

Fashion Posh Way

DIVA
INTERVIEW
I Love My Fans!

How To
BUILD
SELF-CONFIDENCE
YOUTH LINE

FASHION
BURNING ISSUE

**CAREER
MISTAKES**

**NOT TO
MAKE**

**How To Wear
SUMMER'S
Hottest
Trend**





FASHION DIFFERENCE:

Depending on where you live, where you've been, and who you've seen, you've likely noticed that different people wear different things. And not just in the obvious differences between a dress and a hoodie and jeans. Every country has a different sense of fashion, whether it's based on tradition or otherwise of the

So why do different places have different senses of fashion? With the presence of the internet and pop culture, fashion trends often spread quickly like a wildfire, whether it's DIY fashion or a new article of clothing that a brand presents that becomes popular for better or worse. First and foremost, the clothing that people wear is often determined by the conditions of where they are. People that live in colder climates will naturally wear clothing that's better suited for cold weather, and those in warmer climates will wear clothing suited for theirs. Furthermore, the cost of clothing in general will also determine what people wear. More intricate outfits will naturally cost more than much simpler ones, and both can still be fashionable in their own right. People's fashion sense has also simply changed over time. A look into anyone's wardrobe over the years, you'll likely notice a few articles of clothing that stick out compared to what the person wears today.





So what are some examples of differing fashion between nations?

In the Netherlands, you'll find a lot of clothing leaning towards practical application due to the nation's often unpredictable climate.

Jeans and jumpers because they're comfortable. Layers. Tunics over trousers, cardigans and various jackets.

Practical accessories such as backpacks, something easy to carry whilst on a bike(a common form of transportation there.)

Japan, Tokyo prefecture, fashion is heavily influenced by immediate fashion trends.

Of the many shops and passerbys you will see, an overwhelming majority of them will be carrying Brand named clothing, as a symbol of status.

Australia, Sydney. When you first think of Australian fashion, you're probably thinking of very casual, laid back clothing. Something that one can wear in a warm climate for extensive periods of time.

Lots of shorts and/or three quarter pants for both men and women.

Sneakers or other very comfortable shoes.

Minimal focus on brands or designer accessories.

China, Shanghai. A city that has changed tremendously over the past decades. As modern as a city as you can imagine from the term

'modern' alone. Chinese fashion is also similarly influenced by the

western world, much like Japan. Though, there is still a prevalent

focus on traditional Chinese clothing in their roots, such as the

traditional dress, the Qipao.

A mix of Western and Asian styles, with lots of silk tailored articles available.

Creative. Many people have their clothing custom tailored, whether by themselves or commissioned.

Infamous fake brands. The next Gucci bag you see there may not actually be authentic.

Italy, Bologna. A region with a standard climate. Hot in the summer and cold in the Winter. Fashion is very important, as people are dressed to be seen.

Tailored clothing of high quality.

Fur laden clothing is prevalent in the Winter. Even if most shops are closed, people will just walk around for a Sunday stroll in their best clothing to be seen by others.

Latest fashion trends are meticulously followed, and the highest quality of items are favored.

Those are just a few of the many examples of differing fashion styles across various countries, and merely saying 'countries' is an understatement. Fashion can even change from city to city because of the various aforementioned reasons. The United States, in all of its cultural diversity, has probably the most apparent trends in fashion, but that is a discussion for a different day.



Fashion trends change, that's no secret. "Fashion" is the style of dress that is currently popular. For some, it's a high priority to keep up with trends while for others, whatever they like and is practical is enough. Keeping up to date with fashion is something one would have to do if it was important to them, which alludes to one thing, whether due to deriving from a newly developed societal norm or from another culture, fashion is always changing.



So why do they change? Simply put, it's because people change. The old is replaced with the new. People are influenced by popular culture, whether it's from athletes, musicians, movie stars, social media or royalty. They also pay attention to what people wear in popular films, television shows, online videos, books and music. Thus, we're also influenced by the fashion industry's advertising.

Pop culture stars don't remain stars by doing the same things over and over again. Instead, they're always searching for a new angle to maintain their popularity. Often these new angles come in the form of new clothing or hairstyles.

Imitation is the greatest form of flattery. When people see these new styles, they often want to imitate their favorite stars, seeking out the latest fashions to do so, in order to make themselves look like the people they want to be like. In this way, fashion constantly changes over time.



This isn't a recent phenomenon either. As far as clothes have been invented, they have been used as a form of fashion, even in their more "primitive" state, so to speak. In the 1700s, people in France would spend hours looking through fashion magazines to learn of the latest styles, which inevitably spread across Europe. Of course, fashion also carried a more prevalent symbol of status. More expensive clothing would inherently be used to distinguish people from others, though in that period, it most notably had the effect of ostracizing certain groups of people. On the topic of fashion being influenced by pop culture, more specifically, the prevalence of fashion trends as a result of social influencers, or "influencer fashion".

What if all means :



In summary, fashion trends are "trends" because they're ever changing. Some trends are good and encourage a positive influence to society in some form, others are derivative primarily of personal gain, to gain popularity or influence. There is no definitive answer for whether they're good or bad, only that they're always going to stay prevalent in some form.

"That's so helpful and kind to me," she gushes, clearly smitten. The two make a pretty pair, and there's no pretentious refusal to talk about their relationship or sneak out separate doors at events. On the whole, Scottsdale is impressively frank about most things, but the burgeoning sense of acting has thrown a bit of a wrench into her life. She has described her main sobbing on set when she was filming a particularly gory scene in *Skins*, but rather than being upset, she saw the funny side of it. She doesn't even have a bad word to say of the paparazzi, who have started to pay her some regular attention. "They go so fast," she says. "You have no chance to do anything, and then afterwards think, 'I wish I'd done this or that.'" She has talked about crying the first time she had to wear a bikini in front of the cameras, since she was so skinny, but now takes it all with a pinch of salt. She has lived alone in London since she was 16, although she admits that when she left home, she hadn't yet developed all the skills of self-sufficient adulthood. "I am the world's worst cook, I lived off takeaways for a year," she says. Since she started working at the age of 14, she has had a tutor on set instead of attending school. "I've always been pretty independent," she admits.

But there's also super-realistic about her career as far as her own expectations go. You get the sense from her comments that she's accepting it one day at a time, ever mindful that success is no sure thing. And there's always Plan B. She adores music, has appeared in a music video for her friends' band The Riddens, used to play the piano and thinks it's something she might resume one day if the acting thing doesn't pan out. "Right now I'm just auditioning, looking for work, hanging out with friends, staying with my aunts in the countryside, seeing *Ellen*," she says, sounding disarmingly matter-of-fact about it all. There's no talk of moving to Los Angeles and pursuing Hollywood now that she's had a taste of big-budget flicks like *Clash of the Titans*. "I love London too much to move," she says. And from the response she gets from fans and the media here, London looks like home. Whether the rest of the world will see Londoners have that self-reliant, to-the-point, no-nonsense attitude is another story.

Did you know that garment workers earn less than 2 euros a day despite fashion being a multi-million dollar industry? Or that 98% of them cannot afford basic needs, like adequate food, shelter, or medical care?

It's easy to find out where our t-shirts, jeans, and dresses are made. Just look at the label: made in Bangladesh, India, Vietnam, Pakistan, China, or Cambodia. Although it is simply a label, we all sense what is hidden behind it. Most women who make these garments do not receive a fair wage. A coat for 30 euros or a dress for 19 euros! How is it possible if the sales have not arrived? Under what working conditions would they have been manufactured to make them cheap?

VOGUE
style
HOLY CHIC
ELLE
Women literally make fashion. Up to 90% of fashion workers in the textile sector are women (Labor 'Behind the Label 'Behind the Org.). Women workers in textile factories generally live in social and family uprooting, making them vulnerable to exploitation. Even from the same family, many of them end up many of working together because they are recruited according to defined strategies in pockets of poverty and social misery.
and social misery.

But that is not all. Did you know that despite the fact that fashion is a multi-million dollar industry, garment workers earn less than 2 euros a day? Or that 98% of them cannot afford basic needs, such as adequate food, shelter, or medical care? Many of them work 14 to 16 hours a day to make ends meet (Sustain Your Style), and also, 1 in 3 suffer sexual harassment in the workplace. Therefore, the next time you see a big brand selling you "feminist" merchandising, you should remember the harsh reality that all those who make these clothes live.

W

the worst thing is that we pay attention to some and turn a deaf ear to others. brands can spend thousands and thousands of dollars on famous influencers to advertise their clothes on social networks. on the other side of the coin are all those women who work for the same brand and still do not earn a dollar an hour. how can a bangladeshi textile worker make 0.32 dollars while great fortunes like kylie Jenner hit \$986,000 per instagram post? for an average worker in these conditions to earn the same amount as kylie in a single post, 855 years would have to pass. if brands can pay influencers millions, they could also pay their workers a fair wage.

sometimes changes are complicated, and it takes time to see the first results. however, this situation can improve more quickly than is believed if the large textile industries stop looking the other way. research by deloitte for oxfam australia revealed that 3% of the price of a fast fashion garment sold in australia goes to wages for garment workers, resulting in exploitation. worst part? it would cost very little for brands to change that. to put it in perspective, if these brands increased the selling price of each garment by just 1%, it would give workers a living wage. that's adding 10 cents to a 10-dollar t-shirt. incredible but true.

SHE DID THAT

She believed
she could, so
she did

“Good girls go to heaven,
bad girls go everywhere.”

– Mae West



Empowered women
empower women

#VirtuallyIndestructible

March 8

On the other hand, economics is important, but safety and health are more important. And yet, women are not protected in their jobs. It is a reality that many of them work under the deterioration of the infrastructure and the little adaptation to be a workplace with optimal conditions. All this often brings consequences such as respiratory diseases and suffering such as work stress, extreme physical exhaustion, depression, and anxiety, among others.

We already saw it in the Rana Plaza disaster that killed 1,132 garment workers. It was not simply due to physical instability but had much more to do with unstable structures and economic inequalities between workers and management in the fast fashion industry.

Let's not forget either the sexual harassment and discrimination due to pregnancy that makes this job even more denigrating for women, since she comes to interfere in her sexual life to find out if she is pregnant. In that case, they are fired.

We can look for a thousand culprits for problems like this, but the reality is that there is only one: the capitalist patriarchy that leaves women in the background. Therefore, the development of women in our day-to-day workplace has not been a granted right but fought for by our ancestors. Knowing all this, it's easy to see women of fashion as voiceless victims. Therefore, it is vitally important to recognize the misogynistic, unfair, and racist system that is fashionable on many occasions and keep in mind that these women hold the key to change.

They are the reason that change is taking place. It's time to keep fighting. It is time not to look the other way, to focus on how to support them, listen to them and actively associate with them. To give them the voice they carry inside. To start looking at fashion from another point of view, stop being accomplices to become the engine of transformation towards better conditions. We must be aware that our purchasing decisions affect us and affect the lives of millions of women who work in the industry.

VOGUE

BRASIL

SABRINA MENDES

LABOR ABUSE IS A DAILY REALITY FOR WOMEN WORKERS IN THE FASHION INDUSTRY.

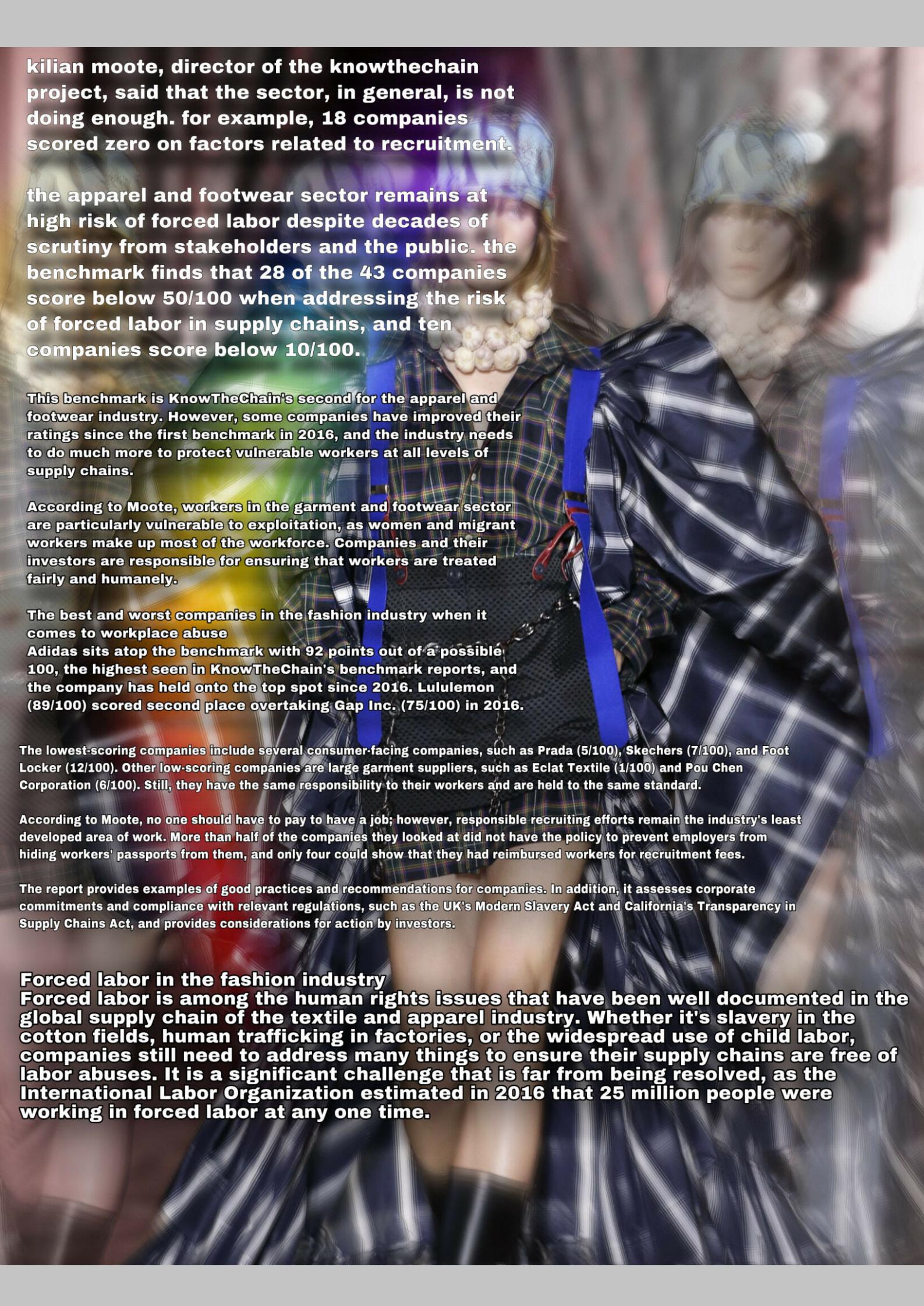
CURRENTLY, IT IS ESTIMATED THAT BETWEEN 60 AND 75 MILLION PEOPLE ARE EMPLOYED IN THE TEXTILES, CLOTHING, AND FOOTWEAR SECTOR, OF WHICH MORE THAN TWO-THIRDS ARE WOMEN. A \$3 TRILLION INDUSTRY, THE APPAREL AND FOOTWEAR SECTOR IS CHARACTERIZED BY GLOBALLY OPAQUE AND COMPLEX SUPPLY CHAINS AND COMPETITION FOR LOW PRICES AND QUICK TURNAROUNDS.

VULNERABLE WORKERS, INCLUDING WOMEN AND MIGRANT WORKERS, ARE THE MOST AFFECTED. THE CLOTHING AND FOOTWEAR SECTOR IS INCREASINGLY DEPENDENT ON MIGRANT WORKERS. COMPANIES MUST HAVE THE RIGHT POLICIES AND PROCESSES IN PLACE TO ADDRESS THE DYNAMIC NATURE OF FORCED LABOR RISKS IN THEIR SUPPLY CHAINS.

Labor abuse in the fashion industry: report
A new report by the nonprofit organization **KnowTheChain** measured 43 of the world's largest clothing and footwear companies' efforts to tackle forced labor and concluded that the industry was not making enough progress. **KnowTheChain** researchers noted that the average score was just 37 out of 100, with more than two-thirds of companies surveyed scoring below 50. Although this is a marginal improvement from the nonprofit's 2016 report, this most recent survey made it clear he believed such efforts have been too small and too slow.

novonormal

SIMPLIFICAR A VIDA E SE CONCENTRAR NO ESSENCIAL SÃO OS CAMINHOS PARA UM FUTURO MAIS ÉTICO E SAUDÁVEL



kilian moote, director of the knowthechain project, said that the sector, in general, is not doing enough. for example, 18 companies scored zero on factors related to recruitment.

the apparel and footwear sector remains at high risk of forced labor despite decades of scrutiny from stakeholders and the public. the benchmark finds that 28 of the 43 companies score below 50/100 when addressing the risk of forced labor in supply chains, and ten companies score below 10/100.

This benchmark is KnowTheChain's second for the apparel and footwear industry. However, some companies have improved their ratings since the first benchmark in 2016, and the industry needs to do much more to protect vulnerable workers at all levels of supply chains.

According to Moote, workers in the garment and footwear sector are particularly vulnerable to exploitation, as women and migrant workers make up most of the workforce. Companies and their investors are responsible for ensuring that workers are treated fairly and humanely.

The best and worst companies in the fashion industry when it comes to workplace abuse

Adidas sits atop the benchmark with 92 points out of a possible 100, the highest seen in KnowTheChain's benchmark reports, and the company has held onto the top spot since 2016. Lululemon (89/100) scored second place overtaking Gap Inc. (75/100) in 2016.

The lowest-scoring companies include several consumer-facing companies, such as Prada (5/100), Skechers (7/100), and Foot Locker (12/100). Other low-scoring companies are large garment suppliers, such as Eclat Textile (1/100) and Pou Chen Corporation (6/100). Still, they have the same responsibility to their workers and are held to the same standard.

According to Moote, no one should have to pay to have a job; however, responsible recruiting efforts remain the industry's least developed area of work. More than half of the companies they looked at did not have the policy to prevent employers from hiding workers' passports from them, and only four could show that they had reimbursed workers for recruitment fees.

The report provides examples of good practices and recommendations for companies. In addition, it assesses corporate commitments and compliance with relevant regulations, such as the UK's Modern Slavery Act and California's Transparency in Supply Chains Act, and provides considerations for action by investors.

Forced labor in the fashion industry

Forced labor is among the human rights issues that have been well documented in the global supply chain of the textile and apparel industry. Whether it's slavery in the cotton fields, human trafficking in factories, or the widespread use of child labor, companies still need to address many things to ensure their supply chains are free of labor abuses. It is a significant challenge that is far from being resolved, as the International Labor Organization estimated in 2016 that 25 million people were working in forced labor at any one time.



June

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The root cause of these abuses is certain accepted practices, such as the one mentioned above by Killian: conscription, the widespread use of agencies to find workers for factories and workshops.

Moote said there is a growing recognition that no worker should have to pay to work today, particularly in a world where more and more workers are migrating specifically for work. The companies that scored highest in the rankings, Adidas and Lululemon, are unique. They require direct employment of all supply chain workers. A requirement KnowTheChain believes other companies should consider. Implement.

Another critical challenge that has been an obstacle to progress is the complexity of supply chains and the interconnectedness of the industry. Most global brands hire the same suppliers or sources from the same regions where textile factories and labor abuses are rampant, such as Bangladesh, Cambodia, or Vietnam.

KnowTheChain says it will continue to highlight what works and what doesn't and track progress on a goal we all must share: eliminating forced labor from the apparel and footwear supply chain.

AWESOME

History of western Fashion

1. THE RENAISSANCE ERA

The Renaissance era took place between the 14th and 17th centuries. It was known as a "rebirth" following the Middle Ages. The Renaissance was truly the time for art, literature, and philosophy to shine. History stated, "Some of the greatest thinkers, authors, statesmen, scientists, and artists in human history thrived during this era."

It could take a lengthy amount of time to dress for the day for an upper class woman. They would start by putting on a shift which is "a loose linen smock worn to protect the gown," then stockings, and finally a petticoat to fill in the gown and keep you warm. Nowadays, we typically know men to be quick when dressing, but in the Renaissance era, they took just as long of a time to get dressed. There are layers to this—and it starts with upper class men putting on a shirt with no collar or cuffs, a doublet, which is a long-sleeve garment, then lastly, a jerkin, which is a sleeveless jacket. Men needed to keep their modesty too, so they wore stockings along with knee-length trousers.

2. 18TH CENTURY FASHION

Now, let's go back to the Marie Antoinette days—but the Sofia Coppola version. During this time, it was all about the extravagance, the ridiculousness, the bourgeoisie, and let us not forget—the white wigs. This style was called Rococo: florid or excessively elaborate. During this time, influence for art, culture, and fashion shifted from Versailles to Paris. Fashion designers became more popular as everyone wanted to get their hands on the latest styles.

Women's style included waists held extremely tight from corsets, plunging necklines, and showing their décolletage. The Pagoda sleeves, which started from the shoulder to the elbow and ended with a flare (as you might recognize from pictures), and a new silhouette for women came along. Wide hoops worn under skirts that extended sideways. These were called panniers, and they were worn for formal occasions as they would accentuate tiny waists. The people who wore these clothes wanted it to be known that they were aristocrats. The lower class despised how the wealthy would show off their wealth; this led to the end of the Rococo era due to the French Revolution.

3. THE VICTORIAN ERA

The start of the Victorian era began with Queen Victoria's reign from 1837 to 1901. This era still showed an immense amount of class and wealth when it came to fashion. The fashion for women in the Victorian era started with large dresses, but by 1883, the silhouette changed with a bustle dress. When it comes to accessories, bonnets and hats were very popular and were worn inside and outside. By 1880, a group of high society women started to embrace simpler styles called the 'artistic' dress. The artistic dress was less restrictive and did not require a corset to be worn with it.

For men's fashion, men started wearing longer trousers than their short knee-high trousers. Men wore these trousers for day and evening dress. The famous top hat was developed during this time—as an image of Abraham Lincoln wearing his top hat pops into our heads. Men kept it simple during this time, wearing a long coat, a waistcoat (which can be confused with a vest), straight trousers, and a high collared shirt. Also, in the 19th century, mustaches and beards had their hot moment as well.

4. THE 1920S: ART DECO ERA

This is an era that I am all for! Fashion did a full 180 in the 1920s with the development of flapper girls, dresses with shorter hem, drastically shorter hair, and the influence of Art Deco style. This is when exoticism emerged, and art styles like cubism and futurism influenced fashion. The liberalism of women in the 1920s was part of the evolution of the Art Deco style. This was a time for experimentation and new designs.

During this era, we see designers like Jean Patou, Madeleine Vionnet, and Gabrielle Chanel emerge to create modern styles for women. Paul Poiret was a huge influence during the Art Deco era. As stated in Art Deco Fashion, "The first fashion designer to embrace the ethos of Art Deco was Paul Poiret." Poiret's inspiration was a melting pot of Western historical styles, folk traditions, avant-garde art, and ancient cultures.

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Overall, Art Deco style was about geometric shapes, biased cut dresses, dramatic accessories, pops of color, and of course, a ton of gold and silver. Daywear in the 1920s consisted of flat and straight dresses, which gave designers more space for artistic designs like embroideries, appliques, and geometric prints. Patterned prints became the go-to for the avant-garde style. It was all about nightlife in the 1920s, so in the evening, the extravagance came out. Women wore dresses that reflected Charleston and jazz dancing; they wore short gowns made with silks and velvet, and embroidered with sequins, pearls, and metallic threads. There was also a touch of “feathers, boas, and layers of fringes to accentuate movement”.

It was all so dreamy.

Artists, poets, writers, and designers influenced a new way of life in the 1920s, and fashion reflected this evolution

THE 1940S: WOMEN WEAR THE PANTS NOW

In the early 20th century, there was a fight and a struggle for women to gain the right to wear pants. The idea of women wearing pants was frowned upon; women needed to stick with the traditional full dresses and long skirts. It wasn’t until 1909 when French designer Paul Poiret created the “harem pant”; the harem pant was seen as more feminine and modern. As expected, the pants were not favored and the trend ended up failing.

Finally by World War II, it was time for women to wear pants. Millions of American soldiers went to war in Europe, so women were hired for empty job positions to keep factories running. Women stepped up to the plate—while wearing pants at the same time. It was not practical nor comfortable for women to wear dresses in these factories, so women wearing pants became more normalized in the 1940s. By women wearing pants in the '40s, it showed support for using less fabric during war times. This freedom led to them becoming more comfortable in clothing and crossing gender lines. This also led to more rebellion during the '60s and '70s fighting for pants to become a part of women's fashion. The pants revolution also created what we know as “pantsuit nation,” as Hillary Clinton's supporters like to call themselves.

THE 1960S: MOVEMENTS AND GROOVY TIMES

The world was changing in the '60s, and so was fashion. It was a time where radical social movements were emerging. During this time, American fashion was heavily influenced with up and coming fashion trends in London—thus came the miniskirt. The miniskirt was invented by Mary Quant, a British designer who was “inspired by the younger people around her,” according to **College Fashion**. The miniskirt is an iconic garment that we still see in closets today, but it was much more than that; it was about the establishment of youth culture, feminism, and **The Women's Liberation Movement** fighting for independence. The **Civil Rights Movement** also influenced fashion when it came to black culture. Black Americans started to embrace “that their own natural physical appearance is beautiful,” said **Kathleen Cleaver**. The **Black Panther Party** led this new awareness by wearing afros, which was a powerful symbol for black power.

Fashion changed for men as well as they started to wear more casual clothing. Men had more ability to wear clothing that showcased their personality and style. Men's clothing incorporated more patterns and colorful palettes to their wardrobe. Mick Jagger, Jimi Hendrix, and The Beatles were a big influence for men to become more fashionable and futuristic with their style. All in all, the 1960s brought on many revolutions and new social norms to the world. Futurism, mod, hippie chic, and the black power movement changed the way we see fashion altogether.

A woman with short, dark hair is shown from the chest up. She is wearing a futuristic, metallic outfit with a dark, ribbed top and a skirt. Several glowing red spheres are attached to her outfit, some on wires and some floating around her. The background is a dark, abstract space.

design capabilities for fashion on-demand (the practice of creating

And as the years go on, expect technology to be an even stronger

designers and companies quickly get customized fashion in consumers' and those patterns off to be made. And with digital fabric printing,

DIGITAL WAVE

ks having a large inventory of unsold clothing. But with
ade-to-order basis, brands can manage their inventories

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help them to produce customized goods tailored to
e and Reebok are implementing 3D printing technologies

Brands Are Managing Their Inventories More Savvily

Without a fashion on-demand model, a fashion brand risks having a large inventory of unsold clothing. But with technology enabling brands to produce garments on a made-to-order basis, brands can manage their inventories easier.

Preparing for the future

Say you really want to be in this 5 star fashion class...but the only problem is that you are across the country. Well that's where technology comes into play. You can take the fashion class via social sites like Zoom and Google hangout.

3D printing

Another big trend in clothing, shoes and accessories industry is 3D printing. Brands are exploring the technology and search for different ways on how it can help them to produce customized goods tailored to specific consumers. Shoe brands like Nike, New Balance and Reebok are implementing 3D printing technologies for customization purposes

On another hand, 3D printing is also about sustainable fashion. According to research, 3D printing reduces fabric waste in production by about 35%. It can help to create zero-waste sustainable production for many brands.

Although 3D printed fashion still is a luxury, the above-described projects suggest that the technology has great potential to expand into the mass-production.