

FASHION



14/07/2020

**ALTERNATIVE
FASHION:
TOP-7 COLLECTIONS
FROM TOKYO
FASHION WEEK**

***AESPA NAMED
ON TIME'S LIST
OF NEXT-GEN
LEADERS***

**PEACH PEELING - A NEW
FRIEND OF YOUR SKIN**

**4 ITEMS FROM
THE ISABEL
MARANT
COLLECTION
WORTH
BUYING**





COLOR COMBINATIONS IN CLOTHES: THEORY AND EXAMPLES



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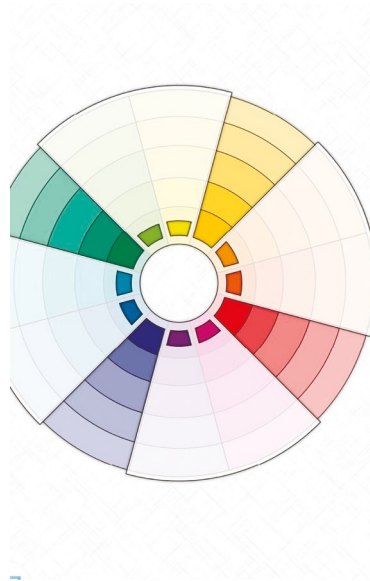


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TRENDING

SATIN

SUITS



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AESPA NAMED ON TIME'S LIST OF NEXT-GEN

14.07.2020

THE GROUP AESPA HAS BECOME THE FIRST K-POP GIRL GROUP TO BE NAMED ONE OF TIME MAGAZINE'S "NEXT GENERATION LEADERS." AESPA WAS THE ONLY K-POP ARTIST ON TIME'S LIST OF ITS 2022 NEXT GENERATION LEADERS, WHICH THE MAGAZINE UPLOADED ON ITS WEBSITE ON THURSDAY. WHILE BTS HAS PREVIOUSLY BEEN SELECTED FOR THE LIST IN 2018, AESPA IS THE FIRST K-POP GIRL GROUP TO BE RECOGNIZED BY THE US NEWSWEEKLY AS SUCH.

"NEXT GENERATION LEADERS" IS TIME'S LIST OF TRENDSETTERS AND TRAILBLAZERS THAT THE MAGAZINE ANNOUNCES EVERY YEAR. AESPA, WHICH IS BASED ON THE UNIQUE CONCEPT OF A "METAVERSE GIRL GROUP," DEBUTED WITH THE SONG "BLACK MAMBA" AND HAS SCORED MORE HITS WITH "NEXT LEVEL" AND "SAVAGE."

WHILE DESCRIBING AESPA AS "AN EXPERIMENT," TIME SAID THE GROUP "MAY ALSO BE THE INEVITABLE NEXT STEP FOR THE MUSIC INDUSTRY: A FRESH WAY TO BRIDGE THE VIRTUAL AND THE REAL."

"TRUTHFULLY, WE WERE WORRIED IN THE BEGINNING, BECAUSE THIS CONCEPT OF OURS IS SOMETHING NEW TO OUR COMPANY AS WELL. BUT OUR FANS REALLY LOVED IT AND ARE EVEN CREATING MEMES OUT OF IT," AESPA SAID IN AN INTERVIEW WITH TIME.

THE GROUP SAID ITS GOAL IS TO "NORMALIZE METAVERSE CONCEPTS AND HAVE OUR FANS AND OTHER PEOPLE BE A LITTLE MORE COMFORTABLE WITH THE WHOLE IDEA OF IT. IT'S A JOURNEY THAT FANS CAN GO ON BY TAKING THE TIME TO WATCH AESPA'S VIDEOS AND CONSUME THEIR CONTENT, BEYOND JUST ENJOYING THE SONGS."



4 ITEMS FROM THE ISABEL MARANT COLLECTION WORTH BUYING

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT



80s style denim jacket



Blouse with voluminous sleeves



Denim dress



Leather pants

14.07.2020



PAULINE
DENIM JACKET
\$ 690



VEGA
RUFFLE TOP
\$ 330



NINA DENIM
DRESS
\$ 785



CIFERIM
LEATHER PANTS
\$ 3,550



ALTERNATIVE FASHION:
TOP-7 COLLECTIONS FROM TOKYO FASHION WEEK

DRESSEDUNDRESSED

The collection of the brand called “LOVERS” hooked both internally and externally. Models paraded in black raincoats and strict jackets, which had small round mirrors. A complex chain of sparkling reflections caused a feeling of some kind of uncertainty and lack of body.

Looks bewitching.



BASE MARK

Their feature is layering and an extraordinary approach to basic things. The spirit of this collection is imbued with surrealism: a green fluffy coat with a navy blue short suit, khaki trousers with a neon green stripe. This is something comical and cosmic. Shades of rust, cobalt and bright green give the collection a sweet and sour note.



HYKE

The pair of designers Hideaki Yoshihara and Yukiko Ode did a good job of creating the uniform. Based on the colors of the ubiquitous British shirts and clean lines, they used a cool color palette and decorated trousers and tunics with white rectangles.



CFCL

Computer-generated 3D-printed jerseys and «body containers» are real contemporary creations that have made a lasting impression. Dresses, sweaters and other attributes flow around the figure and expand, flow again and expand again. The brand masterfully shows how to intertwine sophistication, consciousness and comfort. With this collection, the creators have shown and proved that fashion and technology are moving in the same direction.



CF BED J.W. FORD CL

Fashion designer Shinpei Yamagishi often plays with stereotypes and symbols. This time, the theme of peace and love has become a cult theme for him, but this is personal: the designer admitted that he himself once dressed in the hippie style. The main attribute of the show was the famous “Pacific” symbol: we noticed it on the buttons of coats, trousers and as a print on sweaters. In addition, the couturier used hanging floral corsages made from different fabrics. They fit perfectly into the atmosphere of the “flower power” of this collection, which metaphorically formed a chain connecting the designer’s past with our present. “I’m Rooted But I’m Flowing” is the appropriate title Yamagishi chose for this show.



TOMO KOIZUMI

Tomo Koizumi chose Japanese actors and musicians instead of models. One of Japan's first transgender actors, Namayaka, for example, wore a black suit with dark brown frills over a white shirt. Terajima, the screen legend, paraded in a cobalt, ruffled, strapless gown with a full skirt. The designer's old feature is frills. Column and mermaid dresses use tiny frills along the seams without weighing them down with layers of tulle organza. However, some models were overly airy. Meanwhile, there were tracksuits, capes, mini dresses in acid and neutral colors on the runway.



CHONO

Designer Wataru Nakazono is on a mission to preserve the national textiles and honors the artisans in his collection. He called it "Reconstruction of the classics." At first glance, it seems that the collection is a banal combination of classic cut and bohemian elements. But it's much deeper than it seems.







PEACH PEELING - A NEW

WHAT ARE THE BENEFITS OF AMINO ACIDS FOR THE SKIN:

- Provide natural skin hydration by pulling water molecules and retaining them.
- Helps improve complexion.
- Participate in the synthesis of collagen and elastin, thereby increasing the elasticity and firmness of the skin, reducing the depth of wrinkles.
- Protect collagen and elastin fibers from destruction, prolonging their functionality.
- Accelerate the processes of skin regeneration and provide a bastion for the restoration of damaged tissues.

THANKS TO PEACH OIL, THE PROCEDURE IS SUITABLE EVEN FOR PATIENTS WITH WEAK BLOOD VESSELS - REDNESS ON THE FACE, DILATED CAPILLARIES, THE PROCEDURE CAN BE PERFORMED BEFORE IMPORTANT EVENTS, SINCE IT HAS NO REHABILITATION, SEASONAL OR AGE RESTRICTIONS.

WHAT EFFECT SHOULD BE EXPECTED AFTER PEELING?

- improvement of skin quality (leveling of microrelief);
- seborregulation and narrowing of pores;
- correction of small wrinkles;
- renewal and restoration of the skin;
- correction of hyperpigmentation;
- fight against hyperkeratosis;
- prevention of premature aging;
- moisturizing and improving skin elasticity;
- correction of post-acne and a decrease in the severity of inflammatory elements;
- an excellent addition to injection and hardware techniques.

HOW OFTEN SHOULD YOU USE PEACH PEELING?

AN IMPORTANT ADVANTAGE IS THE ABSENCE OF A REHABILITATION PERIOD, THE PATIENT CAN RETURN TO NORMAL LIFE IMMEDIATELY AFTER THE PROCEDURE.

THE PROCEDURE CAN BE PERFORMED NOT ONLY ON THE FACE, BUT ALSO ON THE BODY.

THE RECOMMENDED COURSE IS 3-5 PROCEDURES WITH AN INTERVAL OF 7-10 DAYS.



FRIEND OF YOUR SKIN

WHO SHOULD FIRST OF ALL
INCLUDE PEACH PEELING IN
THEIR CARE?

PEELS BASED ON PEACH OIL ARE SUITABLE FOR SOCIALLY ACTIVE WOMEN AND MEN, AS WELL AS YOUNG PATIENTS. IT ALLOWS YOU TO CARRY OUT LIGHT EXFOLIATION AND MOISTURIZING OF THE SKIN IN ONE PROCEDURE. THE WHOLE SECRET IS IN THE COMPOSITION: 11 AMINO ACIDS, MACRO AND MICROELEMENTS, VITAMINS. COLD PRESSED PEACH KERNEL OIL IS AN AMAZING INGREDIENT. ON THE ONE HAND, IT HAS A RICH COMPOSITION: POLYUNSATURATED FATTY ACIDS (OLEIC, LINOLEIC, PALMITIC, ARACHIDIC, PHOSPHOLIPIDS, VITAMINS A, B, C, E, P, MINERAL SALTS), WHICH RESTORE THE HYDROLIPID MANTLE, PREVENTING EXCESSIVE MOISTURE LOSS, PROTECT THE SKIN FROM DRYNESS AND INFLAMMATION, IMPROVE COMPLEXION.

WHAT ARE THE OBVIOUS BENEFITS OF PEACH PEELING?

- relaxation, moisturizing, skin whitening, pleasant fragrance, no rehabilitation;
- moisturizing without injection;
- suitable for men;
- suitable for young patients;
- the best procedure before an important event;
- instant effect;
- stimulates the synthesis of fibroblasts and skin rejuvenation processes;
- promotes the growth of healthy new cells;
- effectively cleanses the skin without rehabilitation;
- an excellent alternative for patients who oppose injections.

DRESS CODE OF ELIZABETH II



THE QUEEN OF GREAT BRITAIN CELEBRATES HER BIRTHDAY TODAY. FOR HER 96 YEARS, SHE HAS ALWAYS LOOKED FLAWLESS AND RIGHTFULLY DESERVED THE TITLE OF STYLE ICON. IN HONOR OF THE HOLIDAY, WE DECIDED TO RECALL HER OUTFITS AND DEFINE THE RULES OF THE ROYAL WARDROBE

Style

Clothing should be selected according to the figure, but not tight. The ideal sleeve length according to the Queen is three quarters. In this case, gloves are often used: the shorter the sleeve, the longer they are.

Skirts are exclusively below the knees, mini is unacceptable. Long hemlines are used "on occasion".

Accessories

Her Highness has over five thousand hats. Preferences: not too wide brim, crowns of medium height and moderate decor.

The high platform is taboo. The Queen prefers shoes with low, stable heels or without them at all: the ideal length is five centimeters. But do not forget that each pair should be comfortable.

Bags are small and with an elongated handle to make it convenient. There is no particular preference for brands: they order products for Her Majesty in various fashion houses.

An umbrella can also be worn royally: preference should be given to transparent attributes. In the case of a queen, the piping always matches the color of the outfit.

Although some laughed at Elizabeth II in a headscarf and called grandmothers behind her eyes, Balenciaga and Céline were inspired by her. In the new season, just the same scarf will be one of the main attributes of a real fashionista.

From the very beginning of her reign in the 1950s, Elizabeth II showed a sense of style and the ability to match both jewelry and accessories to an outfit. However, this is not only her merit - 12 people are responsible for the royal wardrobe, each of whom the queen herself carefully selects. Her Majesty's former valet Miss Peggy Hoat has served in her position for 35 years and is now her personal dresser and style advisor, Angela Kelly. In late 2019, she released *The Other Side of the Coin: The Queen, the Dressmaker and the Wardrobe*, a book about the style of the British Crown, with Her Majesty's permission, of

course. There we found exactly what rules the queen adheres to. We share the key ones with you.

Quality

The service life of the outfits of Elizabeth II reaches 25 years. This is the first and most important rule: do not throw things away, "refresh" them with new details or combinations and wear-wear-wear.

The second follows from the first: good material is the key to good taste. It is better to buy one piece of high-quality material than five consumer goods.

AN INTERESTING FACT: SINCE 2019, ELIZABETH II HAS ABANDONED NATURAL FUR, HENCEFORTH SHE APPEARS IN ARTIFICIAL FUR.



AN INTERESTING FACT ABOUT ELIZABETH II: BEFORE PUTTING ON SHOES, THEY ARE BROKEN IN BY THE QUEEN'S DESIGNER ANGELA KELLY.



MORE COLORS!

NOW WE ALL LACK COLORS, BRIGHT EMOTIONS AND «COMING TO LIGHT». TO PLEASE YOURSELF, JUST ADD PAINT! The COSMICO COLLECTION IS A BRIGHT MOOD, METALLIC SHINE, DAZZLING PEARL SHINE, FEMININITY AND MANY UNFORGETTABLE SHADES! THIS IS THE KIND OF COCKTAIL THAT CREATIVE MASTERS DECIDED TO PRESENT TO GIRLS THIS SUMMER.



NEW COLLECTION OF AUSTRALIAN DYES NAK, METALLICS SERIES.

PHOTOGRAPHER: VERONIKA GUBKINA

HAIR: EUGENE SHATOKHIN, MARGARITA BUIKO-CHERNITSKAYA, ANTON TSAP, ANNA PORTKOVA

STYLE: ANNA PORTKOVA

MAKEUP: KARINA KLIMKINA

14.07.2020

NAK STAINING COLLECTIONS FROM THE COSMICO TEAM

Brunettes or blondes? We are for both options! The Cosmico team has been preparing for a long time to share NAK color collections with you



THE HIGHEST POINT

THE UBIQUITOUS AND SLIGHTLY CARELESS
BUNDLE OF HAIR WAS THE PREROGATIVE OF
SLOTHS, AND BECAME A FAITHFUL COMPANION
OF THE STYLISH OF THIS WORLD

14.07.2020





TARO FORECAST FOR ZODIAC SIGNS FOR THE WEEK FROM MAY 31 TO JUNE 6

WANT TO KNOW WHAT THE TAROT CARDS HAVE TO SAY ABOUT THIS WEEK? THEN READ THE ALIGNMENT OF THE ZODIAC SIGNS FROM THE TAROLOGIST OLNA LEMBERG AS SOON AS POSSIBLE.

ARIES - KNIGHT OF CUPS

On the map, daffodils are blooming and butterflies are fluttering, and a blond man on a white horse holds out a goblet to the viewer. So expect pleasant things - compliments, unexpected confessions, even offers. Just don't take it seriously - it's just such a season, everything blooms, blossoms and feelings, but spring flowers quickly crumble. However, why not get pleasant emotions?

CANCER - 8 OF WANDS

Everything is going according to plan, with good speed, everything is debugged - and you do not interfere in the process. Do not create unnecessary fuss and chaos, everything happens right by itself. Wait for interesting news, and official ones, but do not worry, this news does not mean anything bad for you.

TAURUS - QUEEN OF CUPS

These days you will feel yourself in the full bloom of your femininity - beautiful, attractive, desired, the ruler of hearts. Only - watch your own, do not dissolve in emotions, do not become capricious and cutesy, and then the flowering will last.

LEO - 5 OF WANDS

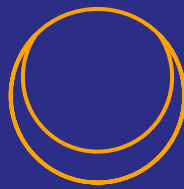
Someone's ambitions, someone's views, someone's initiatives - and they are unlikely to coincide with the people around you. Do not lead to serious quarrels, do not let discrepancies turn into smoldering conflicts and then into open quarrels - the reasons are simply not worth it. Everything can be decided in a fair competitive manner and without offense to someone.

GEMINI - 2 OF PENTACLES

Small problems are possible these days, and it is best to solve them in a playful way. Your ability to notice little things, smooth corners, be attentive to everyone and everything is your main advantage now.

VIRGO - ACE OF SWORDS

It is time to make decisions and implement them clearly, even if they are unpleasant and painful. But there is such a word - it is necessary. And it is better to do it yourself than to do it anyway, but without taking into account your interests. It is also important to realize that you have decided and done, and to be relieved that everything will soon be behind you.



LIBRA - MAGE

These days, take the initiative, express ideas, come up with something new - you can. And do not be shy to speak out, do not stand on the sidelines - it is time to show yourself, demonstrate your virtues and ambitions. Others will appreciate and support, but the main thing is you yourself.

CAPRICORN - SUN

These days success and recognition await you, there is a place for a holiday and some narcissism - and you really are doing great! Celebrate, share your positive with the rest, you succeeded and everything worked out, but in the meantime think about it - where are you, so wonderful, going to direct your forces further?

SCORPIO - MOON

These days around you, and inside everything is unclear, unsteady. Bad forebodings, vague dreams languish, intuition whispers something. And around - either friends, or enemies, or so - just in case, do not trust anyone, even yourself. Soon this dregs will dissipate, but for now - do not make important decisions, it is very unsteady and the soil can leave from under your feet, there is a high probability of wrong steps - into a quagmire.

AQUARIUS - 7 OF CUPS

And you are all in dreams, you are in the clouds and everything seems so beautiful and alluring ... and even accessible in your fictional world. It is useful and pleasant to dream, but it is not worth taking off the ground for a long time, there is a danger of flying too far and the landing will be painful. Therefore, correlate your earthly reality with your beautiful dreams and do not be upset if everything does not coincide.

SAGITTARIUS - 5 OF PENTACLES

It's not very pleasant, but this week will have to save hard. There are funds, but it will be necessary to spend very carefully, holding on to resources, refusing rash expenses. This course of action is needed now and will soon be justified.

PISCES - 9 OF WANDS

You don't need someone else's, but you also need to defend your own - and the arrangement of your home or territory under your control, and the inner world, your concepts and beliefs. Sometimes it is worth scaring possible aggressors in advance, showing yourself formidable and dangerous, although inside you are soft and tender.



“I GO EVERYWHERE WITH A CAMERA, EVEN FOR BREAD.” INTERVIEW WITH VLADIMIR SYCHEV, THE FIRST PHOTOGRAPHER TO SIGN A CONTRACT WITH FRENCH VOGUE



A PERSONAL EXHIBITION OF PHOTOGRAPHER VLADIMIR SYCHEV «FROM THE SOVIET ERA TO THE GREAT COUTURIERS» HAS STARTED IN ST. PETERSBURG. MORE THAN 50 PHOTOGRAPHS MADE BY THE MASTER FROM THE 1970S TO THE 1990S WITH PORTRAITS OF KARL LAGERFELD, SONIA RYKIEL, JEAN-PAUL GAULTIER ARE EXHIBITED AT ROSPHOTO UNTIL FEBRUARY 10. KATYA DARMA TALKED TO THE PHOTOGRAPHER ABOUT MOVING TO PARIS, WORKING FOR VOGUE AND DOCUMENTARY FILMING.

ABOUT MOVING TO PARIS AND BEING INVITED TO VOGUE

I came to the West out of curiosity, but ended up in Paris by accident. I was in Vienna when my French diplomat friends called and said they should come and pick up my paintings. A cinematographer I know in Vienna gave me the contacts of the SIPA Press photo agency in Paris. I showed the founder Göksin Sipahioğlu the photos, and within 15 minutes we were at the editorial office of the Paris Match magazine on the Champs-Élysées. My work was seen by director of photography

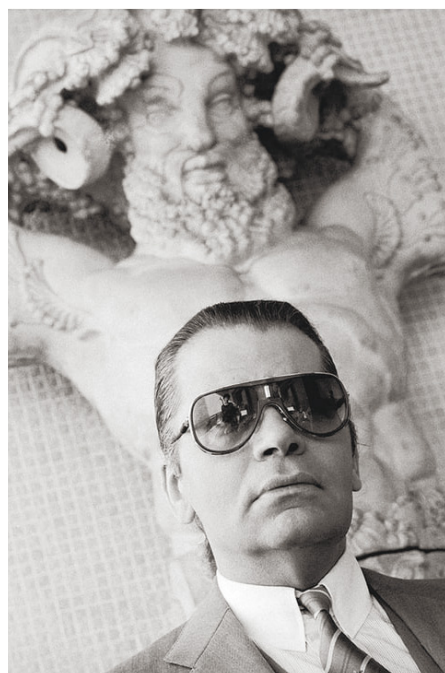
Michel Zola and editor-in-chief Roger Theron, both fans and great collectors of photography. It was they who released the largest publication in the history of the magazine - a report with 44 of my photographs. After the radio choked about me, I was interviewed. Helmut Newton, the great fashion photographer, asked Paris Match to introduce us. In June, the phone rings: “The director of French Vogue is calling you. Can you come?» I come and they tell me that Helmut Newton put them in a difficult situation - he demands that Vogue give me a test shoot, because

he thinks I’m a good photographer. They are sent to Haute Couture Week with Francine Cresan, editor-in-chief of Vogue Paris, she said which models on the catwalk I should shoot. So, Fashion Week was opened by Nina Ricci on Sunday evening, and ended with a Yves Saint Laurent show on Thursday. On Monday I handed in the films to the laboratory, dined at the Vog canteen, and went on to work. On Tuesday I come, and they tell me that director Roger Gage is waiting for me. He announced: “We have developed the first films, and the whole editorial office is delighted. We offer you a

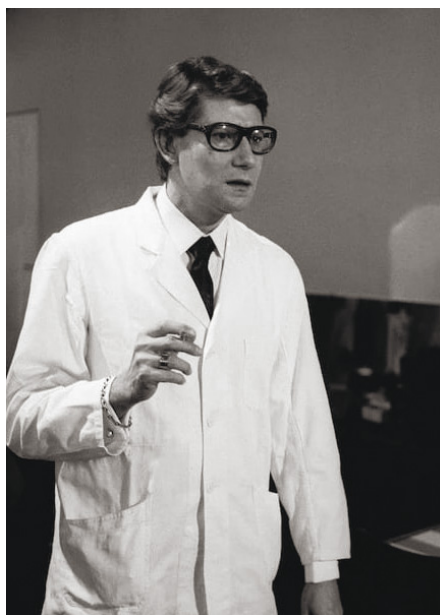
contract.» That is, at first Vogue wants to fight me off, and three days before the end of the fashion week, he offered a contract - for the first time in 50 years of the magazine's existence. I agreed. The first publication in Vogue was 40 pages, to whom I say they do not believe. 100 pages per year. For two years - 200 pages.

ABOUT THE PORTRAITS OF KARL LAGERFELD AND YVES SAINT LAURENT

There are two legends in French fashion - Karl Lagerfeld and Yves Saint Laurent. I met Lagerfeld in 1981. The photos at the exhibition were taken in 1983 - at that time he was already working at Chanel, and I shot him for the American People magazine. Lagerfeld is a man of unique capacity for work and the highest professional. If he lets the photographer in, he lets him do whatever you want. I was with him in Paris, Monaco, in Rome with the Fendi sisters. Yves Saint Laurent is completely different - modest. When I started working at Vogue and filmed all the fashion shows, I was interviewed. They said that here is a Russian, fell from the far side of the moon, does not know fashion. I cited Yves Saint Laurent as an example: there are



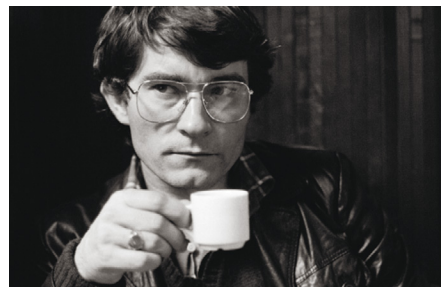
painters, and there are graphic artists who have a beautiful line, drawing, but in color they are not boom-boom. The same is true in fashion. Emmanuel Ungaro is a painter, he always had live music at his shows (the interview took place before the news of Ungaro's death. - Approx. BUR0.). Yves Saint Laurent is a graphic artist, he has a phenomenal silhouette, but he is color blind. I am the only photographer who has shot in the apartment of Saint Laurent and Pierre Berger. On the cover of Berger's book «Letters to Yves» is my photograph (he wrote letters to him despite the fact that they lived in the same apartment). Jean-Paul Gaultier-level professionals won't let strangers in just to drink tea. I filmed, for example, almost all the matches between Kasparov and Karpov, except for the first one in Leningrad. A week before the match, no one lets you into your home, because everyone is on their nerves. It's the same with collections, only they don't let them in fashion for a month. Before the show, the employees of the house are afraid to say a word to the designer.



ABOUT DOCUMENTARY FILMING

I did not follow the gloss before or after Vogue - in the 1980s I just worked there. In 1989, thanks to Jacques Chirac, I received French citizenship

and began to travel to the USSR with a French passport. I spent two weeks a month in Moscow, because there were a lot of orders. When Gorbachev abdicated, I spent three days with him. When the Berlin Wall came down in 1989, I walked on the wall that night. In mid-December 1989, I was at Ceausescu, who was overthrown and almost killed on the first night (Nicolae Ceausescu, Secretary General of the Romanian Communist Party since 1969. Overthrown during a coup d'etat on December 16, 1989, shot on December 25, 1989. - Note .BUR0.). The work of a photographer differs from journalistic work in that we must always take photographs on the spot, and not look from the screen. In 1993, I flew to Moscow for a Michael Jackson concert. The confrontation between Yeltsin and Khasbulatov began, in Paris Match I was told to sit and wait. When the demonstration outside the White House began on December 3, I filmed everything and sent the tapes. In the evening they already went to Ostankino. Five photographers were killed there, I was shot in the leg, and the journalist with the microphone was shot in the hand, but he accidentally fell on his cameraman, and all the bullets went to him. Then the war broke out in Kuwait, and this journalist was crushed by an American tank. There are many troubles in our profession. When the Beslan school was seized, I was in Paris. My friends from Moscow call me and tell me to fly. I come to SIPA Press, I say that I will fly and I have a visa. I answered: «We don't need it.» Well, if you don't need it, then I don't need you either. I made it to 2010 (retirement age) and left the agency.



BEAUTY STEREOTYPES: HOW THE BEAUTY INDUSTRY HAS CHANGED OVER THE PAST 100 YEARS

1920s

During the First World War, women tried on a new social role, and after the end of hostilities, it became clear that they would no longer be the same. The 1920s are called the era of women's liberation, because it was during this period that they got the opportunity not only to smoke outside their boudoir, but also to vote in elections, drive a car, and gained more rights to higher education. Of course, such changes were reflected in their appearance.

Short haircuts have replaced the previously fashionable lush hairstyles, and color rules the make-up. Red and plum lips, a spectacular blush and, of course, incredibly fashionable thin eyebrows like Greta Garbo - all these makeup accents can be seen in hand-drawn advertisements for popular brands of that time - Helena Rubinstein, Elizabeth Arden and Jo-cur.



1930s

In the 30s of the 20th century, advertising becomes a sales force, because printed color images make it possible to accurately convey the image that should inspire women to

buy cosmetics. During this period, the influence of Hollywood on the beauty industry is clearly visible. Giant brands of the time like Max Factor invite star actresses to appear in commercials, while smaller brands repeat their hair and makeup, presenting their products to the public.

At the same time, the ideal of beauty of the 30s becomes more restrained and elegant. Deep red and plum shades of lipsticks are replaced by coral and rich pink, exquisite arrows are becoming even more popular, and eyebrows are even thinner, which is what we see in the Maybelline campaigns. It was during this period of time that ideal Hollywood curls, like those of Marlene Dietrich and Jean Harlow, come into fashion.



1940s

The Second World War left its mark on the lives of millions and, of course, reflected in the appearance of women. For example, Helena Rubinstein brand brochures emphasized that it is the patriotic duty of every woman to look optimistic and attractive. Red lipstick, lush eyelashes and a slight blush become important makeup attributes, which is clearly seen in Max Factor and Maybelline ads. The post-war period is characterized

by more daring experiments in makeup - colored shadows again enter the arena, and women use contrasting arrows on the eyelids to emphasize the eyes for an evening out. By the way, despite the difficult period in history, it was in the 40s that women from completely different classes of society began to use cosmetics.



1950s

The war is over, which means it's time to sing odes to beauty, which is what women do in the 50s. The golden age of Hollywood is coming to an end, but famous actresses continue to participate in advertising campaigns of cosmetic brands, becoming their first unspoken ambassadors. Marilyn Monroe starred in a Westmore cosmetics ad, Audrey Hepburn starred in a Givenchy campaign, and Susie Parker became the face of Chanel No. 5 fragrance. What are the women of that time like? Necessarily with porcelain skin, bright glossy lips, bouffant and curls, as well as bleached hair, because coloring has become fashionable. Nail polishes are becoming more and more popular, thanks in part to the memorable campaigns of the Revlon brand.

EYE POWER.



You can have it, if you dare.
How?
Maybelline.
What an eye opener! Bright eyes! For dramatic, big, compelling eyes! Glamour eye shadows in subtle shades of shimmering, fabulous eye colors in swirled-on colors. Say!
On sweeping motions, lashes go to heaven. Lashes without any help!
Feeling fabulous—make-up for expensive, feathery brows.
And a simple, gorgeous new eye line for the wide-eyed look.
No lingering and too lashes to wear with a flutter. Simply! Absolutely everything for eyes dressed in silk!
One glance and he's yours!
Eye! Eye!
Maybelline's lighting up the eye make-up scene. What was that news agent? Maybelline. How?

1960s

The classical canons of beauty are rapidly changing under the influence of the sexual revolution and a 180-degree turn in the mood of society. Thinness and geometric hairstyles are trending thanks to the new face of the decade - top model Twiggy. In ads for Yardley eyelash extensions, she appears wearing her signature spider-leg eye makeup and pearlescent lipstick. Cat eyes, beloved by everyone, are also among the high-profile trends, so actively advertised eyeliners and mascaras are becoming indispensable for women of all ages.



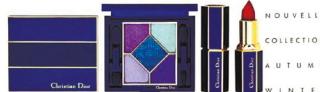
1970s

In the 70s, it's time for a new revolution in the field of beauty. Women are becoming even more self-sufficient, self-reliant and purposeful, they are actively entering universities and

occupying high positions, inspired by the example of Margaret Thatcher

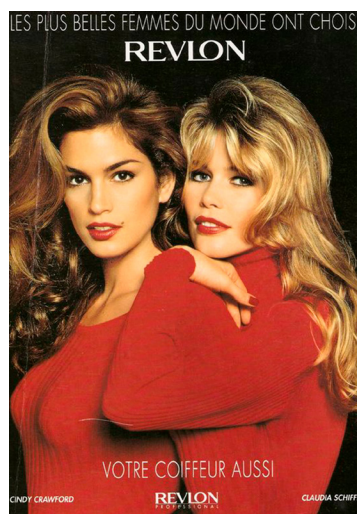
Their goal is not to win a man, but to take care of themselves, which is why in advertising campaigns we trace the trend of natural makeup looks, thorough skin care and sun protection.

Christian Dior



1980s

The crazy 80s say: everything is possible and even more! Vidal Sassoon's advertising campaigns confirm this rule, showing voluminous hairstyles and "chemistry" on the hair, like Madonna. Incredibly bright makeup with several accents comes into fashion at the same time. Neon shadows, careful shading of shades on the eyelids, sexy and bright lip makeup - everything should be to the maximum. The iconic advertising posters of Dior and Yves Saint Laurent are proof of this.



1990s

The era of supermodels has brought a new breath to the world of beauty. It is Cindy Crawford, Claudia Schiffer and Christy Turlington who appear in the most high-profile campaigns of cosmetics brands such as Revlon, Maybelline and L'Oréal, replacing Hollywood actresses. Black model and actress Veronica Webb became the face of the Revlon ColorStyle line, which was a landmark event in beauty history. Tightened figures, parameters 90-60-90 and healthy skin become beauty standards, and you can get closer to the ideal not only in aerobics classes, but also in the nearest cosmetic store.



2000s

Beauty icons in the 2000s are pop stars and it-girls, and there are still top models who are actively filmed in advertising campaigns. Athletic figures, perfect skin and, of course, a solid dose of retouching continue to form the stereotype that every girl should be a slim beauty. In spite of this, campaigns appear, the main characters of which are ordinary women with natural figures and features of appearance - one of the first brands to advocate inclusiveness is the Dove brand.



GUCCI DIANA

STYLE IN CONSTANT EVOLUTION