

FRILLS & SPARKLES

FASHION=WEARING
POETRY



MAR | ISSUE 3
THE MIRA PRESS

CONTENTS

01

Editors' Note

02

*Careers in
Fashion*

03

*You are What
You Wear*

05

*Fashion
Shows: Yay or
Nay?*

07

*A Case for
Cruelty-free
Cosmetics*

11

*Keeping Up
with the Fads*

14

*The Celebrity
Effect*

16

*From the
Closet to the
Rampwalk*

18

Uniform Up!

CONTENTS

20

*Fetish Fashion:
Social Stigma
or Exhibition
of Desire*

22

*Small
Business:
Elarie Crochet*

23

*Guess the
Celeb*

26

*Gender Fluid
Fashion Has
Always Been
Ragin'*

28

*Bibbidi-
bobbidi-boo!
The High Costs
of Fast
Fashion*

31

Jaipur Diaries

THE EDITORS' NOTE

From powerhouse fashion spreads to current hot topics in the political and ecological rhetorical discourse, this issue celebrates fashion as a mirror of self-expression and social commentary. We bring you chic couture, glitzy games and jovial Jaipur diaries. This issue brings to the forefront relevant debates on the psychology of fashion and how what we wear is both, an extension of ourselves and a conduit to influence those around us. It builds on what the contribution of large-scale fashion shows is, if any and how we're deeply entangled in the web of fleeting fads.

Frills & Fancy encompasses the reimagining and recontextualisation of fashion, and how we're manufacturing the old as new. This issue looks to honour and spotlight the ways in which fashion goes beyond the business of clothes, from modern-day careers in fashion to the changing position of gender roles to building a capsule wardrobe that champions sustainable consumption.

An urgent call for the need to address the undeniable climate crisis and the way we consume fashion, this issue both places and knocks off trends from their pedestals, painting a true and honest picture of the social fabric. Thanks to what was started in 2020 by our seniors, Ummesalama and Arman, we have created an edition that is modern, energetic, and a reflection of the times.



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Careers in fashion

Fashion Photography

Fashion photographers work in the fashion industry with a special focus on styles of clothing and personal image. They take and produce pictures of people, places, and objects by using a variety of cameras, photographic equipment, computers, and image editing software. The photographs are used to advertise new fashions, promote models, and popularize certain designers in both print and electric formats.



Fashion Editor

Fashion editors combine the fashion industry with the writing industry to create and publish fashion content. Fashion editors work closely with their team to come up with creative concepts for fashion articles, cover shoots and layouts.



Fashion Blogging

A fashion blog can cover many topics, such as specific items of clothing and accessories, beauty tips, trends in various apparel markets, celebrity fashion choices, and street fashion trends. They cover fashion at all levels, from the largest fashion design houses to the smallest independent designers.



Graphic Designer

Graphic designers combine hand drawing and computer-aided design to create individual images that are printed on garments. With a strong sense of color and design cohesiveness, they use these to develop visually-pleasing graphics.



Creative Director

The creative directors are responsible for deciding on a clothing season's overarching concept, colour palette, and styling. They might work for a fashion company or a fashion publication. A clothing creative director does trend research and analyses high-level sales data to identify which trends and styles are most likely to be purchased by their clients.



Fashion Designer

Fashion designers create sketches, pick fabrics and patterns, and give instructions on how to make things they create. The duties of fashion designers include designing clothing and accessories.



You Are What You Wear

Sukhmeen Kaur Gala;
FYBA B

Mindful Fashion is Extraordinary

The type of clothes you wear and the kinds of accessories you use to either jazz them up or tone them down, says a lot about who you are, where you're from, what you do and how you feel about yourself and others. You see, writers, costume designers and film and TV directors use fashion all the time to leave easter eggs about a character's personality. Your current style, whether formal, casual, edgy, professional, quirky, or powerful is telling of your personality. Our daily fashion choices – the colours we wear, where we buy our clothes, how we tailor them, accessorise them, the brands and patterns we wear, and the people we model our look after– are a window into our inner states of mind. They affect our moods and how we carry ourselves which further impacts how others perceive us.

Researcher Mary Lynn Damhorst says "dress is a systematic means of transmission of information about the wearer." A person's choice of clothing can heavily influence the impression they transmit and is therefore a powerful communication tool.



" Our daily fashion choices – the colours we wear, where we buy our clothes, how we tailor them, accessorise them, the brands and patterns we wear, and the people we model our look after– are a window into our inner states of mind."

When it comes to communicating confidence and ability, what you wear plays an important role in creating positive first impressions. Whether you agree with the statement or not, clothes make the individual. Or at least others' perception of the individual, science shows.

An intricate science behind fashion and psychology dictates the influence on our sense of self. An up-and-coming field, fashion psychology argues that our fashion choices reflect growth, changing values, and self-expression. Scientists have dubbed the idea of clothing impacting our thought 'enclothed cognition'. The underlying theory expresses that the clothing we wear (or that others are wearing) actually changes our thought patterns. Unlike any other member of the animal kingdom, humans have the unique advantage of choice. We get to choose what we wear. If something doesn't work or feel right, switch it up. No one says you're stuck with wearing something you don't like. But remember, a good rule of thumb is: if you have to question a piece of attire, don't wear it. Your style choices leave a lasting impression, let's make sure it's a good one.



Fashion Shows: Yay or Nay?

Kiana Framroze;
FYBA B

To show, or not to show, that is the question.

There's a lot that fashion shows do. For the most part, it creates a lot of buzz. As popular figures like Lady Gaga, Deepika Padukone and Kanye West compel fashion shows into the pages of mainstream newspapers and gossip magazines, the communication benefits have expanded far beyond those of the fashion press. Additionally, fashion shows offer several options for content. Not just for businesses, but also for editors, retailers, bloggers, and celebrities who use social media sites to promote brands, generating more buzz around said brands.

The cultural contributions of fashion shows around the globe are that the different cultures of the world are showcased by the clothes sported by models in fashion shows. The culture of the people ensures that the fashion accessories and clothes meet certain goals or objectives. Culture also influences design and fabric selection.

The social contributions of fashion shows around the globe are that they allow us to



"The cultural contributions of fashion shows around the globe are that the different cultures of the world are showcased by the clothes sported by models in fashion shows."

express ourselves, our creativity and our beliefs to the world. Fashion reflects ideological shifts in society. They boost confidence in the wearer. They help people of similar aesthetics to bond. They are socially acceptable and safe ways to distinguish oneself from others. Fashion shows not only market products to the target buyer but also target fashion journalists and apparel manufacturers. Most fashion shows aim at buyers from department stores, major markets, fashion journalists and wholesalers. Apparel manufacturers get inspired by the photographs and videos of fashion shows to produce affordable clothes. Most clothes manufactured by apparel industries are inspired by fashion shows. These shows are a way to celebrate variety. Thus, fashion shows are a conduit to exhibit the latest trends.

From an economic standpoint, a lot of money is spent on organising fashion shows around the globe. The participants also spend a lot of money on buying clothes and accessories needed for fashion shows. They draw in thousands of people, generating about 887 million dollars per year. In addition, they bring in 11 billion dollars in wages and 2 billion dollars in tax revenue annually.



A CASE FOR CRUELTY-FREE COSMETICS

Christina D'souza;
TYBAA

Everyone uses cosmetics on a daily basis – from using toothpaste to shampooing your hair, to applying lip balm, deodorant or makeup. The FDA defines cosmetics as “articles intended to be applied to the human body for cleansing, beautifying, promoting attractiveness or altering the appearance without affecting the body’s structure or functions.” Therefore, perfume, moisturizer, nail polish, makeup, hair products, toothpaste, sunscreen, and even dish soap and laundry detergent can be considered examples of cosmetics.

We may rarely ever think of the complex processes of how and where they’ve been made, which MNCs may have produced them, what went into the making of these products and what were the real costs of producing them. One of the many stages of creating cosmetics is the testing stage. For ages now, there has been a very cruel practice followed by many, almost all, well-known MNCs: animal testing. When choosing to develop or use new ingredients in their cosmetic products,

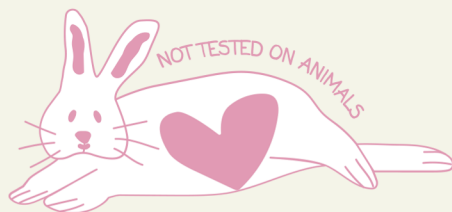


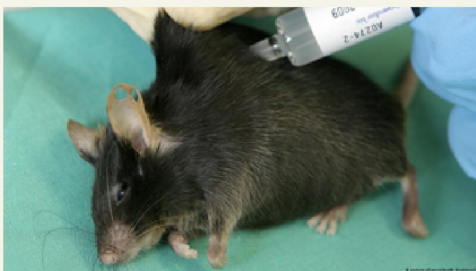
some companies conduct tests on animals to assess the safety of these new ingredients. This practice is both cruel and unnecessary because companies can already create innovative products using thousands of ingredients that have a history of safe use and do not require any additional testing. Plus, modern testing methods (such as human cell-based tests and sophisticated computer models) have replaced outdated animal tests with new approaches that are often faster, less expensive and more reliable.

Historically, the Chinese government required all cosmetics products to be tested on animals. Fortunately, regulations on Chinese cosmetics have been modified to eliminate some of these requirements; but there is still work to be done, as “special use” cosmetics (such as hair dye and sunscreens) still require animal testing and many non-animal test methods are not yet accepted by Chinese regulators.

Although they are not required by law, several invasive tests are performed on rabbits, mice, guinea pigs, rats and monkeys. These can include:

- Skin and eye irritation tests where chemicals are rubbed onto the shaved skin or dripped into the eyes of restrained rabbits, without any pain relief.
- Tests that deliver doses of chemical substances to mice through repeated force-feeding. These tests last weeks or months so researchers can look for signs of general illness or specific health hazards such as cancer or birth defects.
- Widely condemned "lethal dose" tests, in which rats are forced to swallow large amounts of chemicals to determine the dose that causes death.





At the end of the tests, the animals are killed, normally by asphyxiation, neck-breaking or decapitation. Pain relief is not provided.

Back when I had a phase wherein I wanted to learn how to put on makeup, I came across an animated documentary- ‘Save Ralph’, that made me never want to wear makeup ever again, or even promote YouTube tutorials or courses that offered to teach makeup, as most of them aren’t conscious enough to promote brands that are cruelty-free and therefore they indirectly promote animal testing.

****Trigger warning:** I personally wasn’t able to watch the whole documentary, but here’s one of the reviews- “Lovely film, with a great message”; Puppet-master and set designer, Andy Gent asserted that the beauty of using animation is that it allows creatives to tell very complex stories and bring them to life in “a non-threatening and educational way.”

What can we do to help animals used in cosmetics tests? While some products continue to be tested on animals, there are thousands of amazing brands that are cruelty-free! In addition to researching brands that are cruelty free, keep in mind to check for brands that display the Leaping Bunny logo on their products. Also check if the company sells its products in China, which requires animal testing for some cosmetics.

CERTIFIED CRUELTY FREE & VEGAN LOGOS!



Based on my research, here are a few brands that test on animals, and a few that don't.

Apart from these big brands, there are many small homegrown businesses, where handmade, organic, and vegan products are sold, and supporting these brands would also mean promoting Indian-owned, local small businesses.

Brands That Test on Animals

Avon
Axe
Bath & Body Works
Colgate-Palmolive
Amway
Balenciaga
Burberry
Calvin Klein cosmetics
Maybelline
Victoria's secret
Dior
Dolce and Gabbana
Durex
Fendi
Nars
Nivea
Old Spice
Pantene (Proctor & Gamble)
Pepsodent (Church & Dwight)
Revlon
Vicks

Indian Brands That Don't Test on Animals

Biotique Botanicals
Shahnaz Herbals
Forest Essentials
Cholayil- Medimix, Cuticura and Krishna Thulasi
Omved
Prakriti Herbals
Rustic Art
Vicco
Unived Health Care Products
WOW cosmetics India
BON Organics
Daughter Earth
Echt beauti
Nyor beauty

Keeping Up With the Fads

Sonali Jangda;
SYBBA

Are fads really worth all the fuss?

We are living in an age where fashion keeps on changing. A constant change is seen in clothes, hair, shoes, etc. Fashion is a big part in every person's life. It defines a person's personality and helps them to express their own style. Movies and social media are the main platforms where new fashion trends go viral and youth participate in these trends. Along with social media, there are various fashion pages and websites like 'Vogue' and 'Who What Wears', that helps people to know more about these trends. As time changes, fashion also changes. Some of the most recent fashion trends are athleisure fashion, vintage fashion, street fashion and graphic design fashion. These trends are very popular nowadays and are growing very rapidly.

Athleisure clothes are designed to be suitable for both, exercise and everyday wear. Athleisure clothes include yoga pants, tights, sneakers, leggings, shorts, tracksuit, etc. Most people from the ages of 14 to 40 wear athleisure clothes.



"The cultural contributions of fashion shows around the globe are that the different cultures of the world are showcased by the clothes sported by models in fashion shows."

Since 2021, athleisure is all about versatility. The main feature of athleisure wear is that it provides comfort while looking stylish at the same time. Celebrities wear athleisure mostly for their airport looks. Vintage fashion consists of clothes which were made in another period. Vintage clothing and jewellery are highly valued today because of their style, uniqueness, and nostalgia. Vintage fashion is usually styling that relates to the 1920s, 1960s, 70s, 80s, 90s, etc. Even celebrities have adopted this style and are becoming more popular.

Street fashion originated from the streets and not on the runway like other trends we see out there. Streetwear became popular in the 1990s. It incorporates comfortable yet trendy clothing such as graphic t-shirts, hoodies, sweatpants, and expensive sneakers. Streetwear takes inspiration from both hip-hop culture and skater style. Graphic fashion is the fashion in which clothes have a prominent feature or a designed element, like a logo or a print. Graphic clothing is very popular among teenagers and young adults.

Even though every person is unique and has their own unique style, we still follow the trends which are popular. In fact, the buying behaviour of most people is influenced by the latest fashion trends that are set by designers or celebrities. While keeping abreast of these fads may make shopping and dressing easier, one must remember to feel comfortable in their clothes and adapt trends to suit their individual style.



**BEHIND
MY
FASHION**



*To all the
world's best*



*I get front-
row seats*



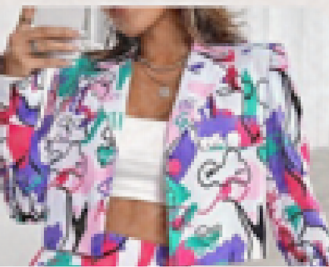
**STYLISH
FEASTS**



**AS
MOMENTS
UNFOLD**



*Stories are
told.*



Sonali Jangda;

BYBBA



The Celebrity Effect

Suubhasmita Sahu;
FYBA A

When it comes to fashion, the word of the celeb is the final verdict.

The fashion industry, for a very long period of time has been heavily influenced by media and celebrities. It would be safe to say a style is considered fashion only when it is worn by someone popular or popularized by the media. Imagine how your friends would react if you wore something very colourful, funky and mismatched in public before Ranveer Singh wore it? I would rather not imagine. Something which was considered as a fashion disaster, usually when worn by a celebrity becomes a fashion trend and everyone likes to follow trends. We all at a certain point wanted to wear clothes or dress the same way as our favourite celebrities did.

Previously, people depended on the fashion magazines and newspapers to know what is trendy and what is out of



"Something which was considered as a fashion disaster, usually when worn by a celebrity becomes a fashion trend and everyone likes to follow trends."

trend. Due to this, it would take months or even years for a trend to change. Some trends like bell bottoms, polka dot prints and leather pants were trendy for so long that they became the fashion markers of an entire era. But with the rise of social media and easy internet accessibility, trends change every minute. It is very difficult to know if something which was trendy yesterday is also trendy today. There can also be multiple things which are trendy at the same time.

Our style nowadays is not only influenced by celebrities but also by famous fashion gurus or influencers. We all have our own favourite influencers from whom we take style tips which will help us keep up with the trends. These influencers also critique celebrity fashion on whether it's a trend or just a fashion disaster. But not any influencer or celebrity can be a trendsetter. This is heavily influenced by their popularity and fan base. Sometimes even a shirt worn by a criminal while getting arrested becomes popular among the youth and often times not every celebrity fashion is for the common everyday world. So, it is very important to know our own style and follow it while taking references from popular culture. But let's be honest, while shopping when we see a dress which was worn by a celebrity, all our logical sense just vanishes and we buy it even though we might never have any occasion to wear it.

And when it's any function or event and we need a dress, our first instinct is to buy a dress that we have seen in some movie. As Kavya Pratap Singh rightfully said "Main shaadi karoongi toh Kareena wala designer lehenga pehenke karoongi, warna dulhe ko tata bye-bye kardo." We should also thank popular culture for bringing back some amazing fashion like sweater vests and high-rise straight jeans because I cannot imagine surviving without them.



FROM THE CLOSET TO THE RAMPWALK

Haripriya Praveen;
TYBA A

LOUD &
PROUD



The LGBT community has used fashion to indicate their existence to others and evolved it into an unapologetic form of self-expression. They have developed their own culture, drawing inspiration from and making adjustments to that of the LGBTQ+ and all the trailblazers before them. The intimate connection between queer and aesthetics has come to be known as "queer aesthetics" in popular culture. Queer aesthetics places less focus on the visual aspects and more on its core and essence of being queer, making it a little tricky for people outside the community to wrap their minds around.

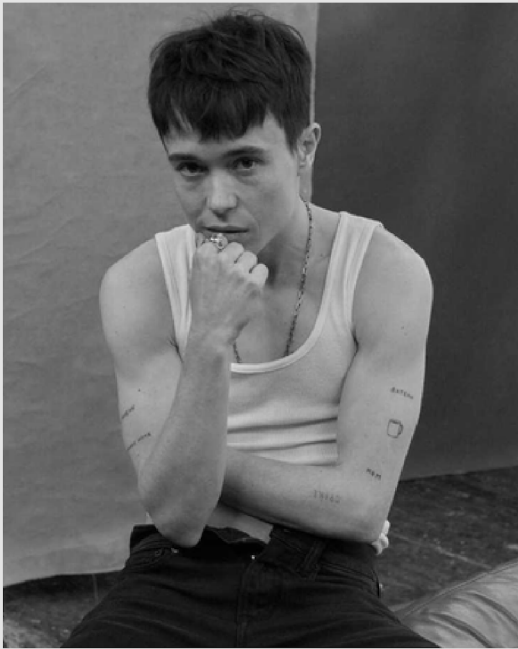
Bright to desaturated hues, glitter and sequins, mesh, and turtlenecks are classic elements of queer fashion. It might consist of catwalk-inspired ensembles or something that could be as basic as a pair of jeans and a t-shirt. The LGBTQ+ community has long used fashion as a sartorial shield to safeguard the authenticity of their identity in a society where repressive policies continue to minimise their visibility. When identities were essentially prohibited, the queer community communicated with one another by dressing a certain way. Fashion was one of the ways that LGBT folks could say 'I'm here. I'm queer'.

LGBTQ+ people have a different sense of style than people who live in cisgender, heteronormative environments. Since they have different lived experiences and are therefore more likely to be themselves without apology. When the world thinks you're different, might as well be different in the most fabulous way possible.

Even though LGBT clothing might be categorized as flamboyant and bright, it's crucial to avoid stereotyping. Because the LGBTQ+ community is so diverse, there are members of the community who do not often dress “gay” or deliberately think about fashion. While fashion provides a significant platform for self-expression, it's crucial to avoid labelling people or focusing only on one aspect of queer fashion.

Queer fashion frequently veers further towards the theatrical spectrum, which is undoubtedly a component of the culture, especially in media representations of LGBT characters. But there are also people who identify as queer but don't enjoy dressing boldly. The most important factor in all fashion is about wearing what makes one feel comfortable and confident. People who identify as heterosexual tend to favour gender-specific attire and see sexuality reflected in fashion. Gender expression and what you wear aren't synonymous with sexuality.

The diverse and limitless nature of queer people is what sets the LGBTQ+ community apart from others. We have our own fashion; we have our own language; and we have our own inside jokes. We embrace all of the possibilities, and it's an emerging culture... we're just getting started.



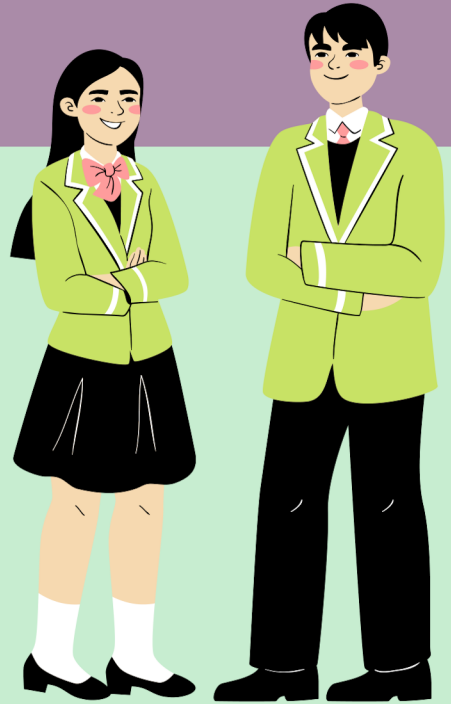
Uniform Up!

Zainab Kagalwala;
TYBA A

Is uniformity just another sign of mass education and deindividualization?

Most schools across the globe adopt uniforms or dress code policies that reflect the institution's standards, beliefs, and goals. How favourable or unfavourable are school uniforms and do they really impact students' academic achievement and school safety?

A form of clothing, research states that the adoption of school uniforms has increased overall safety levels and decreased delinquent behaviours. It also lowers school fights and thefts caused because of dressing styles. Those belonging to lower-economic strata may want to share in the wealth and status of the high-income groups, increasing motivations to engage in theft. Some students may also delay or not purchase books and supplies, instead using their



"Something which was considered as a fashion disaster, usually when worn by a celebrity becomes a fashion trend and everyone likes to follow trends."

money to purchase trendy clothing and accessories. In today's post-modern landscape, however, the detrimental effects of school uniforms on students' freedom of expression in appearance and ability to engage in normal developmental tasks of identity formation using clothing or other body adornment are evident. The concept of bricolage has become quite popular as it emphasizes a breakdown in rules and conventions. Explained by post-modernists as "creative combinations or modifications of clothing and accessory items", bricolage reflects the wearers' philosophy and rejection of authority. This clarifies the current trends in students' modification of uniform codes by adding accessories, adjusting skirt lengths, wearing a vest over a shirt, etc. This enables students to express their individuality.

It can be predicted that students more strongly perceive their roles as students while they are in uniforms than when they are not. Dress codes allow group members to demonstrate embracement of prescribed identities and roles. While the pros of adopting school uniforms are many, namely, they're inexpensive, act as a social equalizer, create a stronger sense of school pride and belonging, encourage discipline, and prevent gang activity on campus, studies analyzing the effectiveness of uniforms in tackling behavioural infractions and academic performance have been ambivalent.



Fetish Fashion: Social Stigma or Exhibition of Desire?

"The re-emergence of fetish fashion is in part a reaction to lockdown," remarks Professor Andrew Groves to The Guardian. For many months, the government has dictated its own rules and controlled our bodies and our every move. Every season, fashion tends to break the codes, taboos, and barriers of normality. The fetishwear trend is a statement and attempts to take back control through transformation and empowerment.

Fashion houses and designers have been recreating the BDSM aesthetic, exploring gender and sexuality and pushing boundaries. The 2021 Met Gala saw a panoply of such looks by celebs like Kim Kardashian, Kendall Jenner and Evan Mock. Madonna, Miley Cyrus and Timothée Chalamet have served it before and designers like Vivienne Westwood, Alexander McQueen and Martin Margiela have been crafting hoods, chokers, harnesses, and rubber for the runway for decades.

Fetish fashion allows wearers to be daring, to show what they want and be who they want to be. In the 1700s, corsets and skirts were an early sign of fetish fashion in the UK.



Endorsed by celebrities who advocate sex-positive and inclusive movements, fetishism accessories such as leather chokers, harnesses, latex accessories and clothing, corsets, gladiator footwear, etc. all come into the ambit of chic fetishwear on the red carpet or, increasingly today, street style.



"While fetish is a fixation on a particular thing, fetish fashion extends that to an obsession over a type of clothing or accessory most likely provocative in nature. The sexual innuendo doesn't necessarily mean it's meant to attract, it is internal in the way that type of dressing makes you feel." It revolves around the idea of making a provocative, offbeat statement with your outfit. Anything that adds a sense of sexuality, quirkiness, and representation of freedom, the kink movement is brimming with references and inspo from the aesthetic BDSM (bondage and discipline, domination and submission, sadism and masochism) culture.

Jennifer Richards, a tutor at the Royal College of Art, notes, "If we look back to Freud's original theory, then fetishism is about control. In a time where we are trying to be more open and transparent around sex, these garments may be a way to begin to take back the control for ourselves."

However, the LGBTQI+ community raises relevant concerns with fetish fashion. Where for the non-LGBTQI+ community, fetish fashion likens to a trend and a costume, it is intrinsically linked to identity and expression for members of the queer community. The history of leather subculture is rooted in sex work and the queer community who have continually been ostracised and segregated from society. Kurt Johnson, a stylist who has been working with kink and fetish-inspired fashion for almost a decade, shares these concerns but also considers the upside of people being more receptive to such clothing.



Elarie

Crochet



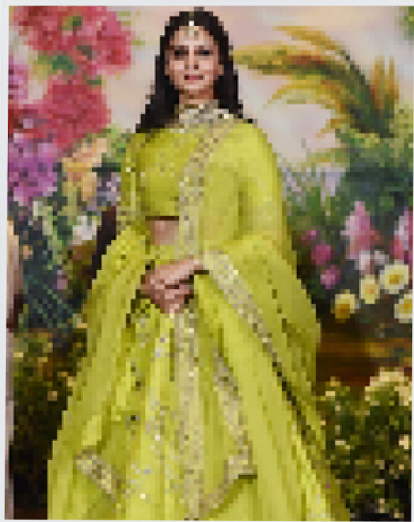
Elarie (elle-uh-ree) is a crochet shop by Delna and Haripriya (third-year students at St. Mira's) dedicated to creating aesthetic handmade crochet products. It promotes sustainable, slow fashion and aims to make each item unique for everyone.

"There's no variety or excitement in mass-market fashion these days. So we take our time and create personalized items that earn a special spot in people's wardrobes. And the plus point is that crocheting is incredibly therapeutic for us."

They love taking up new projects and each piece of clothing or accessory has been a work of creativity, care and absolute attention to detail.

Follow them @elarietrochet to check out their current catalogue or for more crochet inspo.

Guess the Celeb

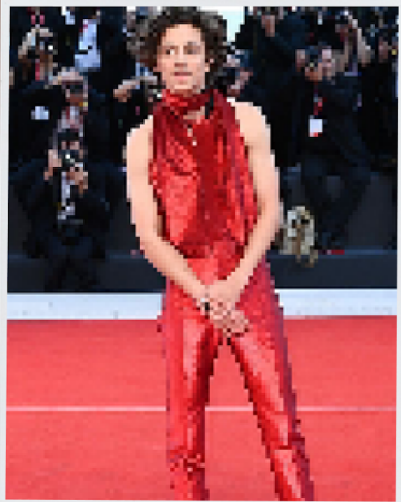


FRILLS & SPARKLES

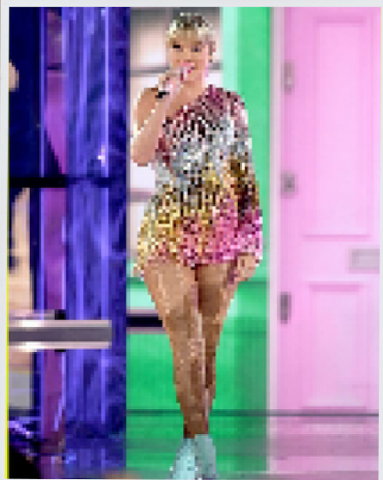


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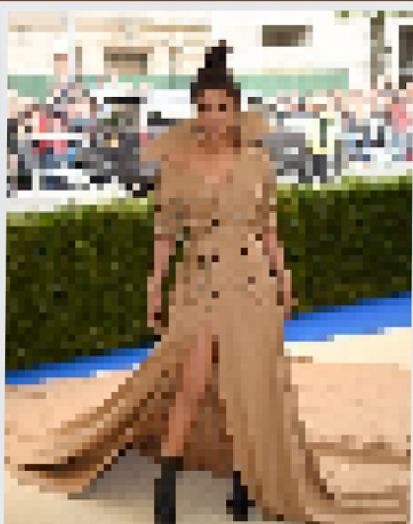
Guess the Celeb



STYLE



Guess the Celeb



chill

FRILLS & SPARKLES



MARCH 2023



GENDER-FLUID FASHION HAS ALWAYS BEEN RAGIN'

As Indians, we've had that fluidity all along but are made to believe that our Indian values are binary ones when, in fact, they're the ones that are expressive, beautiful, and fluid. Now, we need to look to our past to see our genderless future," she says.

Blazers, pleated skirts, and floral prints are making their way into this global gender-fluid fashion arena. Indian brands have chosen a more traditional touch. Hand-block-printed and ikat prints and dhotis and kurta pyjamas are growing in popularity. While Harry Styles has destigmatized "men in dresses", Ranveer Singh has done the same with Sabyasachi's Anarkali dress.

Is gender-fluid fashion a new-fangled concept or are we just going back to our roots?

While concepts such as gender-free fashion, unisex, genderless, and androgynous may be recent in the lexicon of fashion, gender fluidity has been raging in the arena since time immemorial. Not confined by the traditional binaries of "menswear" and "womenswear", gender-fluid fashion is a representation of fashion's most influential groups.

In the past decade, fashion brands have increasingly produced gender-fluid collections to meet Gen-Z consumer demand. Not designed or marketed toward any specific gender, such collections refrain from splitting any item, colour, print, pattern, fabric etc., into gender binaries. Fashion has always been associated with status, and not gender, bringing in the performative aspect of sartorial appearance. Gendered fashion is highly transient as society alters its perception of gender roles. When women first began the fight for fundamental rights in the mid-18th century, pants were their symbol of rebellious political activism, later morphing into but one of liberation and empowerment. Down the line, pants emphasized form and function, embodying the new position of women in society.

Even before the western trends took over, national dresses of different nations across the world were gender agnostic and all about comfort. Designer Urvashi Lele's label, Maison Audmi, seeks to decolonise codes of gender. For this, Lele looks to gender-fluid and trans figures in Hindu mythology, such as Vishnu-Mohini and Shikhandi. "We have a long history of clothing outside the gender binary. But with colonisation, Victorian ideals came in, and men had to wear trousers to live up to British standards of respectability.



It acts as a conduit for individual and creative expression. Although consumers in North America, Europe, Japan and South Korea, among other locations, are expected to be the most receptive to gender-fluid fashion brands, the designs are slowly picking up momentum in India. Rishta, Huemn, Advait, Dash and Dot and Bobo Calcutta are some such Indian brands catering to gender-fluid apparel.

Androgynous and gender-fluid fashion is making its presence felt now more than ever. This has stemmed from the need for people to be free. Wearability and ease are the second biggest reasons behind its widespread adoption. Breaking free from stereotypical notions of gender, it boasts the message of being comfortable in your skin, happy and free.



BIBBIDI-BOBBIDI-BOO!

The High Costs of Fast Fashion

**SUPPORT
SUSTAINABLE
FASHION**



Social media's #OOTD has fuelled a culture that perpetuates fast fashion- where consumers buy and discard clothes after only a few wears. Cinderella syndrome, as per Caryn Franklin, a sustainable fashion activist, drives not just unsustainable fashion but also the deterioration of the psyche, fostering dysfunctional consumerism and narcissism. Fast Fashion has deep-reaching psychological impacts where consumers experience anxiety and shame upon repeating clothes. Fast fashion brands have built an empire by introducing fleeting trends and persuading customers to buy clothes, designed to wear out, at cheap prices so they can make megabucks with every new purchase.

The underbelly of this industry is tainted with exploitation and environmental degradation. Fast fashion brands are infamous for exploiting labourers in developing countries like India, China, and Bangladesh. Sweatshop labour is overworked, underpaid, often underage, and subjected to deadly, slave-like working conditions. These workers are paid pennies on the dollar in the name of a "minimum wage".

Tips

- Prioritise charity shops and thrift stores that source their garments locally or are transparent about their supply chains.
- Avoid unsustainable hauls! Only buy garments you can see yourself wearing at least 30 times.



While these companies grow more popular and in high demand, they chase profits and turn a blind eye to the environment. These fashion trends, which are temptingly affordable, cost us big bucks. According to Vox, once-thriving rivers in China, India, and Bangladesh, wrecked by wastewater effluent from factories, have transformed into biologically dead zones replete with cancer-causing chemicals. Tiny plastic microfibers, shed by synthetic garments during laundry, are inundating our water supply and food chain. The production of animal-based fibres like wool and leather often involves the cruel treatment of animals.

Not only are natural water bodies overflowing with their toxic, non-biodegradable waste but their “trends” that go out of fashion in the bat of an eyelid generate astronomical waste.

As consumers, we need to normalise owning fewer garments and using them for longer. To get to the root of this problem, change must be brought about in consumer behaviour, reducing demand and subsequently supply. Conscious brands and consumers need to work together to embrace slow, circular fashion that is made of eco-friendly materials, sustainable manufacturing techniques, ethical production practices and streamlined textile supply chains. There must be a shift from fast, inferior-quality clothing to durable and high-quality.

Julie El Ghouzzi, who heads France's Luxury Goods and Creation Centre, notes, “this Cinderella effect means

Tips

- Choose sustainable materials, and try and avoid synthetic options that release microplastics when washed.
- Buy second-hand clothing from sustainable brands. More and more of them are encouraging their customers to send their clothing back!
- If your budget allows it, support ethical brands, too: this will help them change the industry for the better.





that even if we become a pumpkin at midnight we can still be the most beautiful princess at the ball, and have all the pleasure of luxury without having to own it.”

Notorious for propagating an ideal body type, making women feel body conscious and having a dysmorphic image of themselves (body dysmorphia), fast fashion can increase the chance of developing an eating disorder. This is due to the lies that lie behind the screen, filled with models’ bodies altered by lighting, angles, and oftentimes photoshop. A term used to define the mass production of clothes in a predefined size and pattern, it sets into motion a vicious cycle of bingeing and purging- consumption bulimia that becomes problematic and goes beyond retail therapy.

To fight this, we have to dial our consumption and disposal back. Global influencers and celebrities must advocate re-wearing or the ability to create multiple looks using the same clothes and be different and stylish all the time. It's not too late to disrupt the fast fashion models that are poisoning our planet. Adopt safe, fair and sustainable alternatives whether through breakthroughs in fibre-recycling technology, cruelty-free lab-grown materials, hyperlocal manufacturing, or alternative retail platforms such as resale and rental. But choose carefully.

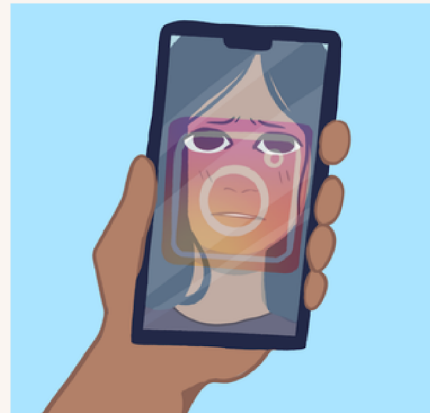


Photo by Arman Chagla; MA PII

LET WORDS PAINT A PICTURE



JAIPUR DIARIES



Photo by Amatullah Kachwala; FYBA A





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Photo by Arman Chagla; MA PII



all the feels





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I capture before I caption



Photo by Chandana Roy; MA PI



Photo by Arman Chagla; MA PII

buzzing with life



Photo by Zainab Kagalwala; TYBA Eng

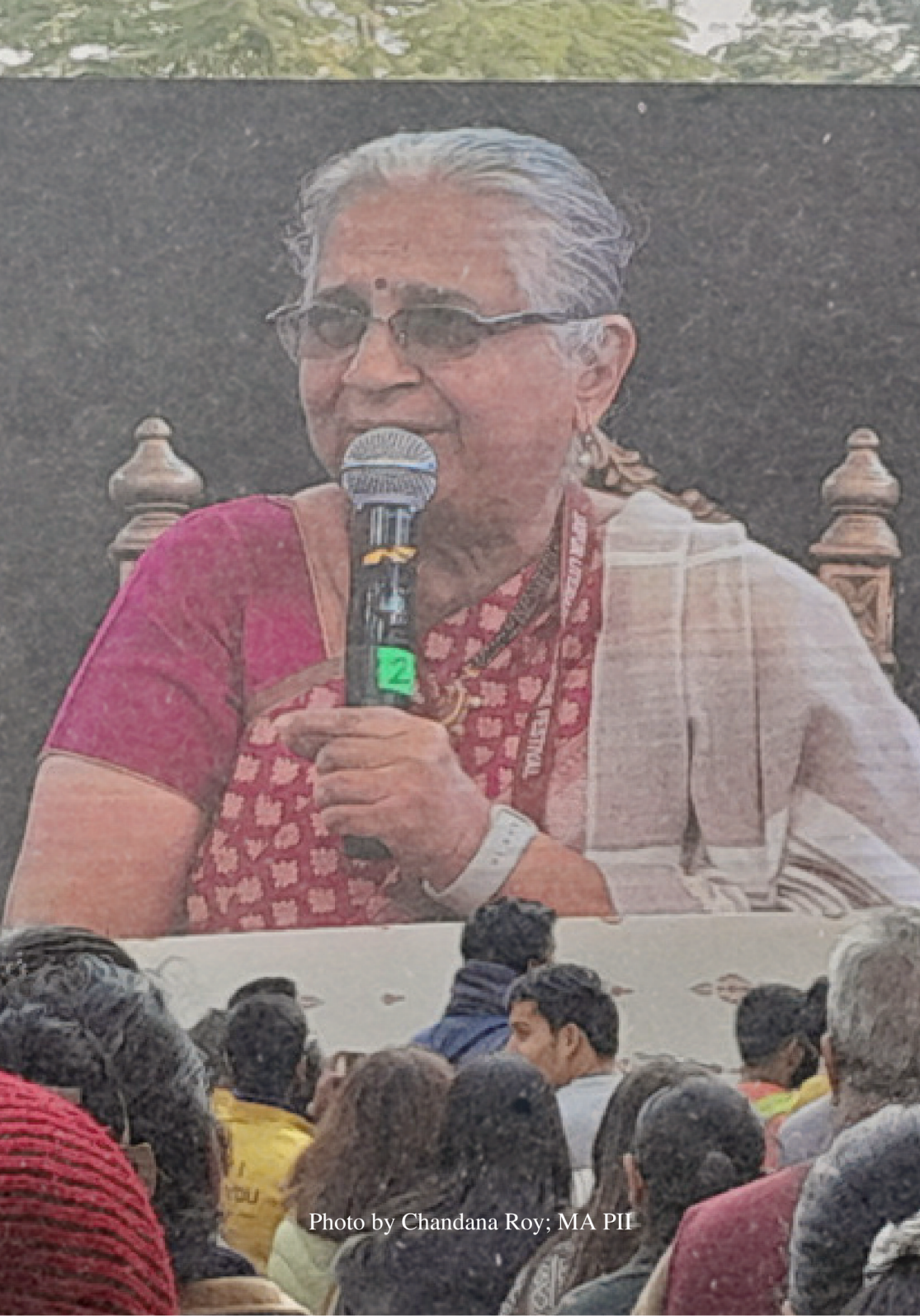
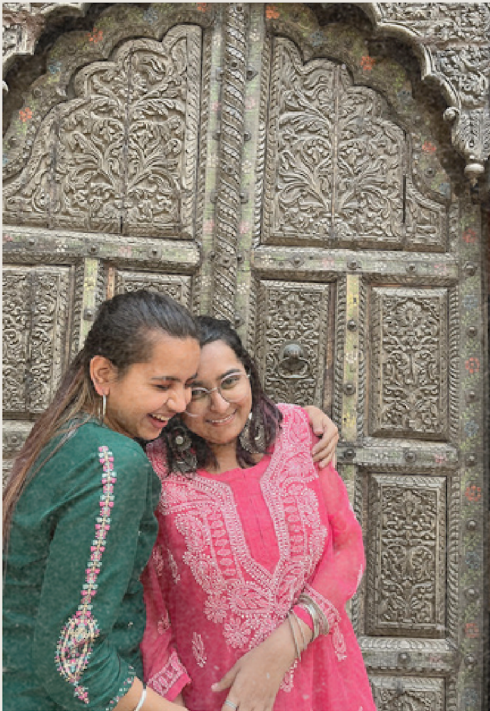


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Photo by Arman Chagla; MA PII





Girls just wanna have sun.



Photo by Shriya Simran Pradhan ; FYBA A

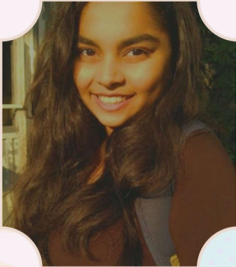
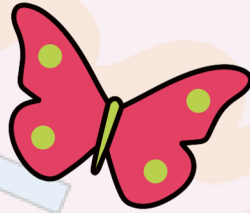


Photo by Arman Chagla; MA PII



**CHIIN UP,
BUTTERCUP**

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