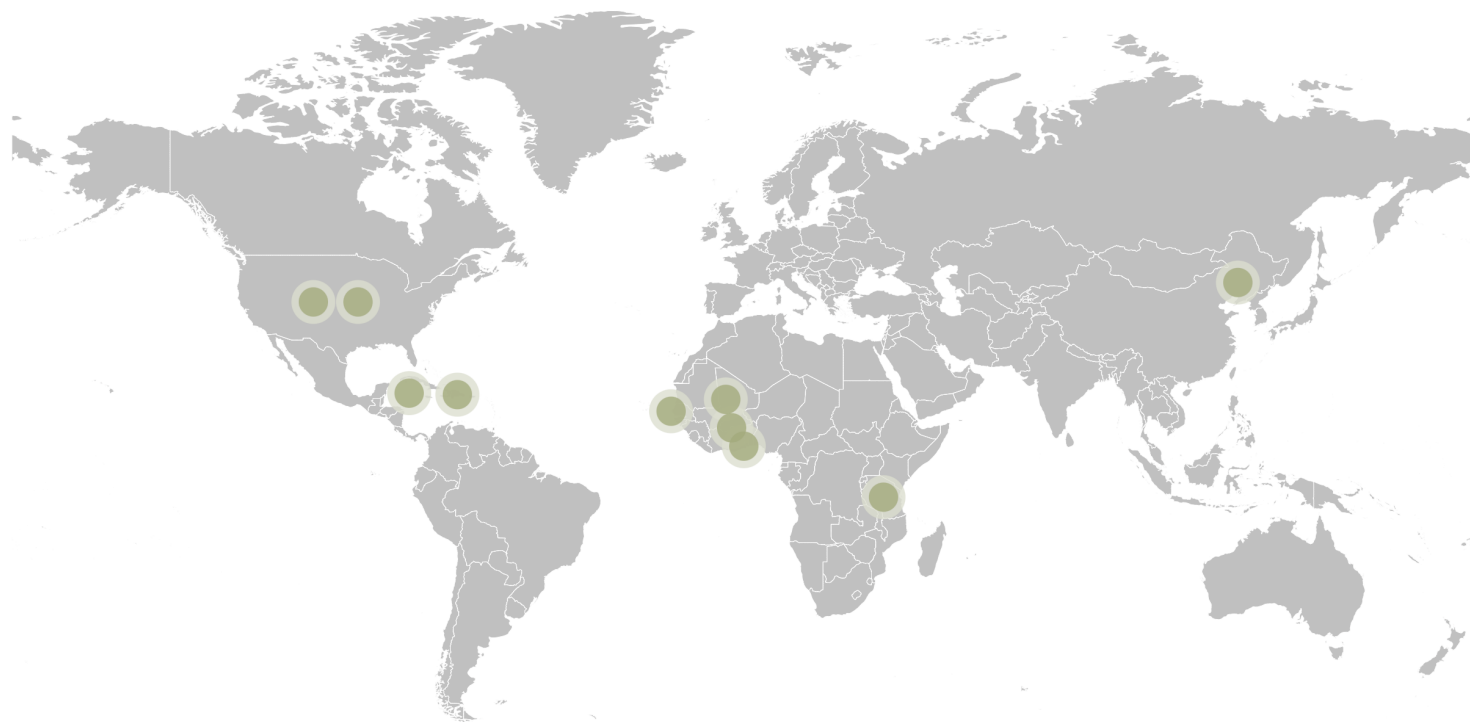
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A LETTER FROM THE EDITOR



As I am writing this editor's letter, I am overwhelmed with excitement, but also nervousness as I am moving abroad to France for the first semester of my senior year. However, as you are reading this, I am finishing up my final weeks of college and getting ready to graduate. While there are so many months in between September of 2021 and May of 2022, the time really does fly and it is insane to think that my four years at Pace University are somehow already coming to a close. I remember moving to NYC four years ago and feeling like I had an immense amount of time ahead of me to make friends, take interesting classes, gain internship experience, and be a college student, yet that is all coming to a close and with that comes my senior thesis.

For the last four years, I have been an Arts & Entertainment Management major and have jumped around between the idea of working in the dance industry, television and film, and now finally I have made the ultimate decision to pursue a career in fashion. During my sophomore year, I added a fashion marketing minor, simply out of interest and the extra room that I had in my schedule. That was the year that a lot of things changed for not only myself, but also the entire world. While I was diagnosed with Fibromyalgia and ultimately learned that a career in dance was not going to be the one for me, the world was grappling with the beginning of the Coronavirus. I was sent home from New York City for quarantine, unable to dance, and feeling completely lost. That was when I tried to come to terms with my new future and looked at what other aspects of my life brought me happiness and made me feel like I had a purpose. This was when I decided that fashion would be my next field to try. I had always enjoyed reading about the industry in magazines, watching runway shows, and curating my own closet, so this made the most logical sense. I began taking up photography for fun, directing photo shoots of my friends while stuck in Delaware, and then once I was able to move back to New York, I started writing my own fashion blog and interning at various fashion companies. That was where the idea for my thesis first sparked.

As someone who has always considered myself to be both an academic person and a creative thinker, it felt right to decide to pursue a creative thesis when the time came. I chose to do a fashion magazine for the creative aspect, because it easily combines my love for fashion, photography, and writing, which brings us to what you are currently reading today.

Bisous Bisous is the French term for XOXO, not only the tagline of my favorite show, *Gossip Girl*, but also something that the world has not been doing a lot of since COVID-19 began to spread. The term was chosen as the title of my magazine, because the future is quickly approaching, the "new" normal is settling in, and the world is beginning to learn how to continue to move on after the tragedies of the past two years. I am saying XOXO to Pace University and my college life while also happily welcoming my future in the fashion industry with open arms. But, I am not the only one. The future of this industry is very, very bright and I hope to showcase that throughout these upcoming pages.

A LETTER FROM THE EDITOR



Within this issue of *Bisous Bisous*, I am not only going to touch on the industry's current trends, but also introduce you to the future of the industry in two very exciting fashion hubs: Paris and New York City. Because my senior year was split in exactly the same way, I am excited to give you a glimpse of the past year of my life and the amazing people that I have been able to surround myself with along the way. Through networking, meeting people online, and reaching out to my amazing friends, I have been able to create a connection with each of the people photographed and interviewed within this magazine. With each turn of this issue of *Bisous Bisous*, you will be able to read original content and interviews, as well as take a look at my personal fashion photography and originally crafted advertisements. So, whether you are on a plane, the metro, a bus, or perhaps are reading this online, thank you for opening up my magazine and keep turning the pages to let me introduce to you, the future of the fashion industry!

Bisous Bisous (XOXO),

Mary Shannon Donnelly



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Wanna view Bisous Bisous online? Scan this QR code to be taken to the site Stylebymarsh.com where you can stay up to date on fashion, trends, and of course Bisous Bisous!



January - Spring Lake

Blue is a very prominent color in our lives if you think about it: there is the sky, the ocean, or maybe even your eyes. Blue is a color that represents serenity, stability, and inspiration. However for some of us, this color can represent sadness.

Check out the 3/4 Mimi Coat by Pepe Jeans London

February - Fuchsia Fedora

Pink is the universal color of love, not just loving others but also loving oneself. The color tends to represents friendship, affection, harmony, and inner peace.

Check out the Malibu Waistbag by Poppy Lissiman

March - Leprechaun

Green is a color commonly associated with new life, renewal, growth, and harmony. We also tend to think of the earth and recycling when we think of green. Therefore, green is a reminder to shop ethically, sustainably, and to thrift your wardrobe when possible.

Check out the Alohas East Evergreen Boots

April - Illuminating

Yellow is a color that is often associated with freshness, happiness, positivity, clarity, energy, optimism, enlightenment, remembrance, intellect, honor, loyalty, and joy. All of these are positive words that allow us to shine as bright as the sun.

Check out the Fancy Knit Cardigan by Maje

May - Tomato Cream

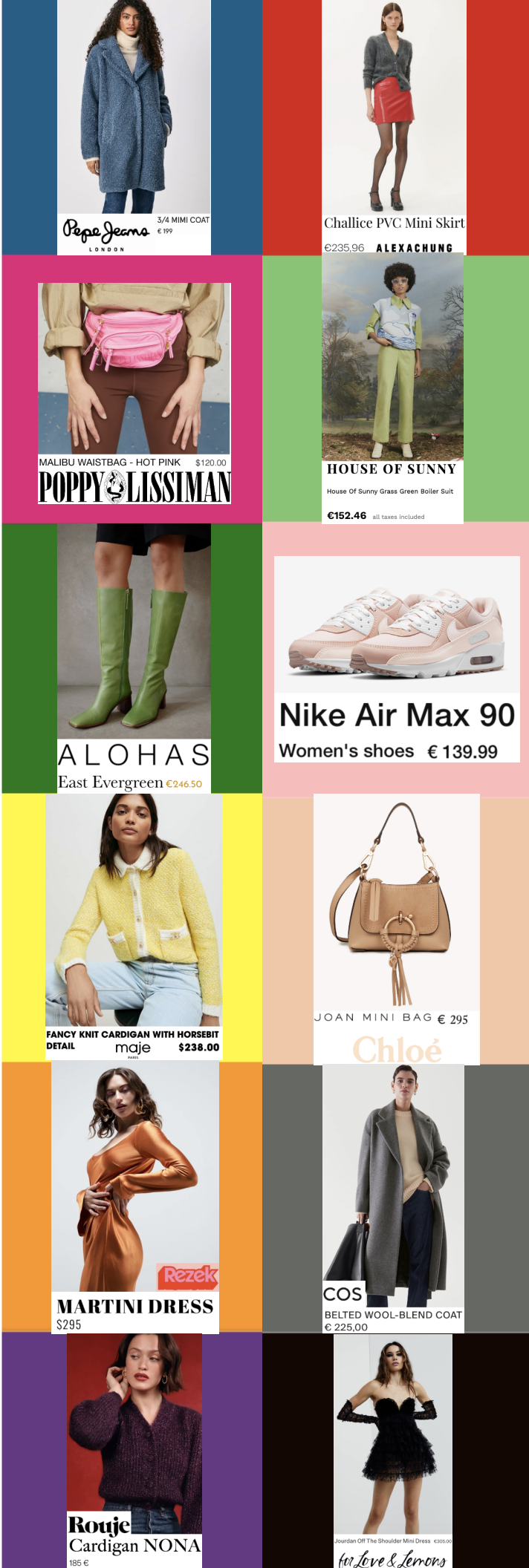
The color orange is strong, energetic, and attention-grabbing. This color is bright and uplifting but to some it may be tooi overwhelming and bold. But, if you choose to add this color to your wardrobe, I promise, you will definitely catch a few people's eyes.

Check out the Martini Dress from Rezek

June - Dahlia

Purple has been widely associated with royalty, nobility, luxury, power, and ambition. It is a strong color, especially if you are going for that deep, rich purple that we often seen worn by Kings and Queens in movies! But, the color is one that symbolizes creativity.

Check out Rouje's Cardigan NONA



July - Poinciana

Red is a showstopper color and one that represents luck, passion, happiness, and even danger. Red is a color that has made its way into many designer’s collections and runways this season, and many seasons before that. The color tends to compliment all skin tones and allows the person wearing it to stand out, all for good reasons.

Check out AlexaChung's Challice PVC Mini Skirt

August - Basil

A calm shade of green is representative of renewal, life, health, and optimism. This tends to be a more soothing and peaceful shade than the darker alternative of March.

Check out House of Sunny's Green Boiler Suit

September - Potpourri

Light pink is a shade of pink that tends to be a more tender color. It tends to represent youth, romance, inner peace, and innocence. While previously within fashion menswear tended to shy away from the color, more unisex brands are popping up and more pink apparel is available for all.

Check out the Nike Air Max 90

October - Hummus

This mix of nude and beige is a color that represents simplicity. Those who wear the color tend to look more sophisticated and dependable. Recently, the color has been seen as more modern and many believe that creating a neutral wardrobe is the future of fashion. It has been seen as being a quite soothing color.

Check out the Joan Mini Bag by Chloé

November - Poppy Seed

Grey is the color of balance, falling right in between black and white. It is seen as not too dark or too bright while also being sophisticated and timeless. The color typically represents tranquility and fashion maturity.

Check out the Belted Wool-Blend Coat by COS

December - After Midnight

Black is probably the most popular color within fashion. It is serious, mysterious, and seen as a very powerful color. When worn, it can be seen as classy and also sexy.

Check out the Jourdan Off the Shoulder Dress by for Love & Lemons

Rouje



INSIDE THE CLOSET OF A...

As two of the world’s most iconic fashion locations, it makes sense why everyone looks to both Paris and New York when deciding how to dress. These are two locations that are usually first to hop on fashion trends and are the homes to many of the most famous fashion brands, designers, stylists, and influencers. So, to the outside eye New Yorkers and Parisians are probably supposed to look like they just stepped off the set of “Sleepless in Manhattan”, “The Devil Wears Prada”, or “Sex and the City”. While these are great places to start the debate of each city’s fashion, the real way to do it is to look at what the people living in these cities actually have in their closets. While I unfortunately was unable to break into every single person’s closet and compile a checklist for you, I instead bring to you the “essentials” that everyone needs, regardless of gender, depending on which city they are living in or are dreaming of living in.

For the Parisians... SIMPLE YET CLASSY – FULL OF BASICS

Trousers

Another classy and simple article of clothing that you can wear every day when in Paris are trousers. Over the past year, loose fit, comfortable trousers have become extremely popular. This may be due to everyone’s growing love of sweatpants and leggings over quarantine, but designers have reworked the original tight fit trouser look to cater to a more relaxed style. While you can easily find these pants in your favorite neutral shades, as summer nears bright colors and bold patterns are also popping up.

Jeans

Jeans are necessary in your closet regardless of where you are living. In America, many people tend to shy away from jeans and instead choose leggings or sweatpants instead, but athletic wear is extremely uncommon in Paris, so jeans are seen as the most common piece of casual wear. Levi’s are extremely popular within this city and most people tend to wear a straight cut pair of jeans rather than flare or skinny. There is also not a written rule that ripped jeans are banned and a single hole across the knee is typically fine, but they are not commonly seen.

Button-Down Shirt

To wrap your whole look together is the timeless button-down shirt. Now, this shirt is not just seen as a basic piece but can also be worn as outerwear, a layering piece, and an accessory. Therefore this is definitely an article of clothing that you may want to have more than one of. Traditionally, the bright white and blue pin-striped is most commonly seen, but of course this type of clothing is sold in almost every color and print. You can choose to go for a more baggy, oversized look or a form fitting, tucked in style, because both are popular when in Paris.

Loafers

Yet another timeless piece that goes with everything, loafers are the ideal shoes to have in your closet when living in Paris. The shoe embodies both an academic and preppy style, that was extremely popular throughout the 90’s and 2000’s. They have been seen in Prada, Bottega Venetta, and Versace. Typically, loafers are black leather with either a gold accent or a brand logo on the lip, but recently have become popularized in other styles like wedges, platforms, prints, and colors.

INSIDE THE CLOSET OF A...

Trench Coat

When in Paris, you cannot walk five steps without seeing at least one trench coat! Parisians wear their trench coats all year around, so it is an essential piece if you are looking to fit in this city. The typical trench coat is a camel, neutral, or tan tone but you can find the perfect trench in nearly any color, print, and fabric. They also come in a variety of lengths from knee length, to mid-calf, and also to the ankles. The look you are going for, the amount of versatility you desire, and your personal style all must be considered when choosing your coat. This coat can elevate your style from casual to classy in just a few seconds. You can create an elevated jeans and t-shirt look, go business casual, or even rock a formal night out all with one outer layer piece.



Business Essential Ivory Wide Slacks



The Way-High Jean
EVERLANE



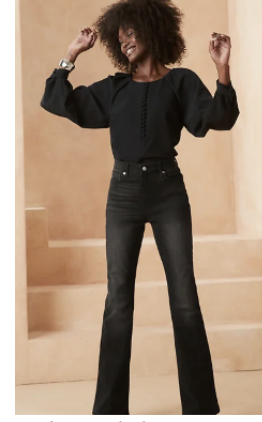
CRINKLED WIDE-LEG PANTS



Parker Long Straight Pant



Sky High Wide-Leg Jeans With Washwell™



High-Rise Black Bootcut Jean
BANANA REPUBLIC



Chain Strap Platform Loafers



Sporty Platform Loafers



BELTED COAT



Faux Leather Coat with Pinched Pleats



Organic Cotton Twill Single Breasted Trench Coat



MAISON EARTH-TONE BELTED WOOL COAT

SILK MAISON



The Relaxed Oxford Shirt
EVERLANE



90s Oversized Button-Up Shirt



Palas Gathered Waist Shirt

INSIDE THE CLOSET OF A...

For the New Yorkers... EDGY, FUNKY, AND FULL OF COLOR

Leather Jacket

The leather jacket has been around for years and it is not going away anytime soon, which makes it the perfect piece to invest in whether you are planning on living in NYC or not. When in the city, the leather jacket makes for the perfect layering piece while also helping you fight off the wind and cold. Whether you choose a cropped option, a leather blazer, or a leather trench coat, you really cannot go wrong by adding one of these to your closet. Now, black is the most common color, but recently I have been seeing a lot more brown, green, and white leather coats walking around the city. However, do not let that stop you from buying a printed jacket or a bright color, because anything and everything is welcome in New York City.

Tote Bag

Like all of these pieces, the tote is not unique to New York City, but you will see a crazy amount of them every single day. Whether you are on the subway, walking down the street, or at work, almost everyone owns at least one tote bag. How can you not when every single brand, even Trader Joe’s, sells one? The tote bag is the perfect bag when you need a book for the metro, need to bring an umbrella (since you are not sure whether it is supposed to rain) or need a water bottle for your five mile leisure walk throughout Manhattan. They fit a lot and can be very stylish as well. Just watch out for pick pockets since most totes tend to not have a zipper!

Platform Shoes

Platform shoes were one of the biggest trends throughout the 70’s and I am proud to say that they are still kicking. With a high in the 90’s and 2000’s as well, it makes sense that the 2020’s would also bring back a resurgence in the platform trend. Brands like Marc Jacobs, Versace, YSL, and many others have helped to bring the trend back, but one of the most popular brands to take on the trend is Doc Marten’s. In my opinion, the Trench Coat is to Paris what Doc Marten’s are to NYC. Are you really a New York fashion icon if you don’t own them in one way or another. Anyway, the brand has created an entire collection of platform boots that have definitely been gaining popularity over the past few years.

Printed Pants

Now, bold prints and bright colors are essential in the closet of a New Yorker. You can always tone it down with another neutral piece or go full neon if you choose, but one easy way to successfully complete your NYC closet is to add a few fun and flirty printed pants and trousers to your closet. Checkered print, polka dots, floral, or any type of animal print is the perfect look when strutting down the street everyday.

INSIDE THE CLOSET OF A...

MONTSERRAT URBAN OUTFITTERS



TAXI CAB TOTE
tarte



sugar rush™ holographic tote bag



Zig Zag Mermaid Popsicle Tote
& other Stories



Stripe Quilt Padded Tote Bag



Current Mood
DAMINATION PLATFORM MARY JANES



GRACENY SANDAL
VINCE CAMUTO



SWEAR
Amazon platform sneakers



Lamoda
EVERBLOOM PLATFORM BOOTS



Dr. Martens
Women's Jadon Platform Combat Boots



Lisa Says Gah
Dylan Jean, Wild Hearts Black



House of Sunny Cypress Pants



GROOVY MOVE MOM JEANS
DOLLS KILL



12TH TRIBE
Midland Cow Print Jeans



ALLSAINTS
DALBY LEATHER BIKER JACKET



Lattelier
Maxi Faux Leather Coat



Dillard's
The Style of Your Life.



LIT
Unisex Dropped Shoulders Notched Lapel Coat

JENNIFER BEHR

HANDCRAFTED WITH LOVE IN NYC

37 GREENPOINT AVE, BROOKLYN, NY 11222



BATTLE OF THE FASHION HUBS

As two of the biggest fashion districts in the world, New York City and Paris have always been fighting for the spot of the *World’s Most Stylish City*. Both of these cities are full of unique individuals that present their styles in many different ways and with various fashion trends. Throughout history, Paris seems to have come out on top. However, that opinion is highly focused on luxury fashion, sales numbers, and the idea of what is currently trending. But as fashion develops over time, both of these cities continue to fight for this spot and people’s viewpoints on fashion are quite different than 20 or even 10 years ago. Therefore, I decided to ask young insiders who have spent time in both of these fashion hubs their opinions. So let’s see, when it comes to the opinions of the future of fashion, what do they believe?

NYC vs. Paris

Ashley Quiroga



M: Just to give the readers some background, tell me about yourself: name, where you are from, university (both in US & France), what you are studying.

A: Hi! My name is Ashley Quiroga and I was born and raised in Long Island, New York. When I graduated from high school, I attended Suffolk County Community College for my first two years and then transferred to Pace University in NYC. I study Modern Languages and Cultures; my primary language of study being French, and my secondary Italian. During the Fall 2021 semester I studied abroad in Paris, where I attended Université Saint-Denis, also known as Paris 8.

M: What attracted you to New York City?

A: Considering I’ve always lived in New York, moving to New York City for college didn’t necessarily feel like a big change for me. All I knew was that I wanted to live in a fast paced environment, while still experiencing the same diversity I was used to growing up. I also love to dress up, therefore moving somewhere that is known to be a fashion capital, felt like the perfect fit. Lastly, it is known to be the “city that never sleeps” and neither do I, so it sounded like an adventure bound to happen.

M: What attracted you to Paris?

A: I’ve been studying the French language on and off since 8th grade, and it’s been a dream of mine to become fluent in at least 7 languages... French being at the top of my list. I always planned on studying abroad in college as well, therefore spending a whole semester in Paris was perfect for me and for the goals I plan to achieve. I knew this would be my chance to finally immerse myself in the culture, improve my French and feel connected through fashion, etc.

M: Which city do you believe it has been harder to live in?

A: I believe it’s been harder to live in Paris than in NYC. This is mainly because of a

BATTLE OF THE FASHION HUBS

difference in not only the language barrier, but culture. In NYC, as I mentioned, it wasn’t much of a culture shock for me, as I was already used to the food, the diversity, the slang people use, etc. Both cities are in their own ways fast paced, but I do believe Paris has been harder to adjust to, as there are many different customs, starting with how people greet each other.

M: What are the biggest lifestyle differences that you have found between the two?

A: I feel like back home, it is more of an “on the go” lifestyle. In Paris, I noticed people take the time to wake up earlier in the morning, to sit at a café, read a book, or read the newspaper before going to work... whereas in New York, you mostly see people fast walking, headphones in, coffee in hand, trying to catch the subway on time. It’s less common to see things “to go” here in Paris, and you won’t get rushed out of restaurants either. It’s very normal to go out to a café and just sit there for hours, unbothered. It’s also not as common to tip, which I found very interesting, considering back home there are many restaurants that sometimes already include the tip in the bill. Additionally, dinner time starts significantly later here, and it’s normal to walk around at 11pm and still see the cafés and restaurants full.

M: Where are the people more welcoming?

A: I think the people are more welcoming in New York. Although sometimes people say New Yorkers are rude, I think they’re just busy, and that is not to be confused with unwelcoming. With that being said, there are nice people in Paris, I just think the various differences in culture play a big part in how certain interactions play out. For example, back home you could probably get away with an “excuse me, I have a question” but in Paris, it’s considered very rude if you don’t start every interaction with “Bonjour” or Bonsoir” and then proceed to say “excuse me, I have a

question...”.

M: How is the fashion different in each city?

A: I believe the fashion sense in New York is more free and out there, whereas in Paris the fashion sense is more conservative. No one really cares about what you wear in New York. In Paris, people tend to draw less attention to themselves and dress up in more neutral colors. I think in NY people are more comfortable expressing themselves through clothes, despite how unique their style might be. In New York you can walk out wearing green pants, no shoes and half a shirt and no one would bat an eye... in Paris you would get stared at.

M: Which city best fits your fashion ~aesthetic~?

A: Funny enough, I’ve been asking myself the same thing! I think in terms of aesthetics, Paris best fits my fashion sense because my aesthetic very much consists of 70’s influenced, dress pants, blazers, neutral colors, etc... and I think that all matches perfectly with the architecture here and the overall “Parisian aesthetic vibe”. I’m also always dressed up, and part of the culture in Paris consists of always looking put together, like not wearing sweatpants or athletic attire to school. In that sense, I feel at home because you would almost never catch me wearing sneakers and a hoodie out anyway. On the other hand, sometimes I do like a statement outfit that is more crazy/out there, and if I were to pick a place I’d feel most comfortable wearing a big pink fluffy coat in... I think NY would fit that vibe more.

M: How do you feel that living abroad has shaped you for the future?

A: Living abroad has definitely given me the opportunity to learn more about myself in

CLAUDIE PIERLOT



BATTLE OF THE FASHION HUBS

terms of resourcefulness, independence, and being open to a whole other world of possibilities. It's shaping me for my future in the sense that I'm consistently growing as a person, getting closer to being fluent in French, and pushing myself out of my comfort zone more and more each day.

M: If you had to choose one, which city would it be?

A: This is hard to answer because I'm currently still debating this myself. As of right now, I choose New York City for the very reason that I just recently moved there for a year, and it feels as though I started a new chapter that I was so excited about, but then left and went to Paris. This is a whole other chapter of my life, which I am eternally grateful for, but I think I might need to go back home and finish what I started first.



Tifanie Coindre

M: Just to give the readers some background, tell me about yourself: name, where you are from, university (both in US & France).

T: Hi! I'm Tifaine. I live near Paris where I go to ICD Business School with a major in digital marketing. Here in New York, I study at LIM College.

M: What attracted you to New York City?

T: New York has always had a very special place in my heart. Indeed, I had the chance to come here on holidays multiple times and

I always felt so inspired and amazed by everything the city has to offer. I also feel like New York is the best place to pursue artistic ambitions and paths. The people are creative, passionate and driven.

M: What attracted you to Paris?

T: Paris has a different meaning for me. In fact, I was born and raised in the suburbs of the city. Therefore, as much as I am aware of how lucky I am to have grown up there, I'm not that attached to it. However, I've had the ability to discover Paris with another eye as I started to study there and still have many great memories with family and friends in some of my favorite spots. This includes the Jardin des Tuileries, the Marais and Rivoli. Paris remains a culturally rich city with many places to learn, slow down and to enjoy nice moments with your loved ones.

M: Which city do you believe it has been harder to live in?

T: Despite the fact that I'm only here for a semester and might not have enough experience of living in New York to answer this, I still feel like New York has been easier for me. I believe that New York is one of the most welcoming places to move to, even when we consider how fast-paced it is. It can definitely feel intimidating to arrive here, but I think that if you reach out to people, get involved in some kind of communities and stay curious, you can connect with many people

BATTLE OF THE FASHION HUBS

who are willing to help you. As for Paris, if I put aside the fact that my roots are there, I think it's harder to feel this same sense of belonging outside your family.

M: What are the biggest lifestyle differences that you have found between the two?

T: I believe that the biggest difference is how open and curious people are in New York. As much as both cities remain very fast and intense, I feel like people are more sociable and keen to discover new people than Parisians are. However, I do think that New Yorkers are more focused on their career and work objectives. There's often this comparison that in Paris we work to live while here, people live to work and, to me, it's very true. In New York, everyone is always getting something done and I feel like it's less common for people to take breaks. Furthermore, I believe that New Yorkers have a stronger sense of community, as most people are either on a school team/club, working a part-time job or have activities around their interests.

M: Where are the people more welcoming?

T: Like previously mentioned, I think that people are more welcoming in New York.

M: How is the fashion different in each city?

T: I think that both cities are very fashionable. However, I think the diversity of styles is way more present here in New York.

Indeed, Paris has an overall more classic and formal approach to fashion than New York. In addition to that, I feel like New York is more into streetwear fashion. Lastly, from what I've seen, I do believe that Paris' style is less colorful and more strict.

M: Which city best fits your fashion ~aesthetic~?

T: New York definitely fits my aesthetic better. I'm really into streetwear, and I think that the impact the dance/art industry has here allows more freedom with it than in Paris.

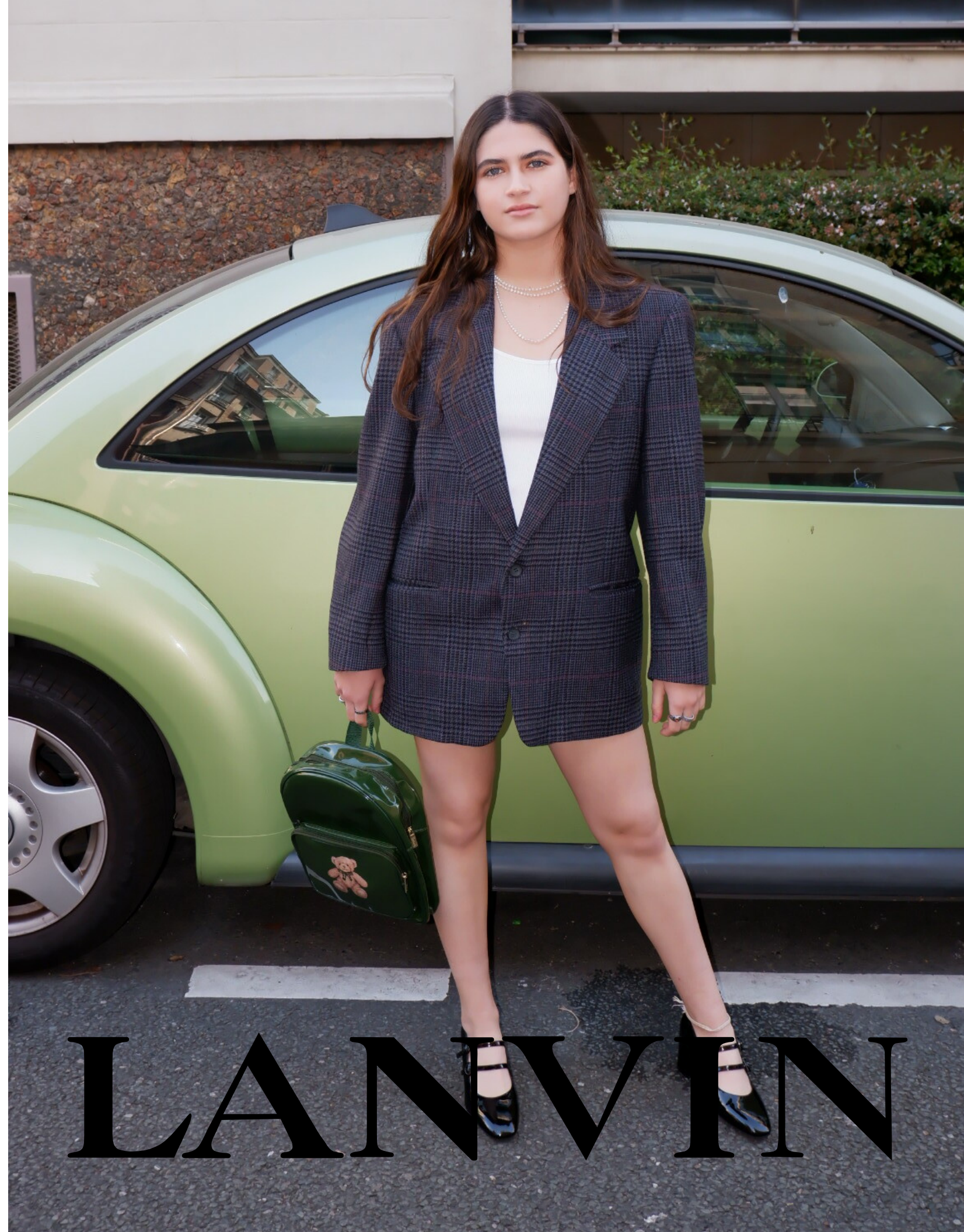
M: How do you feel that living abroad has shaped you for the future?

T: As I already had the chance of experiencing with my expatriation in Singapore for 5 years, living abroad is a very fulfilling way of opening yourself up to new cultures and new people. For that reason, I'm confident that living this on my own this time, I will be able to adapt to almost any given environment and that I will always try to learn something new through my travels. I also think that living abroad is a great asset to become a better communicator, push your limits and have a better understanding of yourself.

M: If you had to choose one, which city would it be?

T: I don't think that it will be much of a surprise from my previous answers, but I think I would pick New York.

With two different perspectives and two different voices sharing their opinion on fashion within two of the biggest hubs in the world, I am not sure that it is my place to award one of these cities the title of *World's Most Fashionable City*. I must remind us all that fashion is quite subjective and everyone's tastes differ, especially when it comes to the way that we present ourselves through fashion. Within these interviews I noticed something interesting that you probably caught onto as well. The way that we dress and our fashion is so dependent on the way that we are raised and more importantly where we are raised. If you were raised in Paris, it would make sense why you might be frightened by all of the workout sets on the streets of Soho. Similarly, Americans traveling to Paris may find it difficult to understand why business casual is the typical outfit of choice for Parisians and comfort is found in those clothes rather than in spandex and sweats. So it's up to you to decide. which city wins the title of *World's Most Fashionable City*?





PRADA



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TREND FORECASTER

Sustainable Brands to Check Out!

There are many brands to check out if you are a shopper that wants to make the switch to sustainable and ethical shopping. This alternative is becoming more and more popular as brands are beginning to be exposed for the unethical and harmful practices in their work places and their lack of sustainable products that are being produced, ultimately contributing to the world's growing climate crisis. While shopping sustainably tends to be more expensive, it comes with the bonus of knowing that the product you are buying and using is making a positive impact in the global sphere. For this article, I decided to highlight four brands that are working on producing sustainable products. I am not merely adding them to this list because they claim to be sustainable but rather because they have been highly rated by the company **Good on You**. This company rates each brand based on the important social and environmental issues that are currently facing the fashion industry: the impact on people, the planet, and animals. You can search your favorite brands on the company's website and see where they rank. In the meantime, be sure to check out the following brands and consider them the next time you go shopping!

Outland Denim

This denim brand was born on an Australian mountaintop and was made with the intention of giving young women the jobs that they needed. As they have grown as a brand they have continued to give work to these women, especially those who were the victims of human trafficking. As the brand claims, their products spare the earth and lift women up.

They sell both men's and women's products, ranging from not only jeans but also tees, jackets, shirts, and dresses. Each pair of jeans sits roughly around \$200. While this may seem expensive, the brand wants consumers to know that these are investment pieces, and one's that will last them for many years to come.

As the Good on You rating is written, "Outland Denim's environment rating is 'great'. It uses a high proportion of eco-friendly materials including Global Organic Textile Standard (GOTS) cotton. It uses low impact non-toxic dyes in all of its products. Its use of eco-friendly materials limits the amount of chemicals, water and wastewater used in production. Its labour rating is 'great'. It is a social enterprise that assists in creating employment opportunities for women who have been trafficked in Cambodia. It traces all of its supply chain. It ensures payment of a living wage in most of its supply chain including all of the final stage of production. Its animal rating is 'good'. It does not use any animal products but it does not state that it's vegan. Outland Denim is rated 'Great' overall."



Instagram: @outlanddenim



TREND FORECASTER

Funky Kalakar

Funky Kalakar is a bag and shoe brand based in India and made by local artisans. The company prides itself on it's circularity, veganism, transparency, and empowerment. They choose to create their products using a mixture of natural, up-cycled, and recyclable fabrics, in order to create the mens and womenswear products that their consumers love.

The prices of their products range from around \$70 to \$200. This is a pretty reasonable price for sustainable bags and wallets, especially when you know that these accessories are going to last for a while. Their products also include a line of laptop bags, duffle bags, and backpacks.

As Good on You describes, "Funky Kalakar's environment rating is 'good'. It uses a medium proportion of eco-friendly materials including up-cycled materials. It reduces its climate impact by making its products by hand. It uses low impact dyes in some of its products. It uses plastic-free packaging. Its labor rating is 'good'. It partners with local artisans to produce its products. It sources its final stage of production from countries with extreme risk of labor abuse. It ensures payment of a living wage in the final stage of production. It traces most of its supply chain. Its animal rating is 'great'. It is listed by PETA as vegan."

STORY mfg.

STORY mfg. is a husband and wife team based in the United Kingdom with a focus on the desire of creating an authentic and fulfilling fashion brand. They work with a large group of dyers, weavers, tailors, and embroiders to create clothing that is built to last.

Their products include a variety of jackets, shirts, trousers, knits, hats, eye wear, and more, as well as a variety of funky home wear! Prices are higher than some of the other brands I have written about, ranging between \$50 and \$600 but again, these pieces are built with the intention to last.

As Good on You writes, "STORY mfg.'s environment rating is 'great'. It uses a high proportion of eco-friendly materials including organic cotton. It makes products by hand to reduce its climate impact. It uses low impact non-toxic dyes in all of its products. It reuses its off cuts to minimize textile waste. Its labor rating is 'good'. There is no evidence it has a Code of Conduct but it has a formal statement covering workers rights. It sources its final stage of production from countries with extreme risk of labor abuse. It ensures payment of a living wage in most of its supply chain including all of the final stage of production. It traces most of its supply chain. It visits its suppliers regularly. Its animal rating is 'great'. It states that its entire product range is vegan."



Instagram: @funkykalakarglobal



Instagram: @storymfg



TREND FORECASTER

Girlfriend Collective

Girlfriend Collective is an American active wear brand that strives to create basics made from recyclable materials. They use old water bottles to create the leggings, sports bras, underwear, socks, and more essential pieces of clothing that we need in our daily wardrobes. The brand is very transparent about their slow fashion practices and they stand behind their decision to manufacture in Taiwan rather than in the United States. This decision was made with the intention of creating premium active wear that was not feasible in the USA. Quality and ethics are at the forefront of the brand and they guarantee that fair and ethical labor goes into each of the products produced.

The brand is well-priced with the average sports bra costing approximately \$42 and leggings around \$78. Other product options include windbreakers, biker shorts, shoes, hair accessories, and even maternity wear. For Americans, active wear is a pillar of our identity, and the brand strives to be a slow fashion and moderately priced option for consumers to choose.

As Good on You describes, "Girlfriend Collective's environment rating is 'good'. It uses a medium proportion of eco-friendly materials including recycled materials. It reuses some of its off cuts to minimize textile waste. It ensures wastewater in its supply chain is treated and discharged properly. There is no evidence it is taking specific steps to reduce energy use and greenhouse gas emissions. However its use of eco-friendly materials reduces its climate impact and limits the amount of chemicals, water and wastewater used in production. Its labor rating is 'great'. Its factory is certified by Social Accountability International - SA8000. It has a Code of Conduct that covers all of the ILO Four Fundamental Freedoms principles. It monitors health and safety issues through a third party audit of its final stage of production. It ensures payment of a living wage in the final stage of production. It traces most of its supply chain. This brand makes products that are generally free of animal materials so it is not applicable to rate its impact on animals. We calculate the overall rating from environment and labor scores only. Girlfriend Collective is rated 'Great' based on information from our own research."



Instagram: @girlfriend

Overall, when it comes to sustainable shopping, this is not always possible due to the issue of price and location, which I understand. Therefore, I remind consumers that there are always the alternatives of thrift shopping, donating your used clothing, and re-wearing your clothes for years to come. The ease of online shopping also solves the issue of location. So, whether it is one of these alternatives or choosing more sustainable brands, the planet thanks you for helping to make a difference in our world with every purchase that you make!

You can check out these brands ratings and more on Good on You's website: <https://goodonyou.eco/>



patagonia

HOPES FOR THE FUTURE

When looking at the fashion industry throughout not just recent years but all of history, many different problems come to mind. These are not quick and easy fixes as most of these problems stem from older generations, many of whom are still in power. However, it is evident that there is a lack of racial diversity, gender diversity, representation of the LGBTQ+ community, as well as the issues of sustainability and ethical practices within the industry at this moment. There have been changes, although many small and some solely to save face for the companies. Yet, change must start somewhere. As a new generation is beginning to enter the fashion workforce, this era will hopefully bring the power and drive needed to make real and impactful changes within the industry. I have chosen to interview a number of future industry professionals and shoppers who agree that change is coming and have given me their opinions on what they hope the future of the fashion industry looks like!

Brianna Patrice

M: Tell me about yourself?

B: My name is Brianna Jacobs, I'm from Orlando, Florida and I am in my third year of undergrad at The King's College in New York City, pursuing a major in Journalism, Culture and Society and a minor in Business. After graduation, I plan on attending International Christian University in Tokyo, Japan to pursue a masters in Comparative Culture before coming back to New York to go to Columbia University's Journalism School and obtain my doctorates in Communications.

M: When you think of the future of the fashion industry, what do you hope is the same and what do you hope changes?

B: I think the future of the fashion industry could showcase a more personal but curated style, especially through secondhand clothing instead of fast fashion. I hope to see a brighter outlook on fashion, especially in editorial shoots and photography in general, that capture black and brown models.

M: What types of ideas do you have in order for the industry to positively develop?

B: Particularly because I am a black woman with 4C hair, who's sense of style fluctuates based on how I feel each day, I'd love to feature black women in a magazine that plays on all forms of styles and aesthetics over the years. I like vintage looks as well as some of the more recent looks of the 90's. I have yet to see a magazine that combines styles with the black woman being the main focus.



HOPES FOR THE FUTURE

All too often, black women are depicted as the “strong and independent” caricature, are overly emasculated by the short haircuts (which is not true of all women of African descent. There are many elaborate hairstyles and gorgeous hair wrapping styles within this culture), and on the runways, only the tall ones are able to walk. Of course things are changing, but it's also 2022. Fashion needs to catch up and realize that black women cannot be shut up in a box. We do not have to confine to one aesthetic or conform to the one handed to us.

Morgan Blank

M: Tell me about yourself?

MB: My name is Morgan Blank and I'm a 21 year old student at Pace University NYC. I grew up in Westchester County, NY, about 30 minutes outside the city. Throughout my four years at Pace, I've explored a lot of different subject areas, but ended up majoring in Criminal Justice with minors in Law, Sociology/Anthropology, and Peace & Justice Studies. Post-grad I hope to work in an environment where I can help people with justice-involvement, whether that be those currently or formerly incarcerated. Outside of my work, I plan to continue pursuing my biggest passions: boxing, fashion, and art.

M: When you think of the future of the fashion industry, what do you hope is the same and what do you hope changes? What types of ideas do you have in order for the industry to positively develop?

MB: Growing up, I was always really interested in the fashion world. I constantly would read fashion magazines, browse through the luxury stores at the mall, and even went as far as taking design classes. Observing all of this from a young age and now being old enough to see trends come back has actually made me think a lot about the current state and future of the fashion industry. There's been a really interesting conversation being had about how social media has drastically accelerated trend cycles, which in the larger context has contributed to an increase in garment waste. Social media has had an effect on fashion that quite literally no other generation has experienced. When you think of TikTok trends and just how quickly even something like a certain joke or audio comes and goes, when this is translated to fashion, we see how some trends rise and fall before a lot of the widespread public even gets a chance to experiment with it.



HOPES FOR THE FUTURE

Fast fashion brands are able to take these micro-trends and sell them to younger audiences for very little, where these pieces will be worn likely only a few times and then disposed of, as the trend cycle quickly moves forward to the next thing. While this constant experimentation has a fun side to it, this is incredibly dangerous for our planet, as well as for upcoming designers whose designs are often stolen by these fast fashion giants. With all of this really being on the forefront of my mind lately, I have a lot of hopes for the future of the fashion industry. One of my hopes is that the growing conversation around fast fashion will prompt people to be more intentional in their clothing choices and encourage people to build closets that aren't only for the purpose of conforming to a micro-trend. Instead, while acknowledging that completely avoiding fast fashion is not always accessible for all, I hope people who are able to will make an effort to opt for more sustainable shopping while still being able to experiment with trends and find their own personal style. On the same social media platforms that often contribute to the fast fashion craze, on the other side I've also seen a rise in creators encouraging their followers to explore personal style and curate a closet that is authentic to each individual through more sustainable options like thrifting, up-cycling/re-purposing, buying from local designers, and buying secondhand. My hope for the future of fashion is that people focus more on going down this avenue, rather than only conforming to the unnecessarily accelerated trend cycles that social media has created. I personally have loved seeing the looks that people have come up with in incorporating secondhand clothing as well as taking clothes they no longer have a use for and giving them an extended "life" by up-cycling or altering them to fit their current taste.

Tia Williams

M: Tell me about yourself?

T: Hi! My name is Tia Sakren and I was born and raised in Las Vegas, NV where I spent my childhood dancing since I was 3 years old. I continued dancing into high school where I auditioned for Las Vegas Academy of Performing Arts as a dance major and attended for my 4 years of high school. I then moved across the country to NYC to study at Pace University. I switched my major while at Pace and I will be graduating with a Bachelor of Arts in Communication Studies with minors in Arts and Entertainment Management and Film and Screen Studies.



HOPES FOR THE FUTURE

I hope to work in the Film/TV industry on either the post production (PR) side of things or the production side as a producer. I currently reside in Brooklyn with my best friend and cat, Dundie!

M: When you think of the future of the fashion industry, what do you hope is the same and what do you hope changes?

T: When I think of the future of the fashion industry I truly hope to see changes when it comes to fast fashion and the culture of the industry workers. There have been positive efforts by big brands to strive towards a more eco-friendly way of producing their product as well as working conditions for their workers (on both the production and the retail side). Sometimes it's hard to believe companies based solely on marketing tactics to promote their "sustainable" practices. It is difficult to decipher from propaganda and genuine desire to improve their supply chains. It truly comes down to seeing the change and seeing the ones from inside speaking up about these issues. Another big issue with the fashion industry is representation within sizing and models. I hope to see this issue continue to dissolve and be transformed to societal expectations of fashion companies and brands geared towards young women.

M: What types of ideas do you have in order for the industry to positively develop?

T: For starters I would love to see more diverse models and sizes (which is slowly happening but needs to be a more widespread change). This is not only having diverse sizes, but also seeing models represented in stores and online that are outside the stereotypical "model." It greatly impacts how consumers view a brand as well as how they shop (especially for women). When it comes to fast fashion and the production side of things, it is much more eye opening to hear from these workers and see the interior of their working conditions to prove that they are changing the way they source and produce their products.

Alicia Nelson

M: Here is a little bit about Alicia!

Alicia Nelson is a Senior Communication Studies Major with a double Minor in Digital Marketing and Digital Media Studies at Pace University NYC. The Northeast native has moved 11 times in her life, taking her coast to coast and leading her to a myriad of different communities and opportunities. Currently, Alicia works full time as a Social



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Assistant at Retrofête where she assists in the social strategy and graphics of all Retrofête digital platforms; such as web, social media platforms, emails, and print. Additionally she manages the social accounts for: a luxury fashion showroom, a fashion PR agency, and two additional fashion brands. After graduation, Alicia hopes to continue her Social Assistant position and to grow within the Retrofête company as a part of the brand’s creative team.

M: When you think of the future of the fashion industry, what do you hope is the same and what do you hope changes?

A: One of the most interesting things I’ve seen by working in the industry is that while brands are selling their product, they are selling a story, a fantasy, something that people can connect to and want to be a part of. Whether it’s a look they are selling you, a feeling, or sense of community - we all have our reasons behind why our favorite brands are our favorite brands. Especially in an age of hyper-saturated social trends and the need to “fit a mold” to stay relevant, I hope that brands fight to stay inspired in the content that they put out. I hope that we see content creators continue to be acknowledged for the work that they put into their craft and how valuable they are to the overall community of a brand. One of the biggest changes I hope we see is further diversity and inclusion in model selection for fashion brands.

M: What types of ideas do you have in order for the industry to positively develop?

A: I believe that one of the biggest ways that the industry can positively evolve, is to challenge the traditional gender binary of fashion. Personally, I don’t believe that clothing has gender - you should wear whatever you want, however you want, as long as it makes you feel confident and comfortable in your own skin. I believe that challenging this idea and normalizing this concept will not only make the fashion industry a more positive community for those currently in this mindset, but it will also create a safe and open space for individuals to explore themselves through fashion. In November of 2020, we saw this with Harry Styles who was pictured on the cover of VOGUE magazine wearing a Gucci dress. This sparked great controversy and perpetuated a lot of harmful stereotypes suggesting that men who wear traditionally “feminine clothes” can’t also be “manly”. In my eyes, your style and fashion choices don’t invalidate your identity but it rather allows you to rightfully express yourself. As Styles said to VOGUE, “What’s really exciting is that all of these lines are just kind of crumbling away. When you take away ‘There’s clothes for men, and there’s clothes for women,’ and once you remove any barriers, obviously you open up the arena in which you can play.” Fashion has no gender - get over it! Just do you and go play.



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TREND FORECASTER

Prints of 2022

Solid colors no more! For the past couple seasons, printed fashion has been all the rage. While solid colors will always have their time to shine and truly never fall out of fashion, patterns wave in and out of our radar. This season, there were so many patterns peaking our interest, but when it comes to what was hot within this season's runway looks, here are four prints you better start adding to your shopping cart today!

Gingham



Gingham was first created in Asia and has since been popularized specifically by the English and the Dutch. The pattern incorporates repeated checks, typically in white, with a bold or bright color to contrast it. For the Spring/Summer 2022 collections, Gingham was highly used by **Gabriela Hearst, Altuzarra, and Tory Burch**.

Floral



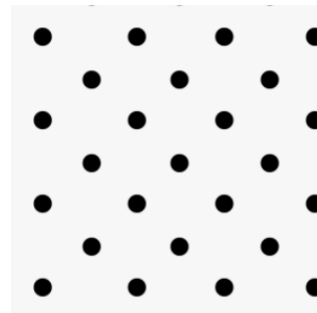
Florals never tend to truly go out of style, so it is no surprise that we will be seeing lots of them this season. Florals happen to be a mood-lifter and after the past few years that we have faced, a mood-lift is just what we need. **Versace, Lanvin, Schiaparella**, and more brought that vision to life in their 2022 collections.

Tiger Stripes



It is hard to not find at least one type of animal print trending within fashion. At this moment, tiger stripes are all the rage. When it comes to Buddhism, tiger print signifies the transformation from anger to wisdom and is said to bring protection. Perhaps that is what designers such as **Stella McCartney** and **Kenneth Ize**, hope to do with their collections this season.

Polka Dots

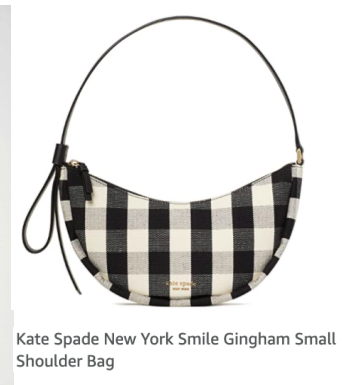


Polka dots give fashion a funky and retro-inspired print that is loved by almost everyone. It can be worn with neutrals or bright shades and is easily paired with anyone's style and aesthetic. With a print as versatile as this one, it makes sense that brands like **Balenciaga** and **Louis Vuitton** are bringing them back.

TREND FORECASTER



Larkyn White Gingham Sleeveless Mini Dress



Kate Spade New York Smile Gingham Small Shoulder Bag

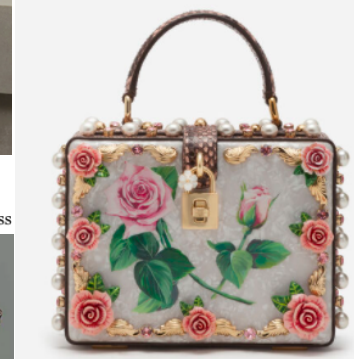


Olivie Tiered Gingham Dress



JIL SANDER

Asymmetric checked cotton-jacquard midi dress



DOLCE & GABBANA
Mother-of-pearl Dolce Box bag with jewel embroidery



Plenty by Tracy Reese
Smocked Floral Mini Dress

ANTHROPOLOGIE



Tory Burch

Tory Burch Martine Floral Jacquard Sandals



SALONI
Aidan D Dress



SEA
Sydney Coat



JONATHAN SIMKHAI
Naomi Polka Dot Ruched Front Dress



Philosophy di Lorenzo Serafini
Tiger-Print Cotton-Velvet Trench Coat



Stella McCartney
Stella Logo Tiger Striped Tote Bag



KKCO HUS DRESS -
BLACK/WHITE DOT ORGANZA

THE UGLY TRUTH

The Ugly Truth about the Industry

Sometimes, I used to think about what my life would look like if I simply looked like someone else. If I was a blond instead of a brunette, had green eyes instead of blue, or was 5'9 instead of 5'2. These are all questions based off of my appearance, but that is one thing that the fashion industry profits off of: our appearance and how we want to present ourselves.

There are people out there who could care less about fashion. It does not matter to them if they are wearing contrasting colors or a brand that is out of style. They probably do not even care what their fashion 'aesthetic' is. Maybe their life is much simpler?

As a child, I grew up as a dancer. While I did not start off in the competitive sphere, dance itself is a competitive sport and art form. Not only are you fighting for a spot against everyone that you are standing next to, whether you are on their team or not, but most dance jobs are based on the way that you look. Too short? Too skinny? Hair is the wrong color? Or maybe you just have the face of a backup dancer rather than a lead? This is where constant comparison started in my life and as I continued into high school, I learned so much more about the way that we think.

Throughout my time at my all-girls catholic school, I did a full-year research project on the effects that fashion and beauty marketing campaigns have on the well-being of their audience. By this, I mean that I was investigating how viewing these campaigns effect the way that consumers think about themselves. What did I learn? Well to put it simply, the over editing of clothing and beauty campaigns plus the lack of body representation within these ads, leads to the comparison of the audience to the person within the campaign. It makes sense if you think about it. The company wants you to buy their product or their clothing by creating an urge and a desire to look like the person in the advertisement.

They make you believe that the one way to do it, to look like the models within the campaign, is to buy the product - change the way you dress, your make-up routine, or the shampoo that you use. But it is not that simple and the lack of results are noticeable by the consumer. Because of this, they turn to other options such as plastic surgery or they begin to have issues with body confidence and develop eating disorders.

Let me ask you, how many people do you know that are on a diet? Or just started a new workout regime that they believe will change their body into something it currently is not. While eating right and exercise is important, over exercising and restricting our bodies from the nutrients that we need to live does far more damage to our bodies and our minds.

When I think about my own journey, I have struggled with body image for as long as I can remember. As a child, I do not think I thought about it too much, but once I hit the third grade and was told I was not pretty enough or did not have enough money, it made me realize that maybe there are things about myself I did not like. From a young girl this comparison began and it developed more and more as I was exposed to various forms of media.

Dance was one trigger for me. The constant comparison to everyone else. I needed to look strong, dance powerfully, but also felt the need and desire to be as thin as the girl next to me. But that is where another issue comes in, you cannot dance to your fullest potential if you are not eating enough food. You cannot live to your fullest potential if you are not eating enough food!

And from there it got worse. I was exposed to the injustices of fashion and beauty companies when my high school research began. I saw the way that they morphed the models into picture perfect barbie dolls to make us desire



THE UGLY TRUTH

to look the same. But I fell for it. While I was investigating the effects that these campaigns had on their consumers, I was also learning about how they reacted. I learned about eating disorders and body dysmorphia, and I quickly realized I was a victim to them both. But I did not believe I had it as bad as everyone else, so I hid my pain and continued to move on with my life.

But the pain did not go away, it was just hidden. My desire to look like the models in the magazines and online grew more and more. I knew that many of them edited their photos on social media or that their advertisements used photoshop, but for me, I felt that I could look like that without all of the technology if I just lost more weight. It was quite toxic. Maybe people did not notice, but my mind could only think about eating as little as possible, how to keep it hidden, and whether or not people knew my secret. But that is no way to live and it messes with your mind.

I am telling this story with the hopes that someone else might relate and realize that they are not alone in this constant struggle to realize that much of what we see online is fake and being happy with our body, the body that is waking up everyday, healthy and strong, is okay. It is difficult but a little bit easier once you realize you are not the only one with these thoughts and desires.

Generation Z, my generation and probably many of yours, is the first to have been raised in an era full of technology. We were born after the invention of the internet, grew up with the rise of the iPhone, and were some of the first to have hopped onto Instagram, Youtube, Snapchat, and Tiktok as soon as they were developed. It makes sense that since we were exposed to such an abundance of false advertising and images at such a young age, that they severely impacted our minds and our thinking. And this type of damage can take years to correct.

We have to remember that the beauty standards that are projected onto us, especially those of us that are female presenting, can seem to be quite difficult to achieve. However, the fashion industry, with the help of social media and technology, is much of the reason that this standard has been chosen. The cover models, actresses, and influencers that star on our magazines, televisions, and social media help to determine a standard that is quite difficult to achieve, but the industry chooses them for a reason. Ultimately, it is so that we will continue to spend money, time, and energy working towards an end goal that will never be enough. No matter how much we love a brand, designer, or the industry as a whole, we have to remember that their main purpose is almost always to make money and profit off of our desires. So yeah, maybe we all weren't made to have our big break on the cover of Vogue, but we are all beautiful and need to continue to look for that beauty within ourselves each day.

After reading this, you may be wondering why I have such a strong desire to work in the fashion industry if I have seen and experienced its toxicity firsthand. I think it is important for everyone to realize that the world of fashion is not glitter and gold. It is not just runways and after parties, gorgeous dresses and fashion shows, but there is a very toxic nature to the world that so many of us love and strive to be apart of.

I want to work in this industry because I believe that it has the ability to change. We are seeing some of it already today. There are plenty of brands that have made the decision to not use photoshop and to use models of all sizes! The industry is also changing for the better in terms of diversity and inclusion as well. It has a lot more work to do, but people have to do it and I believe that the new generation is ready to put that work in.



ROTATE



BALMAIN



BALMAIN



PARIS





AN INTIMATE CONVERSATION WITH SOPHIE OLSZAK

by Mary Shannon Donnelly



AN INTIMATE CONVERSATION

When I think about my past four years in New York City, the people who I have spent it with immediately come to mind. That is why for my cover story, there was no one more perfect for me to choose than my close friend Sophie Olszak (@sopholsz). Our friendship began back in the second semester of my freshman year when I had decided to rush for a sorority on campus. We were able to speak during recruitment and learned just how much we had in common with each other. As time passed, I joined the sorority, Sophie became my “big”, and to this day she is one of my best friends. She is who I often go to for advice, the person who has seen me at my lowest, and someone who I know that no matter where I go or how long it has been since we have seen each other, will always be one of my most trusted friends. While she has seen me grow throughout the past four years, I also have seen her truly develop into the person that she is today. That is why I am so excited for you all to learn more about her, and not just from her resume, but learn who she truly is as a person because her story and journey is one of a kind hearted southern belle who has truly blossomed into the NYC dancer and model that she is today. So let’s have an Intimate Chat with Sophie Olszak!

Born and raised in Alabama, Sophie always felt called to New York City and had a dream of ‘making it in the big city’ but no clear vision of how to get there. For her, she had to think outside of the ‘Southern bubble’ in order to see herself thriving in a city that only seemed to exist in the movies or the magazines. She did not want to end up stuck in her small town, especially when her dreams took her to so many other places. So how exactly did she do it? From the little Alabama girl to the New York City model and dancer that she is today, Sophie’s life has felt like a roller coaster of twists and turns. So let’s start at the beginning.

Growing up as a competitive dancer down South, Alabama did not offer her a lot of training opportunities, so with the support of her dance teacher she often traveled to New York City to expand her training. This allowed the young dancer to see just how big the world is, with so many talented individuals striving for the same creative career goals as her. Because of the limits that Alabama placed on her, Sophie found it easy to be considered the big fish in the little pond, which required her to continue pushing, training, and working in order to not settle. As most of us know, you can be the best in your town but



somewhere else in the world there is always someone better. This mentality forces you to continue working and training.

Sophie’s teacher continued to see the potential in the small-town girl from Alabama and when Sophie turned sixteen, took her New York City to help her kick-start her modeling career.

Sophie recounts the experience as a surprise saying, “every little girl dreams of becoming a model, but I never knew it was really possible for me. My dance teacher growing up took me to an open casting call at a modeling agency in NYC for my 16th birthday. I remember having no clue what was going on or what I was walking into, but they offered me a contract on the spot and it all started from there.” Then, her career truly began and she booked her first job back home in Alabama for a local fashion magazine. Looking back, she laughs at the experience, since to a regular magazine reader, the Alabama publication was not anything special. But back in her hometown, that magazine was on the shelf of every gas station, bookstore, and grocery store. But no one even recognized that it was her! Sophie described herself as the geeky, awkward sixteen year old who never wore makeup and even better, never told anyone she had been signed to a



AN INTIMATE CONVERSATION

modeling agency. But there she was in full-glam, all over the state of Alabama.

When the time came to decide where her path was headed next, her college search took her to New York City where she fell in love with Pace University’s Commercial Dance program. But it was not necessarily in the cards for her. “I auditioned for the Commercial Dance Program at Pace University and applied to the school in October of my senior year of high school. I was so certain that I was going to get in, study dance, and never have to worry about academics again. I was so certain that I did not apply or audition to a single other school. But then March of my senior year rolls around and I got a small letter in the mail saying that I was rejected from the dance program. At that point it was too late to apply to any other schools. Going to Pace was my only ticket out of my small town, so as much as I did

not want to, I packed my things and moved to New York City feeling so rejected and confused and started my freshman year as an undecided major.”After a few introductory courses her freshman year, economics was ultimately what clicked the most for her. She found it both fascinating and challenging and a subject that she discovered could be applied to every area of life. Perhaps her initial dream was not achieved when she moved to NYC, but ultimately, the ability to study economics at Pace gave her four years of extremely useful and applicable knowledge under her belt.

After her unsuccessful audition at Pace, she figured that was the end of her dance career. So when she made the move to New York, heart-broken and bitter, she decided to focus instead on her career as a model. Even though she was actively working as a model and studying full-time as an economics and honors student, she still felt a hole in her life where

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dance used to be. So, like most dancers in the city, she began taking drop-in classes at various studios and was immediately reminded of the welcoming community she had been missing so much the past few months. She formed relationships with some of the choreographers and other dancers, which allowed her to learn about different audition opportunities. After countless auditions, and as a result countless rejections, Sophie did not let it defeat her. She looked at the positives and chose to take each opportunity to make new friends and form new connections. One connection just so happened to make a difference, because she learned about an upcoming audition for the Brooklynettes that changed her career drastically.

“Honestly, being a Brooklynette has been life changing. Being on a team with twenty-three other women who have their own creative paths

and interests is so inspiring. I am constantly being pushed and encouraged to not only be the best version of myself for the team but to be the best version of myself for my personal success. No feeling compares to that of performing in front of 15,000 people with a group of women that you respect the hell out of. It’s phenomenal! The entire organization has become family and they have all watched me grow into the professional and the individual that I am today.”

For Sophie, she has found that the Nets is not her or any of the other dancers’ end goal but rather a starting platform to get them where they hope to be. For now, Sophie is not sure how long she will continue with the Nets, but believes that as long as there is room to grow and learn, she hopes to continue with the team. Although, when the time comes to leave, she knows that she has an entire organization and family supporting her and her next



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steps.

But going to school full time, building a modeling portfolio, and also working as a professional dancer is a lot to have on one person’s plate. Sophie describes the experience as being one that was quite difficult but one that seems to be expected and common when living in New York City. “Most people have a college experience where they live in a college town with kids their age and their only responsibility is to get a degree and experience ‘the college life’. Going to school in New York is much different. There is no such thing as a college town or college experience. I had to pay rent, pay for tuition, keep my scholarship, all while living in a city where there is a never ending, immense amount of pressure to be the most successful version of yourself. At times it felt like school did not really fit into my crazy schedule, which was a weird feeling because school was the only reason I made it to New York. It was my one way ticket out of my small town. But it was so worth it. School really grounded me. As much as I love exercising my creativity, I also really love crunching numbers or sitting through an interesting lecture. I am a huge advocate that college is not for everyone, but for me I really enjoyed it and think it was extremely useful for me in my particular professional path.”

When March of 2020 rolled around and the global pandemic uprooted all of our lives, Sophie found herself right in the middle of her final semester at Pace University. With graduation in the height of the pandemic and everything up in the air for the class of 2020, was economics a safe option or would a creative path be in her future? Ultimately, this question is often debated between graduates who find themselves pursuing academic studies while also pursuing art on the side. It can be difficult to mold the two together or to find a balance, especially when it seems like the world wants you to choose the academic path. For Sophie, quarantine allowed her to gain a perspective of what she really wanted. “When everything shut down, I was able to really let my imagination run wild. I would wake up and spend hours in my basement dancing and exploring movement or I would set up my self-timer and take pictures that would excite me. It made me realize that when the world opened back up, I owed it to myself to fully commit to my creative side. So therefore when I graduated, I fully committed myself to pursuing my modeling and dance career.”When you think about it, economics is not going anywhere and Sophie felt that if this opportunity was not taken, and fully embraced, she would regret it.

With this decision, her parents were her biggest supporters.“They saw me have a dream as a little girl and work my ass off to make it happen. They truly believe that I can achieve anything I work for and they are the first ones to remind me of that when I get discouraged.”They believed in her and her talents, even when the state of the world and the fashion and entertainment industries





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seemed to be totally closed off. However, while we were all stuck inside and completely isolated, Sophie acknowledged that this was actually an important time for the fashion industry. The world began to realize the importance of fashion and art, not only to consumers, but also to the creatives who are producing it. Ultimately, there has been a spark in creativity within the fashion and dance community and for Sophie, the pandemic taught her a lesson that she will never forget. “Now, I treat every job as a blessing. I treat every performance as if could be my last because I remember when it was all taken away so quickly. I remember thinking I honestly would never work again. But the world craves creativity- whether you’re consuming it or producing it, there will always be a demand for fashion and entertainment.”

Now, post-pandemic, Sophie is working non-stop. Looking into her future, I asked her where she thought she might be five years from now. With so many dreams and aspirations, she definitely still sees herself immersed in the fashion industry whether that is in front of the camera or behind it. “Right now, I am just focused on finding my niche and spot in this industry. I feel like the fashion and entertainment industry is so intertwined and there is enough space for every creative to work and thrive, so I am just trying to figure out what I can contribute and how to make a name for myself.” Sophie finds that she is able to draw inspiration from truly everything. She finds that a lot of her fashion inspiration actually comes from her eclectic group of friends. She finds that they all express themselves quite differently and she will take bits and pieces of their style when developing her own.

Rumor also has it that we may be seeing her face not just within fashion advertisements or dancing on the basketball court, but on the screen as well. Luckily those rumors are true! “I kind of stumbled upon the film industry when an agent found me and saw some untapped potential that we have been exploring. It has definitely been a difficult field to walk into with no previous knowledge or training, but right now I am like a sponge. I am taking class and trying to learn everything I can about the transition from ‘still life’ to film. I have always loved telling a story through movement whether

that be through dance or even through a picture. I also love committing to a character and making the audience feel something, so I think transitioning to the film industry is perfect for me and my passions as I continue to grow.”

When talking strictly fashion, we can currently find Sophie obsessing over the brand Khaite. “The clothes are so effortlessly stunning and feminine while having a bit of an edge. The brand’s entire aesthetic is so whimsical but also a little twisted and modern. I love it!” Khaite’s Fall 2022 Ready to Wear Collection that was recently seen on the runway was quite stunning. It was full of sleek tailoring, fringe, and leather that allowed it to bring an edgier look to the minimal style that many of us love right now. But, if we were to break into Sophie’s closet what would we find? Overall, she describes her clothing selection as quite comfortable and full of neutrals with a splash of color and chic pieces. “I love outfits that I feel free in, but I also love adding hints of feminine flare. Right now, I have been obsessed with Acne Studios, Celine, Chloé, and Frame, but don’t get me wrong most of my closet is thrifted, and my favorite pieces are actually hand me downs from my mom and grandmother from when they were my age.” One of her favorite pieces is her mother’s red sweater from when she was in high school. Luckily, we were able to snap a few pictures of her in it for this spread.

I was also curious to know what Sophie thought about the current state of our industry and where she hopes that she is headed in the future. “Of course there are things that I wish were different about the industry. Glamorizing extremely thin bodies is still very much a thing. Although the industry is working on changing and becoming more accepting, it’s hard to break the decades of preconceived notions that in order to be successful you have to be a double zero. At the end of the day if I didn’t love fashion and the expression of art through fashion, I would not be in this industry. It is a tough path to willingly choose, but I do it because I love it. I do it because younger me’s jaw would be on the floor seeing my MAC campaign or any job that I have done where I am dancing and completely in my element. I do it because the industry is big enough to tell everyone’s story and I

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am so blessed that I have been gifted with the ability to tell stories through movement. Similarly, I want to tell my story but I also want to be a part of telling other people’s stories too."

So what advice does she have for those who may dream of pursuing modeling, but may be afraid that it is not the industry for them? “There is room for EVERYONE. Every consumer wants to see themselves represented in the fashion industry. If you’re having a hard time finding opportunities- create your own! Connect with photographers, reach out to brands because if this is something you want you cannot be afraid to put yourself out there. There is a younger version of yourself longing to see you represented in the industry.”

Whether you hope to be a designer, a model, marketer, or sales executive, your future self would be proud of where you are today, as you are chasing your dreams and making them a reality. Maybe you have no desire to work in fashion. I promise, these lessons still apply. Working hard never goes out of style and confidence is your best accessory. When I think about Sophie, who she was just a few short years ago and who she is now, the growth is astronomical. To an outsider she may look the same, but to those close to her, they have seen her transform. Her confidence and talent has grown as her resume has expanded. Taking chances and risks are a daily part of her life, but it all ends up working out in the end. We must ask ourselves why so many of our parents and older family members, tend to live with regrets. It's often because they did not take these risks and they did not chase their dreams. They settled.

I hope that after reading Sophie's story, you see that settling is your worst enemy. Take those chances, take those risks, and follow your dreams. You will be happier that you tried instead of thinking about the what ifs all of your life. So, make your younger self proud and step out of your comfort zone today and everyday.



Sophie Olszak wearing the hand-me-down red sweater from her mother. The crew neck sweater sports the initials of Olszak's mother and brings a preppy look to one's closet. It can be perfectly paired with a blazer and trousers, or worn more casually like here, with a pair of boy shorts.





HAIR ACCESSORY FAVORITES



RUSLAN BAGINSKIY
crystal-embellished satin baker boy hat



cult gaia
Dondi Nappa Leather Beret



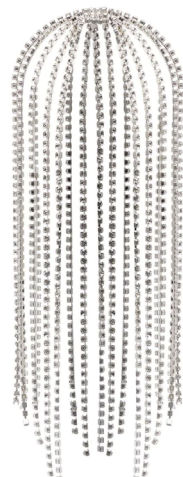
EMILIO PUCCI
abstract print headband



PRADA
Re-Nylon hat with crystals



TORY BURCH
ROXANNE HEADBAND



AREA miu miu
crystal encrusted headpiece
crystal satin headband



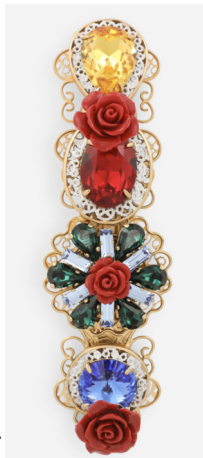
VERSACE
LOGO WOOL CAP



JENNIFER BEHR
Donna Pearl Bow Barrette



YVES SALOMON
Nylon Fox Fur Trapper Hat



DOLCE & GABBANA
Hair clip



EMI JAY
Crystal Big Effing Clip



GUCCI
Hair clip with GG and hearts



LELET NY
Glossy Bow Barrette



Lisa Says Gah



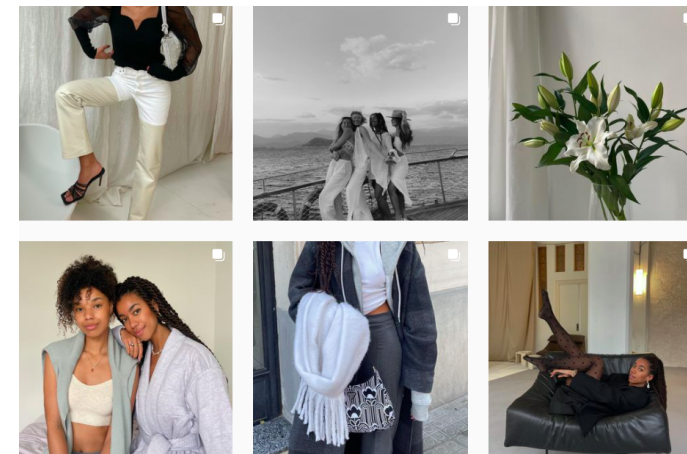
GOAT

FAST, ACCURATE, AUTHENTIC
SNEAKER RESALE THAT YOU CAN TRUST

MY STYLE CRUSH

Anyone who enjoys fashion has a few style crushes that they take inspiration from when it comes to their aesthetic, the brands they shop, their lifestyle, makeup, and so much more. For myself, I tend to find these inspirations via social media, fashion magazines, or YouTube. When thinking about the influencers that I tend to follow the most, they come from different cultures and backgrounds, and live in different countries but tend to have a few things in common. All of them are very open about their personal lives and fashion opinions, and do not simply follow trends. They each have their own sense of style and many of them have gone on to create their own fashion brands or have done collaborations with various brands since they have risen in fame. Especially these days, social media and lifestyle influencers are one of the sources many shoppers use when researching retail and beauty purchases before making final decisions. Because of their increasing importance in the industry, I have chosen four of my favorite fashion influencers and media professionals to highlight. If you find them as interesting and stylish as I do, be sure to check them out on their various social media channels.

Amaka Hamelijne



Location: Amsterdam | Instagram: @amaka.hamelijne

Amaka is a 20 something year old content influencer who was born in the Netherlands. She grew up with her sister Fia, and was raised by her mother, who taught her the importance of positivity and to always look for new adventure. Growing up, she was always scrolling through Instagram and Pinterest, looking at various creators different fashion accounts and became inspired to start her own. Her boyfriend helped her get started, by helping her with content creation and photography. Since moving to Amsterdam, her and her boyfriend live much closer together and they are able to in turn get much more creative together. Her inspiration stems from not only the other fashion creators that she follows but also vintage fashion, movies, and books. She also creates alot with her sister Fia, who lives in Amsterdam and is a rising fashion influencer as well.

When I look at Amaka's style, I tend to see the quintessential Danish sense of fashion as well as home decor. Her style is quite classy and simple, however she knows how to wear bright colors and patterns tastefully. Sweaters, trousers, chunky scarfs, and jackets tend to make up most of Amaka's style photos and her content featuring coffee, pasteries, and flowers tend to fill up her feed. Why do I follow Amaka? I love her simple style and clean aesthetic. It is something I hope to achieve in my own wardrobe and her content is always a breath of fresh air when compared to some of the more flashy influencers that are popping up on Instagram today.

Besides just Instagram, you can check out her Podcast (met de Gurnels) if you speak Dutch, and her collaborations with brands like Faithfull the Brand and Butter & Hazel.

MY STYLE CRUSH

Matilda Djerf



Location: Sweden | Instagram: @matildadjerf

Matilda is a social media sensation and also an up-and-coming fashion designer that is breaking into the eco-conscious fashion world with her slow-fashion brand and aesthetically pleasing content. You may recognize her as the poster woman for curtain bangs, but for me, I have been following Matilda since back in 2018 when her simplistic style and love of blazers and petite fashion caught my eye. She grew up in Sweden and has always remembered being obsessed with fashion from a young age. Now, she uses her platform not only to strut her fashion style and exquisite home decor, but also as a platform to promote body confidence and healthy-eating to her followers. She struggled with an eating-disorder in her early years as a social media icon, and since then has tried her best to educate her followers on the importance of self-love and body positivity.

Why do I follow Matilda? Besides many of the things I previously mentioned, Matilda creates aesthetically pleasing content full of flowers, her beautiful home decor, her adorable puppy, and her fashion brand. Honestly, her personal brand is one of my favorite things about Matilda and one of the main reasons that I continue to follow her. Her brand is called Djerf Avenue and is a Swedish made ready-to-wear fashion brand that creates timeless pieces that are not only stylish but also ethically made. I first came across this brand when I stumbled upon Matilda Djerf's Instagram account! The beautiful and petite influencer is an inspiration for shorter women everywhere as she beautifully creates clothing and fashion that not only look fabulous on petite shoppers but consumers of all sizes as well!

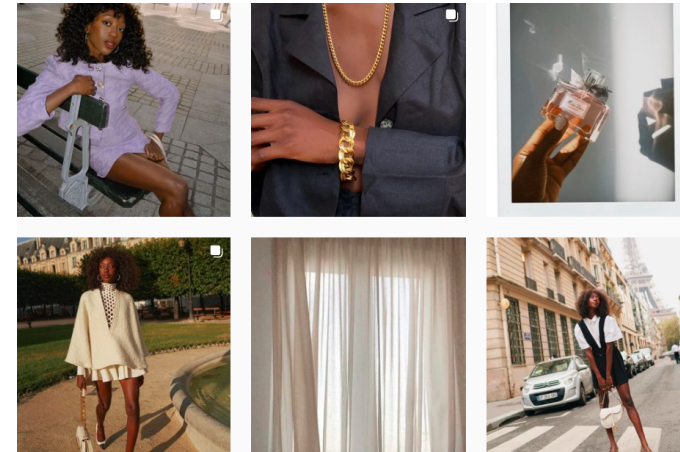
As a 5'2 woman myself, finding clothing that compliments my body shape can sometimes be difficult, especially when it comes to blazers and slacks. With a collection full of cropped blazers, slacks, skirts, and more, Djerf Avenue provides minimalistic clothing with designs and pieces for everyone's closet. Produced and manufactured in Portugal, Djerf Avenue carefully chooses each factory in order to provide high-quality products for its consumers and ensure that each collection is ethically made. Portugal is a country that follows European laws when it comes to labor within factory workplace settings and ensures the ethical labor of every employee. Matilda Djerf also does an amazing job of keeping her followers up to date and in touch with the manufacturing process of the brand as she often posts Instagram stories or does live streams from the factories! This gives consumers and fans an inside look at where the brand is manufactured and produced. I do not know of too many other fashion companies that would let you inside the walls of their factories, or even tell you where they are located. The transparency and insider knowledge that Djerf Avenue gives to their customers creates trust and loyalty from both parties: the consumer and the brand.



You can also follow Matilda on TikTok and YouTube to learn more about her, her fashion brand, and her sense of style!

MY STYLE CRUSH

Emmanuelle Koffi



Location: Paris | Instagram: @emmanuellek_

Emmanuelle Koffi was born in Togo, Africa and lived in a variety of places before she moved to France at the age of 17 immediately following her graduation from high school. She began her life in France in Lyon, where she spent 3 years before moving on to live in Paris. When it comes to her social media platform, Emmanuelle does not remember a time when she was not obsessed with fashion. Growing up, she never thought that she had the ability to work in the industry, due to where she was raised, but after doing a semester in London, she became extremely inspired. Before this time, Emmanuelle identified herself as a very shy individual but after meeting the many people who changed her life in London, she became confident in herself and her fashion to begin posting her looks on Instagram. As she began to grow on social media, she began to learn more and more about the fashion industry, which strengthened her love and passion for her content creation. Her inspiration stems from Art, which is another one of Emmanuelle's passions. Whether it's a painting, film, book, or music, this art inspires her and has a direct link with the fashion that she chooses to wear. When I look at her style, I definitely see the influence of Paris and many of the signature pieces that Parisian women are often seen wearing. She sticks to relatively neutral colors, mainly being black and white, but loves to throw a pop of red into her feed. Her style is quite feminine and soft and during my time in Paris, I turned to her content often for not only wardrobe inspiration but also brands and city locations to check out. She is definitely a rising Parisian influencer that has the ability to begin working with bigger and more well-known brands in the future.

Ashley Rous



Location: New York City | Instagram: @best.dressed

Ashley, better known by her handle best dressed, is a social media and YouTube personality. She grew up in Maryland before eventually moving to Los Angeles and then back to the East Coast to New York City. She began her YouTube channel in 2015 at the age of 17 and adopted the name best dressed after she was given the title by her high school class during her senior year. Her videos tend to cover a variety of topics from fashion, to lifestyle, daily vlogging, and personal advice. Her followers and fans not only love her sense of style, but also her personality and humor. Like many New York influencers, her wardrobe is definitely full of unique pieces and accessories. However, unlike many of the influencers gaining popularity today, Ashley does not accumulate her wardrobe through unethical wardrobe hauls or collaborations with brands that are considered unsustainable. She tries her best to keep authenticity and sustainability at the forefront of her brand and image. Since her rise to fame, she has done a variety of collaborations with brands like En Route Jewelry. Rumor has it that she is working on the release of her own brand, but in the meantime you have the ability to shop her closet on her website bestdressedstore.com. She provides links to each of the different pieces that she posts on her Instagram and YouTube channel so that her fans have the ability to find and purchase the clothing that many of these followers desire to have. While this does not seem to have been updated in a while, the idea is one that many influencers, including Ashley herself, should look at continuing in the future to help fans and also to help brands increase sales.

POPPY & LISSIMAN POPPY & LISSIMAN



INDUSTRY PROFILE

Fashion photography is the back bone of a successful fashion magazine. Our true memories of fashion stem from photography and it's publications in advertising. It contributes to the creation of a brand's image and allows the designer to use photography as a tool to communicate the true values of the brand with its perspective audience. The role of the photographer is an important one. They have the ability and talent to convey the desired message of the designer while also using their creativity to create innovative and intriguing photos that draw in the attention of the audience. A good photo can make or break a brand, a designer, or a model, plus it can definitely contribute to the number of a brand's sales. I had the chance to interview two young photographers, one in Paris and one in New York, who use their talent to capture beautiful moments and have already built their portfolios in two of the largest fashion hubs in the world. While they are not solely focused on fashion, their photography captures the beauty of the subject and their talent is clearly visible within their work.

Christiano Gioacchini



Parisian Photographer

M: Tell me a little bit about yourself!

C: My name is Christiano Gioacchini, I am 21 years old and I attend the American University in Paris. I am an undergraduate studying Business Marketing.

M: When did you start photography? Was it something you have been passionate about since childhood or later in life?

C: I have been doing photography/videography professionally since 2013. Ever since I was a kid I

have been into cameras and taking pictures. I would take my mom's camera and just tinker with it. I would love to just shoot random things around my house and portraits of my family members.

M: Who/What are your biggest inspirations (photographers, brands, magazines, time periods, etc)?

C: My biggest inspirations are, Peter Mkinnon and Creative Ryan. They are both photographers, videographers, and YouTubers. They create content I aspire to make. Their photography is sick

INDUSTRY PROFILE

and pushes me to step up my work. They have a similar style to my photography, using high contrast images that are very crisp.

M: What type of camera & equipment do you typically use?

C: Ah! My favorite topic. I am a Canon shooter. I shoot with the Canon R5. It is a hybrid camera that can shoot really high quality photos and videos. It is great because it is also a fantastic Youtube camera!

M: Is photography something that you want to consider professionally? If yes, have people been supportive of this decision?

C: Photography is something that I want to do more professionally than I do now. I do shoot freelance photography for various companies and clients in Paris. I want to invest more time into creating a more professional business so I can work with bigger clients. I have received some support from my family. They understand that I do not want to work for someone else in the future, and I am focused and self-driven to make this career work.

M: What would be your dream job/photo shoot? (with a particular brand, model, location)

C: My dream job would be a travel YouTuber/photographer. I want to combine the two so I can make videos when and where I want about photography and my adventures as a creator. I would love to shoot for a car company! I love how car photography looks and I have yet to do it!



M: Do you have a creative process when it comes to your work?

C: My creative process revolves around just getting the sharpest image I can. In photography I love the look of crisp photos so I try to shoot in the best situations to get that look. I also NEED music. Music inspires me to create all types of content I make so when I have free time I like to listen to music from music libraries that I own so I can get inspired to create.

M: If you could imagine yourself in 5 years, where would you see yourself professionally?

C: I have never been able to predict where I will be 5 years in the future. If I had to imagine, my YouTube channel would be much larger as I never plan to stop. I would hopefully be able to make a living from YouTube and photography combined so I can travel anywhere I want.

M: For others who hope to pursue photography professionally, do you have any advice?

C: If I had to give some advice it would be to make sure you really love photography and the art of capturing things because it is not easy. The act of photography is not hard but the business aspect is a lot of work so if you plan to get into it, I would make sure you really love it.

INDUSTRY PROFILE



Abby Miller



NYC-based Photographer

M: Tell me a little bit about yourself !

A: My name is Abby Miller. I am 21 years old and currently living in New York City. I am in my Senior Year of College at The Kings College.

M: When did you start photography? Was it something you have been passionate about since childhood or later in life?

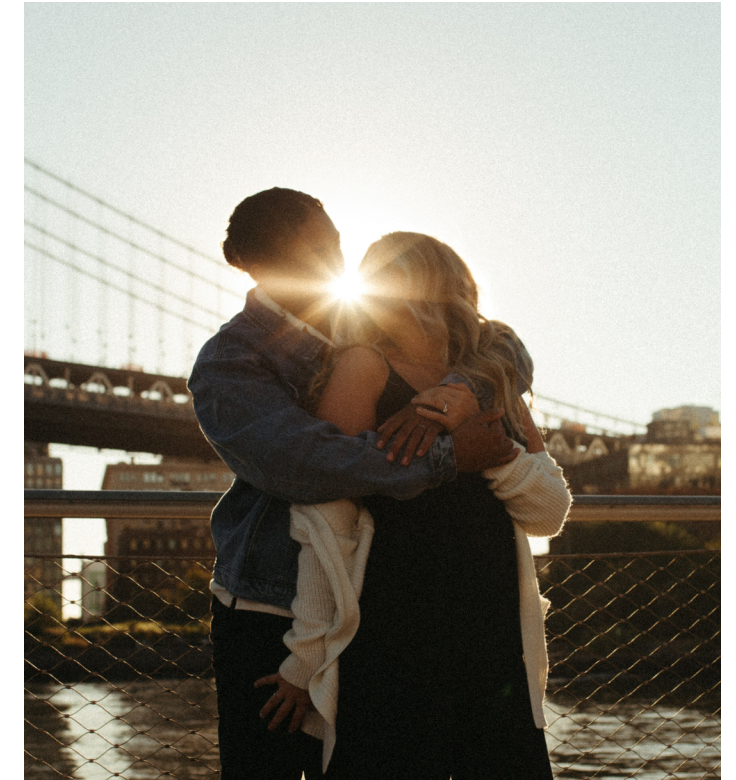
A: I know I've always wanted to work in a creative

INDUSTRY PROFILE

field. Creativity has run and ruled my life since coming out of the womb basically. I had dreams to be on Broadway when I was a child and to be a film maker through high school. I got my first DSLR Canon camera for Christmas my sophomore year of high school, and have been picking it up and down ever since then. My first paid gig was my cousin's senior photos for \$50. When I moved up to NYC for college, I never really had time or money to invest in it, so I tucked it away, that is until the pandemic. I was bored out of my mind, so I gathered my friends and started shooting again (safely). I forgot how much I loved it. When a TikTok of the shoots I did that summer went viral, my email inbox flooded. I realized this is something I could really pursue!

M: Who/What are your biggest inspirations (photographers, brands, magazines, time periods, etc)?

A: This is such a good question. I say to clients that I'm inspired by three main things - Music, Film, and Human Nature. I'm always inspired by words, poetry and lyricism. I love the idea of bringing people's words to visual life through my photos. My pandemic project was doing a shoot for every song on Taylor Swift's album - *Folklore*. The themes were inspired by her lyrics. The goal of my photography always is to



create almost “movie-stills” of my clients - effortless, authentic and timeless photos that look like films. Some of my favorite films are from before I was born. West Side Story (the 1960s version), When Harry Met Sally, Ferris Bueller's Day Off, and Sleepless in Seattle are some of my favorites. If I get the lucky chance to live this life again, I'd choose to be a psychologist. I'm fascinated by what makes people tick, how our childhoods affect us, and all different types of personality types. The way we love each other and love the Earth we live on is so unique to all of us. What a sacred and spiritual and beautiful thought. Personality types have been my independent study since high school, and a tool I bring into both my relationships and storytelling.

M: What type of camera & equipment do you typically use?

A: I use a Canon Mark III! All of my gear I get used. It's better for my budget. I'm a big believer that if you know how to use gear well, you don't need anything fancy or expensive. I am looking to go mirrorless soon since that's where the industry is headed.

M: Is photography something that you want to consider professionally? If yes, have people

been supportive of this decision?

A: Yes. Yes yes yes. The goal is to be full-time sometime in 2023. And, oh my gosh, yes - I have the best, most supportive people in my life that believe in my work and cheer me on to keep chasing it. I feel so unbelievably lucky.

M: What would be your dream job/photo shoot? (with a particular brand, model, location)

A: My dream is to be a travel photographer someday, or to be a head photographer of a high-end wedding magazine.

M: Do you have a creative process when it comes to your work?

A: It depends on the client, but generally yes! I make sure I get to know the client before I start planning. I want to make sure I'm telling their story with kindness, grace and accuracy.

I hop on a call with the couple and give them a detailed questionnaire to fill out before ever getting them in front of the lens. From there, I create a moodboard, a playlist, and find a film/music video or two to complement the photoshoot or to draw inspiration from.

M: If you could imagine yourself in 5 years, where would you see yourself professionally?

A: Being my own boss and traveling the world!!

Check out some of Abby's recent work below and check out her website www.abbylphoto.com for bookings and her full portfolio!



LAFAYETTE 148

NEW YORK





goopbeauty

STAY UP TO DATE

Always need to be up to date when it comes to the latest trends and fashion gossip or just want to learn more about the industry? One way to do that is to stay up to date with the newest fashion releases whether on paper, the screen, or in your ears. Check out a few popular releases I have highlighted below...

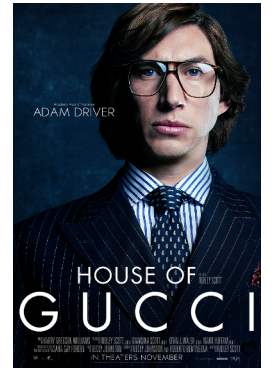
Movies to Watch



This is a 2014 biographical film drama on Yves Saint Laurent's life beginning with the year 1958.

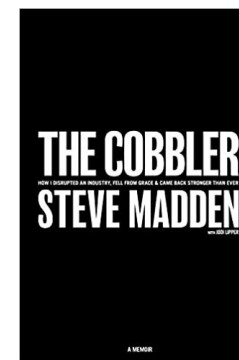


This is a 2009 biographical drama film based off the early life of the French designer.



A 2021 American biographical crime drama based on the 2001 book about the creation of the House of Gucci.

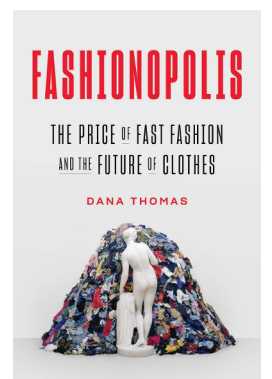
Books to Read



A memoir by Steve Madden where he recounts his struggle to the top of the shoe industry, his time in prison, and struggle with addiction.



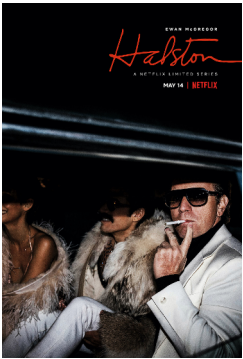
This book uses unexplored sources to fill in the gaps and show how Black designers helped to build the global reputation of America's fashion industry. It describes the work of Elizabeth Keckly, Peter Kelly, and more.



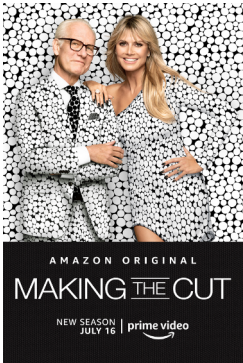
An investigation into the fashion industry, it's damage, and the movement put into place to reform it.

STAY UP TO DATE

TV Shows to Stream



A 2021 Netflix miniseries that covers the life of American fashion designer Halston and his rise to fame before ultimately his life began to spin out of control.



An Amazon Prime reality tv show contest hosted by Tim Gunn and Heidi Klum that takes 12 contestants from around the world through a series of challenges and assignments.



Hailey Gates travels the world to show us what the world wears in each country and the issues that much of the industry chooses to ignore.

Podcasts to Listen to



Hosted by Noah Johnson, Rachel Tashjian, and Samuel Hine, this GQ Style podcast covers all of the styles and trends with exciting guests such as Phoebe Bridgers, Alex Olson, and more.



If you want to learn about Fashion History, Dressed is the perfect podcast hosted by Cassidy Zachary and April Calahan and brought to you by iHeartRadio. This show dives into fashion history and the present while bringing in specialists and historians to discuss key moments and pieces.



This podcast is all about working within the fashion industry. It is hosted by designer Recho Omondi who brings in key figures from the industry to discuss topics most other podcasters tend to hide.




**Vivienne
 Westwood**



JEWELRY FAVORITES



SOKO

Twisted Dash Cuff Bracelet



J.CREW

Pearl-And-Chain Bracelet



gorjana

Marin Knot Earrings



VERSACE
 MEDUSA CHAIN
 NECKLACE



DIOR

CLAIR D LUNE BRACELET

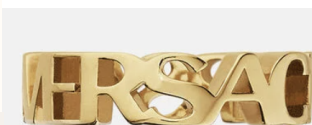


Oscar de la Renta
 Crystal Chain Necklace



Illuminate Choker

VRAI



VERSACE
 LOGO RING



METALLIC MADELINE
 EARRINGS GOLD

Vignonne Gavigan



TIFFANY & CO.
 Link Bracelet



O'KELLY PENDANT



Cartier
 JUSTE UN CLOU RING



JACQUEMUS

Gold 'Le Bracelet Jacquemus' Bracelet



MEJURI
 Hue Necklace



SWAROVSKI
 Tennis Deluxe choker



Louis Vuitton



LOUIS VUITTON

INDUSTRY PROFILE

A fashion stylist has one of the most important jobs within the industry, but many fail to acknowledge that they exist. Without a stylist, we would not see the looks that we desire within our favorite magazines, we would not be able to see our favorite celebrities rocking the runway in luxury wardrobes, and the movies, music videos, and television shows that we watch daily simply would not look the same. The stylist is the brains behind the wardrobe and the one who comes up with the outfit combination that is bound to turn heads. A professional stylist can choose to work independently as a freelancer, for a fashion house, or for a brand and their daily tasks range from mood boarding to fashion advice and coordinating outfits and props for the jobs that they have been hired for. We owe a lot of praise to the fashion stylists around the world and many of us probably wish we had one of our own to help us choose our best looks every day. I was lucky enough to interview two young stylists, one in NYC and one in Paris who dabble in quite a few different areas of fashion but one of their favorite roles happens to be this one!

McLean Haws



NYC-based Stylist & Assistant Producer

INDUSTRY PROFILE

M: Tell me a little bit about yourself!

MH: Hi! I'm Mclean Haws. I'm 22 years old and originally from Nashville. I am currently living in NYC. I studied at Pace University but recently have decided to take some time off from school for work. I am a freelance stylist assistant as well as production assistant.

M: How did you get into styling and production? Was it something you have wanted to do since you were a child or a more recent passion?

MH: I always wanted to work in fashion since I was young. I always dressed my parents and my family. I shadowed and first assisted my cousin who is a stylist from Nashville. I may or may not have skipped a week of school to help her shop for the Grammys and CMAs. From there I got internships for stylists, then assistant work. I have worked for multiple stylists in NY and LA. Recently, I was brought on as a production assistant for a Revlon Campaign. Since, I have worked hard and networked my way into other production jobs and now I work on a production team. Production is cool because you handle and oversee the entire thing, from idea to final execution. Although even when I work production, I always find myself assisting the glam room the most, especially in the wardrobe department.

M: What has been some of your favorite work experiences?



MH: My favorite job that I have worked on was Marc Jacobs. Some other good ones have been a Revlon Campaign with Meg the Stallion and Ashley Graham, and then a Subway commercial with Tom Brady. I have gotten the opportunity to do some cool music videos too.

M: What/who are your biggest fashion inspirations?

MH: My biggest fashion inspirations are Kanye, Rihanna, Dapper Dan, Bella Hadid, and Rick Owens.

M: What would be your dream job as a stylist? What about as a producer?

MH: I would love to work on any creative project with my previous said inspirations. I would really like to work on set of fashion shows for brands like Savage Fenty, Balenciaga, Iris Van Herpen, etc. I also think working on big production shows/tours for artists like Kanye, The Weeknd, Billie Eilish, etc would be sick.

M: Do you believe that you have a creative process when it comes to these roles?

MH: There is more a creative process with styling, and then producing is more a logistical process.

M: Is styling or producing something that you

INDUSTRY PROFILE

want to consider full-time? If no what else would you like to pursue? If yes, have people been supportive of this decision?

MH: At the moment, I am currently pursuing it full time. There were mixed emotions from people regarding me leaving school but I am making it work.

M: If you could imagine yourself in 5 years, where would you see yourself professionally?

MH: In 5 years I will still be in the fashion industry, but who knows what I will do. Maybe I will be a producer, maybe a stylist, maybe working on my own brand. I kind of want to do it all.

M: For others that want to pursue fashion styling or production, do you have any recommendations?

MH: Always send it. In every situation work hard and with complete confidence, even if it doesn't make sense and don't be afraid to throw yourself out there. The more you talk to people about what you want to do the more these opportunities tend to present themselves.

You can take a look at some of Mclean's work here or for a full list of her credits head to mcleanhaws.com!



INDUSTRY PROFILE

Olivia Nielsen



Paris-based Stylist

M: Tell me a little bit about yourself : name, age, location, where you currently are in life : uni, masters, post-grad etc, or working.

O: My name is Olivia. I am Polish-American and grew up in both the US and Europe. I currently attend the American University of Paris (AUP) where I major in Marketing and minor in Fashion Studies. I am also a Marketing and Communications Intern at SANNA Conscious Concept, an e-commerce website that sells sustainable products and fashion. I am responsible for writing articles in the website’s archive, developing the website, inventory updates, back-end monitoring, social media, and sales development to promote sustainable fashion and products.

M: How did you get into styling? Was it something you have wanted to do since you were a child or a more recent passion?

O: I have always been a really stubborn person

when it came to finding the perfect outfit and I especially hated the stress I would get in the morning trying to find the perfect outfit. For my own convenience, I started curating my own outfits simply by writing down certain ensembles I could wear based on the weather, event, or comfort level I was looking for. When I discovered that there are fashion apps that allow you to take a digital snapshot of your closet, I started using them as a basis for organizing my outfit curations, and my life has been so much easier since. I also gain a better sense of what clothes I wear the most with these apps, and therefore I can make more responsible future shopping decisions.

M: What have been some of your favorite work experiences?

O: I am really enjoying my current internship role because it is very versatile. My responsibilities range from developing the organization’s websites to making content on social media and writing articles. I have also been able to make a lot of

INDUSTRY PROFILE

connections with those in the fashion field who have the same goals as me for promoting a circular and eco-responsible fashion future.

M: What are your biggest fashion inspirations?

O: My biggest fashion inspiration is my mom. She valued quality and longevity growing up, and hence I have adopted her wardrobe from when she was my age. Besides the emotional connection I have to these pieces, I always receive compliments on how unique the pieces are. She has inspired me to also take care of my clothes so that they last forever and for the possibility to one day hand them down.

M: What would be your dream job as a stylist?

O: My dream job as a stylist would be to style for actors/actresses in popular movies and series’ because I feel that they have the most fashion influence and can subtly change fashion culture through film.

M: Do you believe that as a stylist you have a creative process? If so, what is it?

O: My creative process as a stylist first begins with brainstorming and finding connections between settings/messages/colors/character. etc to formulate a theme. After this step I like to give a day to sleep on it before curating a proper mood board, and then I give another day to revise the mood board and add specific details. I think it is very important to give time away from the project

and then come back to it because I find myself constantly finding more inspiration once I gain a sense of the theme I want to portray.

M: Is styling something that you want to consider full-time? If not, what else would you like to pursue? If yes, have people been supportive of this decision?

O: Styling is not something I would consider doing full time. Right now I consider myself a “fashion explorer,” because I am curious about many different roles in fashion. The industry is very dynamic, and involves disciplines ranging from styling, fashion business, writing, and more. I want to diversify my portfolio as much as possible and continue to improve my skills in all these areas, not just styling.

M: If you could imagine yourself in 5 years, where would you see yourself professionally?

O: In 5 years I could see myself living in a big city consulting for eco-circularity solutions for fashion businesses.

M: For others that want to pursue fashion styling do you have any recommendations?

O: The fashion industry is not an easy one, no matter what role you would like to have. It is important to be consistent and confident. I would also encourage others to not feel intimidated to apply for jobs they do not feel qualified for because you never know what could happen.



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adidas



FOOTWEAR FAVORITES



MIU MIU

Denim Mary Jane pumps



DOLCE & GABBANA

Keira sandals



BOTTEGA VENETA

FEATHER DOT



LE SILLA

crystal-embellished ankle boots



DYLAN MILLY



AQUAZZURA

Tequila 105 crystal-embellished suede sandals



STEVE MADDEN

Mingle Cognac Patent



BURBERRY

Check Cotton, Canvas and Leather Sneakers

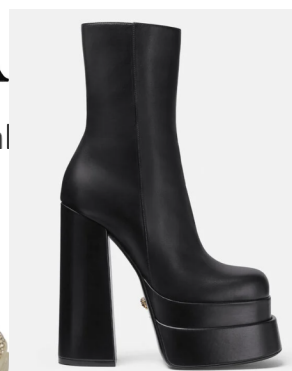


VERSACE

MEDUSA AEVITAS
PLATFORM PUMPS

PRADA

Logo Metallic Slingback Sandal



VERSACE

INTRICO LEATHER ANKLE
BOOTS



VALENTINO

Knotted Macrame Fashion Sneakers



N°21

Clogs



JIMMY CHOO

Jimmy Choo Diamond Sneakers



VERONICA BEARD

Hannalee Suede Clog Sandal



Monolith Leather Logo Platform Loafers

PRADA



JIMMY CHOO

Averly 100 asymmetric pumps



STUART WEITZMAN

STUART 100 STRETCH BOOTIE



BURBERRY
CHILDREN

INDUSTRY PROFILE

There is no fashion without the designer, which is why they are the most essential and typically the most important part of the fashion industry. If we think about every piece or article currently on our body right now, and I mean every, someone had to take the time and energy to design and put the piece together. That is why it is important to highlight and give credit to those designers who are able to take their ideas and creativity, and turn it into something physical and often quite beautiful. Their skills have to include sketching, trend forecasting, overseeing the production of or producing their own designs, and creating aesthetically pleasing pieces of clothing that will make consumers swoon over their designs. Because of their importance and my love for so many designers across the world, I felt that it was essential to interview and gain insight from a talented designer that I was able to discover in Paris. Keep reading to learn about her creative process and to check out some of her unique pieces!



Caroline Zarella Parente

Paris-based Fashion Designer

M: Tell me a little bit about yourself!

C: Hi, my name is Caroline Zarella Parente. I'm a 19 year old Brazilian fashion student based in Paris, France. I am currently on my second year of the Fashion Design course in ESMOD International Fashion School. I also am the administrative manager of a Futsal Club called: "Futsal Paulista" in Clichy, France.

M: How did you get into design? Was it something you have wanted to do since you were a child or a more recent passion?

C: I got into design really early. I started sketching and drawing at the age of 8 years old and always dreamt of coming to ESMOD to learn a lot more about it and be able to practice.

M: What do you believe is your style when it comes to design? Do you have a specific aesthetic you tend to follow?

C: I think style is a super subjective thing and I think that I really do follow instincts when it comes to fashion. I could describe my aesthetic as more a mix of streetwear and workwear, I love

INDUSTRY PROFILE

practicality and love making people feel comfortable and beautiful in their clothes. I always put a sexy touch to everything too.

M: What have been some of your favorite pieces that you have created?

C: My favorite pieces I have created have to definitely be two projects from school. So my favorite one was the optical project that consisted in creating optical prints and volume. I created a sort of oversized poncho mixed with a sweatshirt that can be also wearable as a dress.

Here are a few photos and sketches submitted from the project:



C: My second favorite project was the sweatshirt one. I made an up-cycled sweatshirt made out of vintage joggers.

Check out some of the photos and sketches of this piece:



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M: What/Who are your biggest fashion inspirations?

C: I think my biggest fashion inspirations will have to be Martin Margiela, for his avant-garde vision and probably Demna Gvasalia for his ability of going further than the ordinary fashion statements.

M: What would be your dream job as a designer? A specific company you would want to work for or start your own brand?

C: I think my dream job would be to do freelance within the fashion industry and work in design but with the communication part too. I also would love to create my own fashion brand to spread awareness about fast fashion and normalize an eco-friendly type of fashion.

M: Do you believe that as a designer you have a creative process? If so, what is it?

C: I believe I do and it comes as I mentioned earlier a lot from my instincts, my feelings and emotions. I love to observe the world and it always triggers me to create something.

M: Is fashion design something that you want to consider full-time? If no what else would you like to pursue?

C: I consider fashion design an important part of my discovery and beginning in the fashion industry but I will not do it full time just because I am passionate about a lot of other things such as photography, makeup, graphic design, communication ... so I think I am a pretty polyvalent person and I will probably work at several things at the same time. If I had to choose a job it would have to be as a Creative Director.

M: If you could imagine yourself in 5 years, where would you see yourself professionally?

C: In 5 years I will be probably working a lot with digital communication and marketing in the fashion industry. I hope to be very successful working with what I love: people and art.

M: For others that was to pursue fashion design do you have any recommendations?

C: I recommend being super determined and consistent in your work. Creating a big network is super important and being in contact with people is also essential. Don't be shy or afraid of it, be bold.

Here is Caroline's most recent project. It is focused around the importance of love in her life after going through eating disorders and depression.



THE FUTURE OF PRINT

Throughout not only the fashion industry, but all of the print industry, professionals are wondering if the future of print is at stake with the continuous advancement of technology. Today, you do not often find someone who does not own at least one piece of technology, whether that is a laptop, cell phone, tablet, etc. And with that, comes instant access to anything you can imagine. For the fashion industry, this can be troublesome as some readers have canceled their mail subscriptions for the digital alternative, or have no subscription at all and rely on free forms of media and news to stay up to date with fashion trends daily. However, this argument is not one-sided. There are a number of people that believe print will stick around for quite a long time, as some readers simply enjoy the feeling of turning the page and enjoy adding to their magazine collections. Because of this, I wanted to ask a few Gen-Z magazine readers their thoughts on this controversial topic and how they believe that the print industry can stay afloat. Take a look!

Julia Musilli



M: Tell me a little bit about yourself (name, age, hometown, college, goal for post-graduation)

J: My name is Julia Musilli. I am 20 years old and originally from Montville, New Jersey. I attend Pace University in New York City and am studying Arts and Entertainment Management. After graduation I am hoping to go into the TV/Film Industry!



M: What types of magazines do you enjoy reading?

J: Personally, I enjoy reading fashion magazines and gossip columns. My favorite magazines would have to be US Magazine or Cosmopolitan.

M: Do you prefer print vs. online when it comes to your magazine preferences?

J: When it comes to how I read magazines, I

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typically read online sources because they are easier to access.

M: In your opinion, due to the decrease in fashion magazine sales over the past decade, will the printed fashion magazine become extinct and otherwise replaced by online platforms and publications?

J: I think that print magazines will slowly die off because our generation tends to gear towards online and I see less and less magazines. I think that the only reason they may stay is for the

Alexis Bohman



M: Tell me a little bit about yourself (name, age, hometown, college, goal for post-graduation)

A: My name is Alexis (Lexi) Bohman, and I'm currently 20 years old and living in New York City! I grew up in Northeast Pennsylvania but now go home to Jupiter, Florida. I attend Pace University where I am currently a junior, and I hope to work in travel marketing/management post graduation!

cover. Many influencers have started to pose for covers of magazines and people will buy them to support who they like.

M: Do you have any ideas for the future of print, or ideas that could possibly keep them relevant with the rise of digital media?

J: As I mentioned, magazine covers have always been a huge thing and it is a big accomplishment for an influencer or actor to be featured on a cover. So I think that influencers could help keep the print industry alive.

M: What types of magazines do you enjoy reading?

A: I read Vogue and The New Yorker, always in print! I love reading prints especially in books because I like the physicality and credibility of it and am able to put my phone down and focus on the read!

M: In your opinion, due to the decrease in fashion magazine sales over the past decade, will the printed fashion magazine become

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extinct and otherwise replaced by online platforms and publications?

A: I think that the future of magazines will end up going all online at some point, because it is better for the environment than printing millions of copies per month, and it is more functional than going out and buying that physical copy.

M: Do you have any ideas for the future of

print, or ideas that could possibly keep them relevant with the rise of digital media?

A: Despite what the media says, I think a lot of people in our generation still value print and don't see it going away anytime soon. I think the best way companies can keep their print alive is combining it with digital media, which is what a majority of magazines seem to be starting nowadays, including Vogue and The New Yorker!

Sydney Sullivan



M: Tell me a little bit about yourself (name, age, hometown, college, goal for post-graduation)

S: My name is Sydney Sullivan and I am currently a third year student at NYU studying Art History and Journalism. I currently work at a luxury fashion consignment brand called Dora Maar where I am a part of the Merchandising and Styling Team. Post graduation I plan on continuing to work with my Dora Maar family and hope to continue to act and grow as an individual stylist.

M: What types of magazines do you enjoy reading?

S: Magazines are and always have been something that I have read and preferred to read in a print format. While today I tend to enjoy more fashion related magazines, my family and I have always been fans of People and Interview Magazine.

M: Do you prefer print vs. online when it comes to your magazine preferences?

S: While it's hard to deny that the majority of content I'm consuming on a day to day basis stems from the internet, when it comes to magazines, I tend to still prefer print. Growing up, magazines caught my attention the most in hair salons or nail salons acting as the form of



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entertainment I consumed in these settings prior to having my own cell phone. It feels familiar to grab and consume something tangible and even today magazines serve as a much needed break away from my phone, something that I use for every asset in my life, not just entertainment.

M: In your opinion, due to the decrease in fashion magazine sales over the past decade, will the printed fashion magazine become extinct and otherwise replaced by online platforms and publications?

S: With so many larger publications recently transitioning to a strictly online format, it is very difficult to foresee a future in which print prevails, especially when it comes to consuming the news or current events.

George Yi



M: Tell me a little bit about yourself (name, age, hometown, college, goal for post-graduation)

G: Hi, my name is George Yi. I'm a freshman college student at USC. I'm 19. I was born in

However, it is also impossible to imagine a world in which a copy of the newest Vogue isn't displayed in an office or home as chic coffee table decor. I do believe that with the right artistic and editorial direction, print can remain relevant.

M: Do you have any ideas for the future of print, or ideas that could possibly keep them relevant with the rise of digital media?

S: I feel like in order to keep print relevant, the focus should be placed on creating high quality products that last and add aesthetic value to one's personal space. When someone is able to view something on the internet forever and for free, the print alternative must be worth the extra clutter and money.



Boston, Massachusetts, but I spent most of my childhood in Shanghai before moving back to the states with my family at 14. I'm an English and Environmental Studies double major, and I plan to go to law school and become a lawyer post-graduation. In my free time, I enjoy

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reading, writing (journals, stories, and poetry, ooh and fun fact I actually own a typewriter), doing all sorts of outdoor activities (basketball, soccer, hiking, surfing, bonfires you name it) and of course chilling with my homies.

M: What types of magazines do you enjoy reading?

G: I definitely enjoy reading magazines, but most of the magazines that I've read (especially those that I own, and I have a considerably large stash at home that could easily pile to a little mound 6 feet high hehe) are literary or economic magazines. I love reading the New Yorker, and actually one of my countless dreams is to become the editor-in-chief for the magazine (I am absolutely obsessed with their fiction and shouts-and-murmur sections Geez). I also read a lot of Atlantic (homage to Boston), Harper's, and Story. From time to time I also enjoy reading quarterlies and academic journals like Harvard Review, Paris Review, the Virginia Quarterly, and a bunch of others (scrolling through some of their archives have been a scavenger hunt!). For economy I mainly read the Economist, although I sometimes find their content self-contradictory. Other magazines I've read include National Geographic, some random Chinese literary magazine that my mom reads all the time, and one or two issues of Vogue when I was in Paris masquerading as a "true" Parisian.

M: Do you prefer print vs. online when it comes to your magazine preferences?

G: I'm actually a big fan of print media, from fiction to newspaper, I read them all. I think a big part of that comes from my dad, who's a huge reader and would always have his sunny-side ups not with ketchup, hot sauce, or pepper, but a copy of Wall Street Journal or New York Times that got delivered to our doorstep every morning. I believe one of the best things about print media is this idea of "ownership" and having the choice to read a certain selection of media that suits your interests and passion. When it comes to print v.s

digital, I have a mixed feeling about it. I absolutely love holding a magazine in my hand and even have this bad habit of curling it up when I read like a tissue paper (that habit has unfortunately translated into my reading of books as well so all my books are in terrible condition). But at the same time I feel that digital media offers more accessibility, especially for the archive sections. It also allows a greater deal of readership and exchange between members of the Internet, again that idea that you can choose what to read by literally looking up a keyword in the database.

M: In your opinion, due to the decrease in fashion magazine sales over the past decade, will the printed fashion magazine become extinct and otherwise replaced by online platforms and publications? Do you have any ideas for the future of print, or ideas that could possibly keep them relevant with the rise of digital media?

G: Honestly I feel that print media (especially when it comes to magazines outside the literary genre) will become extinct inevitably at some point in the future. Although I would hate to see that happen, I feel the essence of its meaning would stay unchanged. For me at least, it's not the piece of paper in front of me that I read, but the words inked onto it. In other words, so long as media retains its value of creating "subjective realities" for people, it would not matter whether the objective reality is manifested in a bundle of stitched up paper or the computer screen in front of us. I feel that is what needs to be addressed first and foremost – the fact that a print media should focus primarily on what values they portray to their target audience rather than how (or via what medium) these values are being portrayed. I guess with that being said though, the only thing that I would hate is the fact that it would be more awkward sitting on the toilet and holding a computer versus holding a printed magazine or newspaper :[



RITVI SHAH DESIGNS

RITVI SHAH DESIGNS

HYPEBEAST





THE FUTURE OF PRINT FASHION MAGAZINES

THE FUTURE OF PRINT

Think about how you are reading this magazine right now. You are probably scrolling through your computer, am I right? So it makes sense that we may be curious about whether or not print magazines are even relevant any more. The cost of production, the advertisement space, and the work that goes into creating a monthly publication, could all be minimized by getting rid of the print format and turning entirely digital. While maybe that is the future, I am not sure that the future is very close. Ultimately, yes, print is a dying medium, but it's a slow death and an even slower death for print fashion magazines.

Print fashion magazines have been around in one form or another since the early 1800's. They began in Europe as Fashion Prints that were published within newspapers and other publications to show primarily women but ultimately all shoppers the types of styles and designs that were currently trending. These styles would be taken from Paris and London and then dispersed to the rest of Europe as well as America. These fashion prints would then be shown to one's seamstress to describe how they want their next dress designed or current one altered.

Today print fashion magazines are used in a similar way, but have developed greatly. They are definitely still used to show readers what styles, designers, and products are currently trending, but are also considered to be a reputable news source. A reader is able to open a typical fashion magazine today and not only read about the newest up-and-coming designer, but also about a political movement or the importance of diversity. Yet, it is always through the lens of fashion. I am not sure that everyone typically knows this, since some consumers never dare to open a fashion publication because of their bias and assumed superficiality of the fashion industry.

As a consumer in the digital age though, there is so much ease in opening up our computer rather than running to the newsstand every month or waiting for our subscription to arrive in the mail. But it is not the same, and quite honestly I am not sure it will ever be the same. There is a type of exclusivity when it comes to magazine subscriptions as you are an insider to the news and ideas of this magazine. Reading their daily website articles will give you an idea of what brands are currently trending, which companies are going bankrupt, and the next pair of shoes you need to have in your closet, but the physical print magazine tells a story, is curated, and ultimately provides the voice of the magazine.

Typically, every magazine publication is designed around a chosen theme. One that I can think of off the top of my head is Vogue's "Homeland" theme, featuring the beautiful Selena Gomez on the cover. This was released in April of 2021, about a year into the global pandemic that we have been forced to live in, many of us stuck inside with our relatives or roommates, forced to try to have a bit of normalcy in our daily lives. So many of us became homebodies, going out less, feel awkward when in large settings, or honestly a little scared the first time that we ventured to a concert or a theater. Because of this, our homes became our sanctuary even more than normal. As Vogue saw this, they created a publication around the idea and accompanying articles interviewing people about their time stuck at home or how they have redesigned their home during quarantine. Ultimately, the photographs used and advertisements chosen also followed this theme. While It was not always obvious, generally there was an overarching theme of "homeland" that covered each page of the magazine.

When looking at the articles published on a magazine's website, it is not the same. There is not an overarching theme but rather categories that the articles fall into. For example, InStyle's website has categories like News, Fashion, Celebrity, Beauty, Hair, Lifestyle, and Politics & Social Issues. Readers are able to access daily content from these platforms, but they are not the same as the content or organization put into a magazine.

Instead, print magazines can follow the digital trend by working as a compliment with the online format. They can continue to utilize their online platforms to upload daily content and continue to create powerful themes with each of their print publications. Here's the truth, the internet may be slowly taking people away from print fashion magazines, but even throughout the pandemic, a

THE FUTURE OF PRINT

large amount of fashion magazine’s print subscriptions continue to rise. There is still a market out there and it is truly about catering to that print audience while at the same time creating content that will gain readership for online readers as well.

When looking at the current print magazine market, fashion magazines should be targeting Millennials and Generation Z. While there are stark differences between the two, both are highly engrossed in the digital world, yet at the same time are on the same page when it comes to their desire for more diversity, sustainability, and advocacy. Generation Z is known to enjoy the feeling of print magazines, the physicality that you cannot get when scrolling through social media or an online site. Similarly, this generation is full of collectors. Look at all of the young people today who have record collections, well the same can be said for magazines. For Millennials, they overarchingly have the largest subscription bases for print magazines and spend the most time per day reading print. So how do fashion magazines target them? How can they keep them as a subscriber year after year?

These generations have been living through a time of social media influencers and fashion bloggers. In fact, those types of fashion sources can be considered a direct competitor to fashion magazines and ultimately, magazines need to learn how to utilize these creators themselves. Some have already taken these measures. For instance, Vogue has blown up on YouTube with content that shows viewers the daily makeup routines of celebrities and artists or their seven outfits for the seven days of the week. They utilize celebrities who are popular among both of these generations while throwing in a few for the boomers who use YouTube as well. Olivia Rodrigo, Scarlett Johansson, Cole Sprouse, and Barbie Ferreira have all created content for the brand recently and the view counts are quite telling. The larger stars tend to bring in a larger amount of views, while lesser known ones maybe do not hit the million view count, but are able to gain new fans by the consistent subscribers that Vogue’s YouTube channel provides.

Another way to collaborate with these stars is to feature them within the magazine and interviews. The most recent Vogue publication, as of the date that this piece was written, featured Kim Kardashian on the cover, probably like five or six ads with Zendaya in it, and a few here and there with our favorite Hadid sisters. Fans will buy that magazine just to have a cover of Kim or to hear about how she is planning to move on after Ye, but probably would not do the same if the



THE FUTURE OF PRINT

cover star was a designer that creates beautiful and desirable pieces, but who’s face is unknown to the public. That would be a risky move and when the fate of print magazines is starting to slip downward, too many risks cannot always be taken. This is why the big names are typically highlighted on the front cover and lesser known artists and designers will be featured in an article or advertisement. True fashion fans will read about it, follow the designer online, and maybe shop their collection, while others will solely purchase the magazine for the cover story and not even bother to look at anything else. Print magazines know this and are starting to get quite better at marketing themselves to their target consumer in this way.

Okay, so digital integration and collaborating with public figures are steps magazines are beginning to take but more needs to be done. This form of journalism cannot die out! Where else would I find the covers to line my walls. Therefore, an idea came to my mind of another way that magazines could build up excitement about their brands and monthly publications while attracting new consumers and subscribers. The world is beginning to re-enter normalcy – we are heading back to the bars, dancing with strangers, and starting to wear our masks less and less, and it seems that what everyone wants is more connection. Therefore, magazines should tap into this desire.

A thought came to me after I attended a pop up shop at a store one weekend in Soho. It was a small little event within a store, where you could shop, drink, and even get your ears pierced if you wanted to. They had a great turn out, all with a little bit of social media marketing, all to celebrate the launch of the store’s new collection. So what if magazines did the same. It would not necessarily be with the launch of a new collection, but instead the launch of a new issue. Each month, Vogue, InStyle, or Harper’s BAZAAR, could take their pop-up to a new city or to multiple cities in order to promote their upcoming magazine issue. They could perhaps have the event a few days before the actual sale of the magazine so that the fans and consumers that do show up would have a sneak peak of the content and have an opportunity to buy the magazine early. The event could be built around the theme and showcase some of the articles whether in print format, video format, or a live Q&A with one of the interviewees. It would be an exciting and innovative way for the company to interact with readers and possibly new subscribers, while also creating local and global buzz with features online and in other print publications. Influencers could be invited, celebrity guests would be welcome, but at the same time so would the everyday person walking down the street. An interactive magazine sounds like an exciting idea to me!

Will we see this idea come to fruition? I am not sure, but what I do know is that print fashion magazines are far from dead. We will continue to see them for years to come, although I am curious if now that we are going back to a more normal lifestyle and are spending less time stuck at home, if subscription numbers will drop. I guess we will have to wait to find out, but in the meantime I am going to keep growing my fashion magazine collection and wait for the next issue to arrive in my mailbox.

Want to read more about the future of the print fashion magazine industry? Scan this QR code and head over to our digital magazine where you can access my full thesis on the topic!



BEAUTY FAVORITES



The Dewy Look

glowing cheeks + shiny lips +



VITAMIN C AND RETINOL BRIGHTEN AND RESURFACE BLOOM KIT

Bloom, Drop, and Activate your way to instantly healthier skin with Beekman 1802’s 3-piece kit that includes a Vitamin C Booster, Beta-Retinol Booster, and the best-selling Bloom Cream daily probiotics moisturizer. Formulated with clinically proven plant-based actives and made for sensitive skin.



Shower Bomb

SLEEPY LUSH

This dreamy little cloud features the popular Sleepy and Twilight scent. Gently exfoliate with fine oatmeal and a relaxing blend of lavender and ylang ylang.

A skincare + makeup trio for optimized dewy shine - The dewiest skin finisher, paired with an ultra-shiny lip gloss and a sheer blush to complete the look

Future Dew: a shortcut to that post-facial glow in one finishing skincare step

Lip Gloss: smooth, cushiony, glassy shine—without the stickiness

Cloud Paint: lightweight, buildable cheek color that’s fun to use and easy to blend



KOSSASSPORT CHEMISTRY AHA SERUM DEODORANT

A clean, stain-free deodorant with a unique blend of AHAs for the ultimate BO-fighting treatment. Bonus points: soothes skin, visibly brightens, and helps prevent ingrown hairs. No aluminum. No baking soda.



Mighty Patch Variety Pack

The Variety Pack includes 3 must-have essentials for a bulletproof acne arsenal: Mighty Patch Original, Invisible+, and Surface.



LivSo Moisturizing Lotion is a lightweight hydration formula for the scalp. Skillfully crafted, it deeply conditions dry scalp and strengthens hair. Whether you use it as part of your cleansing and conditioning routine or as a focused moisturizer during the week, this scalp lotion helps protect your hair and promote fuller, healthier kinks and curls.



Isle of Paradise Self Tanning Butter 200ml

The butter works to develop a natural-looking tan that’s highly buildable, allowing you to customise your look. What’s more, the butter is blended with green colour-correcting actives that help to even tone across skin types prone to redness.



VERSACE



TREND FORECASTER

The Perks of Being Unique

Most of our lives, we are taught to fit into a mold, look like everyone else, and follow the examples of those before us. However, what is the benefit of being a carbon copy of someone else, especially when that person is not who we aspire to be? I am asking this question because for most of my life I believe I tried, desperately, to fit into a mold. Whether that was the mold of the perfect daughter, ideal student, size 2 body, or simply just with the clothing in my wardrobe, college made me realize that looking like everyone else is a capitalistic wish. This desire is inspired by the people that businesses and our generation deem as the most worthy. It could be a beautiful model or a young successful businessman, but either way, society profits off of them and our desire to be just like them. We spend countless amounts of money on plastic surgery, makeup, hair styling, wardrobes, and numerous other things that guarantee to make us look prettier or think smarter, but ultimately what is that doing to us? Why are we not happy with who we truly are? And what is the issue of just being ourselves, looking the way that we want, and proudly being our unique selves regardless of where we live?

I attended catholic school my entire life until I began university. It was not all bad but it definitely shaped me into who I am today. We wore uniforms, nothing could ever be out of place, and insane standards were placed upon us both socially and academically. Extracurricular activities were required, service hours were necessary, and on top of that, you had the pressures and standards of the Catholic Church to follow. All of this made me feel that I needed to fit into a bubble. Compromising my own beliefs and values to reflect my school's and the church's was more important than being myself. It was not until I was able to step out of that system, that I was able to break out of the mold that was required of me and able to grow as an individual in college.

Now, finishing up my final year of college, I believe that I have allowed my individuality and creativity to truly shine.



Perhaps that is because I no longer need to wear a uniform daily, but I have stepped out of the mold that was created for me. I think for myself, dress how I please, and make decisions that are best for me rather than what is expected. When you reflect on your childhood, were there systems in place that held you back as well? Have you taken the chance to break down this mold? Or were you always someone who always lived in your truest form? Those are the people I am genuinely jealous of.

For those of us still struggling, let me help you. The benefits of being uniquely yourself out weigh the pros of making decisions that have been determined already for you. Being unique and yourself comes with a lot of risk. When it comes to fashion, it is all about not simply following trends. Instead, you curate your closet to fit your personality and create your own sense of style. Usually this will span over numerous types of 'aesthetics' to create something that is uniquely you. When I am walking down the street and see someone rocking an eccentric coat or boots, I am automatically jealous. To own a piece so different and out-there, all while wearing it with confidence, shows how unique one's closet can be! So ditch all of the trends that are bound to go out of style as quickly as they became it, and create a wardrobe that allows you to express your true self to those that are watching!

TREND FORECASTER

Unique Pieces to Add to Your Wardrobe



A.L.C.
Ansel Ruched Midi Dress



MANOLO BLAHNIK
Flequillohi 105mm Fringe Knee Boots



LASTFRAME +
Ichimatsu Obi Bag



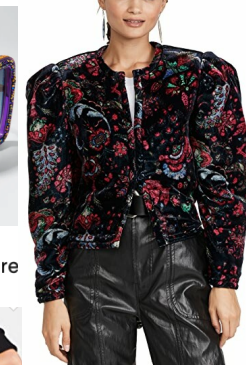
Scotch & Soda
Printed Shirt



GANNI
chunky platform loafers



ANNA-KARIN KARLSSON
Beaming Sky Swarovski Square Acetate Sunglasses



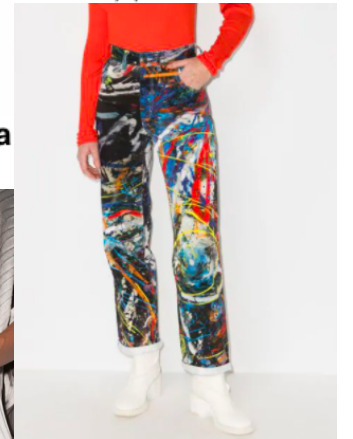
Isabel Marant
Marjorie Jacket



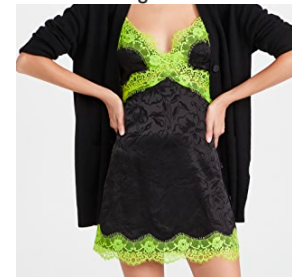
MISBHV
Black Wool Signature Beret



Jil Sander
metallic Sphere beaded bag



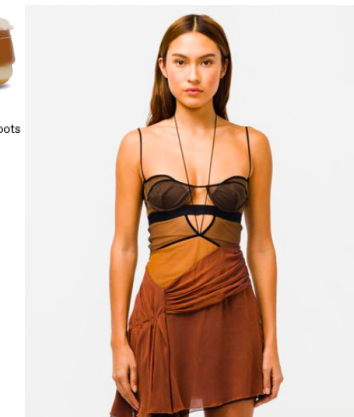
Charles Jeffrey Loverboy
painted art boyfriend jeans



alice + olivia +
Zaira Empire Waist Lace Trim Dress



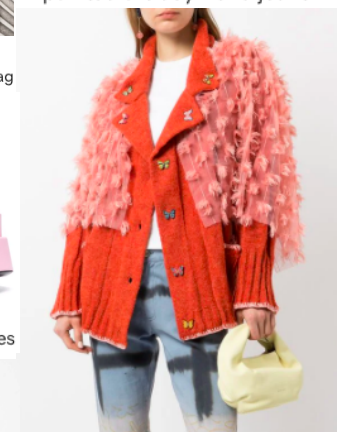
CHLOÉ
Tan Moon Boot Edition Sherpa Snow Boots



NENSI DOJAKA
Women's Brown Double Bra Mini Dress



Versace
high-heel platform mules



Tata Christiane
Butterfly button knitted cardigan



Versace
La Greca sleeveless mini dress



STELLA MCCARTNEY
Paloma stretch-cotton jumpsuit



ROTATE
Lesley faux-leather single-breasted blazer



Paris Texas
crocodile-embossed boots



COACH

NEW YORK



HAND BAG FAVORITES



GUCCI
Jackie 1961 small shoulder bag



DOLCE & GABBANA
Small Devotion bag in mordore nappa leather



DIOR
SADDLE BAG



TORY BURCH
BROCADE STUDIO BAG



JIMMY CHOO
Ivory Satin Bag with Crystal Handle



GIVENCHY
Mini cut out bag in box leather with chain



CELINE
AVA BAG IN TRIOMPHE CANVAS AND CALFSKIN TAN



JUDITH LEIBER
C O U T U R E
Basket of Roses Crystal Clutch Bag



BVLGARI
SERPENTI FOREVER CROSSBODY BAG



DELVAUX
Brilliant Mini Tote Bag



VERSACE
LA MEDUSA HOUNDSTOOTH HANDBAG



BOTTEGA VENETA



cult gaia
Pearl Top Handle Bag



TREND FORECASTER

The Rise of Danish Interior Decor

Sorry, but it is time to take your home from boring to fabulous. Neutral colors might still be in style and sleek and classy apartments are still trending, but there is another worthy competitor rising up the ranks: The Danish Interior Design. This style is based off of a pastel interior design paired with fun and quirky pieces of furniture and decor. While this design trend is definitely not reflective of everyone's personal style, curating your home to reflect your own quirky aesthetic is one more way to express your inner creativity. Let me give you a few tips and ideas to take your home decor from drab to Scandinavian fab!



via @_homedreaming

Rugs

Danish interior design is all about quirk and coziness. That is why an eccentric rug is essential to completing your look! When it comes to popular designs, checkered wool rugs are quite common, as well as flower shaped rugs. Swirly designs are also all the rage and remember to always keep in mind the pastel color scheme!



SAFAVIEH Handmade Novelty Jablenka Daisy Wool Rug



Enchant Aquifer Rug



Claro Geometric Handmade Tufted Area Rug
By Harriet Bee

Bedding

Plaid, floral, and gingham are three of the most trendy patterns that are being displayed among Scandi-style home decor. However, if patterns are not your best friend, sticking with a cozy pastel color that matches the rest of your aesthetic is also an option.



Summer Island duvet cover



Andie Double Cloth Gauze Duvet Cover



Peaches Duvet Set

Pillows

One way to decorate your danish style home, is with a variety of pillows. This type of decor can bring a lot of character to ones room. Popular styles are floral shaped pillows, bright patterns and colors, as well as mushroom shaped styles.



Rainbow Tufted Mini Throw Pillow



Cozy Up Buttercup Pillow



Cherry Velvet Cushion



Colorful Flower Plush Pillow Toy

TREND FORECASTER

Candles

Candles are a must for your newly renovated home. While you might not ever light these candles, they are yet another quirky, visual accessory to add more character to your room. Some of the common candles include basic taper candles in pastel colors, or you can spice up your room a little more with additional bubble candles or these waxy pieces in various shapes and sizes. The best place to shop for these eccentric pieces just so happens to be Etsy!



Yin Yang Candle



Angel Cherub Candle



'Candle Spiral', set of six



Mini Cactus Candles



Bubble Candle - Cube Soy Wax



Galaxy Globe Table Lamp



Mirror Disco Ball



Balkwan Sunset Lamp Projection



Swirl Mushroom Lamp.

Lighting

As I have mentioned before, this style of home decor is truly about letting your personal style shine. Therefore, when it comes to lighting, I have seen a variety of different types used. One popular option, is a bedside lamp. This could be basic with a pleated shade in a cone shape, or a little more funky with a patterned shade. You also have the option of the sun lamp that was made popular over the past couple years or a quirky shaped glass lamp. Of course, no room is truly complete without a disco ball, which is also a common option when it comes to this style of decor.

Other Accessories

Decorating your room is a lot more than just the simple essentials. You also have the ability to add a variety of other accessories to your home as well. Common additions to danish style homes include coffee table books, flowers, hearts, glassware, and of course anything pastel! It's time to get decorating!



Matisse Print Set of 6



Fotini Tikkou Visage Mug



Fluted Acrylic Glassware,



Luce Coastal Heart Wall Mirror



Nightlight Clock Battery Operated for Heavy Sleepers Heart Shape Pink

KARL LAGERFELD



KARL

LET'S GO SHOPPING

The new generation of fashion is not only just aspiring to make it big in the industry, but they are already making their mark. Many of them have already developed their own brands, based around the values, products, and designs that they admire. As a university age student, or recent graduate, running a small business while also working to complete courses, jobs, internships and more can be extremely difficult, but there are many successful brands that are able to beat the odds everyday. I have the opportunity to interview a group of small business owners that primarily run within the fashion sector. Check out what these entrepreneurs had to share plus the advice that they give to all the aspiring fashion business owners out there today!

Shop Tiffany Garuba

by Tiffany Garuba



M: Tell me a little bit about yourself – Name, Age, What/Where you are studying, reasons for ending up in NYC, hopes for after graduation !

T: My name’s Tiffany Garuba. I am 21 years old and am a senior at Pace University! I’m majoring in Psychology with a minor in fashion marketing. I came to NYC with the hopes to continue dancing and enter the professional dance world. My aspiration for after graduation is to continue to pursue dance professionally and expand my fashion career while focusing on helping others

with their mental health by connecting with my brand.

M: Give an overview of your brand – what you sell? Who your target consumers are? Typical price range?

T: Currently with my brand, I sell sweatshirts, crew necks, t-shirts, sweatpants, pants and sweatshirts with graphic designs screen printed or embroidered on them. I also often post 1 of 1’s every now and then when I find an interesting piece of clothing I cannot get in bulk. I have collections based on mental health, black lives matter, and my own personal designs. A good amount of my products are directed towards those who value mental health and people that have suffered extreme injustices and despair. Although my target audience ranges and is meant for everyone, it is directed more towards college aged students and young adults.

M: How did the idea of your company come about? How difficult was it to put this idea into action?

T: The idea for my company came about during the pandemic. I was extremely sad and felt like I could not do anything to support my community when it came to the Black Lives Matter Movement so I started finding things I could do to help my community without attending protests which I was not allowed to do. I had a lot of built up anger and emotion that needed to come out and this is how it all started. The idea was not hard for me to put into action because it was something I had dreamt of my entire life, I had always wanted my own clothing brand. I felt helpless and I needed to do something which is what pushed the idea into action and why it wasn’t too difficult.

LET'S GO SHOPPING

M: What do you believe your creative process looks like?

T: Majority of my creative process is based on emotion and also on how I feel personally. When it comes to my Black Lives Matter designs I try to keep in mind how I feel towards the subject as well as the emotion that others feel towards the subject. Because I am a psych major I am seeing what emotions people are going through and trying to reflect that. For my mental health designs, I keep them relatable as well as positive to show people mental health is not something you should be scared of and instead something that should be normalized and talked about. As for my personal designs my creative process is simply walking around NYC, and scrolling through Pinterest and Instagram till find inspiration from on those platforms.

M: Who are your biggest fashion/artistic inspirations?

T: I don’t have any extremely specific brands or artists that are my biggest inspiration. There are many brands that I love that I am inspired to be like in the future, but I try not to idolize brands or artists for the simple reason that I do not want to be anyone other than authentically myself. Although, some brands I do aspire to be like in the future are Madhappy, a mental health brand that has its own mental health resources, Chnge, a genderless clothing brand bringing attention to important social matters that donates to various charities, SkycoStudios, a brand that produces tapestry clothing and accessories with designs I have never seen before and that are extremely unique, and @wuzgood, a fashion influencer here in NYC. All these brands/ artists are so unique, have their own style, and have created their “brand” for themselves that everyone knows without even having to say their name.

M: What is your plan for the future of your business?

T: I hope to soon start making handmade clothing such as dresses, crop tops, and get more creative with the design process of the clothing themselves. Eventually, I would love for part of my business to be custom made clothing

you inquire for. Ideally, I would get your measurements and make the clothing specifically for you so it fits you perfectly. I want to introduce this because everyone fits into sizes differently. I have such a hard time finding jeans that are extremely long and small in the waist as well as tops that fit my tiny boobs. I want everyone to be able to wear my clothing without the thought of “this may not fit me or look right” and my goal is to be as inclusive as possible. In the future I also hope to eventually donate to foundations for mental health, black lives matter, queer trans and LGBTQ+ community.

M: What advice would you give someone who is interested in starting their own small business?

T: The advice I would give to someone who is interested in starting their own small business is to just do it! I would say to make sure that you are really invested and have fun doing it and are not just doing it for the money because it will not work. Before I started my business I would make my own clothes and would upcycle old clothes for about 2 years which I absolutely loved so adding the brand name to it was just the next step. Overall, I would say if it’s something you truly enjoy, just do it, because since you love what you're doing you will be that much more invested in it.



Turn the page to check out a few of Tiffany's favorite pieces that are currently available on her website - shop.tiffanygaruba.com!

LET'S GO SHOPPING



Skull Hoodie | \$70
if bought as a bundle | \$100



Skull Sweatpants | \$50
if bought as a bundle | \$100



Mystery Lady Sweatshorts | \$50



"Tired" T-Shirt | \$40



Normalize Mental Illness T-Shirt | \$45



"Scream" | \$60

Buckwild Jewelry

by Bridget Fitzpatrick



LET'S GO SHOPPING

M: Tell me a little bit about yourself – Name, Age, What/Where you are studying or did study, Reasons for ending up in NYC, career goals!

B: My name is Bridget Fitzpatrick. I'm 22 and I'm a Theater major at The New School. I came to NYC because I was a theater kid from a small town and wanted to get out and I had always been attracted to the city. I've realized city life isn't for me, so after graduation I'll be moving out, but continuing to pursue art.

M: Give an overview of your brand – what you sell? Who your target consumers are? Typical price range?

B: My brand, Buckwild, was always just a way for me to have funky jewelry. My style and material of jewelry has changed over the years, but the goal of most pieces being one-of-a-kind has stayed the same. My target consumers are typically younger creatives and my jewelry is very unisex. Since most of my jewelry I've always made for myself, I keep my prices relatively low around \$15-20 per piece.

M: How did the idea of your company come about? How difficult was it to put this idea into action?

B: My sophomore year of college, I was feeling super creatively repressed and didn't have an artistic outlet, so I turned to making jewelry. The business aspect of this was always more challenging for me though, because I didn't have experience with using a website. Since a lot of my pieces are one-of-a-kind, I would always lose track of my stock. I also struggled for awhile with sticking to an aesthetic (which I still struggle with), but I have gotten somewhat better at it.

M: What do you believe your creative process looks like?

B: My creative process really is just me getting stoned and sitting at my desk. That's when I do my best work. I usually put on an episode of Bojack Horseman and just sit and bead for hours and hours. I get a lot of my inspiration from a lot of vintage references, so I usually look through Instagram and Pinterest for inspiration.



M: Who are your biggest fashion/artistic inspirations?

B: I've always been inspired by fashion of the seventies and I'm a huge David Bowie fan so I get a lot of artistic inspiration from him. Also, for more modern inspiration, my friend Emma of Shop Berriez is one of the most talented stylists and people I know and I take inspiration from her all of the time.

M: What is your plan for the future of your business?

B: Honestly, I think I will evolve more with art and jewelry as a person, but I do think Buckwild as a brand is going to be in the past for me soon. I haven't made this decision yet, so who knows, but part of me wants to leave it in college. So, we'll see.

M: What advice would you give someone who is interested in starting their own small business?

B: Honestly, just make sure you have a good product and that you can answer any question a customer may have. It's really tricky at first and honestly overwhelming, but it's okay to put a pause on your shop and to take care of yourself. That's the most important thing, taking care of yourself and making sure you're making art that makes you happy, not something you're doing just for others.

Keep reading to see some of Buckwild Jewelry's favorite designs. Updated pricing and stock is always available via @buckwildjewelry on Instagram!

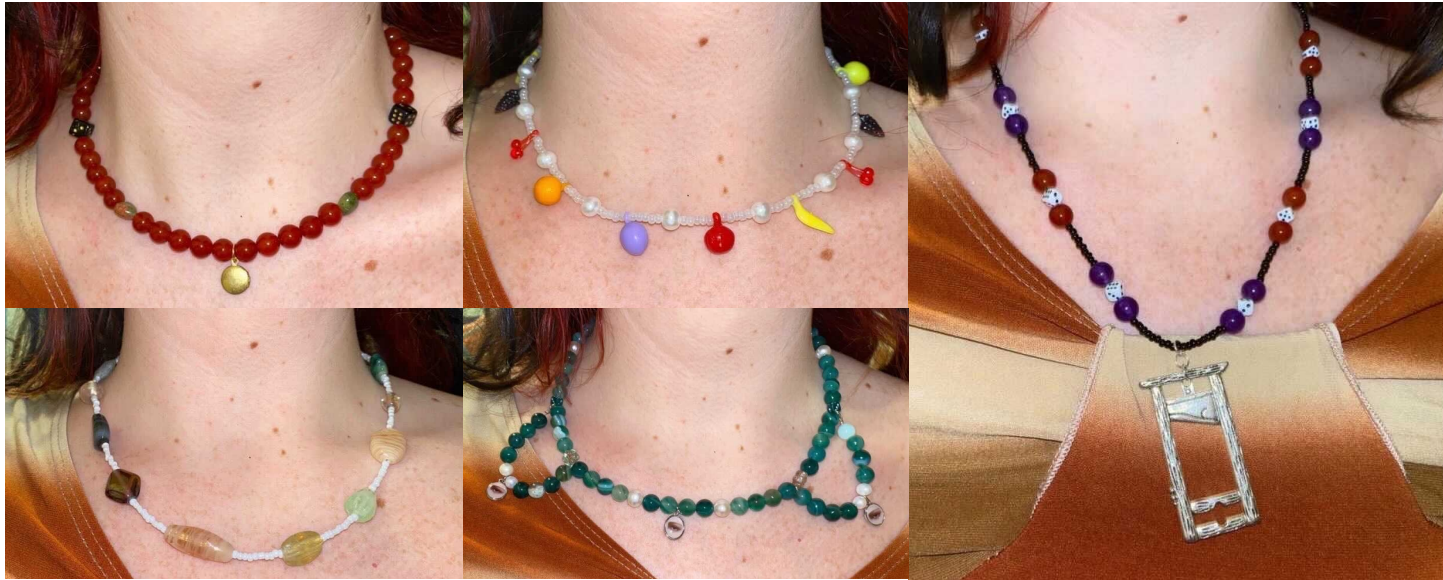


Jean Paul
GAULTIER

Jean Paul
GAULTIER



LET'S GO SHOPPING



All of the above products are \$25 except for the green beaded necklace!

The Back Row

by Li-Shan Jordan



M: Tell me a little bit about yourself – Name, Age, What/Where you are studying or did study, Reasons for ending up in NYC, career goals!

L: My name is Li-Shan Jordan and I'm 24 years old. I received my Bachelor's degree from the Fashion Institute of Technology, where I majored in Advertising and Marketing Communications. In 2020 I graduated from Parsons School of Design

with my Masters in Fashion Management. I'm actually from New York! As for my career goals, I'm still figuring that out as I go along, but generally, my goal is to enjoy what I do and live a well-balanced life filled with joy and self-fulfillment.

M: Give an overview of your brand – what you sell? Who your target consumers are? Typical price range?

LET'S GO SHOPPING

L: The Back Row is a platform that tells the stories of brands with sustainable and ethical practices. It started with me just posting about brands on Instagram and today, I sell products from some of these same brands, as well as a collection of curated vintage items. My target consumer is someone who is either already into sustainable fashion or someone who has heard about it and wants to begin their journey to buying better. For now, all of the items I sell are under \$100. A big critique of sustainable fashion is that it costs a pretty penny because of course, you're paying for fair wages, safe working conditions, non-toxic dyes, etc.

M: How did the idea of your company come about? How difficult was it to put this idea into action?

L: Around the time I was graduating from FIT, I started becoming interested in sustainability and how the choices we make affect our planet and the people on it. When I was looking for sustainable brands the only stores that came up were Everlane and Reformation. As we know Reformation is known for their ultra-feminine dresses while Everlane is known for the classic t-shirt and jeans—two very opposite ends of the spectrum. This lack of choice led me to start doing research of my own on what sustainability means and what other brands out there shared my values. I then created a second Instagram account as a place to just document my research. That eventually evolved into what The Back Row is now. Turning that Instagram into a brand was and still is pretty difficult. I'm still learning everyday and I have a lot that I want to do to make The Back Row everything I imagined it to be.

M: What do you believe your creative process looks like?

L: I'm a classic over-thinker so everything begins in my head. I have the ability to see things come to life in my head and I kind of analyze and rework things until I like the picture I see. Then I put this in writing, usually using my notes app on my phone or in one of the many

journals/notebooks I have. Once the general idea is out of my head and onto paper, I usually clear my head by watching a show or reading, or going outside. After I overthink everything and then rid my head of it, that's when I'm able to get creative. It's a crazy process but it works for me.

M: Who are your biggest fashion/artistic inspirations?

L: I have two big inspirations right now. One is Simon Jacquemus because his eye for beauty is absolutely insane. I love his perspective and the way he sees the world. My second inspiration is Telsha Boone-Anderson, owner of the NYC-based boutique T.A. She's in her 20s and took the risk to open a store in a pandemic and sells major designers like the incredible Christopher John Rogers. Watching her journey has been super inspiring.

M: What is your plan for the future of your business?

L: Oh, I have so many plans! In the near future, I want to expand our product offering, improve product photos, create a killer website, revamp the logo, really flesh out the brand identity, and maybe introduce some TBR merch.

M: What advice would you give someone who is interested in starting their own small business?

L: My advice is to just go for it! When you really think about it, the worst thing you can do is fail. Then if you do, you learn from that experience and start again. Starting a small business is extremely scary but also so exciting. I promise you'll learn so much and surprise yourself when you see all the things you are capable of.

Flip the page to see some of what The Back Row currently has to offer!



LET'S GO SHOPPING



Vintage Mini Skirt | \$24



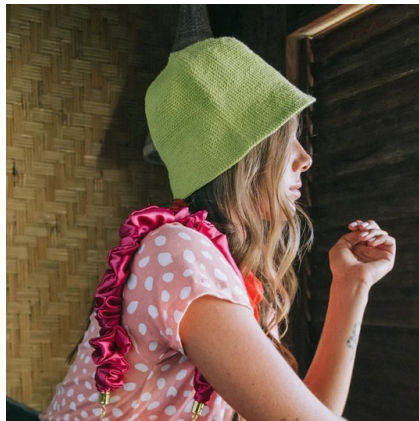
Flower Power Pants | \$75



Vintage 1960's Dress | \$30



Leaf Decorative Tray | \$34



Florette Crochet Bucket Hat | \$55



Lu Lu Hair Clip | \$12

Tier52

by Miyah Henderson & Chelsea Giles



M: Tell me a little bit about yourself – Name, Age, What/Where you are studying or did study, Reasons for ending up in NYC, career goals!

M/C: We are Chelsea and Miyah, the creators of Tier52. We’ve been best friends since high school and have grown closer through the years. Miyah has been living in New York since 2016, and Chelsea recently made the move here in 2021. Our birthdays are one day apart and we fully embody what it means to be Pisces women, especially when it comes to creativity. We share a love of fashion amongst many other things and have been working on Tier52 over the last year.

M: Give an overview of your brand – what you sell?

M/C: When creating this brand, we wanted to center on the idea of curating a closet for others in a sustainable/ethical and affordable way. We believe clothing is one of the best forms of self-expression and want to help others by finding pieces that we love and sharing them. Tier52 is a one-stop-shop for all things thrifted, vintage, and second-hand that will take your wardrobe

LET'S GO SHOPPING



to the next level. We offer personal shopping and styling as well as selling our hand-selected items. You can find us at @tier.52 on Instagram and via our website at www.tier52.com

M: How did the idea of your company come about? How difficult was it to put this idea into action?

M/C: One day we were casually talking about creativity and creating something from the ground up. Then the topic of fashion started to stir in our conversation. From that moment, we decided to be partners and start Tier52. It took us about a year to really wrap our heads around the concept and organize the ideas that felt authentic to us.

M: What do you believe your creative process looks like?

M/C: We would definitely say the word “collaborative” describes our process the best. We tend to bounce off of each other’s thoughts and ideas. Our creative process involves choosing a color scheme each month and finding pieces that fit within the scheme. Once we have our color scheme in mind, we venture to local consignment stores and search for the perfect pieces together. Once we have selected our items, we then take the time to take pictures of the clothing styled on us to show our followers potential ways they can wear the clothing.

M: Who are your biggest fashion/artistic

inspirations?

M/C: Our biggest fashion and artistic inspirations come from simply walking outside in New York each day. We love seeing all of the different styles people have here and draw our inspiration heavily from this. Miyah draws inspiration from Ryan Destiny and Chelsea loves to recreate outfits worn by Hailey Bieber with thrifted pieces.

M: What is your plan for the future of your business?

M/C: Since we are a new brand, we are looking forward to seeing what lies ahead for Tier52. We see big things ahead in our future and can’t wait for the growth and expansion of our brand and customer base. We launched in February of 2022 and will be open to adjusting our brand according to customer demands. Our dream goal is to take Tier52 to local flea markets in the future! We want to have personal connections with our customers, and we believe having a way to interact with them face to face will really allow that to happen.

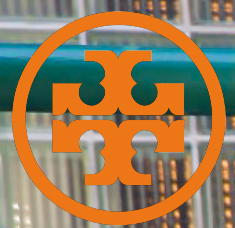
M: What advice would you give someone who is interested in starting their own small business?

M/C: To anyone interested in starting their own small business, we say GO FOR IT! There is room for everyone to have their own business. If you can find your niche and what you are passionate about and translate that into your brand, DO IT. The world needs more people to take risks. What works for some people doesn’t always work for everyone. Let your passion drive your creative mind. It is so scary to go into something blind, but it’s also so rewarding to have the people around you support your dreams. Don’t let anyone tell you you can’t....YOU CAN!

M: Can you share anything about any upcoming collaborations or designs that you have?

M/C: Right now we have been super focused on our February drop. That was the catalyst to Tier52.

We are truly so excited! At the moment we are solely focused on women’s clothing, but we do see a future in curating men’s styles into Tier52. Stay tuned!



TORY BURCH



TORY BURCH

THANK YOU FOR READING

A Thank You from the Editor

You have successfully made it to the end of this magazine and I have successfully completed my career at Pace University. We both have finished something that we have started and I hope that you truly enjoyed all of the contents that I was able to share with you within the covers of this magazine. Throughout this process, I have met an abundance of new people, rekindled friendships with old friends and acquaintances, and have had the privilege to photograph a variety of different people with vastly different stories. I truly hope that at least one of these stories touched your heart, or you were inspired by one of the many young entrepreneurs and creatives that I have highlighted here, because each of them lit a fire within me and reminded me how much the industry is growing and developing. It is a living, breathing creature, and baby look out, because fashion and these creatives will continue to challenge and take over the world!

Regardless of who you are reading this magazine, I believe there was something to be learned and taken from each page. I know that through this process, I was reminded of how much I love photography, how much of an impact each photo can have on someone's life, and how amazing it feels when you are able to capture the beauty of your subject. I also was able to put so much of my raw love and passion into each of the articles that I had the privilege of writing and believe that I was able to bring to life the voices of the many individuals I was able to interview as you turn each page. It is with all of the love in my heart that I thank you for taking the time to read, admire, and glance at each page of *Bisous Bisous*, and it is my hope that this will not be the last edition of this magazine. While I learned the high price of printing such a lengthy project, the ease of digitalizing my work is quite possible, and something that I would love to capitalize on in the future. So I apologize, but unless an influx of money is coming my way, the future of print for *Bisous Bisous* is very much dead!

So now a look at the future. Whether the article was about the future of fashion, the future for each of these creatives, or the future of print, the scary fact is that the future is very much unknown. At the moment I am writing this, the same can be said for my future. Perhaps while you are reading this, that would have changed, but ultimately my own future is very much unknown. Will I stay in New York and work in fashion here? Or, will I move back to Paris to pursue a Master's Degree and ultimately live and work there for a while? However, I am not scared. Perhaps a little nervous, but not afraid. Regardless of which path I take, I have been prepared by Pace University, my internship experiences, and simply from spending the past four years in New York City. I am lucky to have had that opportunity that many other students around the country did not have - the push, the drive, and the hunger that New York City gives you. That is something I will take with me wherever I go and I encourage you to do the same. The silly saying is quite true: I have made it in New York, now I can make it anywhere.

Be on the look out for future content from me in the future. You can stay up to date by following me on Instagram @maryshannondonnelly or by keeping up with my blog @stylebymarsh. But for now, it is time to end this magazine in the same way that I started it with: *Bisous, Bisous!*

Bisous Bisous,

Mary Shannon Donnelly

Again, be sure to scan this QR code to check out of digital magazine and to stay updated on future *Bisous Bisous* content.



MODEL INDEX

This project could not have been completed with out all of the amazing people that cover the pages of this magazine. Each of them took time out of their busy lives to model for my project, which means the world to me! Here, you can find a comprehensive list of my models and their Instagrams, based on the page that they are found on. Some are pictured on multiple pages. All of the photos found on this list were done by myself unless otherwise noted here. Most of my Paris photography were also made possible by a talented stylist, who is also mentioned below. Give them a follow if you like their style or work! And a huge thank you again to all of my amazing and beautiful models and friends!

Page 1 - Cover Page

Model: Sophie Olszak - @sopholsz

Page 2-3 - Sandro Paris

Model: Manou Richter - @manou__r

Stylist: Lune Scott - @1unar.1une

Page 4-5 - Emmanuelle Khan

Model: Sofie Sedgwick - @sofiesedgwick

Stylist: Lune Scott - @1unar.1une

Page 7 - Timberland

Model: George Yi - @george.yi

Page 8-9 - Agnés B

Model: Zoe Yzabella Taylor - @kakezoma

Stylist: Lune Scott - @1unar.1une

Page 11 - Dr. Martens

Model: Ruby Perlman - @ruby._.sophia

Stylist: Lune Scott - @1unar.1une

Page 14 - Table of Contents

Models (From Top to Bottom): Gabrielle Rivera - @gabbrrs, Morgan Black - @morganxblank, Molly Damato - @mollydamato

Page 15 - Chloé

Models (From Left to Right): Julia Schwartz - @julia.r.schwartz, Amber Cho - @amber_cho, Laurel Miller - @laurel_5, Maggie Dobek - @maggie.dobek, Yara Okais - @yaraokis

Page 18-19 - Sandro

Model: Manou Richter - @manou__r

Stylist: Lune Scott - @1unar.1une

Page 24-25 - Jennifer Behr

Model: Olivia Thomas - @oliviajthomas

Page 26 - Battle of the Fashion Hubs

Model – Ashley Quiroga - @hibyel0l

Page 28 - Claudie Pierlot

Model: Zoe Yzabella Taylor - @kakezoma

Stylist: Lune Scott - @1unar.1une

Page 29 - Battle of the Fashion Hubs

Model – Tifanie - @tifaniecdrPage 31 - Lanvin

Model: Ruby Perlman - @ruby._.sophia

Stylist: Lune Scott - @1unar.1une

Page 32-33 - Prada

Model: May Oude Vrielink - @mayfrancesodv

Stylist: Lune Scott - @1unar.1une

Page 36 - Patagonia

Model: George Yi - @george.yi

Page 37 - Hopes for the Future

Model: Brianna Patrice - @briannapatriceyt

Page 38 - Hopes for the Future

Model: Morgan Blank - @morganxblank

Page 39 - Hopes for the Future

Model: Tia Willo - @tiawillo_

Page 40 - Hopes for the Future

Model: Alicia Nelson - @woahnell

Page 43 - Tiffany & Co.

Model: Sofie Sedgwick - @sofiesedgwick

Stylist: Lune Scott - @1unar.1une

Page 47 - The Ugly Truth

Model: Myself, Mary Shannon Donnelly - @maryshannondonnelly

Photographer: Sophie Vissers – @sophie.vissers

Page 49 - Rotate Birger Christensen

Model: Morgan Blank - @morganxblank

Page 50-51 - Balmain

Model: Sofie Sedgwick - @sofiesedgwick

Stylist: Lune Scott - @1unar.1une

Page 52-65– Cover Story: An Intimate Conversation with Sophie Olszak

MODEL INDEX

Model: Sophie Olszak - @sopholsz

Page 66-67 - Guess

Models: (From Left to Right): Nicole Molinare - @nicolemolinare ,Alexis Bohman - @lexi.21

Page 69 – Lisa Says Gah

Model: Delaney Sheehan - @delaneysheehan

Page 70 – GOAT

Model: Tifanie Coindre - @tifaniecdr

Page 74-75 – Poppy Lissiman

Model: Julia Hansen - @juliasusanh

Page 76-77 – Industry Profile: Photographers

Photography: Submitted by Christiano Gioacchini - @christiano.gio

Page 78 - Industry Profile: Photographers

Model: Abby Miller - @abbymiller_ & @abbyleighphoto

Page 79-80 - Industry Profile: Photographers

Photography submitted by Abby Miller

Page 81 – Lafayette 148

Model: Kristen Spendio - @kristenspendio

Page 82 – GOOP Beauty

Model: Bailey Williams - @baileyinbrooklyn

Page 85 – ETRO

Model: Tia Willo - @tiawillo_

Page 86 – Vivienne Westwood

Model: Sofie Sedgwick - @sofiesedgwick

Stylist: Lune Scott - @1unar.1une

Page 88-89 – Louis Vuitton

Model: Angelina Johnson - @theangelinajohnson

Page 90 – Industry Profile: Stylists

Model: Mclean Haws - @mcleanhaws

Page 91-92 – Industry Profile: Stylists

Photography submitted by Mclean Haws from her portfolio

Page 93 – Calvin Klein

Model: George Yi - @george.yi

Page 94 – Industry Profile: Stylists

Photography submitted by Olivia Nelson - @liv.nelson

Page 96 – Adidas

Models (From left to right): Miyah Henderson - @miahhenderson, Chelsea Giles - @chelseagiles

Page 98-99 – Burberry Children

Model: Tristan Lee Edwards - @tristanleedwards

Page 100-102 – Industry Profile: Designers

Photography submitted by Caroline Zarella Parente - @carolinezarella

Page 103 – Maje

Models (From left to right): Taylor Saxena - @taylor_elizabeths, Samantha Siliezar - @samantha_siliezar

Stylist: Lune Scott - @1unar.1une

Page 104 – Future of Print

Model: Julia Musilli - @juliaamusilli

Page 105 – Future of Print

Model: Alexis Bohman - @lexi.21

Page 106 – Future of Print

Model: Sydney Sullivan - @sydssullivan

Page 107 – Future of Print

Model: George Yi - @george.yi

Page 109 – Ritvi Shah Designs

Model: Ritvi Shah - @ritvishah_

Page 110-111 – Hypebeast

Models (From left to right): Gio & Tristan-Lee Edwards - @tristanleedawards

Page 112-114 – The Future of Print

Model: Alexis Bohman - @lexi.21

Page 117 - Glossier

Model: Sofie Sedgwick - @sofiesedgwick

Stylist: Lune Scott - @1unar.1une

Page 118-119 – Versace

Model: Nicholas Giantonio - @nicholas.giantonio

Page 120 – The Perks of Being Unique

Model: Hayden Hamrick - @haydenhamrick_

Page 122-123 – Revlon

Model: Caroline German - @carolineggerman

Page 124 – Coach

MODEL INDEX

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Page 126-127 – BVLGARI

Model: Emily Jones - @emiily.rosexo

Page 130-131 – Karl Lagerfeld

Model: Alicia Nelson - @woahnell

Page 132-134 – Shop Tiffany Garuba

Photographs Submitted by Tiffany Garuba - @tiffany_garuba

Page 134 – Buckwild Jewelry

Model: Bridget Fitzpatrick - @brigigitz

Page 135 & 138 – Buckwild Jewelry

Photographs Submitted by Bridget Fitzpatrick - @brigigitz

Page 136-137 – Jean Paul Gaultier

Model: Hayden Hamrick - @haydenhamrick_

Page 138 – The Back Row

Model: Lishan Jordan - @lishaaaaan

Page 139-140 – The Back Row

Photographs Submitted by Lishan Jordan - @lishaaaaan

Page 141-142 – Tier 52

Models (From left to right): Miyah Henderson - @miyahhenderson, Chelsea Giles - @chelseagiles

Page 142-144 – Tory Burch

Models (From left to right): Nina Hook - @ninahook, Fio Blando - @fioblendo

Page 149 - Alejandra Alonso Rojas

Model: Abbie Pace - @abbie.pace

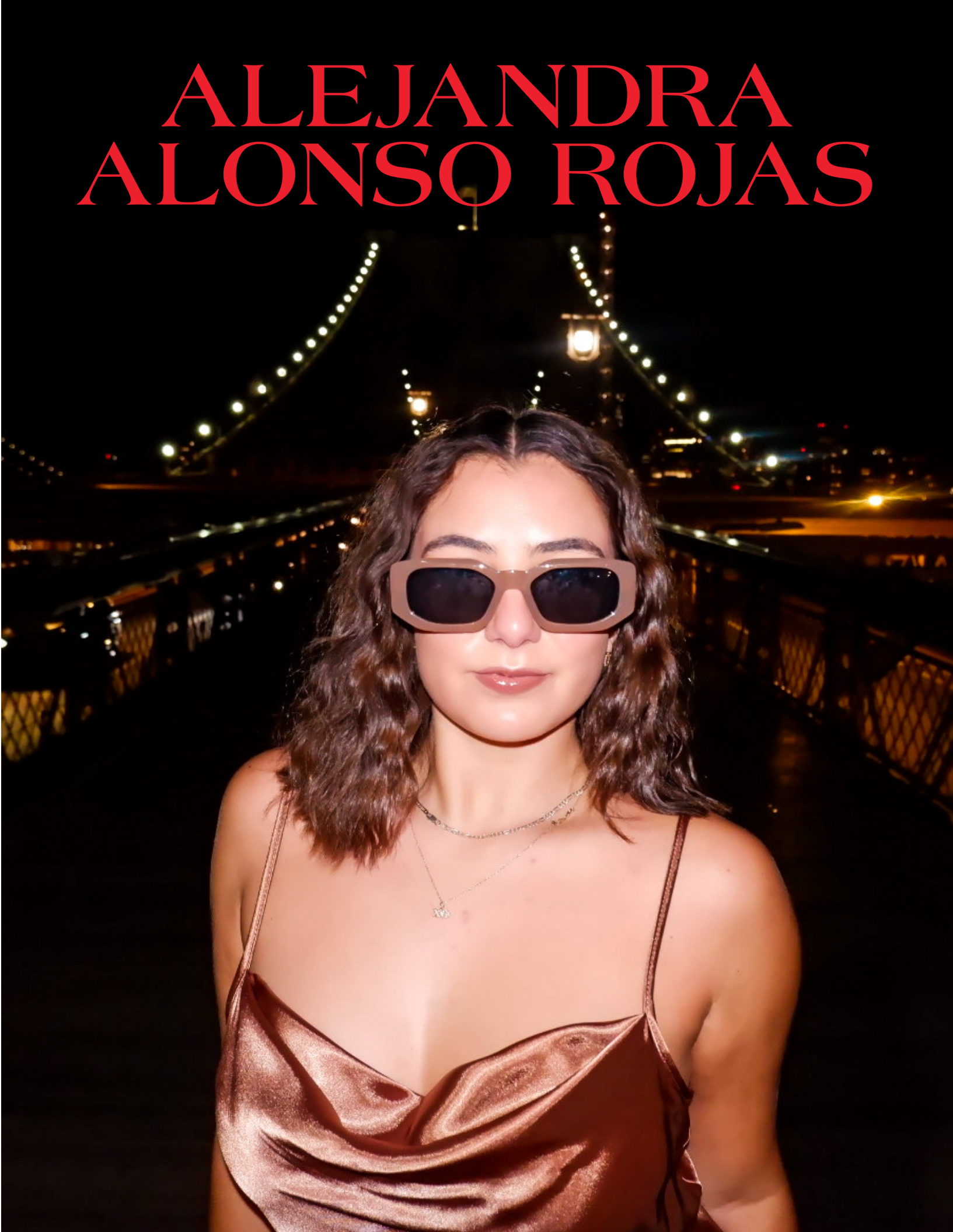
Page 150-151 – Rolex

Model: Jacob Shavzin - @theoriginalcobo

Back Cover

Model: Sophie Olszak - @sopholsz

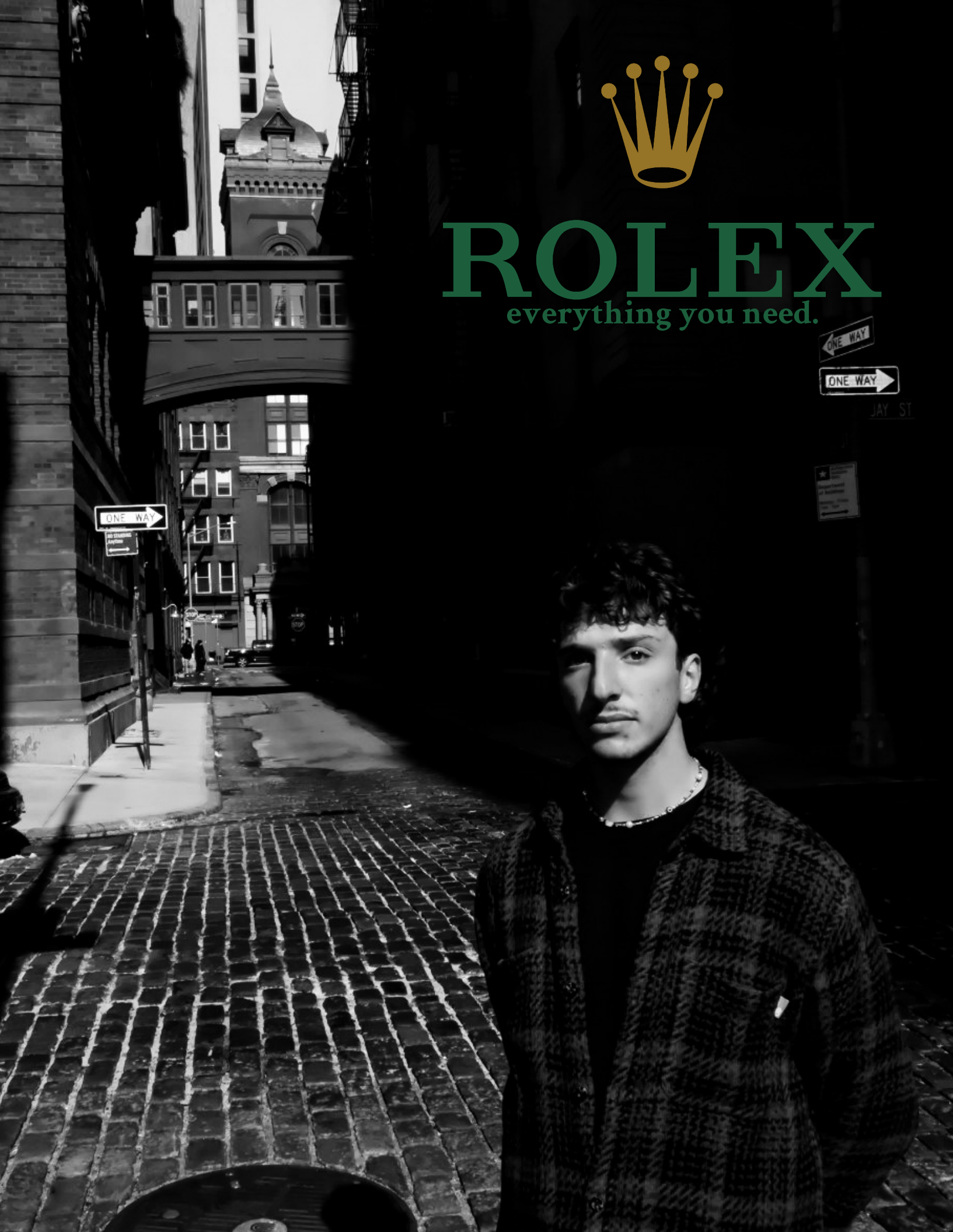
ALEJANDRA ALONSO ROJAS

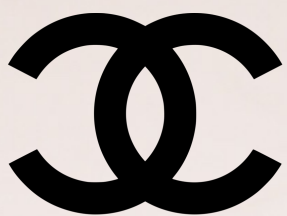


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