

OCTOBER 2020

F.A.I.C.E.<sup>TM</sup> OnLine

Fashion-Arts-Innovation-Creation-Easel

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F.A.I.C.E.<sup>™</sup> Online  
magazine

FASHION

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# THRONES

WEARABLE ART



# THRONES

*Designed by Phaedra Du Plessis*



## • History

**Phaedra is an Aesthetician with an extreme passion for designing wearable art.**

Born in *Durban*, she was always inspired to maintain an outward appearance; her passion at the time being physical fitness wherein the ocean and weather combined pathed her landscape in training, running, swimming or cycling. A year of yachting around the world with her family, led to **Phaedra** growing her international understanding of art, as she came to immerse herself in **Artists and Creatives** from all walks of life.

Her journey with jewellery began in 1995 when she relocated to Gauteng, first starting a clothing range alongside developing an aesthetics business and eventually specialising into niche market runway-style jewellery.

As an aspiring creative she focuses on pushing the boundaries for both males and females.

The brand, **Thrones**, was born in 2012 after her trip to the USA where her entire range sold out immediately, confirming the fact that jewellery was her true calling.

## • Future

The Postmodern era encourages jewellery to be the forefront of the expression revolution, humans can now wear their art. Both men and women can finally express their creative perspectives and designs in a way that turns heads whilst making important statements. I am very excited for the next decade of fashion, as so many genres begin to merge, our society is encouraging Confidence and Freedom.

I want to be a leading artist in boosting this change towards individuals who create and express based on personal thought, moving away from mainstream pieces. I hope to internationalize my brand, aiming to sell in Europe, America and Australia. I would like to set up an online store as well as establish respected and adored accounts throughout social media. My goal is to enable females around the globe and so I hope to establish an integrated chain of sales representatives who can use my brand as a stepping stone for their own success.

Having faced struggles in my lifetime, I hope to help women or mothers who may be in similar circumstances.

**Thrones** means fashion and statement but it also means community and empowerment.

## • How I create

I often wake up in the middle of the night, having dreamt of my next design. My subconscious is often the initiator in my creation process. I encourage myself to think as abstractly as possible and often surprise myself with what I think of. I find if I admire patterns and alternative designs, I start correlating ideas for my next range and experimenting, finding ways to express ideas through objects and extravagance through metal and beads.

I prefer to work with my hands and mix and sort through my materials rather than planning designs on paper ahead of time. Just as art is created in the moment, so are my limited edition pieces.

## • Inspiration

I've always looked up to fashion designers who managed to forge their niche in such a competitive world, individuals who persevere and achieve their desires truly inspire me.

I draw on as much diverse substance that I can when looking for inspiration; Fabrics, colours and textures all ignite my passion and remind me of the possibility to come. Since a young girl, I have always admired Elizabethan gothic fashion; ball gowns, heavy brocade fabric and architecture that irradiated emotion. I would like to be the *Iris Van Herpen* of the jewellery industry; transcending and redefining the industry like never before.

The jewellery industry is so vast, and all I can aim to do is learn constantly and keep adapting. I frequent old book stores and boutiques, seeking knowledge on timely designs and eras so as to broaden my understanding and respect for this Art form.



## • Materials used

Chunky, bold and eccentric are merely a few adjectives to describe the statement that my designs showcase. I include whatever I can get my hands on and whatever I can manipulate to bring my vision to life; materials such as chains, glass, beads and any random findings.

The designs all speak for themselves once completed, and although seemingly juxtaposing in personality, all reflect a somewhat futuristic aura.

The pieces have a unique ability to speak for themselves whilst simultaneously allowing an individual to wear varying pieces in adapted ways so as to give each bead on the chain a new meaning. I target a market of rare and unique individuals who always stand out in a crowd, and thus many of my pieces are limited edition nuancing the need for individuality.

## • Design Process

I start each range by deciding the colour theme, choosing four primal colours as the base. The focus should always be on the design alone and thus the restriction of colour usage enforces mental shifting and new thought patterns and exploration. As soon as inspiration hits I start the frenzy of laying materials from north to south, walls to the floor and move everything around until eventually, designs fall into place like pieces in a destiny puzzle.

I often find that halfway through one design, the next design may eagerly push its way through and be finished first and so because I only have two hands to work with, I always ensure I have several designs going at once.

Months of sleepless nights alternating schedules and jumping out mid-shower to complete an idea leads to the birth of a new and exclusive range, this is my passion.

## • Goals

I want to wake up every morning knowing that I get to spend the whole day doing what I love and that I have consumers who love what I do. I'd like to be a leader in the industry and break away from the expected.

I hope to continuously encourage individuals and societies to explore their adventurous side, no longer suppressing the style and confidence that is naturally gifted to us all. I will be the face of transcending the barriers of societal fashion as my audience approaches their creative and meaningful identities.

My wearable designs will vocalise their purpose and soul by expressing their inner being.

My ultimate goal with every piece is to create the piece-de-resistance, and so I will continue to push myself and thus my followers further and further.

## • Dreams

I dream of being the google of jewellery, and by this, I mean that I hope to be the go-to-personified idea of an essential must-have for all fashionistas. I want to dominate the market and be the first brand that comes to mind when one thinks of original and eccentric, artistic jewellery. **Thrones** should replace all verbs in the fashion industry and become one with the industry itself. I'd love to collaborate with artists and creators on runways such as Milan Fashion Week. Overall I'd like to make luxury available to anyone willing to leave behind the mundane and step into a changing world.

## • Launch

The current range is Iris for **Fall 2020**, the next season's range is already in the works, this will be launched in November for winter entitled **Selene**.



**Range 1: Iris – Fall 2020**

**Range 2: Selene – Winter 2020**

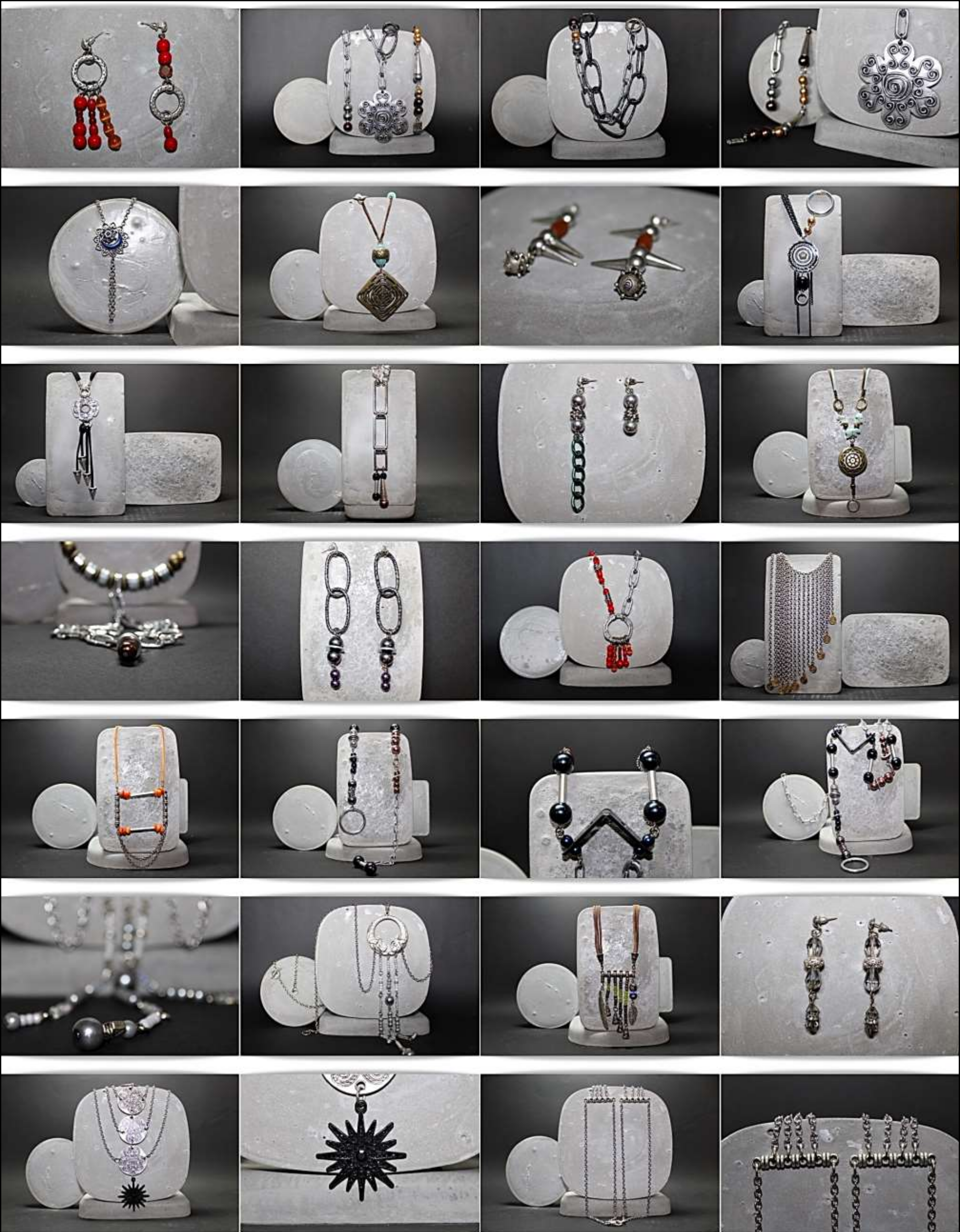


# THRONES

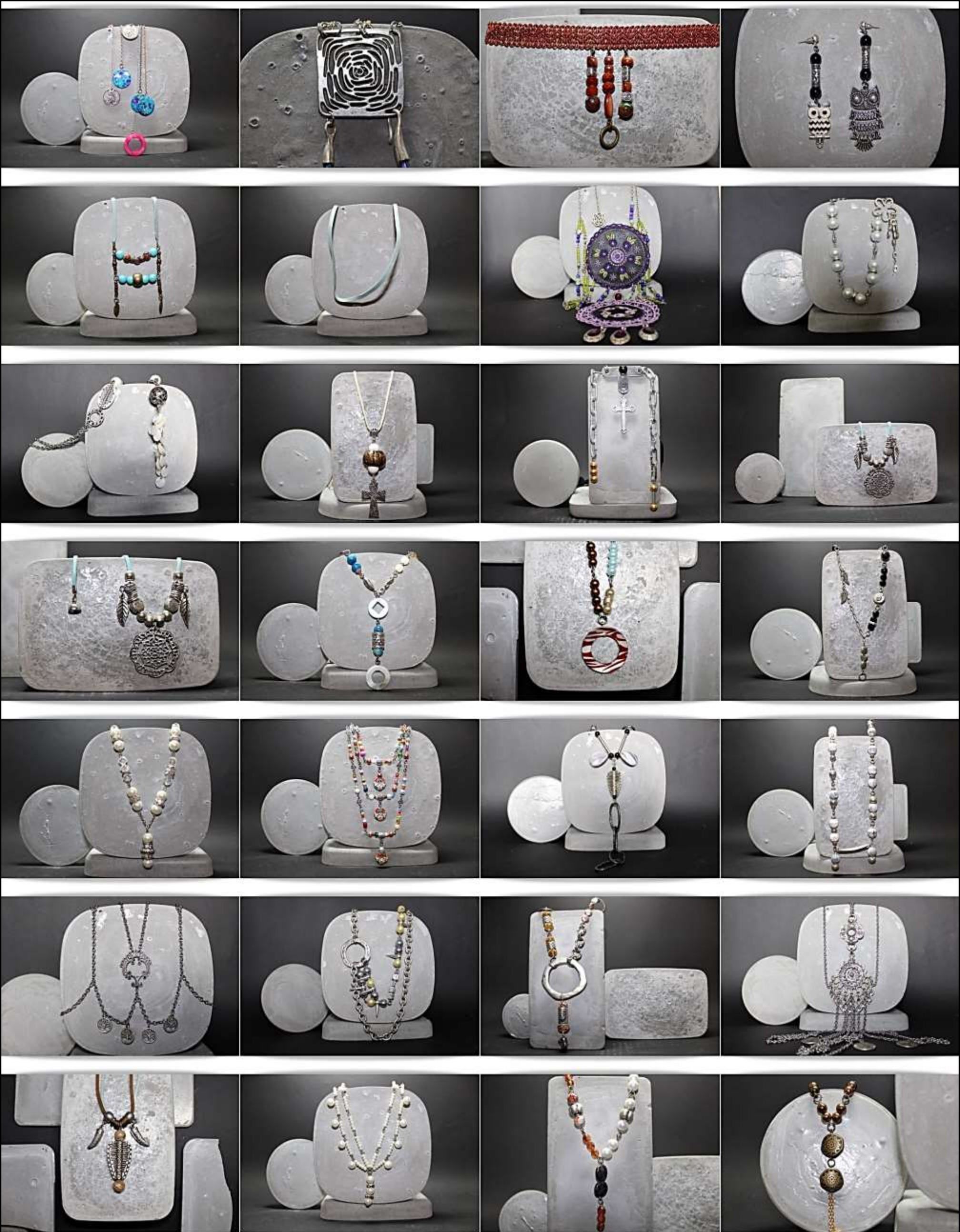
WEARABLE ART

Collection: IRIS – Fall 2020





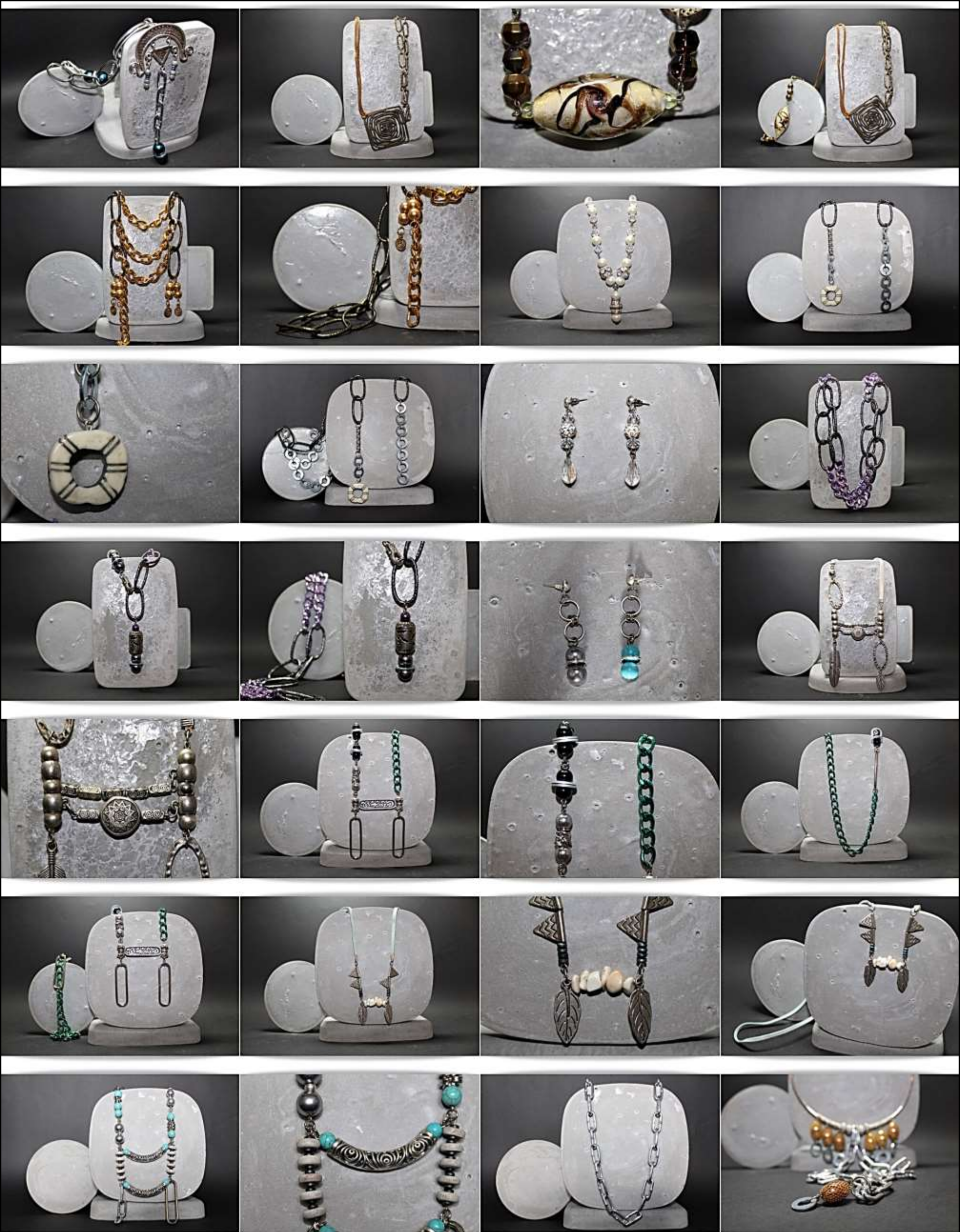
















# THRONES

WEARABLE ART



## For Orders:

- Direct message on Instagram: [thrones\\_jewellery\\_sa](#)
- Message on Facebook: [@Thrones Jewellery](#)
- Email: [Thronesjewellery@gmail.com](mailto:Thronesjewellery@gmail.com)
- Contact: Phaedra Du Plessis, 082 824 7077

## Media Queries:

- Email: [reachtannah@gmail.com](mailto:reachtannah@gmail.com)
- Contact: Tannah Teron, 072 146 2073



# THRONES

WEARABLE ART

Collection: IRIS – Fall 2020



# RESORT 2021



## Collections

# RESORT 2021



BRANDON  
MAXWELL

*This season, designers could not host a public show  
due to the pandemic.*



## Collection

View Full Collection: [www.faiceonline.com](http://www.faiceonline.com)



# RESORT 2021



## Collection

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# RESORT 2021



## Collection

View Full Collection: [www.faiceonline.com](http://www.faiceonline.com)



# RESORT 2021



LANVIN  
PARIS

*This season, designers could not host a public show  
due to the pandemic.*

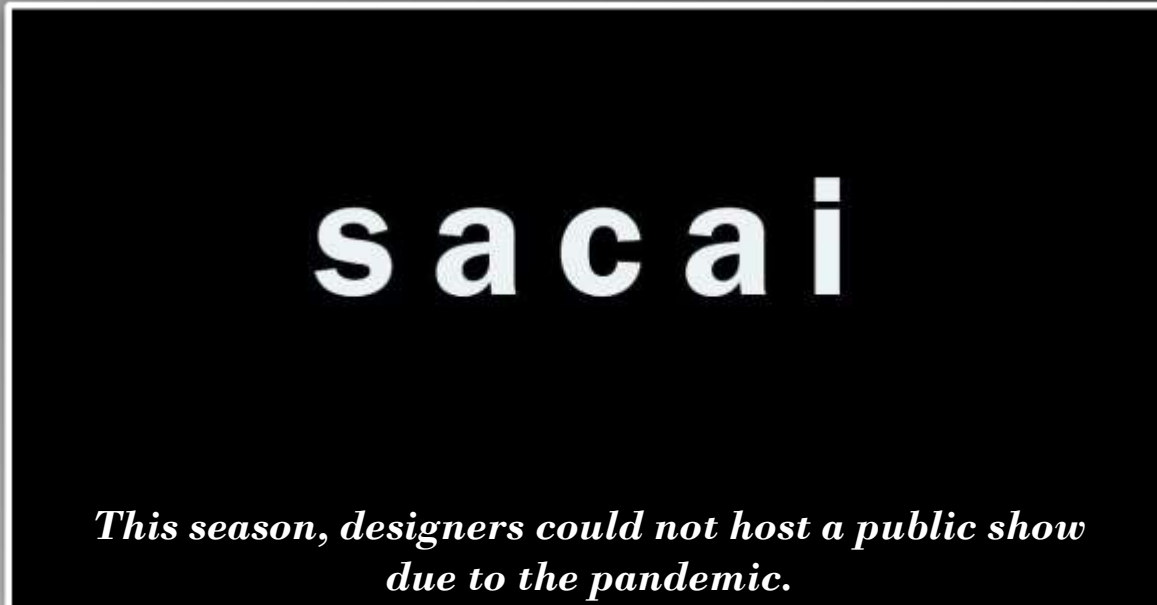


Collection

View Full Collection: [www.faiceonline.com](http://www.faiceonline.com)



# RESORT 2021



## Collection

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# RESORT 2021



# ALTUZARRA

*This season, designers could not host a public show due to the pandemic.*

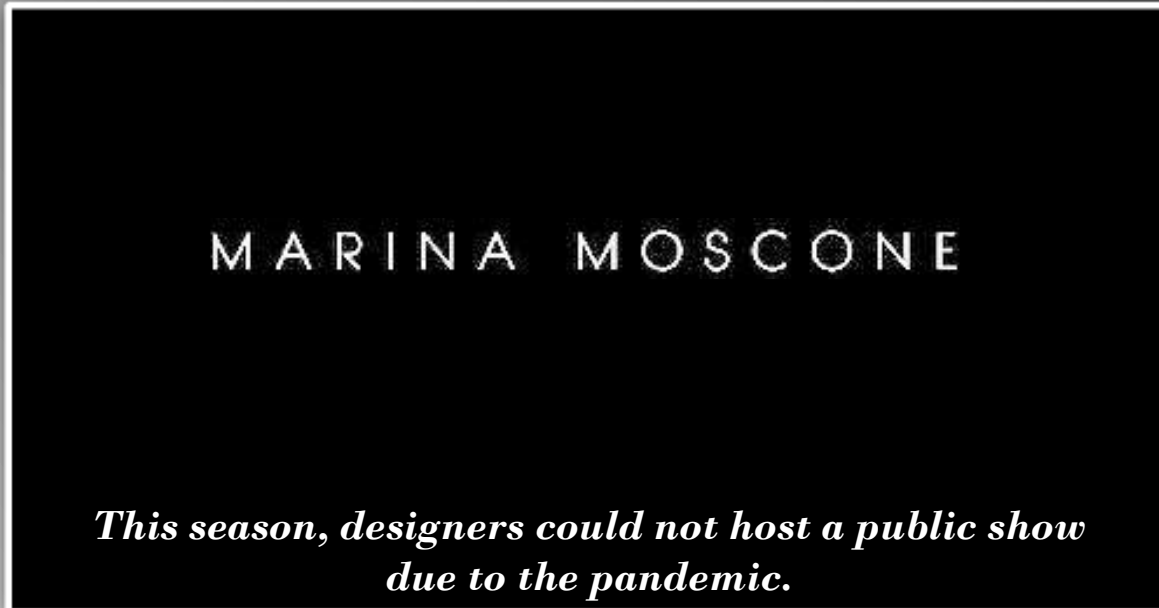


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# RESORT 2021

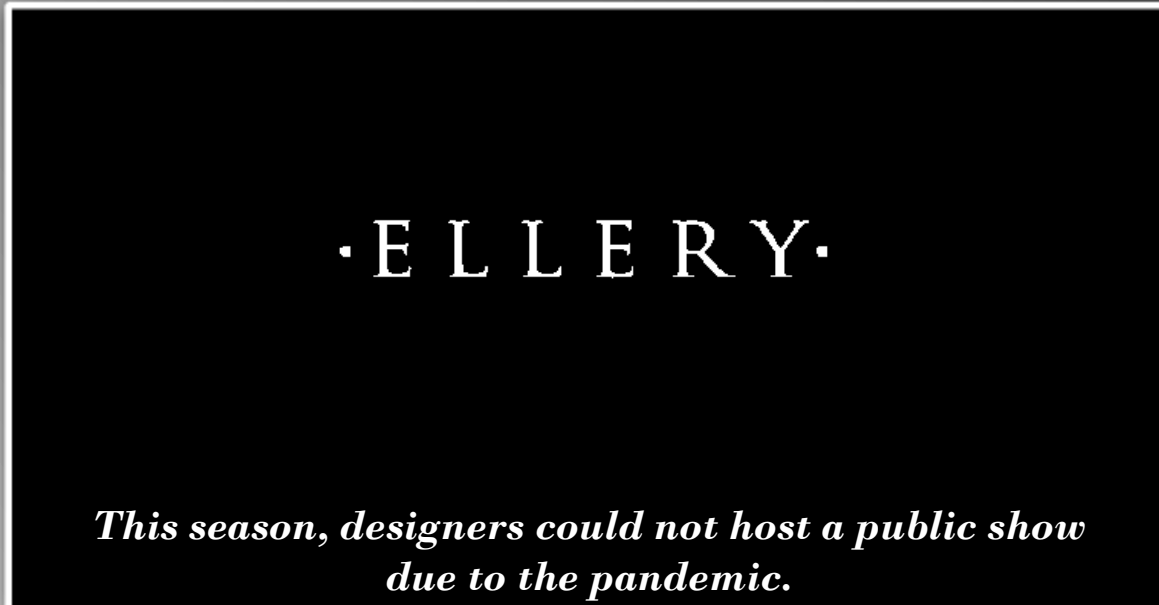


## Collection

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# RESORT 2021



## Collection

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# RESORT 2021



MARYAM  
NASSIR  
ZADEH

*This season, designers could not host a public show due to the pandemic.*



## Collection

View Full Collection: [www.faiceonline.com](http://www.faiceonline.com)



# RESORT 2021



## BROCK COLLECTION

*This season, designers could not host a public show due to the pandemic.*

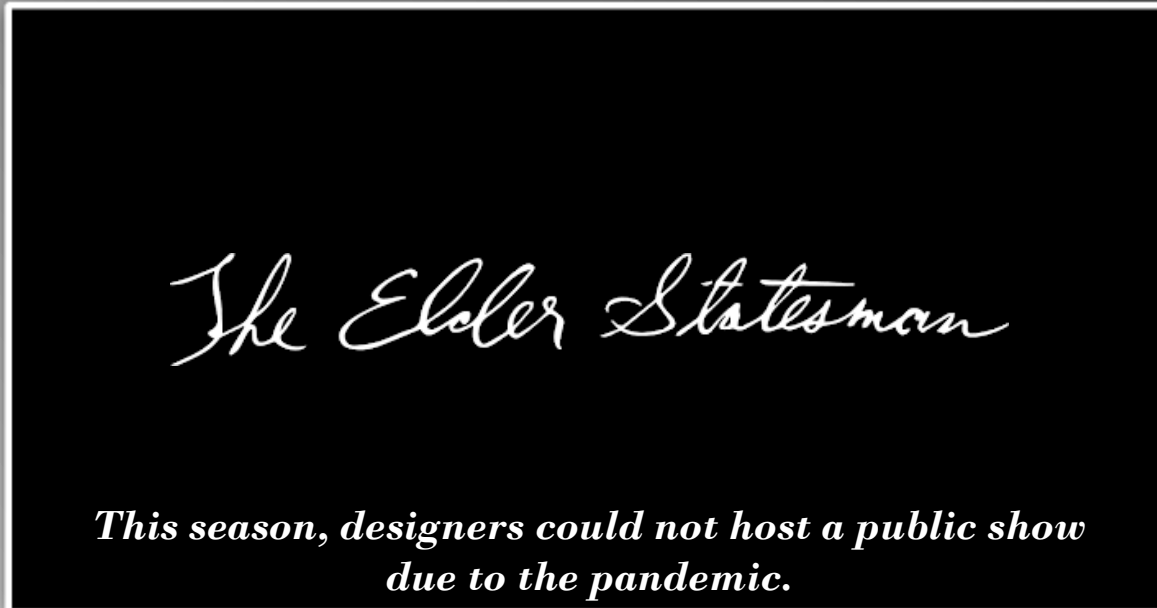


## Collection

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# RESORT 2021



## Collection

View Full Collection: [www.faiceonline.com](http://www.faiceonline.com)







TRENDS

# Croissant bags!



Inspired from Bakery!



# Bags & Bakery!

The trend that seems to be sweeping into our... wardrobe is inspired by... bakery! The bag style reminiscent of the delicious French croissants is the new inspiration for designers and shows and we will see it everywhere!

Following the popular 2019's trend of bags shaped like a *baguette*, inspired from the famous French Bread one more product of French gastronomy, is the source of inspiration of the *it-bag* of this year!

Slouchy shoulder bags made from soft buttery leather, which makes them resemble a croissant!

*Bottega Veneta*, a leading brand when it comes to accessories, is responsible for this new handbag shape thanks to its large shoulder pouch bag!



From Left to Right

1&2 Bottega Veneta Shoulder Pouch Bag - 3. Lemaire Large Shoulder Bag - 4. Nanushka Anja Vegan Leather Shoulder Bag  
5. Michael Kors Clutch Bag, Baguette Shape



TRENDS

# POPULAR COLORS



Red & Black – Metallics!



# Color Trends from this year's Catwalks!

Nothing is the same this year!

Following the “invasion” of *neon shades*, fashion industry, launched some really hot trends!

- **SHADES OF RED!** All the shades of red, set a “fire palette”, this year!



From Left to Right

- Alberta Ferretti
- Area
- Balenciaga
- Marc Jacobs
- Rodarte

- **BLACK APOCALYPSE!** Lather, Suits, Gothic and accessories...all black!



From Left to Right

- Alberta Ferretti
- Balenciaga
- Fendi
- Marc Jacobs
- Tom Ford

- **RED & BLACK!** The Mystery of “femme fatal”! The new white & black.



From Left to Right

- Alexander McQueen
- Valentino
- Saint Laurent
- Chanel
- Michael Kors

- **METALLICS!** The Glamour of a Special Person for Special Events... Gold & Silver!!!



From Left to Right

- Christian Cowan
- Etro
- Area
- Versace
- Alberta Ferretti



STYLE

# Your Styling!



Important Points!



**M**ost women, when it comes to trying to figure out their style, tend to follow certain rules. Which colors match each other, which pieces should definitely not be missing from our collection, what are the safest combinations to always be elegant.

As time goes on, however, and certainly after some mistakes, we begin to grasp the meaning. *Fashion and style*, is a fun game and should not be something that add more worries.

This is exactly the moment when we start to create our *own rules*, identifying our *unique style*, which makes us stand out. We now know which lines highlight our silhouette, but also which ones we should avoid. Which pieces help us get dressed easily and quickly every morning and which others are probably “difficult” or even “unnecessary”.

So, most women by the time they are 30, end up with some styling tips that follow constantly. What are these?

***Create your personal rules!***

Fashion has no age. You will wear a piece of the collection differently when you are 20, 30 or 40. This does not mean that you can not wear it growing older. *Crop tops* for example fit perfectly with short “shorts” when you are 20. But you can create a very elegant ensemble by combining them with midi high-waisted skirts, when you are 30. Or even when you grow a little older you can match them with a shirt and create *layering*. Either way, you can create your own rules and combinations. They are the ones, that will make your style even more *unique*.

***It is very enjoyable to go shopping alone!***

You may not have imagined visiting the shops alone. Your mother, boyfriend or sister should always be with you. The reason is simple. You need a second opinion on whether a garment suits you or whether it is worth buying. But now, you feel more confident about yourself and enjoy shopping even when you are alone... Or rather even more. You know which shops you want to visit, which pieces are missing from your wardrobe, what suits your silhouette and personality. And you do not need any confirmation.

***Make sure you have a well-organized wardrobe!***

If you love fashion and its trends, the sure thing is that you will have enough clothes. When you are young you prefer not to leave anything and you even keep clothes that are not in such a good condition. Growing up you realize the value of a neat and well-organized wardrobe. Give away the unnecessary, to a person in need. Keep only the pieces that when you wear them, they make you feel beautiful. The only exception that can be made is to keep clothes that have emotional value to you. Without overdoing...

***The important role of fabrics!***

The more you deal with fashion, the more you learn. So, at first you may not have known what are the right fabrics to choose, but growing up has become a habit. So the first thing you do when you see an outfit you like is feeling, its fabric. Some fabrics irritate the skin, others are very easily damaged, and there are those that require special treatment in washing.

***Do not listen to reviews and general rules!***

You may think that every woman should wear what she likes and improves her mood. Unfortunately, not all people have the same opinion. Some people become overly attached to the *rules*, even when it comes to something as enjoyable as style.

Of course, these rules are there to help, but they should not stop you from wearing the clothes you want. Choose the clothes you like and embrace you and do be a styling-rules freak!



TRENDS

# LINEN POWER!



Irresistible Charm & Advantages!



# Wonderful Linen!

Suits, jackets, dresses, skirts, T-shirts and shirts.

Whatever you choose, you definitely have a classic, timeless piece in your stylistic quiver!

In ancient times linen was the exclusive prerogative of the upper classes: priests, knights, monarchs...

Linen is a wonderful fabric that comes from the depths of human history.

Archaeologists have discovered and in fact in wonderful bright colors dating from 34,000 BC!

However, in the 16th century, the cultivation of flax became widespread and linen could

be acquired by more people and today, it has become a classic choice of our wardrobe.

They are cool, beautiful, always modern and can be worn by everyone!

Their irresistible charm also has many benefits!

Those who wear linen often claim that they can not imagine wearing other material, especially in summer, while they even go as far as to say that linen clothes have healing properties!

Is it true? What makes linen so popular?

There are benefits that make linen clothes unique and irreplaceable!

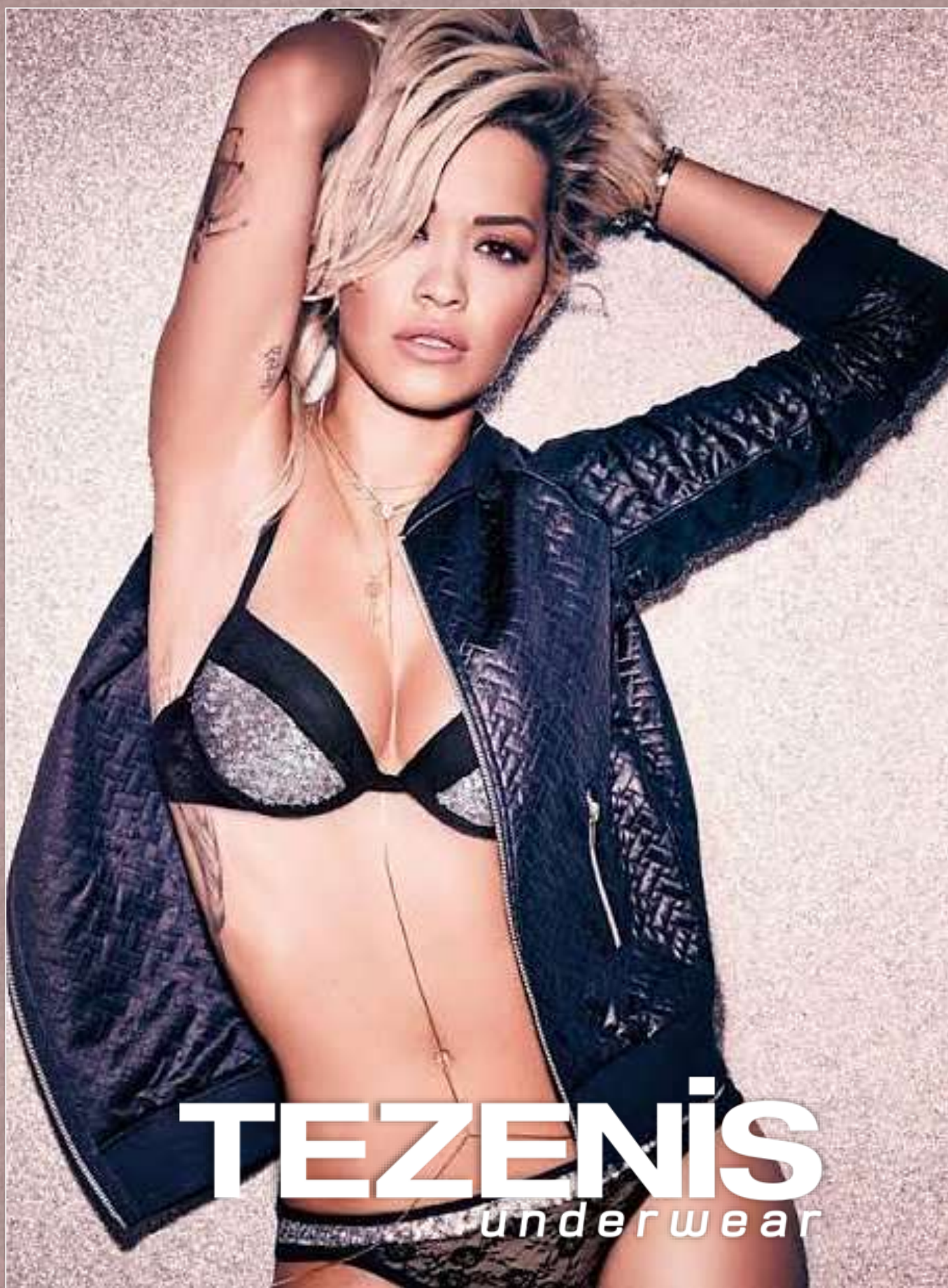
Linen clothes are extremely durable, not very demanding in their care and good for our skin as they are hypoallergic. It is a Magic Fabric as it is suitable for any season.

Linen clothes have the ability to "adapt" to any occasion. Whether it is a business event, an evening out or a simpler, everyday look. Considering all the above advantages of linen, you have understood that they are light, beautiful, good for your skin and the environment and finally are at the top of the pyramid of comfortable clothes!

Linen is one of the classic choice textiles for many Fashion Brands every year!







**TEZENIS**  
underwear



TRENDS

This is a

# JEANS' WORLD!



Trends & Styles!!!



There is no other outfit like jeans,  
which better represents timeless fashion!

*Since the rise of jeans in the '60s, there has not been a generation that does not wear them.*

*Jeans defy seasonal trends and eras, they are timeless, they are unisex.*

*They are worn all the time, on different occasions and most of us have more than one pair.*

*There is no doubt, then, that a pair of jeans is a must!*

*Their timelessness is proved by the new trend as seen in recent catwalks.*

During the shows, designers introduced some “renewed trends” in boot-cut and wide-leg style, influenced by the silhouettes of the '70s and '80s in black and ivory shades.

*These are the new trends for this year:*

**Wide-leg and flared - Chloe:** The influences from the 1970s continue to be a special source of inspiration for all designers and this season it becomes absolutely clear. In the world of jeans, high waisted pants with a wide finish and inflatable lines have a very strong presence. They are designs that flatter your silhouette and make your legs look longer. Invest in the "free" feel of that decade and choose earth tones that can be combined with many options.

**'80s style - Alberta Ferretti:** The '80s is also a decade, which to this day influences famous and emerging designers. High-waisted silhouettes that narrowed at the finish, mostly with a pair of slouchy knee-high boots were everywhere along the runways. Their presence in the shows of *Alberta Ferretti* and *Ulla Johnson* was very strong. Black jeans will make a difference in this design, so do not waste time!

**High-waisted straight leg - Brandon Maxwell:** For women who love fashion, high-waisted jeans in a straight line are always one of the essential pieces. For this reason, this style could not be missing from the most popular trends of the season. You can give it the character you want by combining it with an oversized blazer and high heels or with a t-shirt and sneakers.

**Loose jeans - Gucci:** The popularity of loose pants is constantly increasing. The slouchy silhouettes on the jeans presented on the catwalks are ideal for all of you who want to give a sense of carefree and relaxation to your ensembles. You can create a look inspired by the 1960s in combination with other trends such as aviator sunglasses and bandanas. No matter what you choose, this design is an ideal choice for all day looks.

**Skinny jeans - Brandon Maxwell:** Lovers of skinny jeans have every right to be happy this year. The flexible and easy-to-combine cut is here, and as everything indicates, it will not leave it very soon. We saw it in many designers, but the creations of *Brandon Maxwell* and *Celine* were the ones that stood out. The best way to wear your skinny jeans is with a pair of boots up to, or above the knee, depending on your preferences.

**Ivory - Isabel Marant:** Definitely the colder months of the year, are for dark and hazy shades. There are times when we want a brighter look. For those moments, jeans in the ivory shade are a great choice. It is a very beautiful choice to get away from the classic white and able to create wonderful neutrals looks!

**Boot-cut - Celine:** Continuing their very strong presence in the '70s influences, boot-cut jeans are a safe and easy alternative for all of you who do not want wide and airy lines. Create a casual chic city outfit, combining your pants with a shirt, oversized blazer and eccentric boots like *Chelsea boots* even for your morning appearances at the office.





TRENDS

# CAPIES!



A Style Upgrade!



# A KEY PIECE OF EVERY "HEROIC" OUTFIT!



Capes always carried a mythical interpretation! A basic accessory in the costumes of the magicians. Whoever wears them, has powers that are not easily recognized by others, while at the same time under their cover everything disappears.

The symbolism attributed to the cape influenced designers who, at a time when female empowerment is at the heart of a new, post-feminist discussion and an era of rapid changes in all areas, wanted to offer women a garment that will symbolize strength in their presence.

In the process, the outbreak of the pandemic was added and the capes acquired another symbolic interpretation in the appearances of the Covid era, as a "protective cloak" from a threat.

Apart from the interesting symbolism that accompanies the capes and their very beautiful, feminine silhouette, it is also a very comfortable and flexible garment.

A cape is the long, sleeveless coat, that covers the back and ties around the neck.

This, of course, is the basic version, but in the creations of designers we find many variations.



1. Balmain
2. Brandon Maxwell
- 3&4. Givenchy
5. Celine
6. Michael Kors
7. Proenza Schouler
8. JW Anderson
9. Rick Owens
10. Salvatore Ferragamo





# MANNGO





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# Beauty Shopping!

OCTOBER  
2020



Let's Gooooooooo!



# Our Top Choices for OCTOBER 2020!

*Social distancing, masks, gloves, sanitizers...The new “normal” during the second half of the year... The more “Lock-down” eases, the more we start going out, the more we feel the need to bring out our most beautiful selves and characteristics. You might have to go on a business trip or even you decide to go on holidays. What do you need to have in your “Beauty Bag”?*

*These are our suggestions:*

1. Hydraskin Cooling Stick, Darphin: *A solid stick infused with Hyaluronic Acid, and water-rich botanicals such as Frozen Water Algae and Pomegranate to provide instant hydration. Glides over skin to hydrate, cool and refresh throughout the day. Perfectly sized for travel and on-the-go hydration. Free from parabens, mineral oil, phthalates, formaldehyde. Skincare benefits: Instantly hydrates skin, Instantly cools skin, Visibly de-puffs eye area, Preps skin for makeup application and helps keep makeup fresh all day.*
2. Plaque & Tartar Toothpaste, Frezyderm: *Everyday tooth paste formulated to care for the teeth and gums. Contains an active polymer that entraps the active ingredients in the oral cavity, prolonging their effects. The tooth paste removes tartar, fights dental plaque and protects against cavities. It has anti-inflammatory and antimicrobial properties while also prohibiting the creation of oral microbial biofilm.*
3. Coconut Oil 100% Natural for Skin & Hair, Piping Rock: *This super oil is a cosmetic must-have in any daily beauty routine, soaking your skin in moisture and adding lush hydration to dry, frizzy hair. It nourishes your skin and each hair follicle, providing you the bliss of beautiful hydration!*
4. Deodorant Efficacite 24h Roll-On, Avène: *Body deodorant roll-on has a 24h effect, protects against odors and reduces the sensation of moisture, through its antibacterial agents and absorbent powder.*
5. Reve de Miel Lip Moisturizing Stick, Nuxe: *A repairing, nourishing lip balm with a rich, delicious texture to restore suppleness and comfort to dry and chapped lips.*
6. Ultra-Nourishing Hand Cream, Vichy: *A moisturizing balm, designed specifically for dry or sensitive hands. Helping to soothe and hydrate dry skin, Vichy's hand cream is enriched with anti-inflammatory rose extract and nourishing shea butter, to moisturise even the most sensitive skin.*
7. Phyto Plage, Phyto Paris: *It detangles and rehydrates damaged hair by the sun, salt and chlorine. Kérarice and the extract of saffron hydrate, repair and smooth the distorted hair fibre.*
8. Nourishing Body Lotion, Caudalie: *Enriched in hydrating hyaluronic acid, organic shea butter and antioxidant grapeseed polyphenols to leave the skin soft, supple and radiant all day long.*
9. Hydrating Water Mist Limited Edition 2020, Jowaé: *A hydrating mist inspired by Korean skincare which contains sakura blossom water to refresh the skin.*
10. Calming Shower Gel Lavender, Jurlique: *Rich in pure organic botanicals and natural Lavender fragrance, it naturally cleanses & softens skin. Leaves skin deeply refreshed, beautifully scented, and visibly glowing. Mild and soap free, it maintains skin's natural protective layer to deeply cleanse without drying.*



**FROM LEFT TO RIGHT:** 1. Hydraskin Cooling Stick, Darphin, 2. Plaque & Tartar Toothpaste, Frezyderm, 3. Coconut Oil 100% Natural for Skin & Hair, Piping Rock, 4. Deodorant Efficacite 24h Roll-On, Avène, 5. Reve de Miel Lip Moisturizing Stick, Nuxe, 6. Ultra-Nourishing Hand Cream, Vichy, 7. Phyto Plage, Phyto Paris, 8. Nourishing Body Lotion, Caudalie, 9. Hydrating Water Mist Limited Edition 2020, Jowaé, 10. Calming Shower Gel Lavender, Jurlique





# L'INTERDIT

THE THRILL OF THE FORBIDDEN. THE NEW FRAGRANCE.



# GIVENCHY



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# Fresh Skin



Look Fresh & Hydrated!



# Include these products in your beauty collection and achieve a Fresh & Hydrated Skin!

Hot weather conditions is a challenge for the skin. Sun and high temperatures, cause more dehydration and loss of nutrients from the skin. The first “symptoms” are always the dry and dull face, even the appearance of small, fine wrinkles. Dermatologists advise that daily care with the right products is essential. However, you should choose those who not only care for the skin, but at the same time, thanks to their specialized compositions, give a feeling of freshness with the very first application.

- 1. HYDRA LIFE COOLING HYDRATION SORBET EYE GEL, DIOR:** *With its refreshing ceramic applicator, this eye gel moisturizes the skin while offering an immediate revitalizing effect, anywhere, anytime. The eyes are as if illuminated, fresh and moisturized. Signs of fatigue are diminished. The eyes appear to open up and are naturally beautiful. An ultra-fresh gel paired with a frosty ceramic applicator, offering the freshness of an ice cube to improve microcirculation around the eyes.*
- 2. AQUA BEELICIOUS REFRESHING HYDRATING BOOSTER, APIVITA:** *A multi-purpose booster with water-gel texture, expertly formulated with a flower fusion of cistus, iris, wild rose and honey, all super-hydrating ingredients, to replenish immediately skin’s moisture reserves. Offers a burst of long-lasting hydration and freshness, even in extreme environmental conditions, (before and after sun exposure, cold, wind) with flowers extract, honey, aloe and hyaluronic acid, rebalances and soothes the skin with imperfections (redness, irritations) with prebiotics, fortifies the skin against environmental aggressors providing a healthier and more balanced skin with patented propolis extract and rosehip infusion, revitalizes the skin, with rose essential oil*
- 3. COOLING MUSCLE RELIEF OIL ROLLERBALL, AVEDA:** *A Cooling refreshment to skin. 99.9% naturally derived. A blend of certified Organic Blue Chamomile to sooth the skin, certified Organic Peppermint helps to energize, uplift and cool the body and certified Organic Menthol to invigorate and cool the skin.*
- 4. HYDRASKIN LIGHT ALL-DAY SKIN-HYDRATING CREAM GEL, DARPIN:** *Hydraskin Light Gel Cream is a lightweight moisturizer with HYDRA-STRUCTURE™ Technology, a high-performance, hydrating complex of powerful natural ingredients (Salicornia Herbacea and Butterfly Lavender) to help skin maintain moisture. Formulated with Squalane, Cucumber and Kiwi Fruit Extracts and free from parabens, mineral oil, phthalates, formaldehyde. Skincare benefits: Helps maintain hydration day after day, more luminous, glowing and healthy-looking complexion, HYDRA-STRUCTURE™ Technology helps strengthen skin’s moisture barrier, helps keep makeup fresh all day.*



FROM LEFT TO RIGHT:

- 1. HYDRA LIFE COOLING HYDRATION SORBET EYE GEL, DIOR**
- 2.AQUA BEELICIOUS REFRESHING HYDRATING BOOSTER, APIVITA**
- 3.COOLING MUSCLE RELIEF OIL ROLLERBALL, AVEDA**
- 4.HYDRASKIN LIGHT ALL-DAY SKIN-HYDRATING CREAM GEL, DARPIN**







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FOR YOUR  
**LIPS** ONLY!



Make it Last Forever!



# LIPS! A POINT OF ATTRACTION...

The easiest and fastest way to lift our mood, but also to catch everyone's eye is to "dress" our lips with color. But what do we do to keep the amazing result truly unchanged for long?

Lips are transformed in no time, thanks to the lipstick and the secrets of makeup.

They acquire a three-dimensional look, become sensual, absolutely sexy, bold and promise a lot, letting the words disappear, in the presence of your most beautiful smile.

But what happens when your lipstick loses its shape, migrates to the surface of the teeth, leaves its mark on the jacket of our loved one, or elegantly decorates the rim of a wine glass?

In order not to be in constant vigilance, every time we wear lipstick, but also to have a carefree all day long and in all occasions, the following tips are sure to your lipstick great and your morale high!

Follow the step by step tips to apply your lipstick perfectly and keep it for a long time...

## CREATE THE IDEAL CANVAS

Proper preparation of the skin for any additional care is known to be the A and Z in the beauty care chapter and especially in makeup. So how can we leave our lips to their fate? Dryness and cracks, on their fragile surface, are the main culprits for the ubiquitous color changes and exfoliation is the key to success.

In addition to the special exfoliating products, we can achieve the same result by gently rubbing with the toothbrush or using the tip of a damp towel. Then, a drop of a moisturizing serum, a little nourishing coconut oil or a lip balm, create the smoothest canvas to "paint the smile of our dreams".

*A "miraculous" solution to not stain our glass with lipstick is to gently lick its rim where we drink!*

## PAY ATTENTION TO THE TEXTURE

Now, with special formulas on the market that promise unaltered lip color, it is very easy to maintain absolute color stability, by choosing one of them. But what do we do when our favorite color is not in any of these miraculous series? In such a case we choose a semi-matte or matte composition, which definitely lasts longer than satin textures or glosses. Pencils also offer very good results, as long as we make sure they remain within the correct contour!

## THE PERFECT STEPS

After *exfoliation* and *hydration*, a layer of *powder* is the ideal base for lip makeup. With a flat brush remove the excess amount. A little *concealer*, outside the contour of the lips, will give the shape a more defined and three-dimensional effect, as long as it becomes one with our skin.

### Step 1:

Draw the outline with a pencil in the color of the skin or in the same tone of the lipstick that you will use.

### Step 2:

The secret at this point is to erase the color of the pencil, gently towards the inside of the lips, with the help of the special brush.

### Step 3:

For even longer duration, apply on the rest of the surface of the lips, using the same pencil, using again the special brush, from the center of the lips to the side.

### Step 4:

Dab with a tissue, then apply some powder again with the flat brush and color them with the special brush and lipstick again. Both the durability and the stability of the color are guaranteed!

THE CURVES OF YOUR LIPS REWRITE HISTORY!  
-OSCAR WILD-





Take a new Chance!



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FOR YOUR  
**EYES** ONLY!



Glowing Eyes all Year Long!



**K**eeping your skin glowing and fresh is one of the biggest challenges you have to face all year round. But even if you do, there is a specific area that still remains problematic. It often shows dryness and loses its brightness. This is none other than your eyes. This is where the signs of fatigue will appear: dark circles and puffiness, where a night of insomnia will appear, as well as the aging wrinkles. This is because the skin in this area is 40% thinner compared to other body parts and more sensitive. In addition, hereditary factors, ultraviolet radiation, external factors and the choices you make in your daily life negatively affect this area. Fortunately, there are some tips that are adapted to the specifics of which it is characterized and if you include them in your routine, you will see a huge change.

**ENHANCED WATER CONSUMPTION:** The body needs a sufficient amount of water to function properly. The skin has the same need. Whether it is the eye area or the décolleté or any other part of the body, in order for the skin to be healthy and to have a youthful and flawless look, it is very important to moisturize it, not only with the right products, but also by inside out.

**DO NOT FORGET THE SUNSCREEN:** We are not referring to the product you apply on the face or the rest of the body, but to the ones that are specially designed for the sensitive eye area.

**CHOOSE THE RIGHT CARE PRODUCTS:** You can find a huge variety of skin care products on the market, but to "save" the eye area, you should always have an eye serum or eye cream in your handbag. The serum is ideal for you who have oily skin, while the eye cream for you whose skin shows dryness. Look for ingredients like hyaluronic acid.

1. **Sunissime Soin Protecteur Yeux Anti-Age Global SPF50, Lierac:** *Lierac Sunissime Eye Contour Protector SPF50 is an innovative sunscreen especially designed for the delicate eye contour area. Because the skin around the eyes is finer than on the rest of the face, it demands a particular type of sun care, which is provided in this protective balm along with other anti-aging benefits. Formulated with 100% mineral filters, this sunscreen respects the sensitivity of the eye contour area and doesn't irritate the eyes. Make sure to apply it throughout the day to maintain an appropriate level of protection!*
2. **Super Multi-corrective Eye-opening Serum, Kiehl's:** *A five-in-one eye serum that visibly lifts, firms, smooths, hydrates, and restores the youthful shape of eyes. This powerful eye serum firms and smooths the appearance of the eye area in as little as one week.*
3. **Wine Elixir, Wrinkle Lift Eye & Lip Cream, Apivita:** *It reduces the appearance of wrinkles, while offering a lifted look at the sensitive area around the eyes and lips thanks to Santorini vine polyphenols. Helps reduce the dark circles and the signs of fatigue thanks to acacia, enhances the density and the elasticity of the skin with mastic, moisturizes thanks to hyaluronic acid, shea butter, olive oil and grape stone oil, It protects from oxidative stress and external factors thanks to the patented propolis extract, rejuvenates skin with patchouli oil*
4. **Revitalift Filler Eye Cream, L'oreal Paris:** *specifically target wrinkles and the loss of fullness around the under eye hollow tear area. This is the fragile skin from the inner corner of the eye across to the cheekbone, which increasingly loses fullness over time becoming hollow. High Concentration of Hyaluronic Acid:*



FROM LEFT TO RIGHT:

1. **Sunissime Soin Protecteur Yeux Anti-Age Global SPF50, Lierac**
2. **Super Multi-corrective Eye-opening Serum, Kiehl's**
3. **Wine Elixir, Wrinkle Lift Eye & Lip Cream, Apivita**
4. **Revitalift Filler Eye Cream, L'oreal Paris**



# LIBRE

YVES SAINT LAURENT



THE NEW FRAGRANCE OF FREEDOM



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# Hands Ritual



## DIY Hands Mask!



# DIY Hands Mask!

During this period, our hands tend to show *dehydration*, due to the extensive use of antiseptics and regular washing.

You may see them more damaged and dry than in winter.

For this reason, they need extra care, which includes deep hydration, as well as skin nourishment.

Certainly, it is important to choose products that will soothe irritations, help restore the skin's pH balance and give them a velvety texture.

However, you can make your own *hand care mask* to boost their hydration when you feel that skincare products are not enough.

For this mask you will need:

## Ingredients

- 3/4 of a cup of coconut oil
- 1/4 of a cup of oats,

## Execution & implementation

Mix the two ingredients very well in a bowl until you create a homogeneous mixture.

Then spread it on your hands and gently massage. This way you do exfoliation and hydration together. Rinse your hands with water and apply a small amount of moisturizer.

## *Tip:*

For a deeper treatment, you can wrap your hands with a film, after first applying the mask.



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# Shimmering Oils



Summer Time Beauty!



**S**kin care is not a simple process.

Especially in summer, when the temperatures are high, the need for hydration and nutrition, becomes even greater. Body oils are the answer to this problem, as thanks to their unique compositions, from plant ingredients, they "lock" the moisture in the skin, keeping its appearance healthy.

Due to their thin texture, they are absorbed much faster, while leaving no greasy residue.

Their application is easy, their action is refreshing, and they leave a feeling of intense softness, that lasts.

When these body oils are combined with glow micro molecules, then they become the must-have product of the summer. They highlight the tan, treat the skin, add even more brightness, giving a very natural result and release a wonderful fragrance from the first moment of application, which will accompany you in every step.

1. **Peonia Nobile Shimmering Oil, Acqua di Parma:** *A shimmering veil dresses the body leaving it sparkling, silky and sensually scented with the vivacious notes of Peonia Nobile. A special blend with unique oils combined, to enhance skin's radiance and leave it hydrated and perfectly soft. The formula is enriched with Jojoba Oil, with emollient properties and Pomegranate Seed Oil and Shea Butter, both with conditioning action. Different size multi-reflective sparkles ensure the long lasting shimmering effect.*
2. **Soleil Blanc Shimmering Body Oil, Tom Ford:** *This silky and lightweight oil illuminates the skin with shimmers of gold and platinum leaf.*
3. **Pure Tahiti Monoi Oil Golden Mother Of Pearl Nacres, Hei Poa:** *A truly indulgent treatment, Pure Tahiti Monoi Oil with Golden Pearls leaves the skin and hair radiant with a satin finish, enveloping them in the delicate scent of Tiare flowers. The skin is nourished, soft and veiled in a golden glow.*
4. **Honey Bronze Shimmering Dry Oil, The Body Shop:** *A non-greasy, lightweight oil that lends your skin a beautifully bronzed look.*
5. **Soleil Plaisir Sun Sultry Shimmering Oil, Darphin:** *A nourishing oil with natural, shimmering illuminators for face, body and hair. This luxurious formula leaves a veil of shimmer for a sun-kissed youthful glow while softening the skin to improve suppleness.*
6. **Shimmering Dry Oil, Panthenol Extra:** *A unique blend of 6 precious oils and vitamin E that strengthens, softens and illuminates skin and hair, without leaving a greasy feeling.*
7. **Huile Prodigieuse Or, Nuxe:** *A multi-usage dry oil of natural origin, has a unique combination Precious Plant Oils and Vitamin E to nourish, repair and soften your face, body and hair in a single step. Your face and body are left feeling soft and silky.*
8. **Ideal Body 3 Ors, Vichy:** *Enriched with a combination of 3 particles (gold, copper, and bronze) and 10 luxurious oils, hydrates and smoothes the skin, leaving a subtle shimmer.*
9. **Wonderlust Shimmering Body Oil, Michael Kors:** *A luxurious, moisturizing composition with a sophisticated shine, gives you a sun-soaked, post-holiday glow journey not even needed. Blended with the antioxidant properties of jojoba seed oil with chia seeds to soften and cleanse the skin, it has added a fragrance experience to the whole body glow.*
10. **Skin So Soft Radiant Glow Illuminating Dry Oil Mist, Avon:** *Its luxurious mist illuminates your skin leaving a soft shimmer while enhancing its softness.*



**FROM LEFT TO RIGHT:**

1. Peonia Nobile Shimmering Oil, Acqua di Parma
2. Soleil Blanc Shimmering Body Oil, Tom Ford
3. Pure Tahiti Monoi Oil Golden Mother Of Pearl Nacres, Hei Poa
4. Honey Bronze Shimmering Dry Oil, The Body Shop
5. Soleil Plaisir Sun Sultry Shimmering Oil, Darphin
6. Shimmering Dry Oil, Panthenol Extra
7. Huile Prodigieuse Or, Nuxe
8. Ideal Body 3 Ors, Vichy
9. Wonderlust Shimmering Body Oil, Michael Kors
10. Skin So Soft Radiant Glow Illuminating Dry Oil Mist, Avon





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# HYDRATION



The “a-z” of your Skin Care!



**M**any times we notice that our skin is “thirsty”.

The loss of water from the skin in addition to the dull and tired face also causes an unpleasant sensation. Dehydration translates into both loss of shine and fine lines. We strengthen the skin with moisturizing agents such as hyaluronic acid, as hydration is the number one care that we must provide to our skin!!!

*Let's see some of the top ones!*

## Aqualia Volcano Drop, Vichy

Designed to help you recharge your complexion. Described as being a powerful moisturiser, with light-reflecting powers. Its innovative formula works to help you get your glow back, gracing your skin with natural luminosity.

## Hyalu B5 Serum, La Roche Posay

With high and low molecular weight Hyaluronic Acid, Hyalu B5 serum helps lock in moisture and leaves skin feeling plump to the touch.

## Hydrance Intense Serum, Avène

Unique Cohederm™ complex with a high concentration of Avène Thermal Spring Water (77%) provides intense, long lasting hydration and soothing benefits.

## Aqua Beelicious Refreshing Hydrating Booster, Apivita

A refreshing water-gel that quenches dehydrated or dull skin.

## Hyaluronic Acid Cream Booster, Frezyderm

Enriches your daily cream treatment with bioactive, low molecular weight hyaluronic acid and provides deep hydration, optimizing water circulation at a cellular level.  
Maintains skin density and reduces the signs of ageing.



FROM LEFT TO RIGHT:

1. **Aqualia Volcano Drop, Vichy**
2. **Hyalu B5 Serum, La Roche Posay**
3. **Hydrance Intense Serum, Avène**
4. **Hyaluronic Acid Cream Booster, Frezyderm**
5. **Aqua Beelicious Refreshing Hydrating Booster, Apivita**





# JOY

DIOR

THE NEW FRAGRANCE



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# New Look!



The ultimate Fresh & Healthy Look!



# Natural look, has its honor for one more season!

This year we want the ultimate fresh and healthy look.

Sharp and intense blush cuts, in a natural, brown shade on the cheekbones are now a thing of the past. The popular trend that shows the face leaner and stricter is completely out of season. The trend that the Kardashian family loved the most and Kim took it to another level is not longer a choice by the top makeup artists and we do not find it in this year's campaigns of beauty brands.

This year's look requires a blush in more rosy shades, such as pink and coral! Not brown!

We can choose it in any texture we prefer. Creamy, powder, liquid, a small amount in the center of the cheeks, is enough to get the color of health on our face.

Combine two complementary shades, one lighter your blush on the bone area under the eyes and on your upper cheekbones

For darker skin complexions, coral is an ideal shade, while the lighter ones choose pink.

In our daily lives, blush is an essential product. We do not need to have a makeup base on our face, as long as we cover imperfections with concealer, locally.

Apply the blush in the center of the cheeks, the liquid and the creamy one, spread it with dab-like movements, while the powder with a tufted blush brush. If you want you can use it on the upper eyelid, as well.

The color of health that characterized the 90's, returns to the beauty look and we look forward to see this beauty trend!

## *Suggested products:*

- *Giorgio Armani, Cheek Fabric: Made in the thinnest textures, each of the vibrant, tactile colors subtly brighten the face and contour cheekbones for the ultimate glow.*
- *Tom Ford, Cheek Color: This sumptuous powder blush delivers layers of possibility, from a sexy glow to a more dramatic, color-rich look.*
- *Dior, Diorblush: A blush with a new texture that blends with the skin, leaving only a weightless veil of pure color.*
- *Laura Mercier, Creme Cheek Colour: A long-lasting, natural cheek blush formulated to provide translucent, buildable coverage for a soft, velvety finish*



FROM LEFT TO RIGHT:

**1.Giorgio Armani, Cheek Fabric, 2.Tom Ford, Cheek Color, 3.Dior, Diorblush, 4.Laura Mercier, Creme Cheek Colour**



Christian  
*By* *Loud Couture*





F.A.I.C.E.<sup>™</sup> Online  
magazine

LIFESTYLE

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# THE LOST WALLET!

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What happens when its found?



**A** completely unique social experiment, was carried out by American and Swiss researchers, concluding that: *as the amount increases in a lost purse*, the psychological cost for the person who finds it will increase, if the person is honest, resulting in a bigger blow to the own image!

How big is the chance of returning a wallet someone finds on his way?

The more money it contains, the more likely it is, that anyone who finds it, will look honest and will return it, according to international research ...the first of its kind.

Classical economic theory, predicts that people, primarily rational (i.e. utilitarian) beings, will keep a lost wallet.

Indeed,  
the larger the amount of money it contains, the greater the financial incentive to not return it. But according to the results of the survey, in fact the average person does not operate like that.

A huge experiment!!!

Scientists from the universities of *Zurich, Michigan and Utah*, who published the findings, in *Science magazine*, carried out a huge experiment with "lost", supposedly, wallets, in *355 cities of 40 countries*.

Researchers handed out 17,303 "lost" purses, with different amounts of money, from 0 to \$ 94, to hotel receptions, banks, museums, theaters, post offices, police departments, etc.

Each wallet contained a card with owner's or e-mail details, as well as a shopping list, in order to make the loss more real.

The researchers studied whether the wallet owners, in fact the researchers themselves, were notified that the wallets were found and they needed to pick them up, or whether the wallets were retained and never returned.

*Honesty rates varied greatly from country to country*, but the basic finding, with almost worldwide power, in 38 of the 40 countries where the experiment was done, is that purses with small numbers are easier to never get back. Instead, those that contain a lot of money are more likely to return to the owner's pocket.

At international level, half of the people (51%) who found a lost wallet with a small amount of money returned it, and in cases where the wallet contained more money, it returned almost in a ratio three out of four (72%). Wallets with money, regardless of amount and keys are more likely to be returned than wallets with money but no keys.

This confirms that many people who find a "lost" wallet are honest because they care about others, as a key is of value to its owner only, but not to anyone who finds it...unless, of course, if it is tempted to break the home of the owner.



# GOD *&* Internet!



Internet distances us from God!



## Does Internet takes us away from God?

Internet takes us away from religions: People who often surf the internet stay distant from religions!

People who spend a lot of time on the Internet are more likely to distance themselves, from their traditional religion and want to experiment with *other religions* and *heresies*, or even become completely *atheists*.

This is the conclusion of a new American study, that frequent *web surfing* and *social media* engagement, increases the chances of a user feeling "*liberated*" by his religion and wanting to try something else, or even no religion.

The study by sociologist *Paul McCurie* of the *University of Beaulieu*, published in the *Journal of Scientific Study of Religion*, titled "*Experiment with the Internet and Religion in the Digital Era*", analyzed data for 1,714 people over 18 years old.

The participants had answered questions such as: "*how often do you go to the church*", "*how many hours do you spend on Internet*" and "*do you believe that all the religions in the world are equally true?*"

The main finding is that, there is a correlation between, *time spent on the Internet and the exercise of religion*. As the hours spent on the PC or mobile phone rise, the more likely a person is to believe that his own religion is not the only true one.

As a result, one tends to be *cut off from his religion*, or to create an own inspirational *pluralist religious amalgam* of various religious traditions and beliefs.

*This trend has been identified to be more relevant to young people than to older and to modern, more than to conservatives.*

*"In our days, partly because we spend so much time online, we are more likely to feel as free wanderers, who can experiment with a variety of religious ideas, even conflicting with each other, before deciding how we want to live.*

*The main reason is that through internet people are massively exposed to an unthinkable diversity of religious and general spiritual doctrines, views and trends. Internet is the perfect ground for hatching new ideas that undermine one's certainties."* said McCurie.

A second explanation is that, the time spent by someone in front of a screen, reduces the available time for religious activities, and absorbs the interest and attention from them.

According to the study, there is a similar "competitive" effect on the time you spend on tv, only in this case the viewer rarely reaches a point of religious questioning, just prefers to watch tv, instead of going to the church!

Editor's Comment:

*"I choose to believe the God I know, than the unknown internet Gods and religions.  
Internet, expropriated the election results, across the world, influencing the opinion of millions!*

*Why should I be the next person expropriated through internet propaganda?*

*There are so many "false prophets" trying to "recruit" ... "believers".*

*I choose to believe in God, than having no God in my life!*

*In the end of the day, when we face difficulties in life we all say: Please, help me God!"*





# Karezza!



A Sex technique  
that will change your love life!



## It is time for the orgasm to stop being an end in itself!

Things in terms of sex and its normal routines flow, look somewhat standardized in the minds of men and women.

Foreplay, the main act and the ultimate goal: the orgasm.  
Spray, wipe, done!...Still popular, now that I think about it.

A *new technique*, however, comes to introduce *intimacy* and *contact*, rather than *orgasm*.

It is called “Karezza”, generated from “caress”, which means caressing and is prioritizing the emotional bond between the two partners, deliberately delaying the achievement of orgasm.

According to experts, this technique, can prove to be particularly useful, for long-term couples ,who are accustomed to a very specific sexual routine.

As sex coach Irene Fehr says:

*“In regular sex, the connection between lovers has a second priority“.*

*In the “hurry” to achieve orgasm, important things get bypassed like your partner's feelings. During the first stages of a relationship, when you get to know your partner, such sex can be enjoyable, but as long as the relationship progresses, the body becomes used to this routine and enthusiasm is lost.”*

As the coach points out, Karezza can lead to orgasm, but even if this does not happen, it is a lifelong and complete full body experience.

However, because it requires familiarity and comfort among the partners, it is good to have been discussed before, to be sure you have the same goals as your other half. Apart from care and touch, it is important to have your eyes open and to observe what is happening, by pointing out what you like and what you are displeased with.

No!...Don't!

When you talk about “Karezza” with your partner, you do not have to do the classic Italian gesture and use the Italian accent!

In fact we suggest you avoid it!... Its not the point!



# the Plague of Jealousy!



A “Ghost” over Relationships?



# What do you do when jealousy scenes are no longer “cute”?

*Jealousy* is a sign of love, it's a sign of wanting attention from the one you love or comes from fear of losing the affection of the one you love.

*Jealousy* comes from a place of emotional shortage.

It also can come from a place of wanting more for yourself!

*Jealousy* generally refers to the thoughts or feelings of insecurity, fear, and concern over a relative lack of possessions. *Jealousy* can consist of one or more emotions such as anger, resentment, inadequacy, helplessness or disgust. In its original meaning, *jealousy* is distinct from *envy*, though the two terms have popularly become synonymous in the English language, with *jealousy* now taking on the definition originally used for *envy* alone.

If we want to be honest, we have all at times felt the *unpleasant sting of jealousy*, even if our partner has not given us the slightest reason.

Perhaps it was that night at the club, that because of the music volume, he had to speak too close to the ear of a *striking presence*, or maybe a friendship of his, was causing us anxiety.

To some extent these insecurities are healthy and indicate our interest in the relationship.

However, there are contexts in which *jealousy*, can become *abusive*.

There are ways to figure out which category your partner belongs to.

Disturbing signs, include trying to isolate you from some or all of your friends, the need for constant affirmation and communication, reading messages or endless "walks" on your social networking profiles and seeking to control what you do, where you go, whom you meet or what you wear.

Before the situation has reached dangerous levels, there actions you can take to save your relationship!

- **S e t   l i m i t s**

Unfortunately, many people have the false impression that rules will distance them from their partners. However, in most cases relationships are not driven by “magic”, for everlasting happiness. Think about what behaviors are bothering you and claim the space you need to feel comfortable in the relationship.

Ask him to talk to you about his own needs and try to reach a mutual agreement.

- **G i v e   i t   i m p o r t a n c e**

In fact, whether your partner will trust you or not, is not exactly in your hand. *Trust* requires us to leap to *faith*, which not all people can do, especially when they have a betrayal experience. However, while your partner is trying to change the way he/she thinks about your relationship, your attention is needed, more than ever.

If he/she finds that when he/she needs you, you are always, he/she is much more likely to be able to overcome your partner’s insecurities. This process will take some time, but if you succeed, your relationship will become more beautiful and stronger than ever.

- **T a k e   t i m e   a n d   e f f o r t**

If your partner's jealousy is due to widespread *trust problems*, as much energy and thought as he/she pays, it will take time, before he/she stops worrying. Try to show understanding and patience and repeat the conversation from time to time. Don't wait for miracles and don't be disappointed with anything. Instead, be sure to observe and appreciate his / hers small “wins”...

- **R e c o g n i z e   y o u r   s t r e n g t h s**

No matter how much we are in love, there are behaviors we should never overlook.

If your partner has become overly *manipulative*, interferes with your *friendships* or your *daily routine* and is trying to *control* your every choice, the relationship may soon turn from a *choking*, to a *dangerous*.

**Abuse** takes many forms: No physical violence is required to cause irreparable injuries!

In this case, contact a specialist to help you deal with the situation or end the relationship directly.

It can be difficult, but it can save you from much w o r s e   s i t u a t i o n s ! ! !





LET DESIRE LEAD THE WAY

# MICHAEL KORS WONDERLUST

THE NEW FRAGRANCE FOR WOMEN





# i-LIES!



## On Line Dating Lies!



**D**o you think you're going to go see that tall, handsome, educated, well trained, mature but not old, guy who drives an expensive car and stays in a modern house, or the thin, blonde, buxom woman you've been chatting with online when you meet her for drinks tonight, or that the "affluent man" who you're about to join for an expensive dinner, will be able to pay for both of you? ...Think again!

Online daters lie. More than half of them, actually!

When people lie, what fibs do they tell? Lets see some very common "*Butler lies*":

**1. Their Height:** Maybe you're looking for someone taller than you, or maybe you like to date shorter people. Whatever the case, most people always shave off or add on a couple of inches, depending on who they're trying to land. You could be in for a big surprise when your 6'5" dreamboat docks in as a kayak...

**2. Their Real Age:** It makes sense to play around with one or two years if they haven't fully accepted middle-aged life, but when whole decades are lopped off, it becomes way more than just a number. It's hard to imagine that so many people are lying about their ages, but no matter how much pampering they do in the mirror beforehand, it's going to be obvious that they're not the vivacious 20-something for girls or 30-something for men, they claimed to be.

**3. The Amount Of Money They Make:** Yes, it's impressive to find a date who makes six figures and drives a Bugatti, but when you end up meeting them at a neighbourhood pub on your first date, there's a problem. Surprisingly, when it comes to financial institutions, most people are honest to avoid any repercussions. However, the same rules don't seem to apply in the online dating world. According to a 2011 study, men are more likely to lie about their income than women, so if he says that he's raking in the dough, it's probably on a much smaller lawn.

**4. Their Body Type:** We're all familiar with the descriptions, "athletic build," "curvy cutie," "muscular physique," "toned and thin" but essentially, everyone is just a gifted copywriter. When it comes to actual numbers, men are less likely to lie about their physiques, and women tend to stretch the truth in multiple categories of appearance. Nevertheless, the masks fall once they walk through the door.

**5. Their Profile Pictures:** It's the first thing you notice when they pop up on the screen, but it could all be a huge lie from the very beginning. Approximately 20% of women claimed to have done some touching up to their photos, (stretching gives height and makes you slimmer) and that number doesn't include those who use old pictures altogether. On the other hand, men are less likely to mislead someone in their galleries.

Even though you could find yourself dealing with one of these lies, it still doesn't mean you should give up hope. There is always a chance that a better liar is out there waiting for you! 🤔

The right person is certainly out there for you, and it just takes a little time for them to surface.



# TRUST!



You Receive it – You Loose it!



**H**ave you lost your confidence, in any kind of relationship?

You are not completely wrong or unrealistic, but the absolute in life, is not always good!

Everyday, in our interpersonal, erotic, professional, friendly, but also social relationships, we are invited to climb the difficult step called "*trust*".

It is the main aim of women, for only through trust can they evolve as individuals, bond and communicate easier with their interlocutor. Many times, however, trust is shaken when in the past, people you consider very highly, have betrayed and hurt you irreversibly.

But there are... unfortunately... ways to overcome the fears of the past and learn to re-trust!

- **Listen very carefully to your interlocutor!**

It is of major importance first to *learn to listen* and *then to draw our conclusions*.

First, when we communicate with a man, we observe beyond the words he will say, the attitude of his body, his silence, his gaze and the tone of his voice. We need to listen carefully to what someone wants to say to us, without throwing our "ego" and saying our point of view, because they have to be heard and more importantly you will not hear what you need to know!

- **Express your wishes clearly without fear!**

We all know that, in a conversation, we will think twice, of what we have to say so that our interlocutor does not misunderstand us, or even worse, in order to become accepted.

Great mistake!

If you really want to build *relationships of trust*, you have to express your opinion clearly and in the end of the day, this is how you are and whomever likes it!

From the beginning, you have to show, who you are, in order the other person to appreciate it.

- **Stop criticizing!**

Several times, women have the bad flaw to criticize. If the other person, does not ask for your opinion on a topic, it is good not to fall into the trap to express it!!! Its recommended to ...zip it... Rather, explain your feelings, whether of regret or joy, without consuming unnecessary analysis.

- **Do not be decidophobic!**

The best thing for a woman, who knows herself very well, is to make mistakes, but also to take the responsibility and the consequences of her actions. So the man you have opposite you, will appreciate you double, because he will realize that the woman who is with him, knows how to handle difficult situations!

- **Trust yourself first!**

Last but not least, I left as last the *trust*!

If you do not trust and you do not love yourself, then why should anyone else do it for you?

Stand steady on your feet, learn from your mistakes, and so will earn trust without much effort.

**DO NOT FORGET,  
TRUST IS A BUILDING PROCESS !!!**



# RESTART!



The way to avoid toxic issues!



**W**here does the lack of communication and tensions lead the couple?

How can you avoid this "toxic" situation?

Couples are often confronted with daily challenges, disagreements, lack of communication, tensions and misunderstandings.

How can we communicate effectively with our partner even when we are irritated or angry?

As we know, there is no way to do this magically by pressing a button.

There are some basic rules that can help before a conflict.

Do not let your relationship sink into bitterness, poisonous words, frustration and anger. Focusing on our relationship, what we notice, when we are angry with our partner, is the lack of communication, the difficulty to see and accept the difference in attitude and perception of the person we are with.

Usually we are mistaken, in believing that *disagreement* means *conflict* and the worst is when there is no communication. The *conflict* then becomes deadlocked, resulting in *anger*.

- *Competition*

Our selfishness hurts, we think negatively, we cease to be friendly to our partner, and we often end up in competition, insults, indifference, lack of respect. In these cases, there is no understanding, communication, cooperation, discussion of issues, often erotic life is reduced and gradually the relationship goes downhill, ending in isolation and alienation. All the beautiful emotions, beautiful thoughts and moments are hidden somewhere, and we now receive negative emotions, bad words and repulsed.

But there are steps you can take to avoid this toxic situation:

- Do not let anger grow and simmer. If your partner did or said something that annoyed you, discuss it *immediately*, in a *positive* and *constructive* way, without using negative or abusive words and describing actions, behaviors and not characterizing degrading or cynical faces.
- Learn to listen *effectively*. Listening is the most important thing for good communication and good relationship. Learn to listen without responding immediately, without offending and interrupting, so that you can understand what your partner *really wants to tell you*. If this is not the case then ask and understand clearly, avoiding scripts!
- Take care of your relationship, love it! Arrange a date... yes a date!, take short trips, activities together, getaways, more often. Do things for yourself and with friends at least once a week and spend time as a couple privately without distractions, doing things that you organize together.
- Do not allow to dominate one's desires alone! This way you can communicate productively.

*Useful tips if things get out of hand and anger prevails*

- If you feel that things are often out of control and anger is “one red”, get alerted quickly. One problem is that a disagreement is easier to be fixed at first stage, than when it has worsened and becomes an “abscess”. If you feel your communication is low and in the final stages, do not be afraid to make an appointment with a psychologist, talk, at least alone, and move forward together as a couple in a form of treatment.
- By acting immediately and timely, you can save your relationship and then *rebuild* it, with your partner. “Together” is beautiful, but it requires *vigilance, love*, care and respect for the needs and desires of the individual and the relationship as a whole!

Talk, don't hesitate, it's nice, it's not *bitter* and *toxic* like anger!

*Tensions, quarrels, differing opinions* and *emotional fluctuations* exist between partners, from time to time, due to the social environment we live in and the stimuli we receive.

Relationship is a living organism that is constantly evolving. It is *OUR* relationship.

It is not about how we will eliminate disputes forever, but how we will manage them, so that they lead to emotional reconciliation, positive communication, grooming to a sweet ripening of the relationship!!!



# THE MILLENNIALS!



Is there a “Sex Recession”?



**T**he truth about the *Sex Crisis* of our generation, is extremely confusing!

Is there a... *“Sex Recession”* or just a change of *“Sex Habits”*???

After all, do *millennials* really having less sex?

We have noticed that often, one research says exactly the opposite of another?

This happened once again and this time it is about *Sex*.

In recent years articles have sprung up one after the other, claiming that young people no longer have sex, they don't care so much about it, they can do without it etc.

In 2016 *“Bustle”*, a digital destination for young women, had written that *“youth is so sexually inactive that it stuns their brains”*.

In 2017, *“New York Times”* wrote that *Millennials* and *Gen Z*, have less sex than any other generation. In 2018, *Atlantic* writes that the *new generation*, has fewer sexual partners than both previous generations, while the *Washington Post* recently wrote that the *Sex Crisis* is a fact and young people are to blame.

*Cosmopolitan*, came to overturn, all the accusations and put an end to reproducing the myth that *millennials* do not have sex! The magazine collected its own data, gathered experts, and began proving that some data is completely wrong.

*But, who is to blame for all that is said?*

GSS is a *political and cultural content survey*, that has been taking place in America since 1972. The research is not about sex, but it does include questions like: *“how many sex partners did you have in the last year”* and *“how often do you have sex”*.

So... the numbers have fallen sharply in recent years, and this research has begun to reproduce this *new stereotype*, that young people do not have sex.

But research does not specify whether sex includes, for example, oral sex.

Also the research is usually done face to face and this always affects the results.

On the other hand, there are studies that argue that we are the most *sexually liberated generation ever* and that sex has gone beyond traditional boundaries and this makes it more difficult to respond to such more traditional research. *(I will personally agree...)*

*Cosmopolitan*, concludes by saying:

*“...the closer you look at the myth of the “sex recession,” the less it seems like a recession at all. Yeah, we’re doing sex differently, the numbers don’t consider non-penetrative sex, vibrators, porn, and the fallout from #MeToo. But what’s actually happening is less about some overhyped drop in sexual frequency than “the rise of sexual intelligence,” according to Helen Fisher, PhD, a biological anthropologist and senior research fellow at The Kinsey Institute. Fisher, who was quoted in some of the recession stories, says she finds the headlines “ridiculous” and the panic overblown.”*

Moreover, *sex is not just a number!*

*Quality* must also be taken into account!

*Millennials*, have sex!!!

They just prefer to experiment with ways other than penetration, which were a *“taboo”* before!





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# LOUIS VUITTON

## Collection Spring 2021

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LOUIS VUITTON

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# FEAR OF GOD Collection Spring 2021

FEAR OF GOD

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# COMME des GARÇONS HOMME PLUS

## Collection Spring 2021

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# SKIN IRONY

FUTURE CLASSIC

swatch+  
SWISS MADE





# “THE ART OF SMART CASUAL!”



## *Comfortable & Elegant!*

Modern lifestyles require a more relaxed outfit that suits many occasions, while remaining elegant and comfortable. This is exactly the *smart casual style*!  
If you have decided that this is the style that suits you, then you need to find the right pieces.  
Fortunately, you do not need much to make a "smart" outfits.  
A few pieces are enough to create a few looks for all hours.

Here are the main pieces you should considered.

**Jacket:** The jacket is a key piece for a smart casual outfit that matches almost all pants but is also worn over shirts and sweaters. What you need to pay attention to, is the fabric of your blazer will have. Choose light textiles that do not refer to something formal, because otherwise the jacket will be out of place compared to the other pieces of the outfit. For a start you only need a blue and a black jacket which will match everything!

**Polo shirts:** While the weather is still warm, polo shirts are an ideal choice for the smart casual outfit. This is because they are easy to wear, they are comfortable, but they can also be worn in demi occasions where a T-shirt would be too... too... casual! Although polo short sleeves are the most sought after and common, you will also find beautiful long sleeves that are a must for colder weather.

**Chinos:** A perfect alternative for casual pants if you are tired of jeans or if you want something slightly stylish. They match everything and are easy to wear and comfortable. So you should definitely get 2-3 chino pants in convenient colors, such as blue, camel, gray or black, depending on what matches your other clothes. This way, you will get away from the jeans and you will make a more elegant choice!

**Loose shirts:** Shirts are not just for formal occasions or for strictly professional environments. It all depends on their fabric. In fact, there are many shirts that are casual and comfortable and can be worn from your morning walk, to the office. So, you will be elegant but without being deprived of your comfort! Besides that when the weather cools such shirts are perfect to wear under your sweater!



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# “WINTER 2021 TRENDS!”



## *What are their main trends?*

Fashion is not just a female business. Every man who always wants to look stylish makes sure to be informed about the current fashion trends in men's clothing. Just before saying goodbye to this year, is the right time to see all the trends that will prevail in men's clothing in the Fall and Winter of 2021!

As every season, there are several trends that are extreme. For example, adding feminine pieces to your outfit, from a skirt to a corset... We took care of it and selected the trends that everyone could incorporate in their men's clothing.

*Our fashion trends' main choices in men's clothing for Winter 2021:*

**Oversized winter clothes:** It started appearing as a trend on the catwalks in 2012, but in recent years it has become an integral part of our wardrobe. The large shoulders to the long sleeves in the coats and jackets will be the elements that you will constantly encounter in the collections of winter clothes. Oversized jackets are equally in fashion.

**Print from “Head to Tows”:** An alternative trend for those who find it difficult to combine prints in their clothes. All you have to do is match the top to the bottom of your clothes using only one design.

**Red:** The trending color for this winter. Usually in the winter months we wear darker colors, but this time the designers said to be original by proposing a more intense and bright color. You will find it in jackets and shirts as well as in pants and shoes.

**Knitted men's vests:** This is definitely one of the trends we did not expect in 2021. Let us not emphasize that most fashion houses were inspired by the creations of the style that men had in the 70's. They can be worn over blouses and shirts to create an impressive layering, or with a sleeveless blouse-shirt for the autumn months, as suggested by Prada.

**Glitter:** If you are a fan of shiny details, such as glitter and rhinestones, you have just found the trend that suits you. It is the time when nothing is considered excessive, since both *Dior* and *Alexander McQueen* released coats and pants with glitter details.

**Checks:** Plaid is the all time classic pattern for clothes. It is in fashion almost every summer and winter with a few variations. For 2021, the ideal is to choose clothes with large squares, without this of course meaning that a more discreet design will make you look old-fashioned.

**Leather coats and pants:** It all started with leather jackets and now fashion has expanded to all clothes. *Fendi* proposed a total leather men's outfit, where even the hat is made of leather. As you can see, you can use more than one leather piece in your outfit, without worrying about it looking too much!

**Contemporary corduroy:** Corduroy is a trend for the past years. First we saw it on Prada's AW17 runway.

For Winter 2021 we noticed oversized corduroy overcoats and baggy and brilliant corduroy suits. Invest in a roomy corduroy blazer or some wide-cut jumbo-cord trousers right now to get ahead of the trend

**Outfits with gloves:** For the end we kept the necessary men's winter accessories. The gloves!

Ties may be back in fashion, but gloves are what caught everyone's eye as they held a special place in every Winter fashion show. Leather, knitted, short and long, everything can be worn and give a modern style to your outfit!



Winter  
2021











# “STYLISH SNEAKERS!”

## *A “Super Updated” look!*



You can easily and quickly upgrade your style by choosing the right clothes and accessories. We will take you through simple tips, of what to change, to be drastically and impressively renewed. Men’s style, has many key pieces that can be worn in a variety of situations and with many different combinations. Let's get to know better the ways you upgrade your style by giving you the charming image you always wanted!

- 1) Oliver Cabell Low 1:**  
*Minimal and absolutely elegant, Oliver Cabell Low 1 suits every modern man who carefully takes care of his appearance and at the same time wants to feel comfortable in his daily life.*
- 2) Gucci Screener:**  
*With vintage aesthetics, Gucci sneakers are inspired by the runners' shoes of 1970. They are made in Italy and exude a special stylistic character.*
- 3) Balmain White & Black logo B-Court:**  
*Balmain’s White & Black logo B-Court sneakers impress with their timeless two-tone color, their discreet design, but also the comfort they offer.*
- 4) Nike Air Max 270:**  
*Classic, elegant and comfortable sportswear. Nike Air Max 270 is inspired by two iconic Air models: the Air Max 180 and Air Max 93. They feature the largest heel aerosol unit of any Nike model to date, offering extremely smooth gait with incredible feel and appearance.*
- 5) Vans Low Top:**  
*With a timeless design and shade that matches all clothes, these sneakers are a very good choice for the modern man who wants to be elegant in his casual moments.*



*From Left to Right*  
*Top Row:*  
*Oliver Cabell Low 1*  
*Gucci Screener*  
*Balmain White & Black logo B-Court*  
*Lower Row:*  
*Nike Air Max 270*  
*Vans Low Top*





# “ROLEX 2020!”

## *New Designs – More Style!*



*The new season is a fact and of course fashion lovers can not question the absolute stylistic completion and renewal offered by a unique and sophisticated accessory, such as a watch!*

*In fact, when it comes to the new designs in the most elegant collections of the luxury of Rolex, then the result is definitely guaranteed. The high end watch company has presented its new models for 2020, among them the famous, Submariner & Submariner Date, Datejust 31, Oyster Perpetual and Oyster Perpetual Sky-Dweller.*

### **Submariner & Submariner Date:**

*Each features a slightly larger case size of 41 mm (previous Submariners measure 40 mm) and an Oyster bracelet that comes with a broader center link. Calibre 3230 powers the new no-date Submariner, and the 2020 Submariner Date is equipped with the Calibre 3235. Power reserve extends to approximately 70 hours.*

### **Datejust 31:**

*This Oyster Perpetual Datejust 31 in White Rolesor features a white dial and an Oyster bracelet.*

*The light reflections on the case sides and lugs highlight the elegant profile of the 31 mm Oyster case, which is fitted with a Fluted bezel. Aesthetically, the Datejust has spanned eras, while retaining the enduring codes that make it, notably in its traditional versions, one of the most recognized and recognizable of watches. Its movement is Perpetual, mechanical, self-winding, while its calibre is 2236.*

### **Oyster Perpetual:**

*Oyster Perpetual 41, is displaying dials in vivid colours. The light reflections on the case sides highlight the elegant profile of the Oyster case, which is made from Oystersteel. Measuring 41 mm, it is fitted with a domed bezel. All models of the collection are equipped with a 3230 caliber.*

### **Sky-Dweller:**

*Oyster, 42 mm, in yellow gold. The Oyster Perpetual Sky-Dweller in 18ct yellow gold with a bright black dial and an Oysterflex bracelet. This distinctive watch is characterized by its second time zone display on an off-centre disc on the dial. Furthermore, its innovative system for setting the functions, using the rotatable Ring Command bezel, is unique to Rolex. The Sky-Dweller's new Oysterflex bracelet, developed and patented by Rolex, offers a sporty alternative to metal bracelets. The bracelet attaches to the watch case and the Oysterlock safety clasp by a flexible titanium and nickel alloy metal blade. Oysterflex bracelet is equipped with a patented longitudinal cushion system that stabilizes the watch on the wrist and fitted with an 18 ct yellow gold Oysterlock safety clasp. It also features the Rolex Glidelock extension system, designed and patented by the brand.*







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# “GROOMING: MEN’S SERUMS”!

*What are beauty serums,  
what special do they offer to the skin  
and why and when it is worth investing in them?*



Grooming and personal care, is not just a woman's business.  
“Serum for men” is a term similar to the “overlap” in football for women. If you have never heard it in your life, unless you live with a beauty editor or skincare junkie, you do not know what it is and it sounds so incomprehensible to you that you have a curiosity to learn what it is. That's why we decided to dedicate this article, so that no one catches you “offside” but the most important thing if at some point you want, after some training of course, to make a difference in the way you treat your skin and to see results, then you will know what it is first thing you will include after the moisturizer and eye cream, which are essential anyway!

You have heard, I have spoken to you many times from this column, and you may use *moisturizer, eye cream, a mask*, I do not list the sunscreen because I take it for granted. It's time to talk about *serums!* the *serums* that are now considered a must in a woman's beauty routine.

**What are serums?** In fact, are cosmetic compositions - much thinner and lighter than other creams, so they do not stick at all and get absorbed almost immediately by the skin. They have a super-concentrated formula, i.e. the highest concentrations of active substances and active ingredients and target more specific needs of the skin such as *hydration, anti-aging, aka wrinkles*, correction of imperfections such as *freckles, tightening*, etc.

**Why are they miraculous and how do I choose the right one?** They are considered miraculous because they penetrate deeper into the skin than creams and in combination can offer the desired result. As long as you use them on a daily basis in your routine and choose the one that suits you best. On store shelves and online you will find a serum for every need or skin type - even for the most sensitive.

**Their main purpose?** To enhance the action of the day or night cream, acting in essence more targeted. For example, as you can further enhance the *hydration of your skin* by choosing a *moisturizing serum* or include an *antioxidant serum* if the *dull appearance* of your skin is what concerns you most.

**Can they replace moisturizer?** No, serums were created to enhance your cream and they cover more specific needs.

**How do I use them?** Always on clean skin, apply 4 drops (forehead-right and left on the cheeks-chin) so that its ingredients penetrate the skin, after daily cleansing and before a cream that you usually use in the morning and evening.



1. ***Intermed Luxurious Men care Face Serum:*** Offers multiple action thanks to its unique composition with active ingredients: *Hyaluronic acid, Collagen and Argan Oil* for skin's protection and moisturization. *Anti-wrinkle action* and rich long-lasting hydration and intensive skin regeneration & rejuvenation.
2. ***Kiehl's Age Defender Power Serum:*** A First line of defense against the effects of aging skin. Formulated with *Cypress Extract*, ultra-lightweight "age defender" easily absorbs and helps to visibly firm sagging skin. And reduces the appearance of wrinkles for a more youthful, resilient appearance.
3. ***Shiseido Men Active Energizing Concentrate:*** A powerful age-defying concentrate that instantly provides firmness, resilience and an energized look. Formulated with highly effective ingredients, this multi-action treatment corrects the appearance of damaged skin caused by various factors such as aging, fatigue, environmental stress and quickly boosts skin's strength and vitality.
4. ***Filorga Time Zero Serum:*** This serum combines two formulas: zero wrinkle concentrate & Intense lifting Gel, to visibly reduce all types of wrinkles and the face appears younger.





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# OPINION

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# RETURN TO NORMALCY



# Getting out of the lockdown is a complicated affair!

It is a lot easier to decide or to live under “lockdown conditions” than getting out of it!

Many wonder:

*“When will we return to normalcy?”.*

The answer is:

*“What is normalcy?”*

*How do you define it and why should we want to return to our previous normalcy?”*

Aren't we the ones who then complained about it, all along?

*Normalcy* is the return to the jammed high-ways.

The “abnormality” of being productive and creative at home, is replaced by the “normalcy” of the non productive and non creative time of traffic-jams, enriched by the inhalation of exhaust fumes.

*Normalcy* is the return to workplaces and office politics. In false and hypocritical relationships and in the fear that the virus may be hiding in offices, elevators and toilets.

New technologies may send offices directly to ...museums, but the *herd feeling* prevails.

It does not matter if the work is done better at home.

It is important that the “*managerial power structure*” can not be displayed in... zoom mode.

The “*boss*” and the *managers*, want to see their subordinates as a “meaning” to justify their status as “leaders”. Many managers do not have a real role in the new decentralized , network, remoted operation. Thus, panicked people demand a “return to the office”, using psychological nonsense reasonings such as: “the feeling of teamwork”, “teambuilding”, etc.

Finally, it is considered as *normalcy*, to return to unbearable social contacts with thousands of “acquaintances” in bars and restaurants. “Dining in restaurants”, which in recent years has multiplied even faster than the virus, has become the backbone of *bourgeois capitalism*.

The narratives that support: “*it is healthy to be sociable*” are pretexts to justify harmful consumer choices that lead to the reproduction of mediocrity in relationships and thinking.

Simply, we were living with a “toxic *normalcy*” and it was/is difficult to get rid of it.

Many do not want to return to *normalcy*.

This previous *normalcy*, is an outdated model responsible for meaninglessness, permanent fatigue and deep urban boredom...

The virus has proven, that there can be a more selective, creative and definitely healthier lifestyle!

We just need to overcome the “*toxic normalcy*” by restoring a real *normalcy* that we so much need!







**FEARMONGERING**

**&**

**MASS POLITICS**



**“ Fearmongering is an age-old political ritual.  
There are public officials who have benefited by playing up the 'hacker threat'  
so that they can win approval by cracking down on it. ”**  
- *Charles Platt* , Author -

***fearmongering***, as a tool of policy-making in the age of mass politics!  
During the Pandemic crisis, we often heard politicians either “*fearmongering*” or the exact opposite, framing negatively any “*fearmongering*” content.  
So, is “*fearmongering*” a bad thing in itself as a practice, or should it be evaluated on the basis of the purpose it serves?  
To assess this is it perhaps necessary to evaluate the ability of the *masses* to handle the *truth*?

At this point I find it necessary to define “*fearmongering*” and separate it from other practices, in order to avoid any conceptual confusion.  
According to *Professor John Mearsheimer*, “*fearmongering*” occurs, “*when leaders cannot convince the public of the threats they foresee and so deceive the people ‘for their own good’, is far more prevalent and effective.*”  
Based on the above definition, which makes a clear reference to the purpose of this technique, we can separate “*fearmongering*” science, from social imperialism and its obscene cover-ups, since they are intended to serve the interests of an *elite*. The emphasis on purpose, given in the above definition, occurs because *deception*, a general category that includes lying, is perceived in a utilitarian scope, according to which, it makes sense to mislead someone or others, when we serve a *useful social purpose*.  
This perception is found in the work of the Italian political thinker *Niccollo Machiavelli*: “*to defend the homeland, either with dishonesty or with glory. All means are good as long as you succeed*” followed by: “*...It is necessary for a prince wishing to hold his own to know how to do wrong... Forced to make a choice, it is much better to be feared than loved. This is because men, by nature, are “ungrateful, fickle, dissembling, anxious to flee danger, and covetous of gain... In times of remote danger, they are willing to take risks for their prince, but if the danger is real, they turn against their prince... It is far better to be feared than loved if you cannot be both...Thus, if the people do not obey because of their loyalty, it will be an acceptable substitute if they obey because they know the consequences of disobeying are harsh... There is such a gap between how one lives and how one should live that he who neglects what is being done for what should be done will learn his destruction rather than his preservation.*”

These views are completely opposed by the “moral absolutism” as expressed by Kant and Augustine, for whom deception is something reprehensible in any case.

At this point I find it useful to cite a classic example of “*fearmongering*”. The behavior of the President of the USA Lydon Johnson, during an episode in Tonkin Bay in 1964 is perhaps the most typical example. As things went badly for the West in South Vietnam, the president hoped to save the situation by escalating the war against North Vietnam. The reason was the attack of North Vietnamese on the USS *Maddox* destroyer and although a lot of information disputed even the fact of the attack, the President and his associates did not care about them and even claimed that the attack was unprovoked and that the destroyer was just patrolling the area. In this way, he managed to pass a resolution by Congress, which gave him a ‘blank slate’, to declare war on North Vietnam.



However, one could argue that this manipulation technique damages the core of Democracy and therefore it is abused by leaders. That, as a fact even though it is effective, it is wrong!

“ The truth is that “*fearmongering*”, is more prevalent in democracies and especially in those with ambitious foreign policy, and this is simply because of the *greater role of the masses* in policy-making. ”

The use of *fear*, by the *elites* may stem from the belief that people are incapable of grasping the *truth*, a perception that is so concentrated in the words of *Irving Kristol*:

*“There are different kinds of truths for different kinds of people. There are truths appropriate for children; truths that are appropriate for students; truths that are appropriate for educated adults; and truths that are appropriate for highly educated adults, and the notion that there should be one set of truths available to everyone is a modern democratic fallacy. It doesn't work.”*

As well as Kemal Ataturk “*...for the people, in defiance of the people*”.

This perception clearly conceals a critical attitude towards democracy. On the other hand, leaders may resort to it, because they feel that the people simply do not want to realize the threat due to cowardice or laziness, or personal perceptions. This is in complete agreement with *Machiavelli* and *Montesquieu's* observations that an imperial state needs its citizens to be characterized by a spirit of *political virtue*, in order to survive.

In closing,  
I believe that I have managed to analyze “*fearmongering*”, in the best possible way from a utilitarian perspective.

Personally, I see this *manipulation technique*, as a necessary means for the survival of states in an anarchic international system, where the state of *bellum omnium contra omnes*, outlined in describing the physical state of humans by *Thomas Hobbes* finds its real application.

Though, there is a fine line that if crossed it violates Our Rights!!!

---

*Literature:*

*John Mearsheimer: “Why Leaders Lie”*

*Niccolò Machiavelli: “The Prince”*

*George Holland Sabine: “A History of Political Theory”*





# Developed Industrial Society

“The One-Dimensional Man”  
...Critical Thinking and Concerns...



**56** years ago, in 1964, one of the most widely read books of the 20<sup>th</sup> century, was published in America. A work that greatly influenced the events of its time.

It was *Herbert Marcuse's* book *"The One-Dimensional Man"*, which was one of the main sources of inspiration for the 1968 movements, which manifested themselves in United States and Europe. *Marcuse's* position is one of *total criticism - refusal and radical opposition* to the irrationality of the *capitalist affluent society*.

*Marcuse*, borrows from *Breton* and the surrealists the notion of *"Great Refusal"*, to define both *individual rebellion* and *resistance to the dominant system* and the search for visions of another, *radically different world*.

*Marcuse*, analyzes *industrial and technological society* by combining two different theoretical approaches: that of *Marx*, who supported that *capitalism*, is developing science and technology to put them at the service of *production* and *profit* and that of his teacher, *Martin Heidegger*, who interpreted *modernity as an era of technology: "technological modernity"*.

Criticism of technology embodying a form of domination, has a *Heideggerian* origin and reinforces with leftist arguments *Heidegger's condemnation of technology*, which *Marcuse* considered to be an extreme expression of *modern nihilism*. *A rejection of all principles and systems*.

According to *Marcuse*:

**“***Modern technology and capitalism, constitute a coherent industrial universe, that controls and oppresses human subjects and that allows "change" only within its own institutional, ideological and political parameters.* **”**

In other words: *modern industrial society*, although accepted by the vast *majority* of the population, tends to become *totalitarian*. The consensus on which post-capitalist societies are based, according to *Marcuse*, is due to their ability to shape the consciousness, desires, needs and ways of thinking and living of their subjects.

*The society of consumption and abundance*, blinded from these, tends to completely eliminate free subjectivity, critical thinking, disagreement and opposition, thus leading to a virtually *totalitarian and monolithic system*. In *one-dimensional society*, the individual subject is obliged to comply with the *requirements of imposed objective structures* and loses the ability to detect *alternative paths and possibilities of liberation*, which move *beyond the horizon of the existing order of things*. What is actually threatened, is the very existence of human subjects, capable of *creation, innovation, freedom, autonomy*.

The *"One-dimensional Man"* has lost his *individuality*, his *freedom* and his *ability to disagree*, to *think critically*, to *resist the mechanisms of domination* and to act *autonomously*, in order to *control and determine his own destiny*.

*The Industrial and Technological Society, is the one that manipulates its needs and shapes its expectations, its hopes, its fears and its values.*

*The expensive price we pay for our consumer pleasures, is the renunciation of our freedom and his individuality.*

The application of science and technology to production processes and the industrial structures of *labour*, have increased the *productivity of the economy* and *raised our living standards*.

At the same time, however, they have created new forms of *control* and mechanisms of *domination*, which turn human into a mere *cog in a despotic system!*



**Marcuse noted the irrational and destructive tendencies inherent in even the most well-publicized achievements of *developed capitalism*.**

**He argued that *society's prosperity and development*, are based on *extreme consumption-waste and destruction*, that its *progress is fuelled by exploitation and oppression*, and that its *freedom and democracy are based on manipulation*.**

**With this, he illuminated the radical equivocation, ambiguity, of the “*society of abundance*” and criticized the *alienation*, the *enslavement to its operating system*, the *fetishism of consumption*, the *conformity of its culture*, and the dangers posed by the *domination of its military-industrial complex*. He concluded that this society, despite its spectacular achievements, is ultimately irrational, to the extent that it *sacrifices the free development of human capabilities on the altar of economic efficiency and productivity*.**

***The developed industrial society has the wealth, science, technology and industrial infrastructure, that could eradicate poverty and misery, but it uses these tools to increase domination, violence, aggression and injustice!***

**Marcuse, particularly analysed the role of consumerism, advertising, mass media and mass culture in the stabilization of capitalism and the integration of individuals into the dominant system of production. The result was the creation of “*one-dimensional universe*”, in which culture was degraded to “*positive thinking*”, (*positivism, empiricism, science, etc.*), while the capacity for denial, for *critical search, and for revolutionary action*, tended to disappear.**

**Marcuse, saw the decadence of the revolutionary forces in the *working classes*, of developed capitalist societies and pinned his hopes for change on the *marginalized, the non-integrated minorities* and the *radical intelligentsia*.**

**He thus challenged two of the basic tenets, principles, of *orthodox Marxism*: *The idea of the revolutionary role of the working class and that of the inevitability of the capitalist crisis*.**

**According to Marcuse, *no social transformation is possible without a transformation of the consciousness of its subjects*.**

**In other words: *the transformation of subjectivity will not be the result of a radical change in social relations, but rather is the primary and necessary precondition for this change*.**

**Marcuse’s reproach against *post-capitalism* does not focus on redistribution or justice, but is mainly a critique of the name of “*blissful life*”, in the name of an alternative conception of “*well-being*”.**

**The *developed industrial society*, is criticized because it is a *socio-economic system, that does not allow people to live well, to live up to the possibilities that productive and technical development opens before them*. It is therefore no coincidence that “*The One-Dimensional Man*”, exerted such a great influence on the 1968 movements and the new radicals that formed the New Left.**

**These new *social movements* wanted to link the *change of consciousness with the change of society, the individualism, with the socio-political liberation*.**

**They did not claim or demanded access to more *social wealth*, but instead rejected the type of consumer prosperity that society offered them. They proposed a *cultural revolution, a radical change in the hierarchy of values, a transformation of needs and a different idea of "well-being"*. They challenged the model of generalized competition and they rejected unrestricted growth and accumulation as a measure of social progress.**

**Thus, as in the mid-1960s, that the younger generation turned their attention to Marcuse’s work, in order to find in it ideas capable of *directing the struggles for a radical change in the aims and values of society*, we should start realising its *Timeless Relevance!!!***

***More than half a Century later,*  
*we are still “One-Dimensional Humans”!!!***







Life:

The  
Gaze  
of  
Catoblepas





**W**hy is it so difficult for so many people, our fellow citizens, eponymous and anonymous, to be convinced that the coronavirus is a real, and very serious, global problem? Is it because of some “palpitations” and reluctance, from the governments?

It would be very simple, if these were the only reasons for such widespread distrust. Yet, the reasons are much simpler for the contradictions or negligence of those in charge. The virus is something unprecedented, for both: medical and at the level of political management. For those, omniscient, know-it-all, however, this may not be easily accepted. Since they “know everything”, how is it possible that those in charge not to know everything? Therefore, they conclude, that ... *“they are hiding something from us”*.

However, what we are experiencing is unprecedented for everyone, worldwide . But beyond parties and governments, restrictive measures, such as *Lock-downs*, or the exact opposite approach of *“herd immunity”*, beyond the arrogance or ignorance of many World leaders, the pandemic that continues to plague the world seems to be a direct challenge to our way of life: dietary habits, consumption, reckless traveing, food chain disorder, climate crisis.

In this light, if the international financial crises, were the result of a generalized unbridled desire for wealth, expressed as a blind lust for wealth, accompanied by a naughty retreat and in politics, the pandemic has now come to confirm the consequences of this arrogance:

*“We will not only loose our jobs, but also our lives.”*

It is as if the forces of universe are telling us:

*“Come to your senses!*

*You are not omnipotent or immortal! Concentrate!”*

Perhaps we have forgotten something deeper and more primitive:

*“Order involves Chaos!” and that “Life is embraced by Death!”*

*When we banish the thought of Death, its possibility, its existence,  
we do not realize it, but we banish Life itself.  
Part of the allure of our existence is this fragility.*

*But we do not like all that!!!*

As the Frenchman *Edgar Morin* writes in the book: *“Knowledge, Ignorance, Mystery”*

*“From its birth life is parasitized by death ...”*

*Ignoring the realities of Life, is like looking in the eyes the mythical cryptid, called *Catoblepas*\*, that was fed by poisonous plants and by virtue of its diet and not come to harm from it, was able to kill with only a glance or a breath!*

*But who wants to hear that, especially these days?*

*\*Catoblepas- African cryptid:*

*Cow body, boar head, long neck and tail. Head was so heavy and neck was so weak that it seemed to always be bowing. Its gaze could kill any man and its breath was poisonous to vegetation. A constant foul odour came from the beast.*





THE  
CHOICE  
OF  
QUALITY!



<sup>38</sup> **A**s Jesus and his disciples were on their way, he came to a village where a woman named Martha opened her home to him. <sup>39</sup> She had a sister called Mary, who sat at the Lord's feet listening to what he said. <sup>40</sup> But Martha was distracted by all the preparations that had to be made. She came to him and asked, "Lord, don't you care that my sister has left me to do the work by myself? Tell her to help me!"

<sup>41</sup> "Martha, Martha," the Lord answered, "you are worried and upset about many things, <sup>42</sup> but few things are needed - or indeed only one. Mary has chosen what is better, and it will not be taken away from her."

### Luke 10:38-42

In other words, Martha was clearly praised because "she chose what is better".

In other words, because she chose the quality one!

It is true that today, especially the new generation, we are bombarded from everywhere with all kinds of messages,. Messages that come from all areas (consumption, politics, sports, sects, etc.) and are transmitted from all types of media. And what do they ask from us?

To make our choices. That is, to choose them and of course those who broadcast them!

No other generation in the past was bombarded with so many messages like today!

And it had nothing to do with all the charm and all the spectacle they always broadcast!

Is it the cause of all the confusion of our era and even more of the youth, due to this? Let's think!

What else does one notice? That all this, in order to attract us, what do they do? They promise!

What exactly? How they will quickly make our life better, comfortable, happy! What a lure!

In other words, they are addressed to our greatest desire. That... to have a good time!

Another one of their techniques, which makes a great impression, is that what they address to us and ask us to choose! They call it "*smart*"! The most "*smart*" of all and therefore the most... effective for our happiness!

Are you not impressed by all the talk today about "*smart*" devices, such as cell phones, computers, televisions, etc. , "*smart cards*", "*smart solutions*" to our problems?

So you are "*smart*" only when you are armed with all this, when you embrace them and follow them with passion, no matter if one day they even lead you, to these terrible paths of sin!

You see, these days the *path of sin* is not only spacious, but it is also presented as impressive and majestic and for all this "*smart*"!

Very "*smart*" in fact, when it is adorned with all the "*smart*" technological achievements!

Yes, this is the *modern reality*...

What do we do? But what else but to have the wisdom and prudence to choose the truly *chosen*?

And here's why... When we choose *quality*, then God is always with us!

When we choose the elect, we attract His grace! When we choose the exquisite, we become wiser.

And where is the quality one?

Our answer is very clearly given in *Philippians 4:8* with the following wonderful words:

*"...whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable--if anything is excellent or praiseworthy--think about such things."*



Yet there is nothing more foolish than all the “smart cheekiness” of sin!  
Nothing more destructive than its cunning! We all have our own experiences with this.  
“*Smart*” happens to be the various technological devices, that connect you to the internet, but also that push us to inappropriate content and its misuse in general and in fact with 5G Speeds!  
So which of them is the winner?  
“*Smart*” are various technological applications, such as social networking sites, which, however, they “file” us, addict us, isolate us, while they say they help us communicate with others, they develop an unprecedented egocentrism, they stress us, they expose us!

How much did we really increase our happiness through all this?  
Are the various 3D screens “*smart*”, to watch which quality spectacle?  
That of violence, terror, eroticism, occultism, corruption and in the most impressive way?  
Thus sin perfectly achieves its purpose, and we think that with all this mud we “have a good time”!

University research and studies with titles like these are becoming more and more public:  
“*Smart devices damage the brain*”, “*Sms cause insomnia*”, “*Smartphones are dangerous for mental health*”, “*See what Twitter and Google knows about you*”, etc.

These are just a few, regarding the well-known “*smart*” devices and technological applications...

Yes, there is nothing “*smart*” in the “realm of sin”, except what is very “*wise*” to enslave us!

After all, what is really “smart”?  
Everything we use to avoid it is smart! “*Smart*” anything WE employ to overcome sin!  
What secures our freedom is “*smart*”! Only the exquisite is “smart”!

*“Solid food is for those adults who are mature, who through training have the skill to recognize the difference between right and wrong”. Hebrews 5:14*

In other words, we see that the one who chooses quality life is really smart, that is, the one who always performs the good and remains intact from the bad.

Those “who can and can distinguish good from evil, are *smart*”. How important this is!

As an example...

The “Wise-men” were “wise”, that when they saw the star in the sky, they realized that something important was happening, and following it they reached Jesus Christ!

“Smart” were the fishermen of Galilee, who, when Christ said to them, “Follow me,” immediately left their nets and became His Disciples!

*“He, who is considered by God wise, is the one, who is wise to do the will of God and keep His Commandments”.*

That is, the one who has no other choice in his life than the truly and pure qualities.  
And of course he does this every day, every moment, all his life.  
And what greatness, this is exactly to be the guiding star of our life!





# STYLE UNLIMITED



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