



En Vie®

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12
DECEMBER / 2016
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**FELICIE
EYMARD**

Fashion Trend

**FEED YOUR
BEAUTY**

Editorial

YESTERDAY

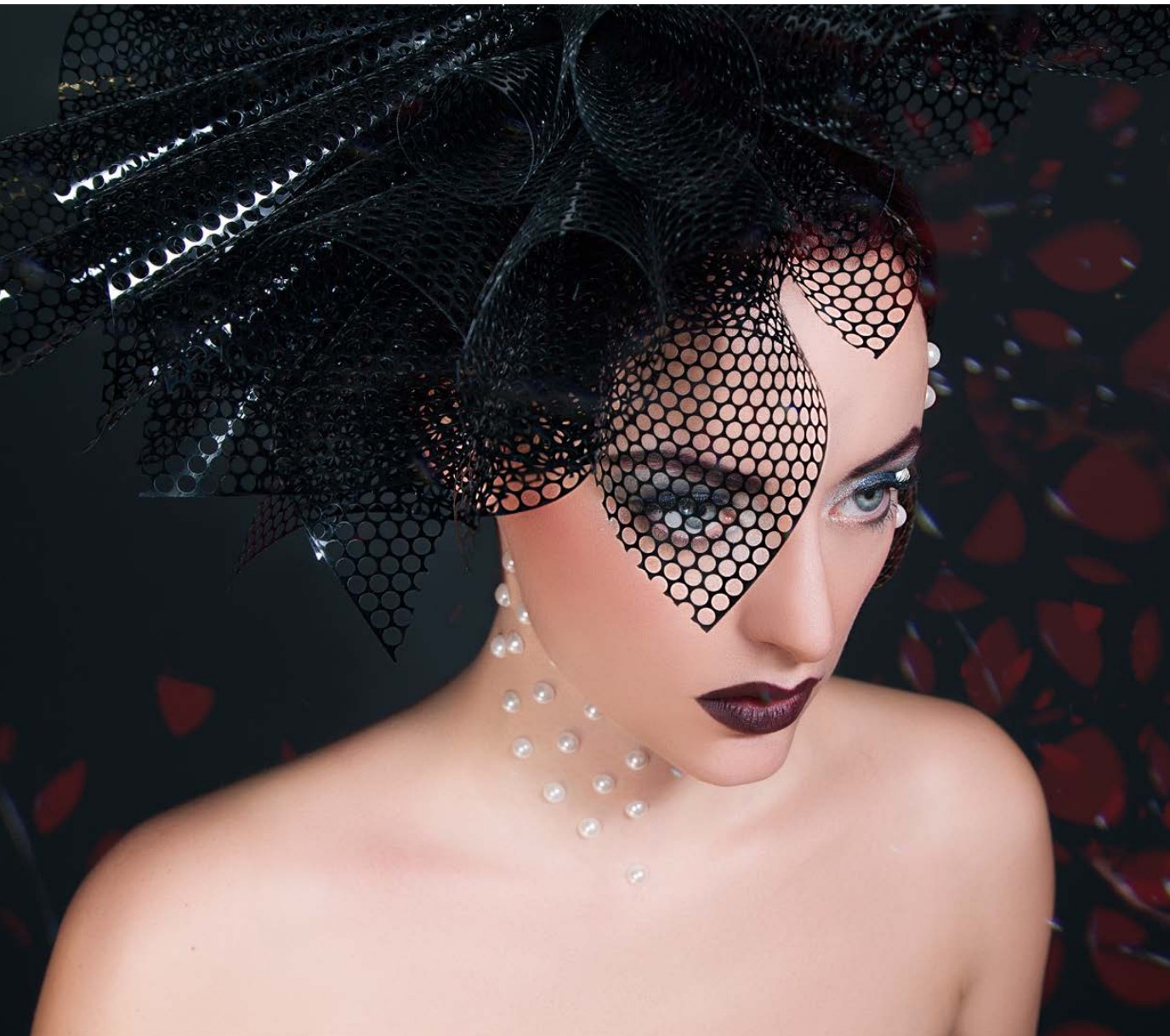
Editorial

**FOLLOW ME INTO
THE SHADOWS**

Editorial

Innovation

Plus Trends, Editorials,
Photography and so much more



Photography, Style, Retouch / MISS SORRY

Hairstyling & MUA / GIULIA BALESTRIERO

Outfit / DANKEY LAB

Model / ALICE B



Photography, Style, Retouch / MISS SORRY

Hairstyling & MUA / DANIELA P
Model / ARIANNA ARCELLI

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Hairstyling & MUA / GIULIA BALESTRIERO

Outfit / DANKEY LAB

Model / ALICE B





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Outfit / DANKEY LAB

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Photography, Style, Retouch / MISS SORRY

Hairstyling & MUA / DANIELA SORGATO

Model / ELEONARA FRANCH

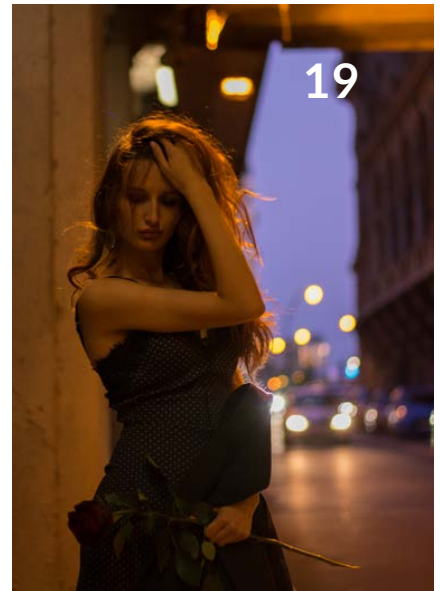


Photography, Style, Retouch / MISS SORRY

Hairstyling & MUA / DANIELA SORGATO
Model / ELEONARA FRANCH

CONTENTS

- 10 EDITORS WORDS
- 11 EDITORIAL **INTO THE SHADOWS**
- 19 PHOTOGRAPHY **URBAN NIGHTS**
- 23 FASHION TREND **SPYDER**
- 27 EDITORIAL **SEA GODDESS**
- 32 EDITORIAL **MEETING TASHELL**
- 35 FASHION TREND **FELICIE EYMARD**
- 40 EDITORIAL **ALTER EGO**
- 43 PHOTOGRAPHY **ANIME BOMB**
- 47 FASHION TREND **ALCHEMY**
- 53 EDITORIAL **SHE'S GOT GAME**
- 58 EDITORIAL **CHEEKY**
- 63 EDITORIAL **FEED YOUR BEAUTY**
- 67 FASHION TREND **BLACK & WHITE**



- 73 EDITORIAL **CARNAVAL**
- 79 EDITORIAL **YESTERDAY**
- 83 EDITORIAL **OHEMIA**
- 87 PHOTOGRAPHY **NIKKI HI**
- 94 EDITORIAL **NIKITA**
- 99 PHOTOGRAPHY **NIGHT MOVES**
- 105 EDITORIAL **SUPER HEROINES AT HOME**
- 110 FASHION TREND **YANA**
- 114 FASHION TREND **BALOSSA**
- 118 EDITORIAL **PURE DAYLIGHT**
- 121 FASHION SHOW **KANSAI COLLECTION 2016 A/W**
- 123 FASHION SHOW **GIRLS AWARDS 2016**
- 125 EDITORIAL **ECSTASY & TERROR**



67



83



114

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LETTER FROM THE EDITOR

Hi,

What makes us interested in new things? Is it that the knowledge we already have lets us become bored with the things we have had and used for a time? Is it the challenge of a new experience?

It is different for everyone – we may sometimes see a man on the street using a very old mobile phone and think, “How is it even possible to still use such an old thing?” When I asked such a man, he told me that the battery let him use the phone for almost a week. That he plays games at home after work and doesn't need them on his phone and using the phone for phone calls is enough for him.

Stunning, but in this way we are all different and this is what makes the world go round.

All the best,

Gerd

Ayako chan, we all hope that you are well soon! Best wishes from me and the team.

FOLLOW ME INTO THE SHADOWS

Photography / TAEK YANG

Styling / ASHLEY SYNE

Model / ELLA ROBERTS

Hair & Makeup / MELANIE BURNICLE

Culotte - H&M
Coat - Stylists own
Bralette - Sass & Bide
Necklace - H&M
Shoes - Tony Bianco





Coat - Stylists Own
Tie - Guess
Shoes - Stylist's own



Lace Top - Mossman clothing
Fur - Guess
Necklace - Elle Louise designs
Velvet Flares - H&M

Lace Kimono - H&M
Fluffy vest - Stylists own
Shoes - Glamour/DSW
Necklace - Lazurah



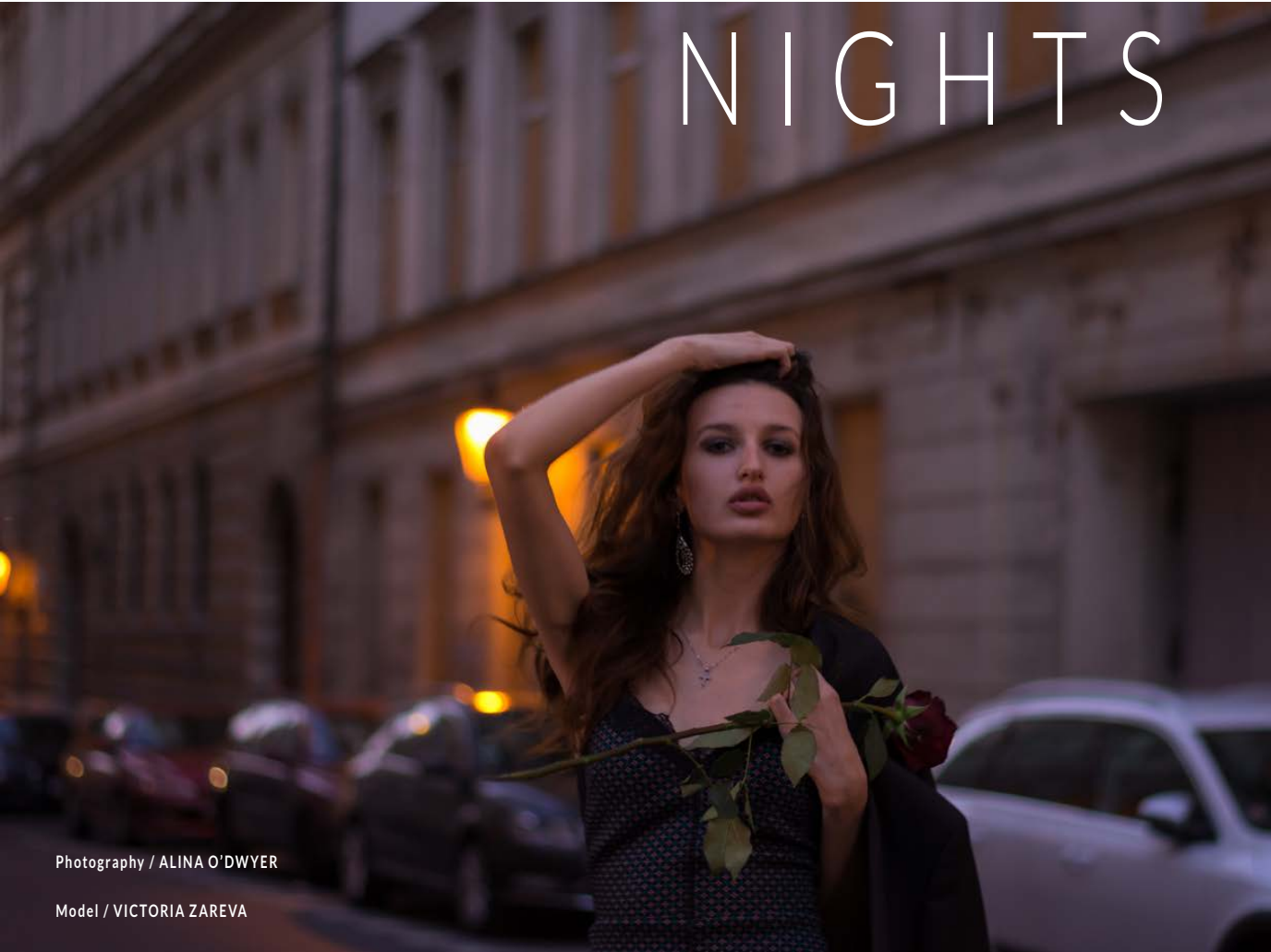
Pink lace set - H&M
Cuff - Mimco
Bangle - The Peach box





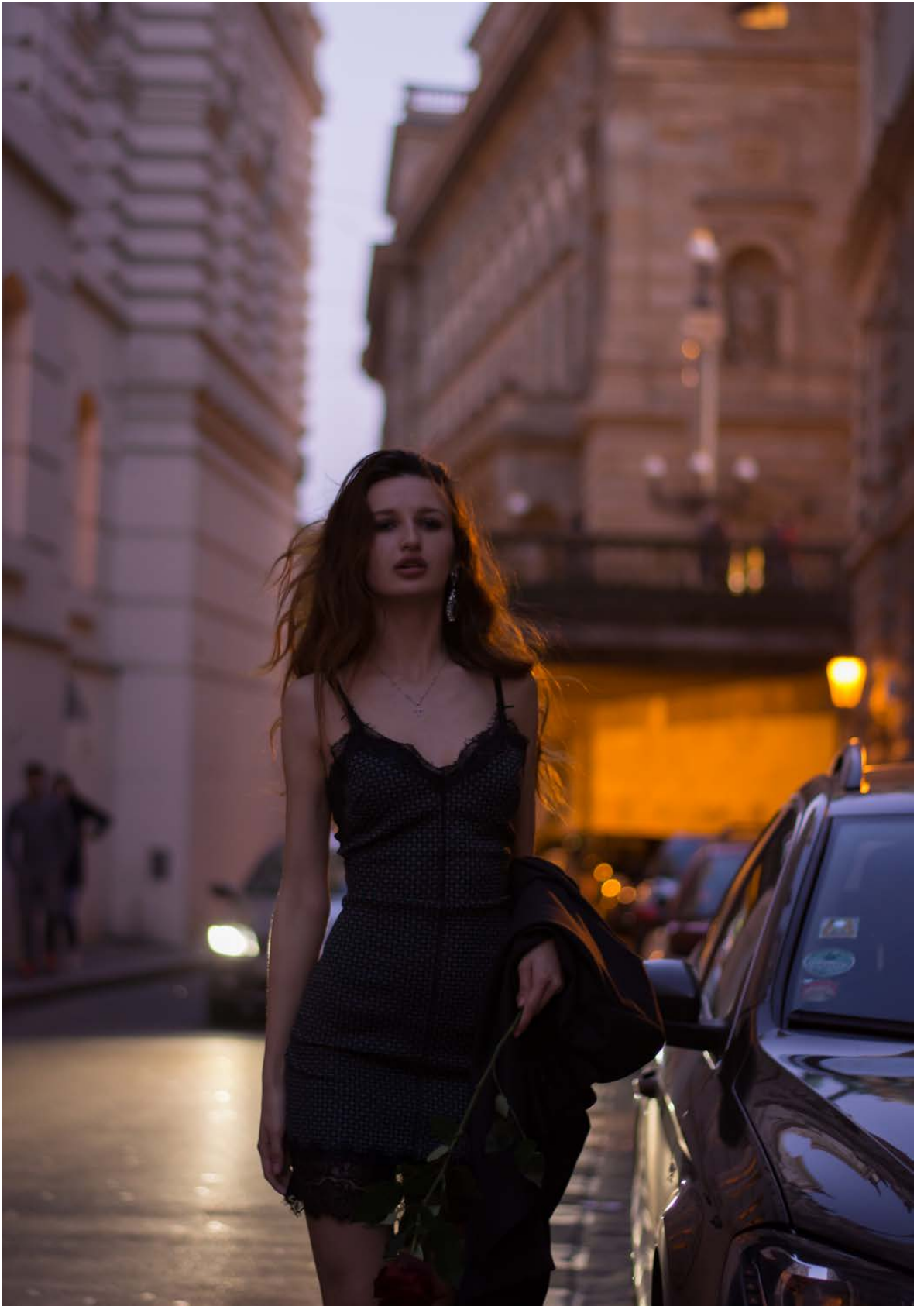


URBAN NIGHTS

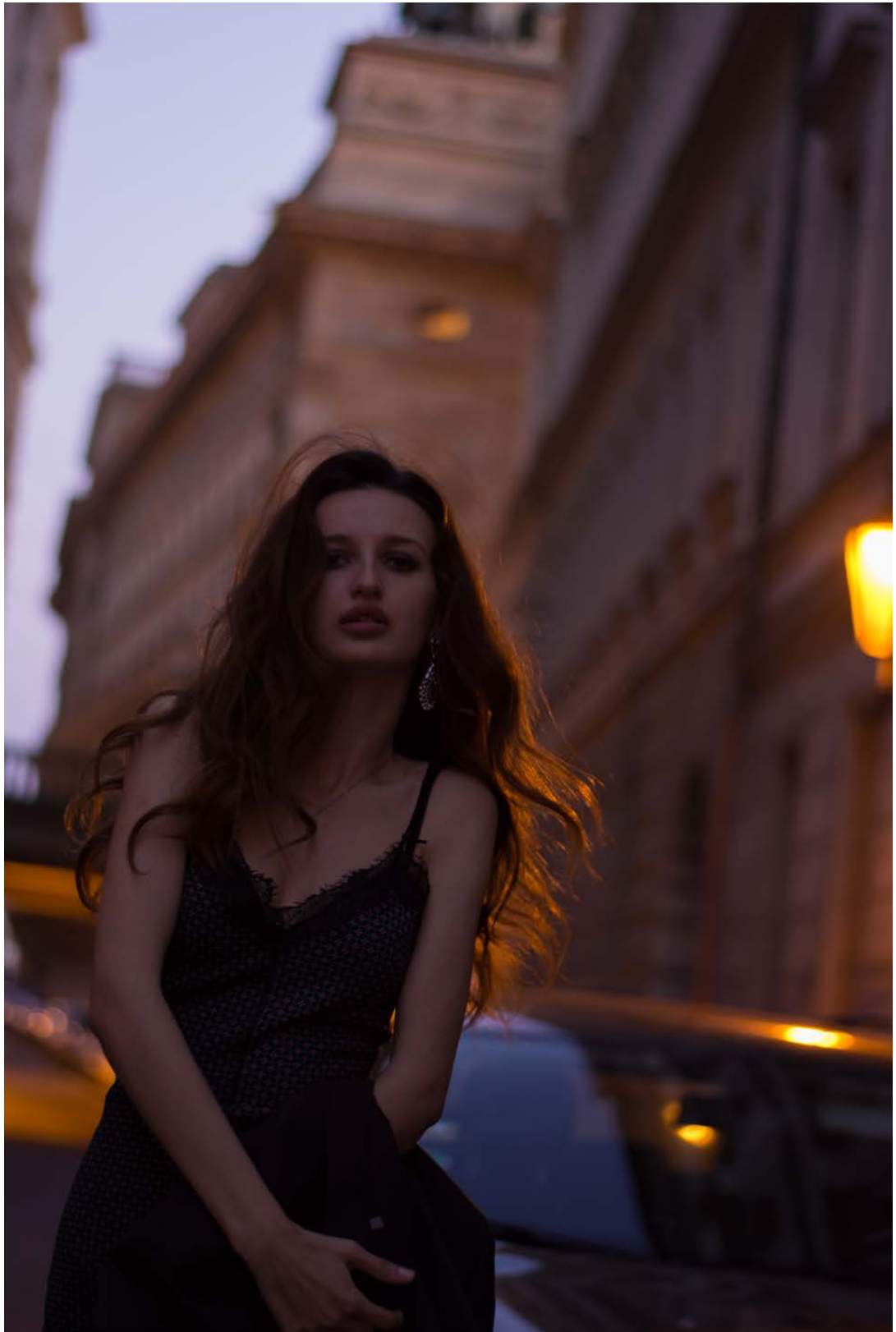


Photography / ALINA O'DWYER

Model / VICTORIA ZAREVA









SPYDER

Photography / GREG ALEXANDER www.gregalexander.net

Art Director / SÉBASTIEN VIENNE www.mephistopheles.fr

Wardrobe / MARIA ARISTIDOU www.mariaristidou.com

Model / KSENIA ZAYTSEVA

Make Up / CRYSTAL MICHAEL

Hair / TRISTAN COOPER

Assistant / KIRIAKOS HATZIDES

Black, offwhite and silver knit reversible coat



Top Charcoal black silver short bumper knit jacket
Charcoal black silver mini knit skirt with frill



Black long knit net skirt
Short Charcoal black silver knit long sleeve top





Off white-Yellow knee length knit skirt with net details +
off white - yellow short knit long sleeve top



Skin color - Salmon shimmering knit mini dress .



SEA GODDESS

Photography & Edit / AKIS PHOTOGRAPHY

Model / FOTINI ANTONIADI

Jewelry / HANDMADE BY ANTONIA NAKA
Styling / ANTONIA NAKA & NIKOLAOS VERIKIOS

Clothes / AKIS "HAIR & FACE SPA"

Mua / ANTONIA NAKA

Hair / AKIS "HAIR & FACE SPA"

Assistant / ANTONIA NAKA

by Gargi Chakravarty

"The sea, once it casts its spell, holds one in its net of wonder forever."

~ By Jacques Yves Cousteau

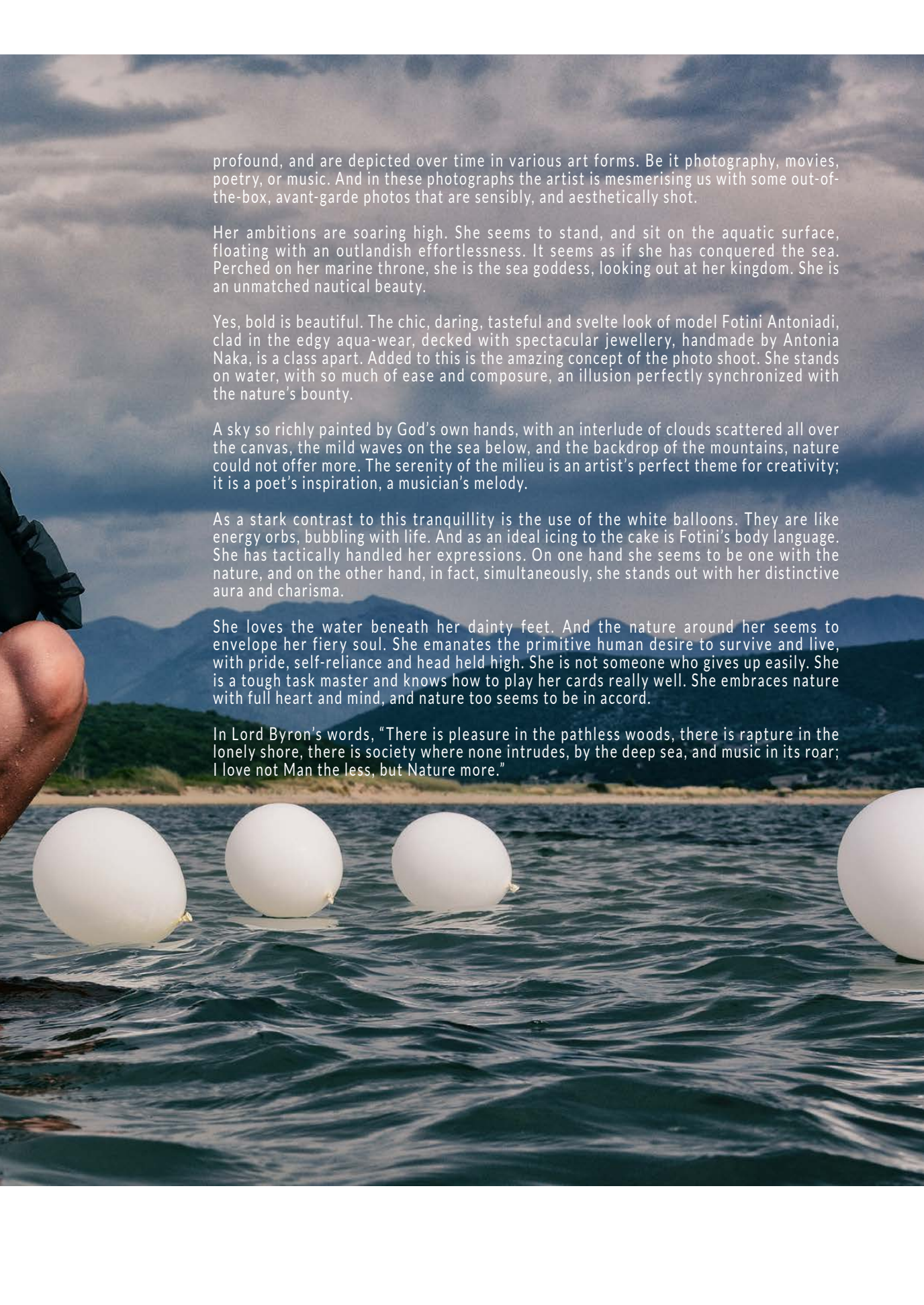
There are certain concepts, things, ideas, experiences, places, inventions, and discoveries that defy the art of articulation. Words cannot do justice in defining or describing these novel, stunning perceptions, and all we say or write about them is nothing but a far-off echo of what these things of beauty truly are. Unusually shot, creative to the core, with innovation deep seated in its very soul, these achingly poetic and tantalizing photographs are sheer examples of master art.

She is fearless. Her imagination is vivid. Her gaze so acutely fixed. Her posture, curvature of her arms, her persona oozes oomph and self-belief. She has seen it all. She knows what she wants. Her skyrocketing confidence is infectious. She reminds us of the folklores, those of the mermaids, who have the supernatural power of transforming their tails into legs. The metamorphosis is so magically captured in movies and fairy tales. It sparks our imagination with endless wonder. She seems like an enchanting water

beauty, out of the sea depths to breathe in the pure air and soak up the sun.

Experience has enriched her. She has not had it easy in life. Aristotle Onassis' had once said, "We must free ourselves of the hope that the sea will ever rest. We must learn to sail in high winds." And she surely knows how to sail it through the tough times with a stoic poise. According to the renowned psychiatrist Carl Jung, the sea 'symbolises the personal and the collective unconscious.' Human reactions to the sea are





profound, and are depicted over time in various art forms. Be it photography, movies, poetry, or music. And in these photographs the artist is mesmerising us with some out-of-the-box, avant-garde photos that are sensibly, and aesthetically shot.

Her ambitions are soaring high. She seems to stand, and sit on the aquatic surface, floating with an outlandish effortlessness. It seems as if she has conquered the sea. Perched on her marine throne, she is the sea goddess, looking out at her kingdom. She is an unmatched nautical beauty.

Yes, bold is beautiful. The chic, daring, tasteful and svelte look of model Fotini Antoniadi, clad in the edgy aqua-wear, decked with spectacular jewellery, handmade by Antonia Naka, is a class apart. Added to this is the amazing concept of the photo shoot. She stands on water, with so much of ease and composure, an illusion perfectly synchronized with the nature's bounty.

A sky so richly painted by God's own hands, with an interlude of clouds scattered all over the canvas, the mild waves on the sea below, and the backdrop of the mountains, nature could not offer more. The serenity of the milieu is an artist's perfect theme for creativity; it is a poet's inspiration, a musician's melody.

As a stark contrast to this tranquillity is the use of the white balloons. They are like energy orbs, bubbling with life. And as an ideal icing to the cake is Fotini's body language. She has tactically handled her expressions. On one hand she seems to be one with the nature, and on the other hand, in fact, simultaneously, she stands out with her distinctive aura and charisma.

She loves the water beneath her dainty feet. And the nature around her seems to envelope her fiery soul. She emanates the primitive human desire to survive and live, with pride, self-reliance and head held high. She is not someone who gives up easily. She is a tough task master and knows how to play her cards really well. She embraces nature with full heart and mind, and nature too seems to be in accord.

In Lord Byron's words, "There is pleasure in the pathless woods, there is rapture in the lonely shore, there is society where none intrudes, by the deep sea, and music in its roar; I love not Man the less, but Nature more."

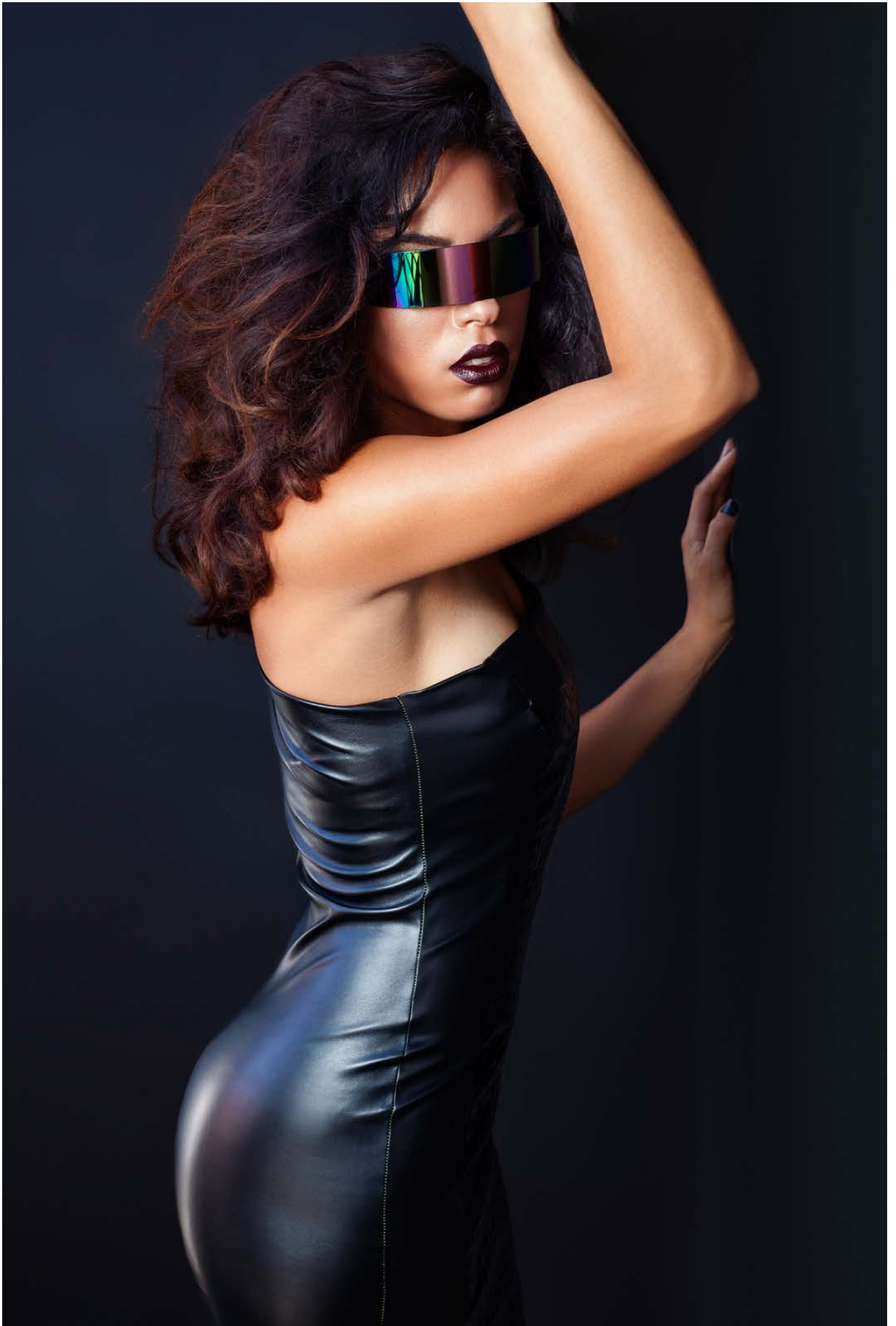




MEETING TASHELL

Photography / LEMARI PELLE

Model / TASHELL DESIREE MITCHELL
Designer & Stylist / CERES (DIAJA)
Hair / CHASE BAO NGUYEN
Make Up / ELIVEN QUIROS





FELICIE EYMARD



Photography / JULIEN HAYARD

Makeup / JÚLÍANA KRISTNÝ SIGURÐARDÓTTIR & EMBLA EIR KRISTJÁNSDÓTTIR

Models / SAGA LIND ARNARSDÓTTIR & KOLFINNA ÞORGRÍMSDÓTTIR & JÓNA GUÐBJÖRG GUÐMUNDSDÓTTIR












ALTER EGO

Concept & Photography / CATH HERMANS
Assistants / MARION ARTS & MARIJKE VAN LITSENBURG
MUA & Hair / MARINO LAMBRIX
Styling / REGINA FALKENBURG
Model / SEIICHI ROUWET



By Gaia Donata Giliberto

Instinct is, by itself, something with no rules,
it's intuition and memory of time.
It's fighting for life, fighting for oneself and
it's primordial.

These pictures summon the idea of basic
Instinct because of their neatness and
simplicity. The king of this makeup is the
colour itself: it's not a graphic makeup nor a
smoky or blended one: it's racy, funny to do
and to see. The colours are pure, not mixed
and juxtaposed by tone. Basic and primary
colours - cyan and red - are predominant.

This way, the n°1 rule of makeup is broken,
because, as we told before, instinct has no
rules: eyes and lips will simultaneously be
the centre of attention and we will dare with
colour.

To complete the look, a turban or ethnic
accessorizes, as the ones used in the photos,
will be perfect to add more colour together
with graphic lines and geometries.

This makeup is not difficult to recreate,
but choosing between all the colours will
definitely be!

Start with the eyes, since the bright colour
will probably cause some fallout on the
under-eyes area. Apply the eyeshadow on
all the lid, the inner corner and on the lower
outer lash-line; blend just a little to avoid
graphic shapes.

Put on the lower inner lash-line a long-lasting
eye-pencil of the same colour if you want to,
then proceed with the eyelashes curler and
the mascara.

Clean the under-eyes area and apply the
foundation and the concealer to even out the
complexion.

Choose a shade for the lips and outline them
with a lip pencil, so that it will stay on for the
entire day. Use a precise brush to apply the
lipstick.

You can also use a blush, but it should be of
a similar nuance of the lipstick, to avoid a
'clown' effect.

So get colourful , and voilà, go out with no
fear because colours are a way to express
our emotions and because instinct belongs to
each one of us. Be proud of who you are.



ANIME BOMB



Photography / USLAN ISINEV
INSTAGRAM.COM/KISALUBIT
Assistant / SLAVA KLAYNER
INSTAGRAM.COM/P/BFYXDZUO9XW
Model / KISA
INSTAGRAM.COM/KISALUBIT

Shirt / PULL & BEAR

Dress / MANGO





Shirt / MUSTANG

Glasses / QUICKSILVER





ALCHEMY

Photography / ALEJANDRO LOPEZ
Model / LINDA CAROLINA TAMAYO LOAIZA
Styling / MATEO CASTAÑO
Makeup&Hair / JOHAN GARRIDO







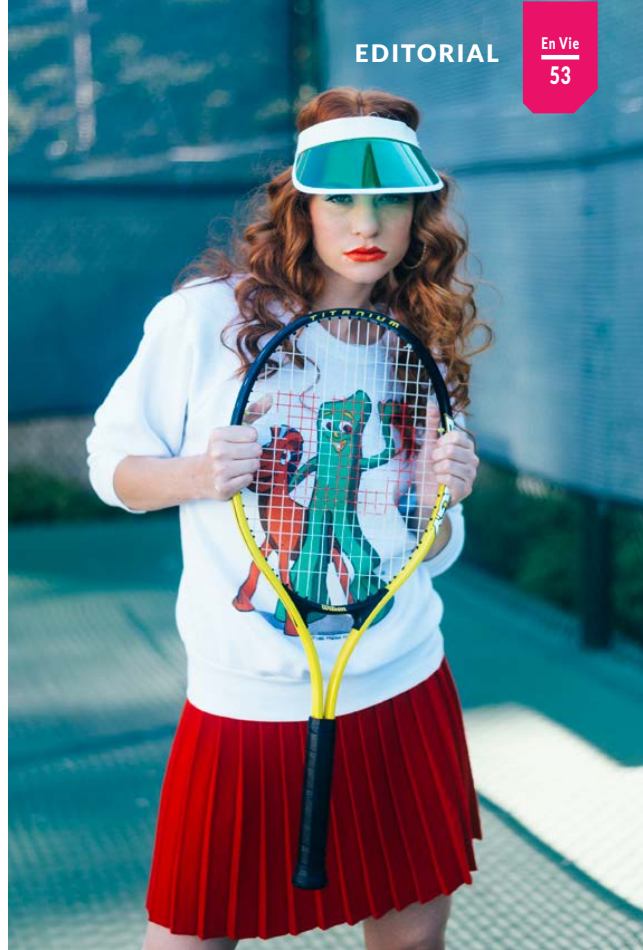




SHE'S GOT GAME

Photography / HELLEN MERWIN
www.dreampixelphoto.com

Stylist & Coordinator / CRYSTAL RUSSELL
Model / MELISSA MOENT
Mua / MAYA NOZAKI
Hair / NEA MULLER
www.groomthesalon.com
Wardrobe / VINTAGE VIGILANTE
www.vintagevigilante.com





Underwear / Calvin Klein
Socks / Forever21
Sandals / Target
Earrings / Claire's



Fashion is always changing and innovating itself. Trends come and go and while one style is sunk into oblivion the other comes up shining in a kind of never ending cycle. Innovating most of the times means being original. This winter get out of your traditional schemes and play with bright colours in clothes and make up. Mix blue, red and green shades on your body as well as on your face.

Give sporty looks a new attitude by combining joggers with extravagant fur jackets and stretchy black tops. Bralettes and crop tops are always a good idea especially if worn in sporty chic and casual outfits. They're great to underline your waist and to give a feminine and sexy touch to your look. Combining sensual and sporty elements, mixing elegant and street style really generates a beautiful and revolutionary contrast between two trends but also between two different types of women.

Jacket, pants, glasses, shoes / Vintage Vigilante
Lakers sports bra / Forever21
Earrings / Claire's

Lace can be mixed with denim and fur with nylon to bring out and combine two different sides of a woman's personality. Innovation is also in make up. Bright red lipsticks are matched with sparkling blue eyeshadows so that the basic principle which says you shouldn't accentuate both eyes and lips is not valid anymore. In a world where rules and principles have no longer weight you can express both your wild and chic sides and completely be yourself.

This winter show your personality and confidence by daring with colours, patterns and materials, starting to innovate from your personal and daily style.

Clara Fallocco



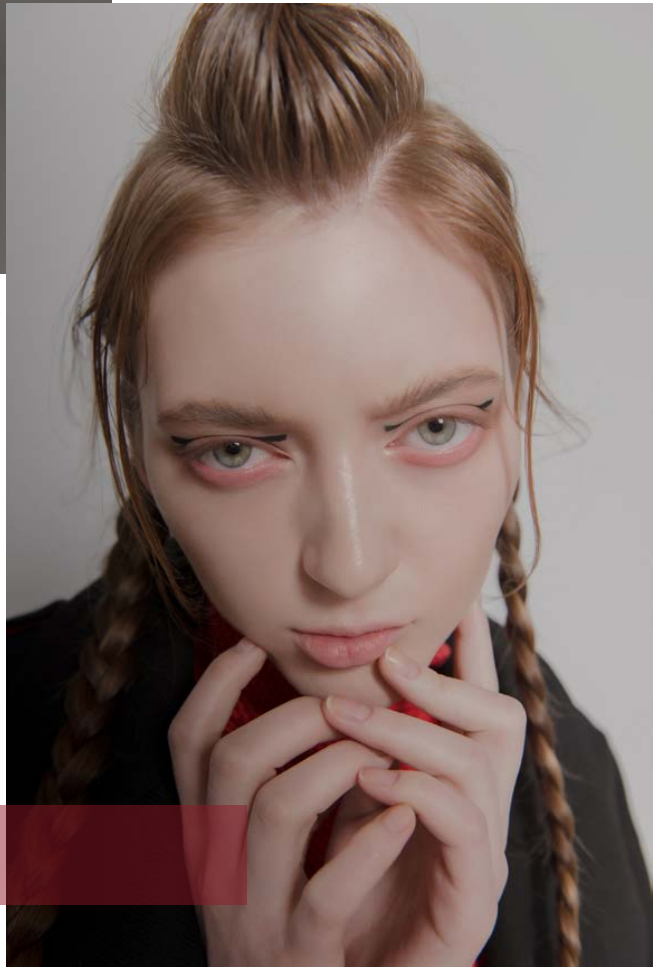


CHEEKY



Photography / SVETLANA
VOLKOVA

Mua / YULIA LEMONAD
Stylist / ALYONA RAKOVA
Model / VALERYIA ZABIROVA







Photography / RICHARD DUBOIS
DUBOISPHOTOGRAPHY.COM
Model / INDIA ROSIE Ciotti Models
Food Stylist / SAGE DAKOTA
Hair & Make Up / ANDREA CLAIRE JudyInc
ACLAIREBEAUTY.COM
using For Beloved One, Koh Gen Do, Charlotte
Tilbury, NARS, Illamasqua, Maybelline, Sigma Beauty
MoroccanOil, La Biosthetique Paris, Sultra Beauty



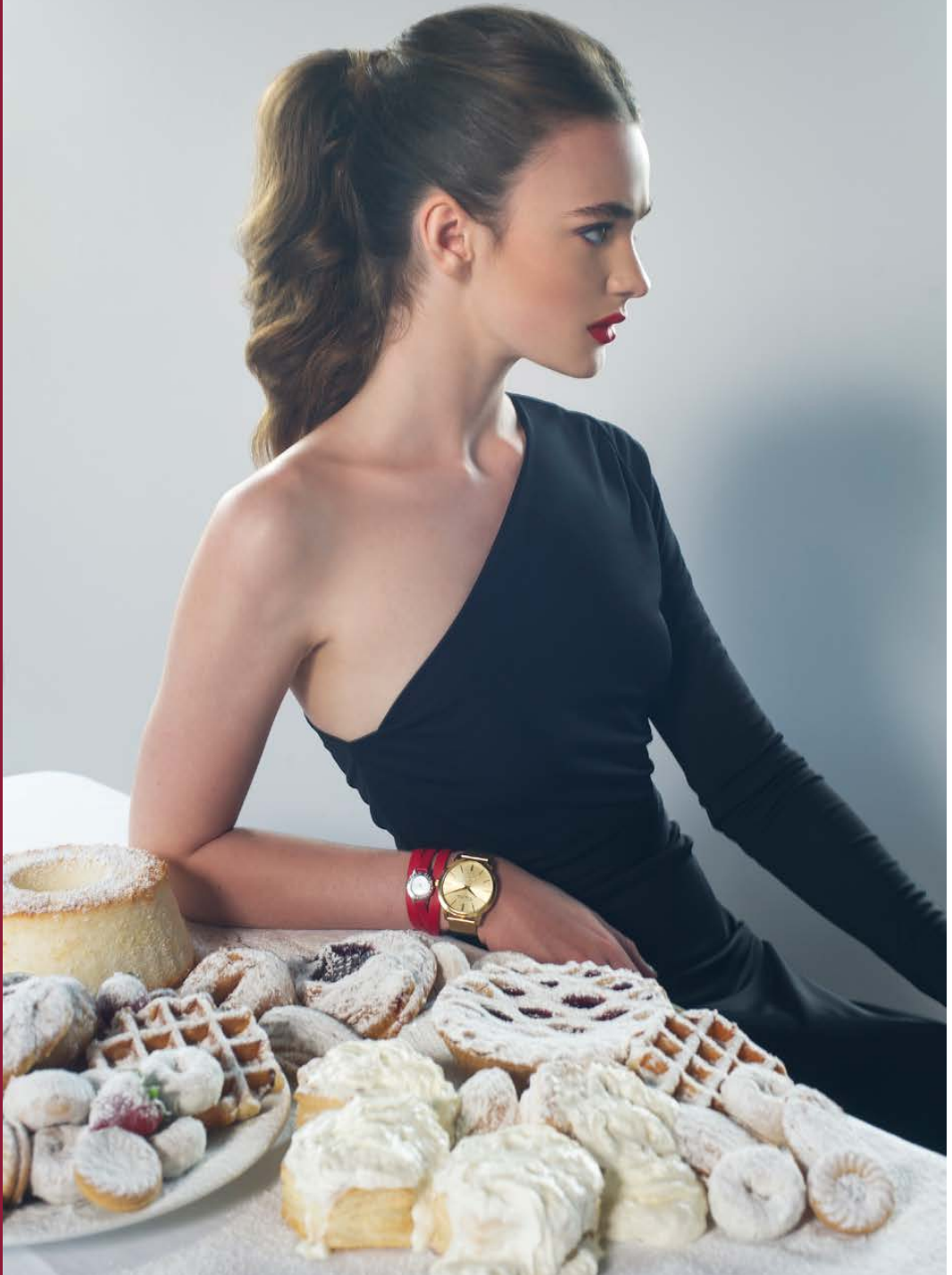
FEED YOUR
BEAUTY

Bralette: Marks & Spencer
Earrings and necklaces: Thomas Sabo

Crop top: Clover Canyon
Necklace: Hillberg & Berk



Dress: Diane von Furstenberg
Watches: Thomas Sabo



Dress: Versace
Earrings :Hillberg & Berk
Ring: Thomas Sabo



Photography and retouching by: DUNCAN LONGDEN

Model: ANNIE (Persona Model Management)

Hair, Make Up and Styling: LENA LEE

Photographers Assistant: MICHAEL GEIER

Special thanks to: MYDRESS.COM.TW

BLACK & WHITE





Shoes / DIJI GIRLS









A woman with long dark hair, wearing a dark dress with a thick, light-colored fur collar and long red gloves, is holding a black clutch bag. She is looking towards the camera with a slight smile. The background is a plain wall with a chandelier hanging from the ceiling. The lighting is dramatic, with a strong blue hue on the left and a warm glow from the chandelier.

CARNAVAL

Fashion by / CIELLE COUTURE,
MODAVERSE, GRATA, KOTON

Location / RISTORANTE AMORE

Photography / BOGDAN TEODOROV
[INSTAGRAM.COM/FASHIONBOOKSPHOTO](https://www.instagram.com/fashionbookspphoto)

Stylist / ANDRA TEODOROV
[INSTAGRAM.COM/ANDRA_TEODOROV](https://www.instagram.com/andra_teodorov)

Makeup / CORINA TUDOR
[INSTAGRAM.COM/CORINA_TUDOR](https://www.instagram.com/corina_tudor)

Hair / TINA ANAGNOSTE
[INSTAGRAM.COM/TINAANAGNOSTE](https://www.instagram.com/tinaanagnoste)

Model / BIANKA MIRCESCU
(@MAX1 MODELS AGENCY)

Dress / CIELLE COUTURE
Clutch / FENDI
Gloves / ELISABETTA FRANCHI
Faux Fur / KOTON



Dress / CIELLE COUTURE
Mask / VENETIAN HANDMADE

Dress / CIELLE COUTURE
Accessories / GRATA
Clutch / FENDI





Dress / CIELLE COUTURE
Suit / CORNELIANI
Mask / VENETIAN HANDMADE
Earrings / GRATA





Dress / CIELLE COUTURE
Mask / VENETIAN HANDMADE

YESTERDAY

Photography / ANDREA SARTORE
WWW.FOTOGRAFOANDREA.IT
Fashion designer / BOGLARKA BAKOS

Model / AYA & ARIANNA
AGENCY GLAMOUR MODEL MANAGEMENT

Makeup / SARA TERRACCIANO
Hair / INNA OHURNA

Location / CASTELLO LA CASTELLUCCIA
[HTTP://WWW.LACASTELLUCCIA.COM/](http://WWW.LACASTELLUCCIA.COM/)

Dress / Boglarka Bakos





Dress / Boglarka Bakos
Earrings / Perle Swarovski





OHEMIA

Photography / CHESTER VELOSO

Hair and Makeup / JR SAN MIGUEL

Model / ALYA LOZKO

Fashion Styling / INEBAYLE

Shoes / NEREKU

Shot at Studio Makati

The December Fashion

-By Devasmita

Ah! The falling leaves, wide roads, open sky with light snowfall, lights everywhere, children playing, people cheering! Yes, I am back in my favorite month of the year- 'December', the month of festivities. I believe travel is always accompanied by gifts borne by the traveller to family and friends on both ends of the journey. Starting from Halloween where children dressing up in funny or scary costumes and go "tricking or treating" to Easter, Christmas and partying in New Year, each and every day feels a bliss! And the most happiest thing amongst this is getting a chance to wear stylish clothes and Shoes and look fabulous! Isn't it?

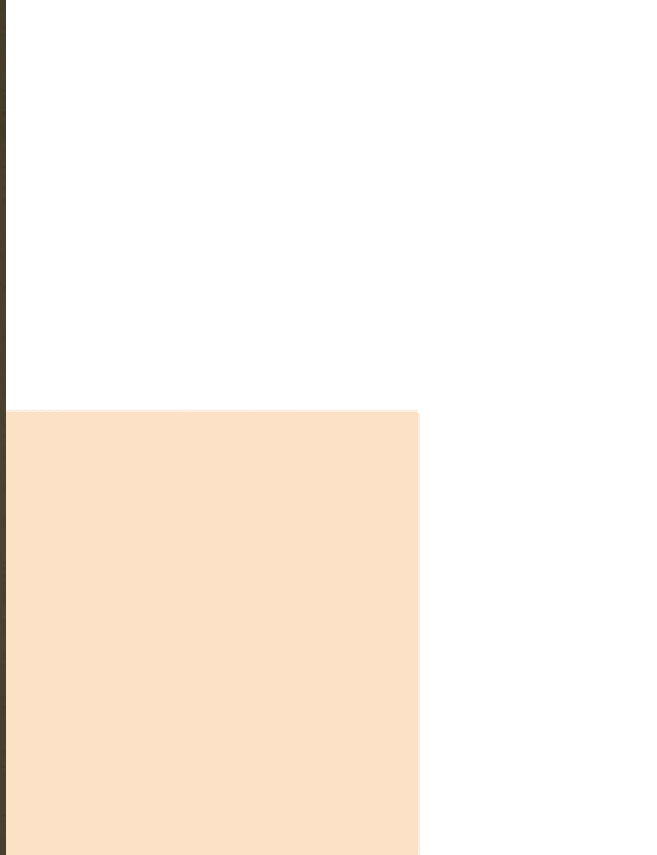
As the chilly winter hits in, city embracing the cold, shoppers could be seen wrapping up in cosy layers of clothes with a fashion twist. While holiday cheer is certainly being spread, it doesn't make the wind chill feel any warmer. And with that turn in the weather come excuses about getting dressed: "I just want to be comfy and cozy." Well, our wardrobes shouldn't suffer with the changing seasons. So let's look on the bright side and start embracing their wintertime worth by digging out our old winter clothes and styling them.

From extra long sleeves to the return of the once-vilified legging, here's what we're wearing to stay warm (but look cool) this winter. One of the outfits which is most casual I believe would be sweatshirts. This is basically are our cold-weather saviors. But I think wearing bold accessories like big jewelry and bold earrings would take this casual look to the next level. Bonus points would be if we're able to incorporate grandma heels. Another outfit I believe would be a full sleeves shirt and mid length skirt that would be an idea of perfect official gal look! Isn't it? But ladies If you want to go for a party, just feel free to go with any dress.! And lastly, when you're not bundled underneath an oversized coat, feel free to get ladylike with an upscale cardigan and heeled loafers.

So ladies! There's a famous saying- "Remember cost-per-wear and you can justify anything". And Just like I have previously said, held your head high, toss your tresses, feel confident, If you have it, just flaunt it, because it's winter- the only accessory you need in December!







NIKKI HI

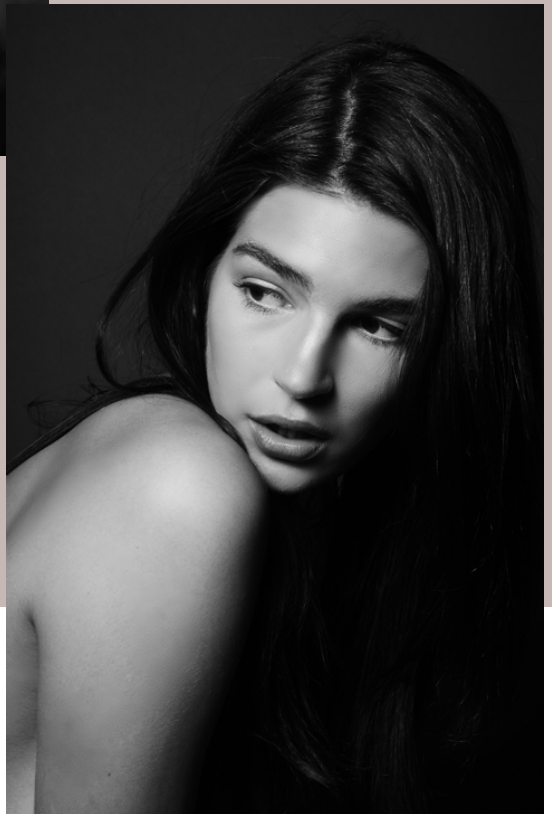
Photographer / IRVIN RIVERA www.ggraphicsmetropolis.com

Model / NIKKI PATRLJA @NEXT

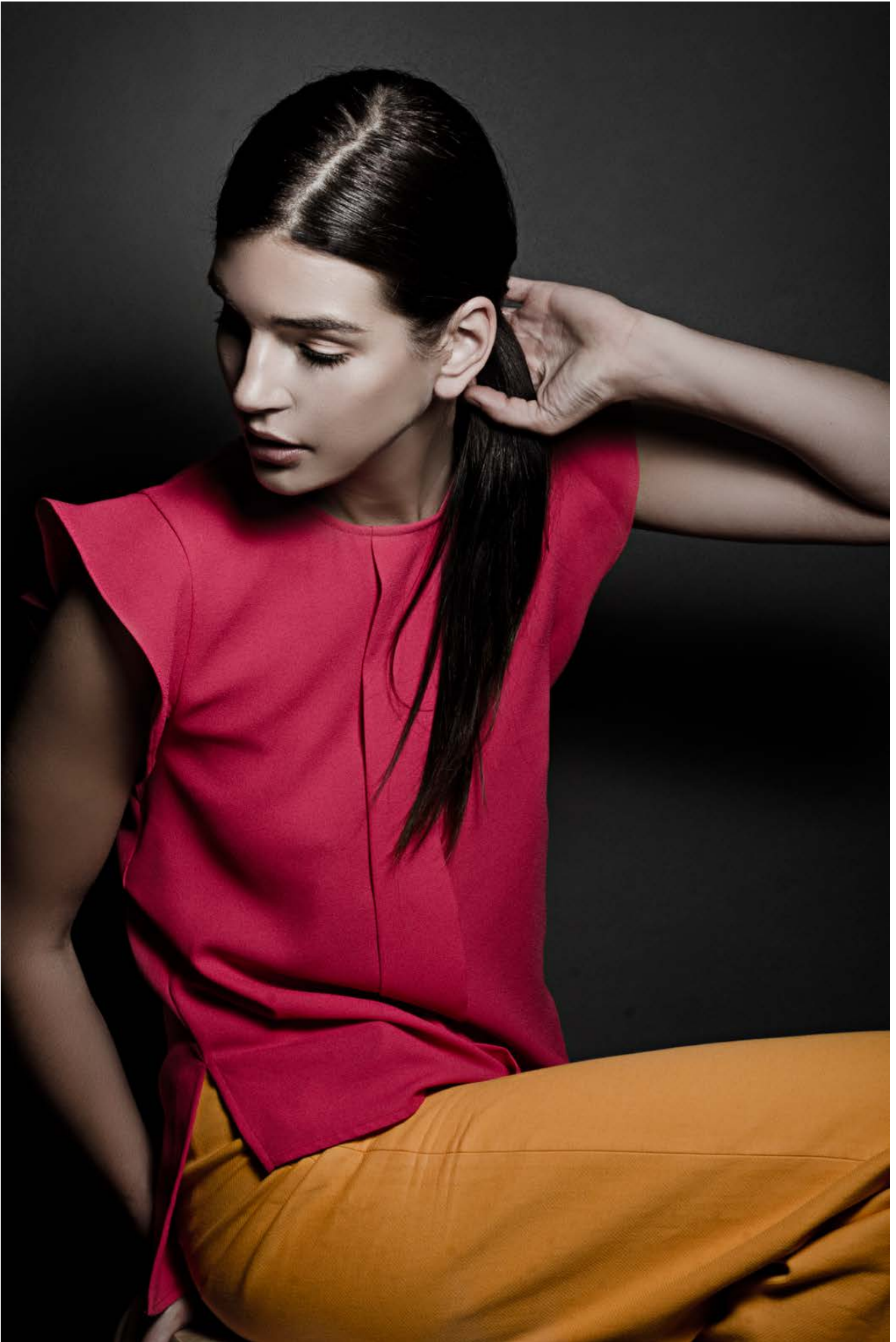
Hair and Make-up / TOKIKO INOUE / www.makeupbytokiko.com

Styling / JENNA ENNS / www.JennaEnns.com













Photographer / NIKITA SIBILEV

Models / YULIA AND RUDI
@FACESONEMODELMANAGEMENT

Stylist / ILFAT BABANOV
Make up & Hair / OLGA LAZAREVICH

Assistant / SERGEY SUKHOV

NIKITA

Dress / VDP - VIA DELLE PERLE
Jewellery / LIGHTINEMOTION



Dress and Vest / DESIGUAL
Bracelet / PAUL HEWITT

Coat and jeans / DESIGUAL



Dress and coat / VDP - VIA DELLE PERLE

Dress and coat - GUESS





Coat and jeans / DESIGUAL
Jacket / GUESS

NIGHT MOVES



Photography / SAMANTHA JARRETT
WWW.SAMANTHAJARRETT.COM.AU

Model / BROOKE MCMANUS @ PRIDE MODELS
WWW.PRIDEMODELS.COM.AU

Stylist / BIANCA CHRISTOFF
WWW.BIANCACHRISTOFF.COM

Hair & Make Up / KAREN BURTON
[HTTP://WWW.KARENBURTON.COM.AU](http://WWW.KARENBURTON.COM.AU)

Dress / Casey Tanswell



Dress / Scanlan Theodore
Sneakers / Suecomma - Bonnie





Dress / Manning Cartel
Hat / Smart Alec Hatters
Earrings / Lanvin
Ring / Lanvin



Dress / Ellery
Hat / Smart Alec Hatters
Sneakers / Alexander Wang



Coat / Stella Jane
Dress / White Suede
Boots / Preston Sly

SUPER HEROINES

CAT WOMAN

Model- Adele Uddo
Black Cat- Napoleon

Photography / LORIN CROSBY
WWW.LORINCROSBY.COM

Stylist / KATELYNN TILLEY
HTTP://WWW.KATELYNNTILLEYSTYLING.COM

Makeup / FRANCOISE SAINT-PIERRE
FOR KEVYN AUCOIN (WWW.FRANCOISESAINTPIERRE.COM)

Hair / DAWN REID
WWW.ROCKPAPERSALON.COM

AT HOME

Bodysuit / Blacklickorish Latex (Blacklickorish@gmail.com)
Leather bustier / Manokhi (www.manokhi.com)
Jewelry / Lisa Nik (www.lisanik.com)
Shoes / Hades Footwear (hadesfootwear.com)





Model - Jade Corrine

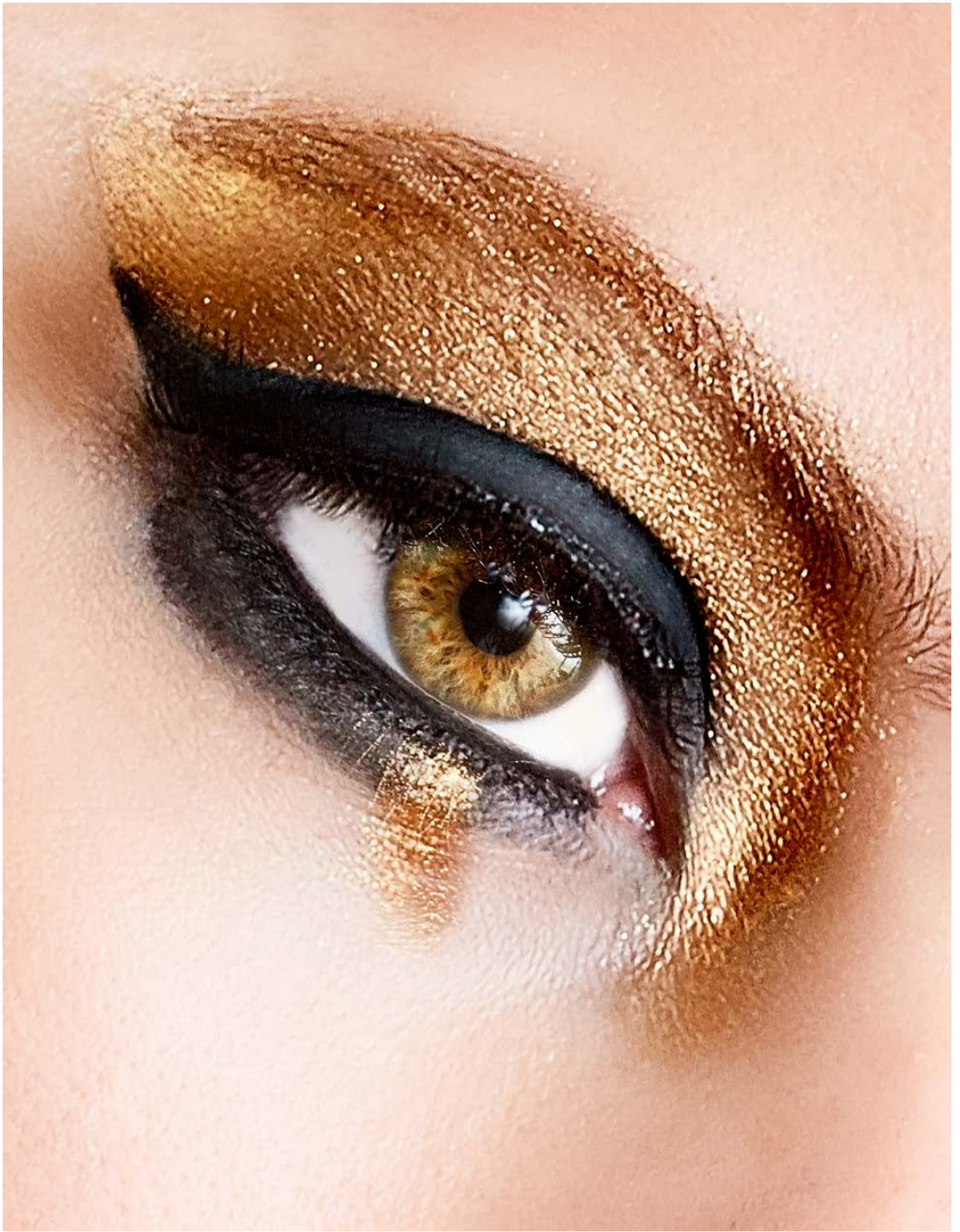
Neckpiece and leggings / Blacklickorish Latex (Blacklickorish@gmail.com)

Bodysuit / Manokhi (www.manokhi.com)

Ring / Lisa Nik (www.lisanik.com)

Boots / Hades Footwear (hadesfootwear.com)







**AQUA
GIRL**

Model- Brea Peck

Pants / Milo Maria (milomaria.com).
Bodysuit and cuffs / Blacklickorish Latex (Blacklickorish@gmail.com).
Silver harness / Manokhi (www.manokhi.com).
Ring / Lisa Nik (www.lisanik.com).
Earrings / Avanteur Designs (www.avanteurdesigns.com).
Shoes / Hades Footwear (hadesfootwear.com)

Shirt - Bershka
Skirt - Odji
Shoes - Zara

YANA

Photographer - Dmitry Unik

Model - Yana Osipova

<http://instagram.com/carinamodelmanagement>

<https://www.instagram.com/aquarellemodels/>



Skirt - Stradivarius
Bodysuit - Ostin



Shirt - Bershka
Skirt - Odji
Shoes - Zara



Shirt - Bershka
Skirt - Odji
Bra - Incanto



BALOSSA

Balossa srl
www.balossashirt.com

Photo / IVAILO STANEV
www.creativehall.eu

Make up / GRETA STEFANOVA
www.facebook.com/greta.stefanova.58/about

Press / CRISTINA VANNUZZI



**Spring - Summer 2017,
Balossa becomes even more audacious and steals from
the male wardrobe.**

In the rich imagination of fashion designer Indra Kaffemanaite, it is all just a game, a love story in which there are no winners or losers, just the intention to 'borrow' the shirt from the male in order to transform it, wear it, show it off... and then make amends.

And here, the shirt is cut in half with a knowing wink. Sweeping cuts made horizontally, vertically, adding, for that feminine touch, ribbons cut in such a way to make delicate knots that will make him want to take your hand in a light but firm gesture. Also, as ever, the sleeve holds a surprise - it is not thrown away but transformed magically into a pocket.

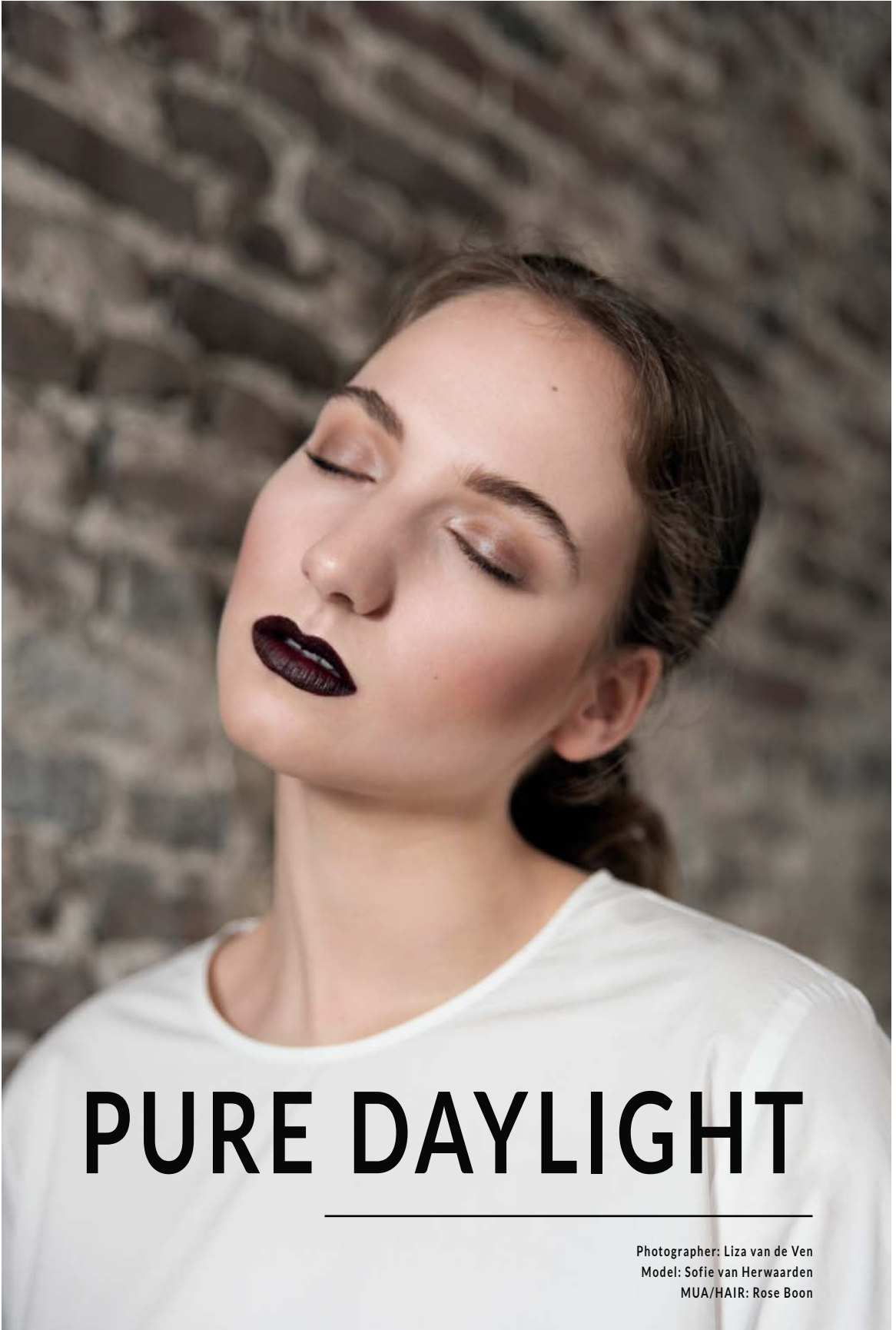
Then Indra shakes her magic wand again to show all the changes that can be made to a man's shirt; detaching the collar and cuffs, fully opening the sleeve to turn the garment into a stylish shawl. Then, the playful shirt becomes a beach dress, light and cool, airy and feminine, but then is transformed again into a blouse, and over and over into skirts, tops, hats and even a kimono, with the addition of a belt... how fortunate that the previous owner wore his shirts oversized, and what a convenient habit for the Balossa woman who steals it!

Indra plays her wonderful game while cutting and composing and touching up the Balossa line with her safe hands, softening it with delicate textures - everywhere you care to look you'll be enchanted to find light and subtle details resting in unusual places like butterflies. Like the delicate wings of those heavenly creatures, Indra's designs reach near-transparency here, and she displays the sensuality of the woman emerging out of the cocoon of a man's shirt with subtle, double-layers of lightweight cotton poplin. The fabric comes in shades of Balossa white, sky blue solids and masculine stripes, and is fashioned from high-quality poplin, cotton and cotton voile, linen and sterch poplin. And, finally, Balossa woman has discovered ramie - a completely natural fabric, like linen, which originates from the bark of plants in the Urticaceae family, and is grown in China, Brazil, Indonesia and the Phillipines. When mixed with cotton, the strength and absorbency of this fabric is luxuriously increased.

The world of Indra is coloured white. She uses the white shirt as her blank canvas, the brushstrokes as her cuts, and the details are where her imagination runs wild... everything is tender, light and fresh, but it's when Indra plays that she starts to scratch...







PURE DAYLIGHT

Photographer: Liza van de Ven
Model: Sofie van Herwaarden
MUA/HAIR: Rose Boon

Top: COS





Dress: COS



Top: COS
Jeans: H&M Denim
Bracelets: (K)LAAR



by Ank Rouge



by Ank Rouge



by Fi.n.t

KANSAI COLLECTION

2016 A/W

Photography / Shigeki Nakajima



by L'ESTROSSE



by Cepo



by BE RADIANCE



by one spo



by Rady



by sophila

by MARUKO

by Ungirl

FASHION SHOW

En Vie
123



by Forever21



GIRLS AWARDS 2016

Photos by / Shigeki Nakajima

by Seventeen x WEGO



by Stradivarius



by Lip Service



by Samantha Thavasa



by Kimono Princess



by One Spo



by Dazlin

ECSTASY & TERROR

Photography / SAMUEL VISION
www.samuel-vision.com
@samuel.vision

Make Up / EMILY OLIVER
<http://emilyoliverbeauty.com>
@emilyoliver08

Hair / SALON CHRISTOPHER CORUM
www.salonchristophercorum.com/
@salonchristophercorum

Designer / KEN & DALE
@kenanddale

Innovate Yourself

By: Alexandra Lemer

Innovation is a word full of promises. It promises us originality, a fresh start, in other words : a revolution.

It is often used in science, economy and obviously, in fashion. During every fashion week you can hear it at least once. There will always be a designer or a journalist saying « We took old trends and innovates ... »

But is this really innovation ? Are those promises kept ? When did the last fashionable innovation occur, month ago or decades ago ?

Speaking purely about techniques it was quite recently that the fabric of Kevlar's bulletproof vest was improved. Which is an innovation, but we can all agree that this is definitely not about fashion. So let's focus on style !

And this is where it gets complicated, if you ask me, the last innovation in this field dates back to centuries. A skirt will always be a skirt no matter the patterns you apply to it, and a blouse will always be a blouse no matter the side you choose to sew the buttons on.

With the coming back of old trends, the boom of vintage and thrift shops, innovation is getting further and further away from us everyday. Because honestly, there is nothing new in those graphic baskets your wearing, or this oversize vintage pullover. However, we still think that innovation is possible, and we still think that we are innovating when buying new clothes and putting them on for the first time. So how is that that innovation is not dead ?

My opinion is that mass fashion innovation does not really exist. What is true is simple and personal innovation. We are the one innovating, and not compare to other people or trends but compare to ourselves. When I bought my first high waist skinny jean, believe me, I was hundred percent sure I was innovating. And thinking about it now, I realize that some of my friends were already wearing them, as well as Kate Moss, whom right after making them the IT piece of clothing of the season was already over with them... So much for innovation.

However, what mattered at this time was that for me, considering what I used to wear, this was pure innovation. I knew that with these jeans, I would look like totally different from my old self.

Until we invent a new fabric in which we create new clothes, every so called innovation in fashion should be considered on a minor scale. But don't get me wrong, minor scale does not mean lesser, it means personal scale. And haven't I had it enough yet ? In fashion, what really counts, it's the way we perceived ourselves and the image we are trying to convey. For example, after every break-up, I change my hair style and clean up my closets of those clothes full of memories. In other words, I re-invent myself. It might appear to be a drastic measure, but I'm the kind of girl that hates compromising. And also, it is a good excuse to justify a shopping spree or a shabby new hairstyle. Moreover, if people found your hair weird or your clothes too extravagant, they won't say anything in fear of hurting you, because : « You know... she's going through a bad break-up ». However, misery and sadness are not the only time at which one can change its style. A new job, moving to a new city or just the spur of the moment is a good time to innovate yourself.

Considering what I've said, it appears that designers and brands are never really innovating, they propose us way to innovate by ourselves. They give us the tools to be actor of our own innovation process. So I guess we can say promises kept !









