

MAY 2020

F.A.I.C.E.TM OnLine

Fashion-Arts-Innovation-Creation-Easel

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F.A.I.C.E.[™] Online
magazine

FASHION

www.faiiceonline.com

STYLE

Trends

vs

Personal Style!



Get Your Own Style Identity!

Be yourself and stand out at every step!!!

Every year you are inundated with the latest trends that tell you what is in fashion. Big fashion houses are launching their new collections and we are all inspired by their looks and garments, to include them into our daily lives. It's fun to learn what's new in the market and in fashion, so even if you are a beginner and have little to do with it, you can see new things, experiment and get knowledge from experts. It is useful to keep up to date with the fashion industry and trends, but without losing your own *personal style*.

“Learn how to keep a balance between the suggestions you see and how to filter them, to achieve your personal style!”

- **Identify Your Body Shape:**

The first step is to know your body and its shape. When you accept your body and have a clear image of it, you will be able to find out which clothes suit you and which do not. Look for celebrities with similar silhouettes and get inspired by their outfits, if you want to have an image in your mind, but if you find that a trend doesn't suit you, there is no reason to follow it. Look for what is best for you .

- **Choose signature pieces:**

When you realize your body and the clothes that suit you, find your favorite pieces and play around with them. Something that will give your style a distinctive look is to have a *signature fashion item*, such as a scarf, or a pair of glasses. Many celebrities are famous for their own appearance looks. Try adopting something you know is embracing you and you will definitely be impressed with your personal signature.

- **Find out what doesn't suit you:**

Most importantly, take a look at your style and clothes. No one is forcing you to follow a certain trend faithfully, if you find that it does not represent you. Just because a blogger is wearing a particular design does not mean that it is going to flatter everyone. Surely, trends are here to give you ideas, but you can try and experiment with them until you find exactly what your “glove fit” is!

- **Don't just stick to new arrivals:**

There are lots of new collections and new outfits, and of course, you won't get over them. However, do not overlook classic pieces that are timeless and will accompany you for years. Invest in basic pieces, look for vintage shops and not just stick to current trends, to create your own signature style!

- **“Declutter” your wardrobe:**

According to experts, the key to creating a capsule wardrobe is to have up to 50 pieces or less. This way you are aware of all your clothes and keep your closet more organized. So be clear about what you wear and what not and upgrade your wardrobe with the fashion pieces that are really useful. You will make much easier and striking combinations by seeing all your clothes!



TRENDS

THE POWER OF
BLACK SHORTS!



Go for the Trend!

Black shorts are the ultimate wardrobe Hero!



Who wears short shorts?

A lot will, this year!

Sexy on-trend black shorts are here to show you that “bottoms” are just as important as tops.

Mini shorts are such a hot topic, as seen in the recent runways, so we have compiled a list of the best short shorts for women, from leather to perfectly tailored.

Hot “itty bitty” shorts, staged a triumphant comeback on the spring 2020 runways from knit shorts at Hermès and Ferragamo to micro shorts of YSL and Brandon Maxwell.



For those who'd rather ease into Daisy Duke status, Chanel styled the look with black tights.

Some important tips:

Treat your short shorts like any other type of bottom you wear, such as jeans. Combine them with the rest of your clothing pieces just the way you would when dealing with a pair of pants, avoiding wrong color, pattern and style pairings.

Don't wear your mini shorts with overly long and oversized tops, which will hide them and make everyone think you have walked out the door without putting on your pants.

Although basically you can wear your short shorts with any type of footwear, give your preference to simple shoes and sandals during the day and keep those stilettos and over-the-knee boots for night-time looks (When you probably want to look like “Pretty Woman” and draw extra attention while clubbing).

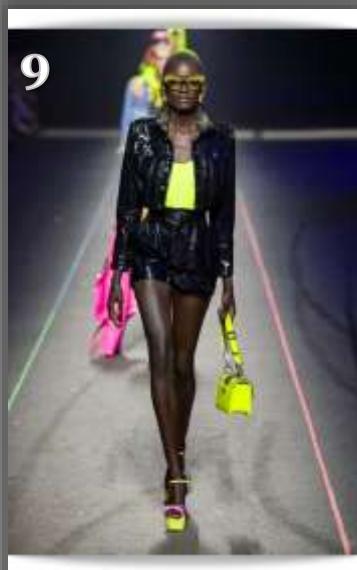
Pay extra attention on your underwear and tights with your short shorts, as if they will peek through, they will spoil your look, completely.



1 & 2. Yves Saint Laurent - 3 & 4. Chanel

5 & 6. Brandon Maxwell - 7. Versace - 8. Hermès

9. Philipp Plein – 10 & 11. Tom Ford



TRENDS

TIGHTS!



The "Adult Way" to wear them!

Trends from the recent collections, show us that there is both a “fashion forward” and an “adult way” to wear tights. Even if you looked at the tights with a different view, these trends will make you to reconsider. *Forget about the tights you wore as a young girl, as these trends promise the most fashionable looks.* Seeing them, from the most colorful and fun designs to the simplest monochromes will make you realize: *“Tights are so-so-so Cool”!*

And not just that, it's a fantastic way to excel your outfits and the easiest way to upgrade even the most basic look. When you will try it, your worldview of tights will change completely.

This year, tights are a trend!

All these childhood memories that you might have about tights are popping up this time in the most fashionable way.

Tights are not for children anymore!

They are for adult women, who love and respect their style and want to evolve it in any way. The recent collections presented us with a fresh and adult-like image of this *Style Accessory* and the truth is that it is amazing.

We have selected the *dominant trends* and we advise you for the *adult way* to wear them too.

- **Logomania:** The trend of logos on clothing and accessories is playing around with catwalks for quite some time.

From bags, clothes and overalls now this trend is migrating to tights, for a sure fashion forward result.

How to Wear: Depending on the color of your outfit, so should your styling. Keep in line, with the color palette of your outfit and especially your shoes.

- **Floral:** This year the so-called “florals fall” is one of the *It trends*.

This trend is also transferred to tights, with beautiful floral patterns. Which woman could resist floral tights?

How to wear: A mini floral dress will be the most unexpected and cool way to wear it. Even with a monochromatic outfit, it will look fantastic, giving it the ultimate look. Whether with skirts, shorts, or dress, its length must not exceed the knee, allowing the floral pattern to become the protagonist.

- **Bold shades:** Wearing a midi dress or skirt with a colourful pair of tights below, looks fantastic!

One in an unexpected, for winter, hue. Bold tights are the easiest way to give color to your look. We need the colors in winter!

How to wear: With monochrome sets that want a dose of color and with monochromes in the same bold color as the tights. Think how “advanced” will be a total red or total deep blue look. Your elegance knocks on the door.

- **Polka:** It's polka dot era! Your tights become, a “statement piece”. Impressive in itself and will highlight any outfit.

How to wear: With polka-dot clothes, without a second thought. Polka x 2 = All or nothing!

- **Lace:** Lace is not for everyone. For some it may be a very romantic fabric, for others one with rock vibes. Both are true!

Choosing lace tights can even have from a retro feel, up to a hippie mood, depending on the style of outfit you choose. The important thing is to try lace tights in some interesting color: burgundy, red, green, blue...whatever you like!

It exudes a formal feel whether it is black or red.

How to wear: They match fabulously with dresses and look great with heels, offering a *fashion forward* effect.



TOP ROW

From left to right:

1. FENDI
2. VERSACE
3. MARC JACOBS
4. RICHARD QUINN
5. GUCCI



LOWER ROW

From left to right:

1. FENDI
2. VERSAC
3. FALKE
4. RICHARD QUINN
5. GUCCI

TRENDS

BLACK NETS!



Go for the Trend!

Black Nets!

For “different” evening appearances!!!



Black, has always been considered, to be a main color choice for evening appearances! Evening-wear is going back to black, but do not think it is boring.

The main look is called “mermaid after dark” with a bit of net design in interesting spots.

Gabriela Hearst went for an off the shoulder, *Vera Wang* made a re-appearance on the runway with *netted skirt*, *Cong Tri* took an all-over sultry take on a plunging gown, while *Elie Saab* black evening gowns, are amazingly powerful and black netted blazers by *Mugler* and *Gabriella Hearst*, give a completely different summer vibe!



Get inspired from the looks as presented during Spring 2020 shows!!!

1. *Gabriella Hearst*
2. *Cong Tri*
3. *Gabriella Hearst*
4. *Cong Tri*
5. *Yohji Yamamoto*
6. *Vera Wang*
7. *Elie Saab*
8. *Elie Saab*
9. *Elie Saab*
10. *Mugler*



TRENDS

CARGO PANTS



Comfy & Cool!

We loved them in the 90's, continued to wear them in the 00's...

and now the trend is returning more refined and sophisticated than ever!!!

The coolest girls in fashion and *minimal* lovers, cast their confidence in *cargo pants*, that have returned to fashion. They are comfy, cool and even they can be combined, with high heels for a style upgrade.

CARGO PANTS!

The utility trend as a whole is on the rise, from khaki pants to oversize pockets, canvas belts, and, yes, cargo pants.

Whatever your choices are on the oft-uncool pants, the fashion world has decidedly put its official stamp of approval on them and, honestly, we're here for it!

Check out our favorites and choose the ones you want for this season!



Left: TOPSHOP
Tie hem, utility pants
Right: VANGULL
High-waist, Jogger pants

Left: MIU-MIU
belted cotton gabardine tapered pants
Right: ZARA
Cargo pants with pockets



Left: ZARA
Trousers, buckled-belt
Right: I.AM.GIA
Cobain high rise pants

Left: HM
Utility pants with belt
Right: 11STORIES
Cotton, twill cargo-pants



Left: LOW CLASSIC
Belted, cotton cargo-pants
Right: TOP SHOP
Casual, cotton cargo pants

Left: MANGO
Baggy, regina jeans
Right: FRANKIE SHOP
Cargo-pants, wooden-tabs



Left: FRANKIE SHOP
Xenia, faux-leather, tapered pants
Right: ZARA
Cargo pants with zips



TEZENIS
underwear

TRENDS

KINKY!



A Sensual & Sexy Trend!

2020 is going to be a pretty sexy year !



In the latest collections we witnessed a series of sensual looks that included translucent *pussy-bow tops*, shoulder-length jackets and a lot of skin tight latex pants.



Glittery pants, pencil skirts and thigh-high boots were paired with anything you would imagine.



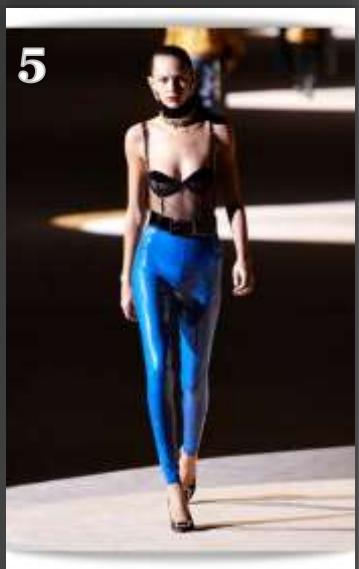
Huge faux furs in bold shades were combined, with kinky latex cocktail dresses and triangular bras while many looks were finished with chunky gold chains and fedoras...



Many designers, such as D&G and Antony Vaccarello dared to ... dare!

"I was really stimulated by that tension this season, it made me want to break the codes, that are too conventional,"

Vaccarello said for Saint Laurent Fall 2020 collection



FALL 2020

1&2. MUGLER,
3&4. DOLCE & GABBANA,
5&6. SAINT LAURENT,
7. BRANDON MAXWELL,
8. MOSCHINO, 9. OFF WHITE, 10. RICK OWENS, 11. DSQUARED2



STYLE

Casual Chic!



The Rules of Summer Casual Chic!

There are rules to follow for a Summer Casual Chic Look!



This is one of the most popular styles, as it combines many pieces together and is suitable for many hours of the day and many occasions.

The reason for the *casual chic*, that has gained a more fanatic followers than the *athletic/sporty*, which has been at the top for years.

Casual chic is not a difficult style to achieve.

It has one *simple rule!*

Choose a simple look, jeans with a t-shirt, a dress, bell jeans with a shirt and pair it with a pair of heels, or glam accessories and you're ready!

In the morning, it is quite easy to succeed it, and for the office, it is a one-way street if you do not want to have a strict office style.

Jeans, or classic tight black pants, with a cotton shirt or a t-shirt, can become *chic*, with a pair of pearls or a nude flatforms.

For your afternoon, you can choose, your jean with a white T-shirt and a kimono.

Jeans tr in a classic, *skinny*, *bucket*, *boyfriend* line can be paired with a bright or neutral monochrome sweater, or shirt, depending on your mood.

For morning and work hours, you can also choose a monochromatic cotton or *knitted dress*, *safari*, *boho*, or *navy style* look.



MANNGO



COUTURE

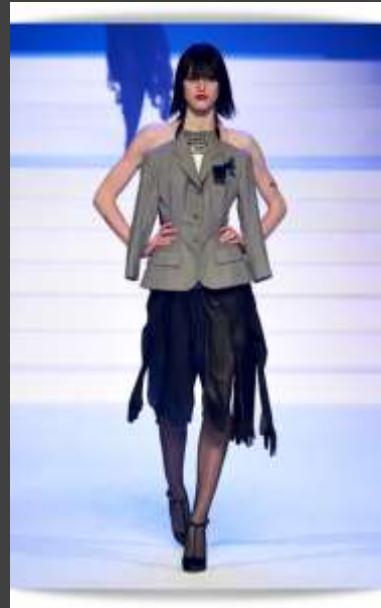
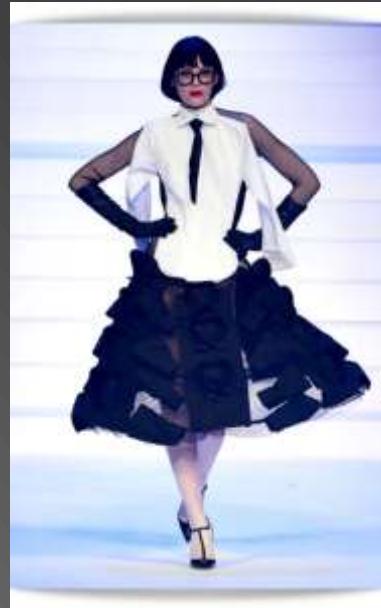
Jean Paul
GAULTIER



Collection Spring 2020

COUTURE

Jean Paul
GAULTIER



*Spring 2020 couture show
was Jean Paul Gaultier's farewell!
An amazing "Grand Finale"
of five decades work and creativity!!!
"To be honest it was 10 times more bordello than my first
shows that I did!. I knew I had too much and that after I will
clean (edit). But I didn't clean, at the end I put it all in!
Gaultier also spoke about his early collections:
"I was recycling things, because at the beginning I had no
money. So I was taking things like jeans
and camouflage and doing funny things
with them and ... now I did that with my couture!!!"
... Yes! More than 200 looks for a memorable show!*

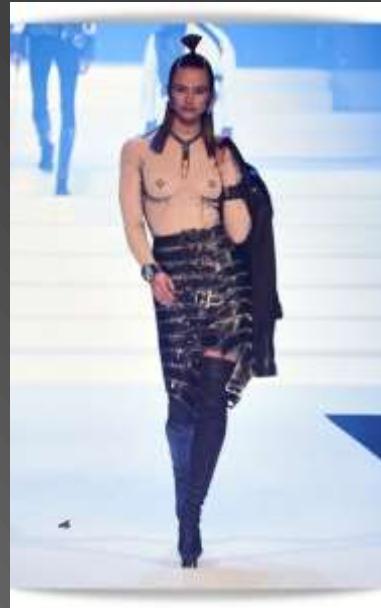


THE GRAND FINALE!
Collection Spring 2020

View Full Show: www.faiceonline.com

COUTURE

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GAULTIER



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COUTURE

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GAULTIER



*Couture Spring 2020 was Jean Paul Gaultier's
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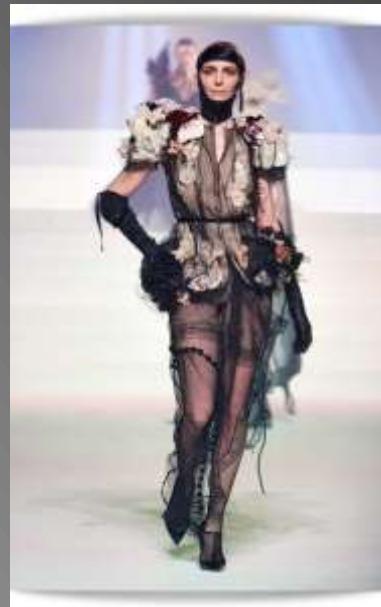
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THE GRAND FINALE!
Collection Spring 2020

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Beauty ^{MAY} 2020 Shopping!



#Lockdown Beauty!

Our top choices for MAY 2020!

Is there anything worse than dry skin that causes stinging, pulling and has a very rough texture when we touch it? Probably no! As unpleasant as this may be, it is a very common, true situation for many people during the #lockdown period, which has brought changes in our everyday life. The cause is the most important protection measure against the new coronavirus:

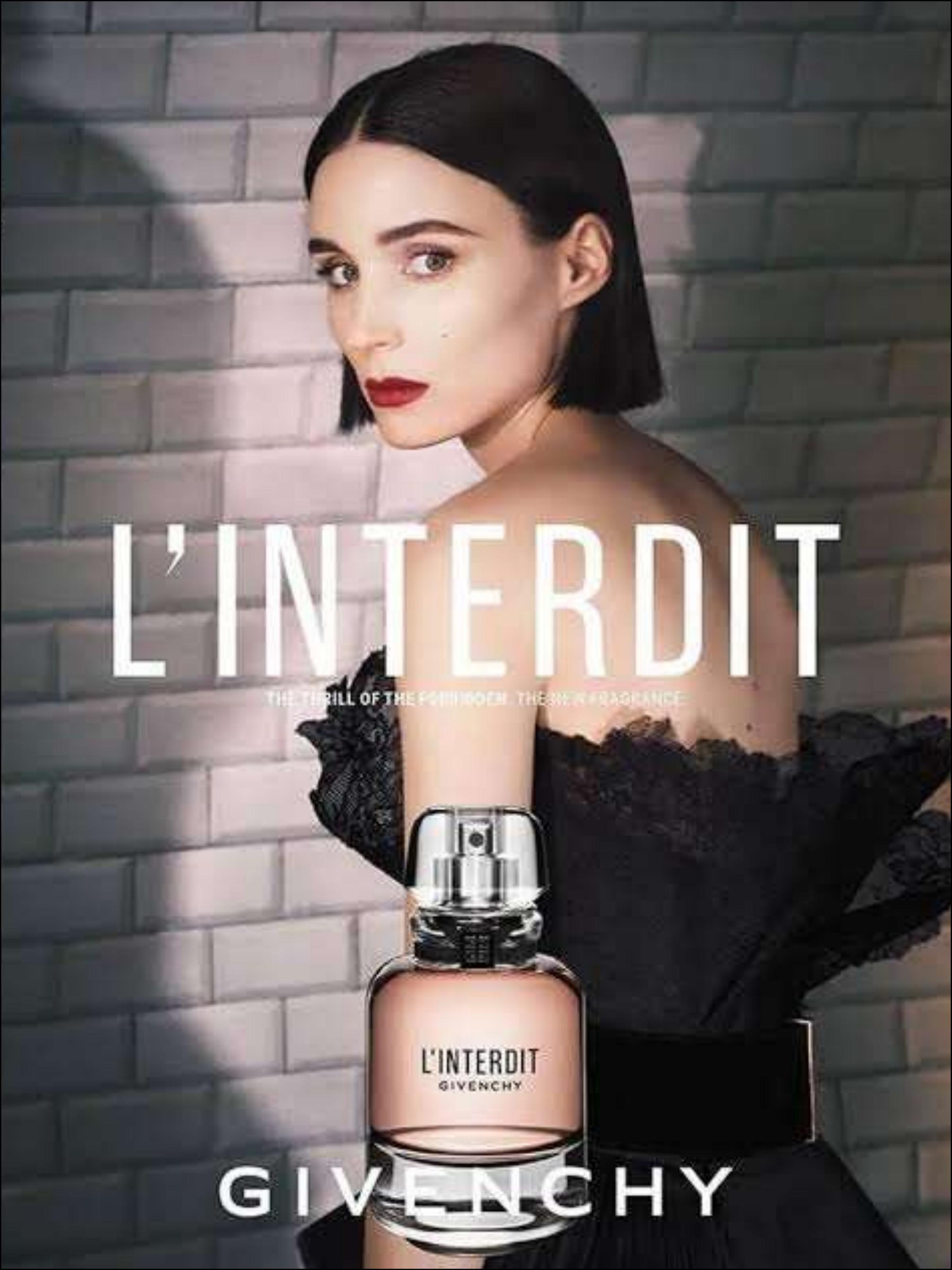
hand washing combined with the use of *antiseptic gel*. But if you think about it better, it's not just the hands that are "suffering" during this time. Proper hygiene, also requires frequent *cleaning of the face*, which means that there may be similar problems, of *dryness and dehydration*. To avoid these effects, you should use The Top ingredient that your beauty products should have, and it is none other than *ceramides*. They are the key building block of the skin's shield of defense and protection. In essence, they are lipids (oils) which are necessary to strengthen the epidermal barrier and retain moisture, as they bind amounts of water to the cells.

1. **Foaming Cleanser, CeraVe: For Normal to Oily Skin** has a unique formula with three essential ceramides (1, 3, 6-II) that cleanses and removes oil without disrupting the protective skin barrier. The gentle foaming action refreshes and cleanses skin, including removing excess oils. CeraVe Foaming Facial Cleanser is formulated with hyaluronic acid to help retain skin's natural moisture and niacinamide to help calm skin.
2. **La Roche-Posay Nutritic Lips Transforming Care Lip Balm stick**: suitable for very dry and sensitive lips. This transforming care for dry lips in a convenient lip balm stick. This lip balm transforms dry, sensitive lips to feel softer, smoother, comfortable and soothed.
3. **Mario Badescu Ceramide Eye Gel**: Greaseless and lightweight Diminishes puffiness and bags Reduces the look of fine lines Size : 0.5 oz. Improve the delicate eye skin's hydration levels with our greaseless, lightweight eye gel formulated with softening ceramides and nourishing herbal extracts. Diminishes puffiness and tired eyes. Store in the fridge for a soothing morning eye treatment.
4. **L'Oréal Paris Triple Active Fresh Normal & Combination moisturiser**: An ultra-hydrating gel-cream for normal and combination skin. The refreshing gel texture, enriched with Vitamins and Essential Minerals, moisturizes skin leaving it feeling intensely hydrated, toned with a healthy-looking glow.
5. **APIVITA, AQUA BEELICIOUS Cooling Hydrating Eye Gel**: 98% natural origin, Cooling Hydrating Eye Gel is expertly formulated with a flower fusion of cistus, iris, wild rose and honey, super-hydrating ingredients, which replenish immediately skin moisture reserves. Offers instant, long-lasting hydration and revitalizes the area around the eyes with flowers extract, honey, aloe and hyaluronic acid, while it reduces the appearance of dark circles & signs of fatigue with active ingredients from green tea.
6. **Ceramidin Cream Mist, DR. JART+**: The perfect solution for dryness during the harsh cold and hot air seasons. This product contains 2 layers, a water layer, providing intense hydration to the skin while the cream layer maximizes moisture retention.



FROM LEFT TO RIGHT:

1. Foaming Cleanser, CeraVe-2. La Roche-Posay Nutritic Lips, 3. Mario Badescu Ceramide Eye Gel, 4. L'Oréal Paris Triple Active Fresh, 5. APIVITA, AQUA BEELICIOUS, 6. Ceramidin Cream Mist, DR. JART+



L'INTERDIT

THE THRILL OF THE FORBIDDEN. THE NEW FRAGRANCE.

L'INTERDIT
GIVENCHY

GIVENCHY

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Pre Highlighting



The Biggest Make-up Trend!

We are in favor of anything new in beauty for two reasons:

Because we need to renew ourselves and because if we are standing still or afraid to follow anything new, we are stuck in the same old. We are not trees to keep standing on the same spot.

Correct?

This is why we wanted to immediately test the *pre-highlighting trend*, the trend that the biggest sites in this world (see *Refinery29*) describe as the “*Biggest Makeup Trend*”.

We all like shiny skin!

Follow our advice bellow and all the girls will be asking you, what you have done to your skin and it is so glowing.

Steps to glow:

- After moisturizing your face and doing your usual skincare routine, apply on your face the *Nars Liquid highlighter Orgasm*. Apply it locally on the cheekbones, on the tip of the nose and on the V of the lips and dab it.
- On top apply the *CC+ Illumination Cream* by *IT Cosmetics*. It gives coverage without being excessive and gives a translucent and glowing effect to the face. which does not exist in Greece but you can order it from an e-shop like Cult Beauty.
- The most important part about the result, is to apply these products with a *Beautyblender* which has the ability to make all products look like second skin and not... just products. It is very essential to wet it and to drain it, rather than to work it dry, a mistake that most people make and ultimately see no effect.
- After you blend, blend, blend and ... blend, all the products, follows the last important step, which is to “lock” them all in one with a *mist*.

We suggest *MAC Fix + Goldlite Prep + Prime*.



FROM LEFT TO RIGHT:

1. Nars Liquid highlighter Orgasm 2. CC+ Illumination Cream by IT Cosmetics 3. Beautyblender 4. MAC Fix + Goldlite Prep + Prime



N°5
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PARIS
EAU DE PARFUM

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#Eyeliners



Make it last!

How will your eyeliner stay firm all night? What is the trick to not smudge?!

The biggest issue is what you need to do, in order to have a duration.

Following these steps you will no longer need to worry, if the lipstick “disappeared”, or your eyeliner became messily smeared.

For this reason, we've put together two valuable tips that will make your eyeliner stand firm all night.

- **The trick with the eye pencil:**

First, create a line with the eye pencil, in the length and thickness you want. Then apply over it a liquid or gel eyeliner. The pencil, because of its composition, will create a firm base, on which the liquid eyeliner will not “slip” and therefore will last longer.

- **Apply a primer”**

A rule that generally applies to eye makeup. All you have to do, is to apply a small amount of eye primer to your eyelids and then draw the line with the eyeliner.

Suggested products:

- **Waterproof eye pencil:**

Urban Decay 24/7 Glide-On Eye Pencil in Perversion shade.

- **Liquid water-resistant eyeliner, with rich pigments:**

Fenty Beauty by Rihanna Flyliner Longwear Liquid Eyeliner.

- **Shadow Primer that keeps shade and eyeliner firm for up to 24 hours:**

Smashbox 24 Hour Shadow Primer.



FROM LEFT TO RIGHT:

1. Urban Decay 24/7 Glide-On Eye Pencil in Perversion shade
2. Fenty Beauty by Rihanna Flyliner Longwear Liquid Eyeliner
3. Smashbox 24 Hour Shadow Primer



JOY

DIOR

THE NEW FRAGRANCE



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Kiss Me!!!



Simply... Irresistible!

From perfect pink to classic red!

These are the lipsticks your beauty bag should have.

Valentine's Day is coming soon and it is the right occasion to take special care of your lips!

We have selected the most amazing lipsticks and with our beauty tips you will achieve smooth and fully moisturized lips, that with the perfect color you will receive many-many kisses from him! Valentine's Day should remind us to be in love every day of the year! So seal every day of love with a Great Kiss!!!

Preparation:

- Using a good *lip scrub*, will work wonders for the perfect result, by removing dead cells from the lip surface and giving you a uniform effect, that lasts all day.
- *Lips Hydration*. A *Lip Balm*, preferably from natural ingredients, will keep your lips hydrated, all day long, regardless weather conditions!
- *Fine lines*. If you notice, fine lines around your lips, apply a good quality cream.
- *Lip-gloss*. Avoid “licking” your lips! Instead apply a *lip-gloss* more frequently.
- Always gently *remove your lipstick*, in the end of the day!
- For perfectly shaped lips read our article “*Bold & Juicy*” - December 2019.



TOP ROW FROM LEFT TO RIGHT:

1. Rouge Allure Velvet Extreme Intense Matte Lip Color, CHANEL
2. Powder Kiss, M.A.C.
3. Rouge Dior Ultra Care Liquid Lipstick, DIOR

LOWER ROW FROM LEFT TO RIGHT:

4. Rouge Pur Couture The Slim Sheer Matte Lipstick, YSL
5. VisionAiry Gel Lipstick, SHISEIDO
6. Mattemoiselle Plush Matte Lipstick, FENTY BEAUTY



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Top Choices!



“Winning” Nails!

Healthy Nails & Top Choice products is the way for a Winning Look!

Healthy nails that look fashionable doesn't have to be expensive or time-consuming.

Being overly "obsessed" with cleaning and maintaining nails might put your normally strong nails at risk for yeast or bacterial infections.

You won't need frequent manicures to maintain good-looking nails!

Follow these simple tips and impress with your sexy, strong nails:

- As long as you eat a healthy, varied diet, you don't need any dietary supplements to guarantee strong nails. People with weak nails benefit from supplemental biotin, a B vitamin, that strengthens and grows our nails.
- Nail polish isn't going to harm your healthy nails, although you probably should give your nails a break on the polish periodically. As part of your home manicures, make sure you choose acetone-free nail polish remover when you decide to begin that break.
- Your cuticles are like the protective caulking around a bathtub. If you cut them back too far, or push them around too aggressively, you damage them. That, leaves your nail bed open to infection. As part of regular nail care to maintain healthy nails, moisturize your cuticles and do not push them back or trim them at all, even during a professional manicure. Be aware of the signs of infection, including redness, pain, swelling, in your cuticles and the nearby skin. See a doctor for help treating any infection.
- The fashion trend is to have neat, more natural-looking, shorter nails and not the long talons of the past. Trimming nails regularly helps you to maintain healthy nails and helps to avoid snagging or breaking.
- Many women risk infection with rigorous cleaning under the nails using long, pointy tools, both at home and during manicures. Trying so diligently to clean under the nail may end up with a kind of a gap between the nail and the nail bed. Aggressive nail care is an open door to bacterial or fungal infections. Instead, scrub gently with an old-fashioned nail brush for healthy nails. Besides wearing gloves protects your hands, while you do household activities.
- Keep professional manicures simple to preserve healthy nails!!! "Save a few dollars," says dermatologist D'Anne M. Kleinsmith, MD, of the William Beaumont Hospital in Royal Oak, Michigan, USA. "Go in, get your nail polish removed, have them shape your nails, not real brutally, get a fresh coat, and be done with it. Skip the acrylic nails, which ultimately could lead to more infections, and be aware that there is a small risk of skin cancer from the UV light that affixes solar nails. Wear sunscreen on your hands if you are going to be putting them under the light."

Our Top Choices are:



TOP ROW FROM LEFT TO RIGHT:

1. Cought On Tape, ESSIE
2. Enamored Hi-Shine nail polish, Ouil, MARC JACOBS
3. Infinite Shine Gel Lacquer Turn On The Nothern Lights, OPI



LOWER ROW FROM LEFT TO RIGHT:

4. Le Vernis Longwear Nail Colour Pure Black. CHANEL
5. Nail Lacquer, Smoke Red, TOM FORD
6. Rougee Louboutin Nail Colour Plumnette CHRISTIAN LOUBOUTIN



LIBRE

YVES SAINT LAURENT



THE NEW FRAGRANCE OF FREEDOM

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Palettes Mania!



Hot Shades-Perfect Look!

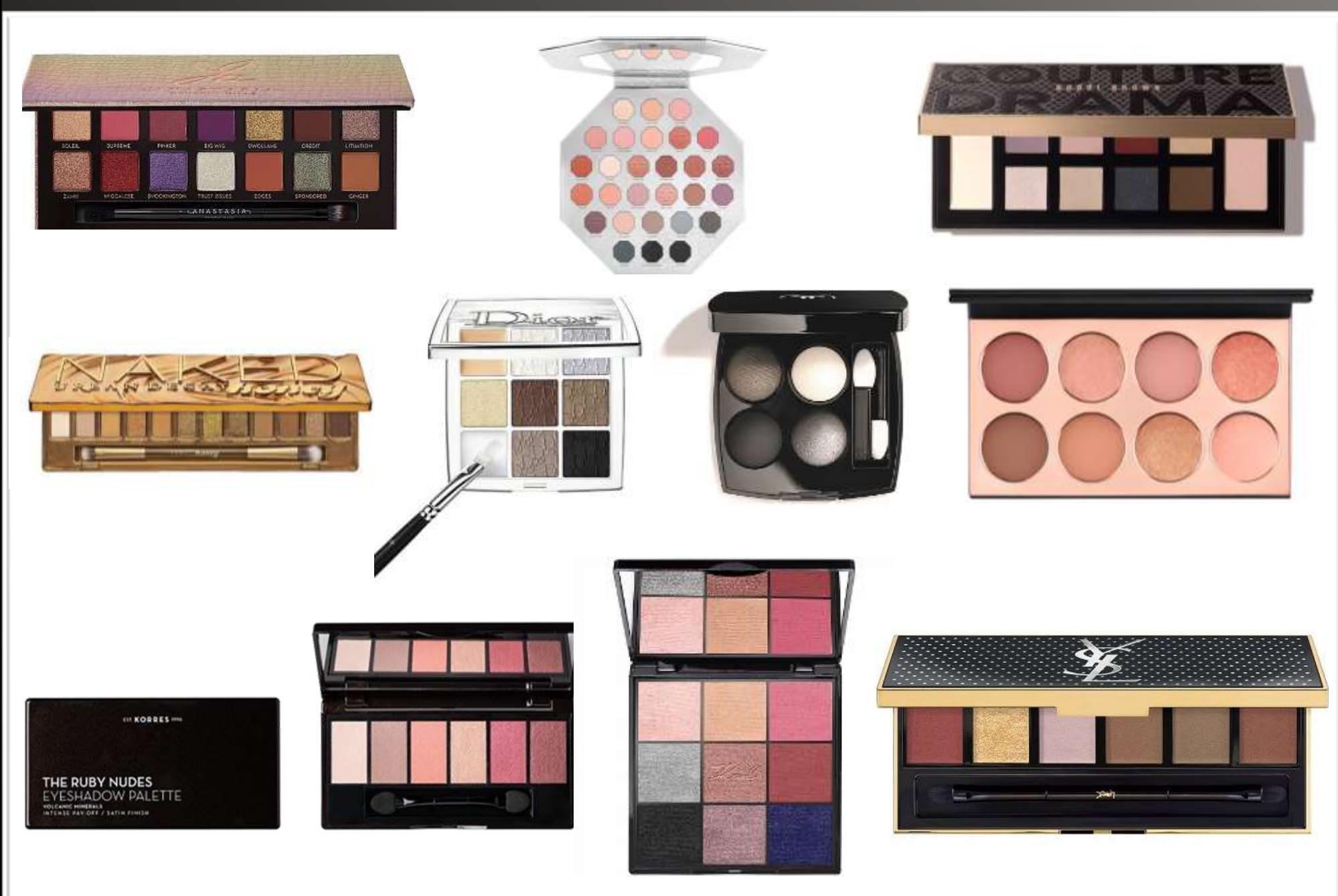
You can not say "NO" to a New Make-up palette!!!

Whatever eye products your beauty collection has, it is hard to say "no" to a palette that combines the hottest colors of the season, with the professional result!

These Pro tips will help you create an eye-catching look:

- Apply *primer* to your eyelashes before eye-shadows to give your makeup durability.
- Use a small, *dense brush* to apply the eye-shadows, while choosing a fluffy one for blending.
- For vibrant color, combine *metallic shades* with a *spray setting*.
- If you want to accentuate your look, apply the shadows along the lash line with an *eyeliner brush*.
- The next step after dipping the brush in the shade of your choice, is to spray it with a *setting spray* to give intensity to the shade performance.

1. Bobbi Brown Couture Drama Eye Palette.
2. Limited edition palette, from influencer *Jackie Ainer's* collaboration with *Anastasia Beverly Hills*.
3. Essence Supreme Party Eyeshadow Palette.
4. Urban Decay Naked Honey Shadow Palette.
5. Dior Backstage No 001 Shade Palette.
6. Chanel 4 Ombres Noir Supreme Palette.
7. Pony Park palette from the collaboration of famous beauty guru *Hye-Min Park* (aka Pony) with *M.A.C.*
8. *Volcanic Minerals The Ruby Nudes* Palette.
9. Palette from the collaboration of *Karl Lagerfeld* and *L'Oréal Paris*.
10. *Yves Saint Laurent Eye Palette Collector Fall Look 2019*.





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BEAUTY

RITE!



The all-day long Make-up!

SETTING SPRAYS, might be considered as an unnecessary product for your beauty rite, but in fact it is the key to flawless look.

Do you renew your powder throughout the day?

Do you see your foundation looking “cakey” after many hours??

Do you need to re-apply your blush, because it has disappeared because of skin grease???

All this could be avoided by simply spraying your face with a good setting spray!!!

If you do use a *makeup setting spray*, be proud of your self!

Not only *makeup setting sprays* feel refreshing and tingly on your skin, they’re also scientifically formulated to keep your makeup from budging. End goal, right?

It's important to understand that there are a few different types of sprays:

Prep sprays are typically infused with vitamins and antioxidants to calm a multitude of sins. help minimize the appearance of pores, reduce redness, absorb oil and hydrate, prep and soften skin before your makeup application. These energizing formulas can even be used after application to help “wake up” your complexion without ruining your makeup.

Setting sprays, on the other hand, “set” your makeup after application. If you’re looking for the staying power of powder but prefer a more lightweight option to keep makeup in place, a long-lasting setting spray is what you need. A formula like Urban Decay All Nighter actually lowers the temperature of your makeup to keep foundation, eye shadow, blush and concealer in place — even in humid or cold, harsh conditions. Makeup meltdown averted!



From left to right:

- *Setting spray Re(cover) Coconut, Marc Jacobs*
- *Setting spray All Nighter Long Lasting Make-Up, Urban Decay*
- *Setting mist Shake & Glow, L'Oreal Paris*



From left to right:

- *Setting spray Fix' Make-Up, Clarins.*
- *Top Secrets Glow Perfecting Mist, Yves Saint Laurent.*
- *Mini MAC Prep + Prime Fix Setting Spray Cucumber, M.A.C.*

By

Christian
Louboutin



B
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Color Splash!



#Obsessed with Beauty Magic!

F or most women, season change is a time of renewal!

We all, want to refresh our wardrobe and our accessories, while often setting new goals. If you've set yourself the goal of *experimenting more with your makeup*, investing in new products and trying new looks and ideas, here are some good news.

We've selected, six palette shades in pastel shades in warm red and purple tones and we recommend them to you!

So, you can start experimenting with your makeup and adding more color to your already favorite earthy-trendy shades.

Go for them and create Art!

- **SEVENTEEN, CHERRY PLUM PALETTE,**
- **MAYBELLINE, TOTAL TEMPTATION EYESHADOW PALETTE,**
- **MAYBELLINE, THE CITY KITS ALL-IN-ONE PALETTE,**
- **SMASHBOX, L.A. COVER SHOT PALETTE,**
- **TOO FACED, CHOCOLATE GOLD,**
- **CLARINS, 4-COLOUR EYE PALETTE, 07 LOVELY ROSE.**





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LIFESTYLE

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THE EVOLUTION OF **Dating**



Dating in the decade of Social Media!

It was Sunday morning and was enjoying my coffee in a very popular bistro...

After a few minutes the table next to me got occupied by two women, the one looked at her early 30's and the other a bit younger... I could guess about 25. They started talking... loud enough for me to be able to passively hear their conversation... The "agenda" was their upcoming dates...

One had a date the same afternoon with a guy she met at *OkCupid* and the other was recommending *Bumble*, because it's faster and you have 24 hours, until you respond to the person concerned.

"Ah ...these youngsters", I thought.

At the same time, flashbacks have come to me from the last decade, when it was very cool to get to know someone via *Facebook*. It was also a bit safer, or so we all thought, because there were mutual friends, real photos, information about their real life. Like a mini bio.

And that's how *In a relationship with 'S'* started, because it wasn't good enough just for your friends to know it... It had to be publicly known on your "ABOUT" etc. Public confessions, selfies and all those "evils" that social media brought to our lives. Also the joint *Facebook* profiles. *K* and *M* became a couple!

Objectively, *Facebook* and *Instagram*, were not social media for dating. You've got them to network, find old classmates and exhaust your photographic talent...with the help of some filters.

If along the way, you found yourself chatting, *hm...its okay*. But it was not the main purpose.

You didn't say: "I will join *Instagram* to meet anyone...But it happened. And it's still happening!"

THE DATING APPS

And we left behind the joke: "Where did your parents meet each other? On *Facebook*?" and we got into the real, hard core, dating apps, that give you the full range of options.

But if we were to be honest, we all knew what the motive was through these applications: *Sex!!!*

Good, bad, short, long, once, or a little longer. *Is that the case, though?*

As with most things, in this case too, the start is open for everyone. Not filtered!

When you heard about *Romeo* and later about *Grindr* and many more, that I ignore, by the way, you were wondering how *safe* it was and if it was the basic way that two people were meeting each other in a society that was a lot more conservative than, what it is today.

How could I imagine then, that a few years later we would only talk about dates through *Tinder*, *OkCupid* and *Grindr* (the new *Romeo*)?

...AND THERE WAS... TINDER!

Well, it's not the only online dating app, but it's definitely the most popular. It premiered in 2012 and slowly but steadily, defined geographical dating. "Justin was trying to get to know the world but he has this disorder and he doesn't get out of the house" *Tinder* co-creator *Sean Rad* said with humor.

And that's exactly what it is! You want to meet someone but you don't want to get out of the house or pay for fuel. You want to be within 1 kilometer. There must be a *soul sister* living around your area only you're just not very observant. Or you are shy to start a face to face conversation.

What started out as an *app*, to get to know each other and got developed to a unique way that people can socialize. And not just sexually. Many people have acquired life friendships through social media because they felt they had many things in common. As we also know that according to the statistics, there is a large percentage who get married or start a relationship through applications.

"Are you seriously expecting to meet your future husband/wife on *Tinder*?", is a question, many have asked their friends. Reality says, that there are the same chances, as there are to start dating someone from the office. You go out for a date, you make sure you're not dealing with a serial killer, unless you will join the cast of the "You" series, then you exchange basic information, and then you see where it's going.

...As in real life!!!

HAS ANYTHING REALLY CHANGED THROUGH THE YEARS?

At *OkCupid*, you answer a questionnaire and the *algorithm* directs you to potential matches.

That is, like a real estate agency, but in a modern version.

Tinder on the other hand is a little tougher. If you like what you see, swipe right. If not, left.

No personality or sense of humor and other parameters! Everything ends in the image filter!

And then...you start chatting with people who don't necessarily "*match*". They just happen to live around your area...or something like this. All these couples do what all people did 20 years ago.

They got to know each other, spoke, went out for a date, had some fun, had sex, dating for a while, or got married and had children. Because it turns out that *social media*, has only changed the way you start out, not who you are and how you work in the relationship!

Social media has also changed the way you will cheat!

In the old days your relationship was boring and you were going out for a drink. You were sharing a drink with someone you just met by the bar, and either you were going to the *next level*, or you were feeling guilty or scared and you were stopping it there.

Now, you don't find anything wrong with *liking* or sharing *hearts*, while holding your phone.

From sending a message to a stranger, to comment on something who wrote on *Facebook*, to... "*sexting*". After all you don't touch a body and you are not at risk to be *caught in the act*! It's like watching porn!

Oh yes, there is a lot more!!!

The way to measure of how much you like someone has changed... You measure his "*heat*" for you, based on how much he likes you, if he follows your stories and if he reacts to the songs you upload.

Even if he does not propose to meet you, you may think that he has "*a thing for you*" and shows it to you through the new "*measuring unit*". It has happens all over!

THE PROS AND CONS OF DATING THROUGH SOCIAL MEDIA

As in everything in life, there would be *positives and negatives* here. Obviously it's good to have a broad range of options, to develop your *communication skills*.

"I see it a bit like an experiment. I like someone at work, but I'm too shy to start talking. I'm afraid he'll might think I will start stalking him. I see it as a building confidence, exercise. I believe that no one flirts anymore. Everyone is at home watching Netflix. No one wants to talk face to face", confesses my friend "A".

So *social media*, help those in the office, who will never make the first move and are generally bored of going out to flirt. On the other hand, *social media* has given a lot of boldness, and nerve, to those who find it perfectly "*okay*" to send "*dick pics*" without a "*good morning*". So dry and bluntly!

On the other hand, *social media* doesn't let you separate or get divorced as a normal human... Everything is there to remind you, the images, the profile you are going to "*stock*" for the sake of having it, common friends, but above all *Tinder*. You can easily find out if your ex has started searching online. You can also find out, even while being together. It is not difficult...

IS "SMIRTING" COMPETING SOCIAL MEDIA?

Is the ban on indoors smoking, is coming to overthrow *Tinder* and all these *bla-bla-bla apps*?

Is *smoking and flirting (Smirting)* the perfect way to "*approach*" someone, using the *good old trick* of asking for a cigarette lighter? Will *social media* lose from the *tobacco* and *dating* will change?

Rumor has it, though, that a lot of *flirting* has begun in this way, outside or in the smoking areas of clubs, restaurants, movies, though I by no means encourage bad habits, such as smoking. But in the society, we live in, while holding a cigarette and pretending you are looking around, desperate to light it, you may end up receiving the "*magic flame*" from a stranger and start chatting face to face.

Without embarrassing introductory nonsense "*What are your interests*" or "*What is your dream trip*"?

So that in the future, we can once hear our children's conversation:

- "*Where did your parents meet each other?*"

- "*They were passionate smokers and the law forbade them, to smoke inside the venue*"...



GHOST Sex?



The experience of... "Phantom Dick"!

The experience of “phantom dick” or “sex ghost”,

occurs when a woman has stopped having sex for a while, or for a long time, and she can still feel the penis penetration in her bay, without of course hurting, but only enjoying it.

The truth is that the women who have experienced the phenomenon of “phantom dick” describe their experience in a completely different ways:

Others say that it is really satisfying, some others said it was something they felt during their pregnancy and some say that they cause it, with their thoughts.

Whatever it is, it is a mysterious experience, but it has practical results since it activates the senses of the woman and brings her to orgasm.

There is also a medical name for this phenomenon.

It is called “*involuntary vaginal pressure*” and especially in the early stages of pregnancy, it has a scientific explanation.

A woman who is in the first trimester of her pregnancy secretes from her ovaries a hormone called the *relaxin*, which does exactly what you imagine!

It relaxes the body, in order to prepare the uterus for the action to be found soon (labour). The secretion of this particular hormone, causes some women either sensitivity and pressure to the genitals or even some pain.

When *relaxin*, is combined with real sex, there is a very intense orgasm, ...so intense that the muscles remain irritated and cause the same sensation, even after the act is over!

“*Phantom dick*”, however, is not limited to pregnant women.

There is another reason that allows the pelvic muscles, to experience this kind of sexual experience:

when the specific muscles are tight, the stimulation, makes them even tighter, causing spasms and pressure in the vagina.

These contractions are more intense after a strong orgasm and not only during its duration. So “*phantom dick*” occurs after sex, but it depends on it.

Essentially, this is an excitation resulting from the genital blood supply, mainly during a resting state, which can be derived mainly from the reasons mentioned above and if it does not lead to an intense orgasm, then this pressure is simply annoying.

Mr Right!



Find Him & Attract Him!

It's 2020 and online dating has been around for a while, but so have those situations where your best friend wants to introduce you to her cousin's friend who would be a perfect match for you.

It may seem simple enough to just go on a blind date and see if there is a spark, but you might want to know some more details about your prospect-date, before you go.

BEFORE

All you need to do is enter his name and run a search to social media accounts, including dating profiles, locations, and more. That will give you the first indications about his "friends", habits, preferences, even personality from the way he comments to others' posts.

However, finding Mr. Right means a lot more than diving into his background.

AFTER

Here are some simple steps to find your ideal partner in 2020.

- 1. Check His Background:** There are certain red flags you should be looking for specifically:
Arrest Records: An arrest record may not mean a conviction, and it may not even be a deal-breaker, depending on what the offense was. You just want to make sure your date is honest with you, if he had a criminal past. If he's lying about it, run the other way.
- 2. Social Media Profiles:** Does his Facebook profile indicate he was recently in a relationship? Are you his "rebound girl"? Unless he plays in the NBA, you may not want anything to do with him.
- 3. Previous Addresses:** How recent was his move to your area? Is he telling you the truth about his location history? If not, you may want to at least find out why. Of course, everyone has a past, and a background check won't necessarily reveal the finer points of your potential partner's personality. They may not have anything negative in their past at all, but if they do, you deserve to know.
- 4. Meet His Family:** You may have heard that the way a guy treats his mother reveals how he will treat his partner. While that is not always true, you can tell a lot about a guy from his relationship with his mother and his broader family, how they treat each other. While this topic might not be ideal for a first date conversation, it is a good discussion to have before you decide on Mr. Right. In some cases, his family may not be in the area or still living. If things look serious, consider a trip or talking with her on the phone. If she has passed to the world beyond, you should try to sense, of your significant other's relationship with his mom by the way he speaks about her. Is his tone fond or bitter?
- 5. Clear It With Dad:** You may still have nightmares about your father being moody, sitting in the living room when your dates came to pick you up in high school, but he may have been on to something. Fathers tend to have good instincts about other guys and who is good for their daughter. After they meet, ask your dad what he thinks of your new love interest. If Dad says no, that doesn't mean you need to break things off immediately, but you should ask him why he doesn't approve. Is he picking up on any red flags you missed?
- 6. Meet His Friends:** The truth of the matter is, you are who you hang out with, and meeting his friends will tell you a lot about your man. If his "bros" are a bunch of jerks, he probably is, too. He might just be showing you his good side when he is with you. It's easy to put on a front for your girl, but it is harder around your friends. His friends are also probably not trying to impress you, so you can see his true colors by having a simple party and inviting his friends over. Free beer and pizza will bring almost anyone running.
- 7. Check his driving behaviour:** If your new love interest is driving drunk and throwing caution to the wind in terms of personal safety, you might want to reconsider your connection.
- 8. Go To His Place unexpectedly:** At some point, you need to see how he lives if he is going to be Mr. Right. The way he keeps his house will show you whether or not he will respect yours. Even if he lives with roommates, you can learn a lot about his living habits by observing his personal space.
- 9. Introduce Him To Your Pets:** Believe it or not, your dog or cat can help you narrow down your dating pool. As they say, the personality goes down the leash, and your animals tend to mirror your personality. If he can't stand your beloved pet, he's recoiling from something that truly matters to you, or if he's not willing to budge on at least giving your pet a chance, you might be... incompatible.

Finding a date is easy. Finding Mr. Right will take some work!!!

i-LIES!



On Line Dating Lies!

Do 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.

Cheer Pass



A “Modern” Gift?

We have read many views expressed by ...”sexperts”, but this is very ... unique!

A “Cheat Pass” as a gift?

This “strange” gift is proposed by a renowned American sex expert and author, *Wednesday Martin*, who advises more and more couples to make this “highly original gift” to each other.

According to *Martin*,

“... there is no better gift for a man and a woman than a mutual cheat pass for a day ...”

An arrangement, that is, to have sex once with another person, without guilts!!!

“We know that long-term relationships are now very difficult for women too. Many experts agree that monogamy is becoming an increasingly difficult affair. The real gift you can give your partner is a discussion about it. Isn't it better to let your partner “go” with someone else, than getting divorced?”

Martin said in a recent interview in *British Telegraph*.

As, sex-expert explained, there are studies showing that in couples who have been married for more than seven years, erotic attraction is significantly lower, than it was in their first three years. *“It's easy to say that women don't think about sex, as much as men do, but that's not the case,”* she concluded.

At the same time, it brought to the forefront a *YouGov* survey, which clearly shows that one out of three, Britons (33%) have cheated on their spouse.

One of the main reasons that led to their infidelity, was that they felt flattered from the approach by another person, while the “emotional indifference of their other half,” as well as, the “bad sex life in their relationship”, were quite high.

I wonder how many would logically “offer” such a gift and how many would accept it!

Without being a sex-expert, I think, that such a “gift”, is “sugar coating” the problem! It is actually hilarious, if you think about it... so kindly allow me some rhetorical sarcasm! Cheating happens extensively and when it happens, it's a problem and in many instances a cause of a divorce or a breakup... So why not “wrapping it” with a red ribbon, offer it as a “gift”, and we are all happy...!

Why having arguments due to “cheating” and not enjoy both: ***Relation and cheating!***

Its so simple: Lets follow the “technique” of turning the disadvantages into advantages!

In the other hand, I can't help but think, that... ***“Once a cheater always a cheater”!***

LIFE

A stretched rope!



The Risk of a Mistake!

We think that life is very much like balancing on a stretched rope

and that it needs just a wrong step to fall.

We are constantly striving to help our purpose to reach our goals, while striving to keep the various elements of our lives in balance.

When we lose balance...

Many of us lose our balance with money. If we do not have enough, our lives become a constant hunt for money. We devote all our energy to trying to improve our finances.

In this process, we deprive our *family, our partner, our spiritual and mental needs, even our health.* Moreover, we are not moving towards *the goals of our lives.*

We don't try to even to balance on the *stretched rope.* We believe that only after we have adjusted our finances first, will we be able to devote our energy to all the other *elements of our lives* and move on to our cause. Other areas of life may be in *disharmony.* It may be a relationship! It can be a *spiritual vacuum* that plunges us. It may be the lack of an *appropriate social environment.* It can be an *illness.* If one area of our lives absorbs a disproportionate amount of our energy, there is a *shortage* in the rest. This is a dangerous unbalance and we are unable to take the next step in the *stretched rope of life,* until our balance is restored.

We find the balance...

The priority, then, is to bring our lives *back into balance.* We need to deal, with those areas that absorb too much of our energy, look at them from all sides, and bring them back straight so that we have energy available for other things. It is necessary to maintain a *balance* that is made up of many *successful identities, as fathers or mothers, as lovers, as spouses, as sons or daughters, as employees, as bosses* etc. Only when each *identity* is complete, the corresponding area of our lives will be functional and will *not disproportionately absorb much of our energy.*

Only this is not done by itself.

Achieving balance in life is a choice we make constantly, minute by minute, thought by thought, feeling by feeling. On the one hand, we can simply exist or on the other hand, we can choose to concentrate our moments, creating precious minutes, in our lives.

It is important to understand, that others cannot do it for us.

Only we can be ourselves, only you, you.

No one can think, breathe, feel, see, experience, love or die for any of us.

Within us, we are what we are.

We come to life without a map, or a leaflet or a definition of ourselves, other than our gender.

It is up to us to discover who we are and what we can become.

It is our job to balance all different aspects of our lives.

We can do this by pressing the "decision button", on the board of our lives.

The Myth!



The search of the...“Other half”!!!

W many of us search through our relationships to find our "other half".

The missing piece, we believe that will make us feel complete... But that's impossible!

Humans are like the moon, but the moon is always complete!

We just don't see it complete, except when there is a full moon.

The same happens with humans!

We are all complete, but most of us, allow the light to a small part of ourselves and keep the other in the dark, just like the darkness of the moon!

In short, we are looking for the piece, that can be connected to us, like a puzzle and make us complete, but where will this piece of the puzzle fit into?

There is no gap that anyone must fill,
only our ignorance of our own darkness!

The result of this ignorance is: People, waste so much valuable time and energy looking for someone to feel the complete.

The result of this behavior is: Many times the energy we need for our health, even for our work and our prosperity, gets invested in a relationship.

We avoid being alone, or taking the time to look inside ourselves.
We create "energy cords", quite dangerous to our mental and physical health.

We live with feelings of need, dependence and control,
instead of living in the vibration of love.

So it is important to get rid of the false phase we have created for our comfort and embark on a journey of enlightenment, just like the moon.

Of course the moon's journey, every 28 days or so, can be cyclical, but when we start our journey, we do it in a spiral. It is a beautiful journey that you can illuminate your darkness, and many times you will have moments, where you become a full moon and then lose it again, and find it again ...

You can do this journey alone and with your partner!

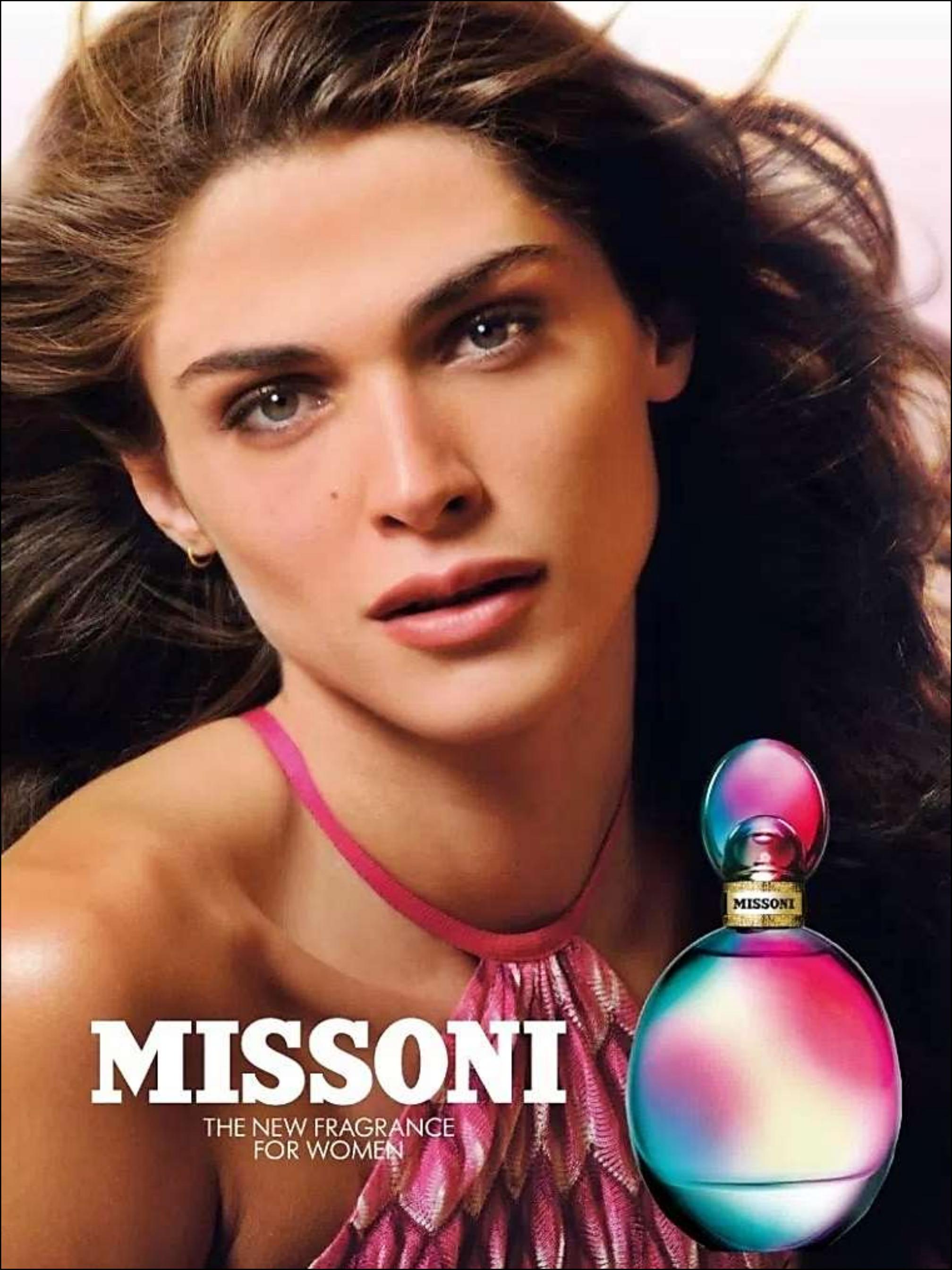
The important thing is to realize that just like you are complete,
the other person is complete, as well.

The most important tools on this journey are:

Consciousness, Acceptance, Honesty (especially with ourselves), Courage to shine our darkness, Courage to admit our mistakes and take responsibility, Avoiding to accept the roles of the victim and the perpetrator!

It is convenient, to make relationships,
by playing the role of "The Sleeping Beauty"
and quite difficult, but not impossible,
to sit on our throne with humility and love!





MISSONI

THE NEW FRAGRANCE
FOR WOMEN

PLEASURE

Plus



Increase your Sexual Pleasure!

There are simple things, that we consider as “basic” can reduce sexual pleasure!

Put them in your mind and enjoy sex.

They are or should logically be in your mind.

At times, however, we don't adhere to the basic rules and enjoyment levels drop.

So always keep in mind:

- **Find out what you like:**

Many times, during sexual intercourse, you discover something and wonder why you didn't know it for so long. So, you have to try things and realize, what is that “new thing” that is turning you on.

- **Love your body:**

Erotic enjoyment doubles if you set yourself free.

This can only be achieved if you feel comfortable with your body.

Familiarize yourself with your body. It is very sexy, when your partner feels the waves of your confidence.

- **Focus on the moment:**

When you have sex you have to be 100% there, with body and soul.

Don't think of other things that are sure to spoil your special moments.

- **Discuss your needs:**

If you demand it, it might cause the opposite results. In this case, talk to your partner about your needs. Explain to your partner, that with this or the other position you feel more comfortable, or increases your own pleasure.

Don't be ashamed to suggest something that arouses you.

You may have more “in common” than what you think.

*“Sex, whatever else it is, is an athletic skill.
The more you practice, the more you can,
the more you want to, the more you enjoy it,
the less it tires you.”*

- Robert A. Heinlein



LET DESIRE LEAD THE WAY

MICHAEL KORS WONDERLUST

THE NEW FRAGRANCE FOR WOMEN



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FOR HIM

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“TOP TO TOWS!”



A handy and useful guide to apply the right "marriages" when the occasion demands to wear a suit!

When the occasion require you to wear your full “armor”, then it is not only the suit that you choose, to fit right on your body. Of course, good fit is crucial, but so too are the other “choices” you make, to make your look elegant, masculine and firm. Where “choices”: shirt, shoes and accessories, from tie and cufflinks, to socks. For example, the shirt should complement the suit, the tie with the shirt, and the pochette (pocket square) with your total look, whether you insist on the classic, or to experiment.

Shirt: Simple, monochrome and cotton shirts are the A and Z. Every man should have the following two colors in his wardrobe: *white and light blue*, which are easy to match and are a safe choice. Also, shirts in *pink and lilac* shades can “brighten” any outfit and they are perfect with *gray and blue* suits, while those in shades of *gray*, with *black and anthracite*.

If you still want to dare something different, invest in a dark green suit that will “marry” you with an *ice gray* or *white* shirt. One is, the green, only to have a lighter hue. A *statement suit*, (patterns etc.) is strictly matched with a monochrome shirt.

Tie: The tie should always be darker in color than the shirt. A monochrome shirt matches perfectly with a *printed tie*. A *printed tie* should create a harmonious contrast to the shirt. Ideally the color of the shirt should also be present on the tie as a distinctive touch. It is much easier to match the opposite colors, than the complementary ones. Example: a dark sea-blue shirt with a red burgundy tie, is the combination any man can make, whether he has or has no idea of fashion. The key to working complementary colors properly - those that are opposite the color wheel - and are difficult to match, is to have a variety of shades.

Pochette & Tie: The point here is not to match textures and fabrics, but the colors, so that the result is stylish and elegant. The safest option is to choose the same colors. If, this image looks 'boring', then experiment with the colors and patterns in the pochette, but make sure that its shades complement those of your shirt or tie.

Cufflinks: When the occasion requires you to be literally dressed “in full armor” then the only accessory, or the best jewelry you need is a pair of *cufflinks*. They will add extra “doses” of style, elegance and character to your look. So when choosing *cufflinks*, the most appropriate solution is *silver*, as they give a distinctive touch of luxury, matching any color the shirt may have. The *gold cufflinks* are ideal for *sky blue* or *dark blue* shirts, while *silver with black onyx* are perfect for *black tie*.

Socks: The rule says that you match the color of the socks with the color of the pants. Black with black, blue with blue, gray with gray. As rules are boring and they are about to break, the modern way to choose socks, is to choose the same color detail with the tie, or belt, or cufflinks. A classic guy will choose, for example, *black*, or *burgundy*, or *anthracite* socks in a *dark suit*, while a more bold guy, *mustard*, or *turquoise* or *red* with *navy blue* tailoring.

Shoes: In recent years, wearing a *suit* with *sneakers* may be the latest trend in fashion, but we will still insist on classic, as here the rules are not about to break! At least, if you want to create an *elegant look* that radiates *prestige* and *power*. So “play” and select *Brogues*, *Derbies*, *Monk Straps* or *Loafers*. With a *black suit* you always wear *black shoes*, while, with a blue, brown, or gray suit, dark brown or tan shoes.





“STYLISTIC DUETS!”



The timeless “stylistic duets”

Batman and Robin, Lennon and McCartney, Han Solo and Chewbacca. Just as cinema and music, have their own emblematic duets, so does fashion. *Duets* that are the most timeless stylistic combinations, and *duets* that can give your style a completely different “touch”, if you choose to go a step further, due to their unconventionality. So the next time you will be asking yourself “*what am I wearing today?*” recall this article and find an immediate answer.

Camel coat & Jeans: It is the color that has the power to pass on a look to eternity, thanks to its finesse and timelessness. For this reason, the *camel coat* is considered to be “the king of coats”. The most stylish and all time classic. As it is the most elegant coat of all, *jeans* are the most comfortable and easily matched pants. This duet, is the epitome of smart casual look.

Green bomber jacket & White T-shirt: Both pieces draw their lineage from the army, as they were not “born” on the catwalks, but on the battlefield. The *white t-shirt* was first worn in the US Navy, while the *bomber jacket*, was worn by the first US pilots, when the cockpit was still ...convertible. So when you pair them, you have created the most “battlefield look”.

Double-breasted jacket & Turtleneck: Maybe you will rush to call it “conservative”, but it would be a good idea not to. The new, modernized version of the *double-breasted jacket*, does not feature bulky pads or square cuts from the past, but it is harmoniously covering the body and the *turtleneck* with the classic, narrow neck, is rightly the most elegant and easily combined winter pullover. These two pieces together create the most sophisticated look, that exudes seriousness, elegance and masculinity.

Black Leather Jacket & Black Pants: The old trademark of motorcyclists, aviators and rock stars has evolved over the years into one of the most classic pieces of any men's wardrobe. Definitely, the best way to wear the *black leather jacket* is to combine it with *black denim pants* or suit pants for the ultimate total black look.

Blazer & T-shirt: If you're tired of the *blazer & shirt* combination, the only - and the best - way is to opt for a *t-shirt*. You will feel more comfortable, but also more stylish, distinguishing from bulk. What to watch out for? The colors you choose should contrast, but not vigorously, to blend in with each other. Your business casual, duet look is ready!

Sweater & Chino Pants: Undoubtedly, one of the coolest duets By pairing two of the most comfortable men's pieces, you are creating a casual look that flows between *preppy* and *athleisure*.

Navy Blazer & Marine Sweater: *Navy blazers* are elegance. *Marine sweaters* are the most summertime T-shirts of all. Whether in its long sleeve or short sleeve version, with horizontal or vertical white and navy-blue stripes, you can comfortably wear it instead of the classic shirt, or white t-shirt, with a navy blue blazer and chino pants of your choice.

Plaid Shirt & Blue Jeans: The characteristic shirt with colorful plaid designs, is the piece that has defined the workwear look and is worn both, inside or outside a pants, as well as a jacket. Its best match, is undoubtedly jeans!

Suit & Sneakers: A *suit* with a pair of *sneakers* - as opposed to classic loafers and brogues - is the most controversial choice you could make, but it is also the one that proves that your style follows the fashion requirements and always keeps it up to date. Our tip, choose your sneakers to be made of leather or suede.

Tuxedo & Bow Tie: Last, but not least, the stylistic combination that James Bond would applaud. The protagonists of this look is the *black formal suit* and the most retro male accessory, the *bow tie*. A tie here has no place. On the other hand, a *pochette* is necessary, in order to give the final touch to your formal, sophisticated look.





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“COATS 2020!”



Timeless & Trendy Styles to keep you warm!

Winter is, connected with colder weather.

But everything about winter, the cold, the dark, the wet, presents one big style bonus: you get to wear big coats again! The right coat is an outfit in itself, a piece that combines practicality and style like nothing else in your wardrobe.

They're also fairly impervious to trends. Which means even an infrequent shopper can stealthily build a high-quality collection from parkas to heritage shearling jackets, over a few years. If, that is, you buy right.

“Look for something that’s good quality, stylish and versatile. You want something that’s going to last as well as look good. Because you’re going to be wearing it a lot, you need it to work with the other clothes in your wardrobe.” says Nick Eley, head of design at ASOS.

Style is, of course, a consideration. But not at the expense of comfort. No man ever looked good shivering.

The most important thing to look for in a winter coat is something that will keep you warm and dry. In an ideal world you’d have a collection of all the styles here, as each serves a different practical and style purpose.

During Fall 2020, recent fashion shows, we saw many styles and suggestions.

Tod’s show we saw a camel city coat, and a rainproof trench with leather details, *MSGM* carcoats, greatcoats, duffels and trenches, *Prada* we saw top and high notch-collared two-button topcoats, while *Emporio Armani*, had a great variety of looks and suggestions for every preference and style.

Let’s gaze!



From Left to Right:

- 1.Tod’s-2.Dolce & Gabbana-3.Armani-4. Armani-5.Canali-6.Ermenegildo Zegna**



From Left to Right:

- 7.Etro-8.MSGM-9.Prada-10. Ralph Lauren-11. Salvatore Ferragamo-12. Tom Ford**



“LEATHER NOW!”



2020's Trend Commandment!

This year you should have at least one leather jacket or a pair of leather pants! At least! Leather was the surprise fabric which trended heavily on the catwalks.

From elegant, to smart casual, casual, or punk rock, it will be completely your styling choice!

Seen on coats, suits, bicker jackets, trousers, shirts and also as vests, leather has seemingly left the colder climate, for a hot holiday jaunt in the tropics.

From single pieces, combined with shirts, t-shirts, knitted tops, to a full leather look, whenever you choose leather, you will have your style's share price climbing, every time, you put them on!

Bellow are only a few choices of this year's "leather storm"!



*From left to right:
BOSS, BERLUTI, ALYX, DIOR, DOLCE & GABBANA, VERSACE, GIORGIO ARMANI*



*From left to right:
BALMAIN, AMIRI, CELINE, DIOR, MOSCHINO, PHILIPP PLAIN, VERSACE, SALVATORE FERRAGAMO, UNDERCOVER*



“ALL TIME CLASSICS!”

*There are some classic pieces,
that never go out of fashion!*



Classic pieces are easier to match and use in our every day life! Especially the ones that have followed the changes of fashion. Fashion is always ahead in season and introduces future trends.

Some All-time classics are not for all times! Here are some classics, in new versions from recent runways!

Corduroy Jacket: A corduroy jacket is almost ... a “must have” in our collection. We can combine it with earthy colors, with a monochrome button down or rex collar shirt, or even a pin plaid shirt, or a turtleneck. Therefore, we can play with classic elegance, but also with the contrasts that always make our style more interesting. We can pair our corduroy jacket with jeans and Clark's desert boots.

Mix & Match Top: *Pierre Balmain* was inspired this year to create a mix & match design with coats half of them denim and the other half leather. Others followed the same weird idea. Let us confine ourselves to the obvious and classic. A denim shirt will always be classic. The times we had identified with the Cowboys and the Wild West are over, but we should never miss jeans shirt, that can be worn at more casual moments, with a sports jacket.

Braided Leather Belt: A braid belt is an interesting “style game” and it's back in fashion. One of the must have accessories that give another tone to men's clothing. The belt is so obvious, but it's still a risky choice. You have to choose the correct length. The usual versions are leather and mainly black. Here, though, we bring a game idea! A braided belt allows you to give an extra pattern, even in a seemingly conservative outfit. Take the example of the jeans and corduroy jacket mentioned above.

Here's a great sample from *Anderson & Sheppard*.

Bovver Boots: *Valentino* has something new to tell us about the old misunderstood army boots. Here we are dealing with a pair that cannot be ignored. More sophisticated, clearly more comfortable, but always beautiful, a pair of leather bover boots, bring to the surface the rocky side we hide inside.

This year many famous designers have put variations in their collections. We highlighted *Valentino's* proposal, that would work great with black denim jeans, white t-shirts and light blue denim shirts.

Long Scarves & Duffle Coats (Montgomery): Both are known for their usability. A scarf keeps us warm and with the right knit we boost our style. The trend requires its extreme version: The longest you can imagine. Like a blanket! Many designers have suggested this in brass colors this year.

Duffle coats are also a strong “classic trend”! Duffle coats, known also as “Montgomery”, have a history that exceeds 100 years. The large hood, and its wooden buttons, that fasten through rope or leather loops, are what make it special. Whether in its classic version or in more modern variants, a duffle coat is great for the colder days. If you take good care of it, your son will inherit it.



1. Corduroy Jackets: Left: Prada, Right: Brunello Cucinelli **2. Mix & Match:** Left: Balmain, Right: Fendi **3. Belt:** Anderson & Sheppard, **Bovver Boots:** Valentino **4. Long Scarves:** Left: Ami, Right: Dries Van Noten **5. Duffle Coats:** Left: Burberry, Right: Roberto Cavalli



BAD

DIESEL



“MAKE THE DIFFERENCE!”



Look simple and enjoy your style!

How often do you happen to be pressured, because you want to make a style difference but ultimately because you put yourself under a state of stress you enjoy nothing? Style evolution is a journey of questioning!

For those of you who want to keep up with fashion I will agree, but because you want to be well-dressed, the point here is to learn. These combinations will come out effortlessly and the choice of clothes more fun!

Bellow are the essentials that you should know, for the clothes that can make the difference!

Overcoats: Its about time to invest on an overcoat. Keeping warm is great, but you can't put all your clothes on.

- **Blazer:** One of the most classic and timeless piece that upgrades your overall style is the jacket. Upgrading does not mean that the jacket is the most formal outfit you can have. Many men have this belief, so...make the difference with a blazer.
- **Light Jacket:** A light jacket is best for weather changes. The “master-key” for your outings. E.g. for elegance and professionalism a **Trench Coat** is the best, whereas if you want something more *street* and relaxed, choose a light military type. Keep in mind that jackets are one of those clothes that doesn't go unnoticed.
- **Jeans Jackets:** Do you want comfort and style? A denim jacket is one of my favorite suggestions. It's easy to mix and match. If you wear white shoes with beige pants and a gray t-shirt, a denim jacket will immediately make a difference!

Middle Layer Clothes: Sweatshirt, footers, shirts etc. you will wear a lot, not only in the Fall, but also in the Winter.

- **Footers:** There are three basic types here and these are round neck, hood or zipper. Since it will be in the middle of the rest I suggest you choose something bold that will stand out. For example, a purple is preferable to a black one.
- **Thin sweater:** Thin knitted sweaters or cardigans are for people who don't like heavy clothes. It shows that you know how to dress and stay stylish at the same time. On a colder day, take off your style with a monochrome shirt underneath.
- **Shirt:** If you want to stay warm, the shirt is your salvation. In addition to the monochromes, chose a more eccentric one and wear it open with a T-shirt inside. When I say eccentric I don't mean Dragon Balls and such, but plaids and colors, such as black with red, white or dark blue with orange, or green with gray and blue.

Lower Pieces: It is better to play safer, if you have added some of the above, for the top. Military pants if you want, but not just all your wardrobe based on this style. The simple ones are the best.

- **Trousers:** Choose the thicker Chinos fabric pants, or the corduroy pants. They are different from jeans and so you can immediately make your dress more interesting.
- **Jeans:** Irreplaceable, especially for this time of year. Now how to make a difference: Good fit and dark shades, is a rarity!

The shoes: Here we are... Shoes determine men.

- **Sneakers:** White leather sneakers are “in” all year long!
- **Chukkas booties:** One of the top choices. Personally I like smooth skin in brown. It makes the look warmer and brings it closer to the colors of nature.
- **Chelsea boots:** With Chelsea you can add suede texture to your style. Matched with a suede jacket is a top choice.

Putting Everything Together: For a top appearance, you'll need to find what suits you the most. How can this happen?

Mainly there are two styles, The first is based on the idea of a *sexy city man* and the second is based on the idea of an *experienced successful and elegant man*. Always remember that you need to reflect your personality and express yourself.

Remember that you don't need to follow the last dot in fashion, but to do the basics better than everyone else!





“STYLE UPGRADE!”



Are you looking forward to the new season to upgrade your wardrobe and launch your successes in the future?

Many times, we wait something specific to start something and eventually...we postpone it. Personal, development in different areas will help. Your image is one of the most important areas because it plays a key role. Your style plays an important role. Correct or wrong, this is for sure! Your dress code and appearance can make you irresistible. How can you do that? With two very easy and quick steps. The first is to see what the *top styles* are and then the second is to try to *get them* into your wardrobe... *Let's start.*

Do the Change with a Suit: A suit is unique for everyone. Someone in mid-20s might look in 40s, wearing a classic suit, or one in the 40's wearing suit and sneakers e.g. in a strict corporate environment to look disrespectful. All men, in a suit, look elegant and inspire respect. What I suggest is to do it safely and maintain comfort. Don't risk too much but improve your appearance. This season choose the **polo shirt** instead of the shirt, you are used to. Even the **wider fit** suits, are what you are looking for. Their line is more comfortable and the **pants with no crease**, will make you feel more comfortable. You can make awesome **mix and match** combinations, if you don't like monotony.

“Comfy” look: This is the second style, that will bring you to the top. The secret is its versatility and the balance between **comfort and style**. *How to do it?* Chose **thicker pants** in addition to keeping you warm, they give more stylish look than jeans. Match them with something simple like a **monochrome t-shirt**. A pair of **white sneakers** give a more relaxed look. Finish this look with a **light bomber jacket**.

The Casual Day look: If you want to look resourceful and masculine, **checkered shirts** are the best choice. The main purpose of your outfit is to be able to meet your daily requirements. A good fit, **pair of jeans** are one of the key pieces. In addition to the plaid shirt, you can also pair it with a **denim shirt**, but only if it is not the same shade. I prefer this style with **leather booties**. For jackets the best options are **Harrington** or a **suede bomber**. They improve your overall outfit amazingly!

Sexy Rock look: There is no man who does not want to look sexier. The bad guys are the ones who have secured that feeling. How to become a “bad kid”, use their style and make your outfit sexy? No need to imitate any rock star, or to buy a motorcycle. **Leather** is the hallmark. Match it with dark blue, **black or charcoal black Jeans**. For the internal layer choose a **black T-shirt** or If you want something more abstract and mysterious, choose a **colorful t-shirt**. Complete the look with **black boots, Chelsea boots** or **sneakers**.

Relaxed style: No one likes “tensed looks”. Choosing, a more relaxed look you show a sense of calm and immediately earn points. Relaxed, goes without saying that they will be chosen carefully. Pay attention to the fabrics and match them correctly, e.g., chose a **sweater** that will not be too thick, but will fit properly and show off your body. you can choose a **wool pants** that will make your look more elegant. To make your look more interesting add a **patterned piece**. If you want to put stripes for example, select either the top or the pants, e.g. grey pants with a square pattern, light mustard sweaters and white sneakers.

Semi-Formal but Quality look: Your look will tell your personal story. This starts with your look and appearance. Do the basics and simply be the best. So if you are a busy guy these appearances will get your hands on it. **Quality clothes** can make a difference here! One of the most versatile clothes is a good quality **woolen jacket**. The rest of the look depends on the occasion. That is, you can match the **cardigan with jeans, Chelsea boots** and a **shirt**, or you can choose **chinos, T-shirts** and **canvas sneakers** for something lighter.

Layering-How Much Can You Put on? Adding more skills enriches your personality. The same goes for clothes. We are talking about a particular way of dressing. Especially for colder as you need more “**layers**”. For example, wearing denim pants, a shirt and a sweater over it, you may need a **jacket or a cardigan**, with **white leather sneakers** or **Chukkas boots**. So watch out for excesses such as: **chains, tears, stamps, ripped jeans, hats, accessories** and more.





DOLCE & GABBANA



“MIX & MATCH RULES!”



Mix & Match is art!
“The Separates” rules, boost your style!!!

Give a ne breeze to your Style, by combining different tailoring, non-matching jackets and trousers and creating a different look by an existing suit rotation. Doing “mix & match correctly, it will “gift” you with a “treasure” of smart casual or formal looks. We all put together two different garments. Though, it requires a bit more “sophistication”, to “hammer” the best color and fabric combinations, while the rules of tailoring are in flux as they are right now.

Grey Jacket & Navy Trousers: A timeless combination for men! A **grey blazer** teamed with **navy trousers**, is a match made in sartorial heaven. Worn at the office or for drinks at the weekend, this tag team of masculine hues will ensure you always look **confident** and **stylish**. The reverse combination is as stylish, offering two go-to outfits to add to your repertoire. To finish the look, utilize other capsule wardrobe essentials, such as, a crisp **white shirt**, **neutral tie** and **black lace-ups** for the *office*, switching to a **printed T-shirt** and **loafers**, or **sneakers** for personal *social activities*.

Black Jacket & Grey Trousers: Do you want to appear **smart** and **understated**? **Black & grey**, combined with a **shirt** or **roll neck** and shoes, is ideal for more formal occasions. While **monochrome separates** may conjure up images of the boardroom, make a few alterations and you have a sharp off-duty weekend look. Perfect for fancier nights out, try ditching the tie or sub the shirt altogether, for a polo shirt, or lightweight knit, and switch the smart shoes for more relaxed trainers. The look is as effective, with grey jacket and black trousers.

Unstructured Jacket & Pleated Trousers: Laid-back **layering** that’s smart enough for the office doesn’t get easier. The foundations are formal, but softer and more relaxed materials, give a smooth transition from business hours to happy hour. Choose a jacket without all the usual padding. This gives a softer drape over the shoulder and through your body. Patch pockets, shawl collars and working cuffs, keep things casual, as does a wider choice of materials, including cotton twill, wool-blends, jersey or soft denim. Fuss-free colors work best on this duet, so stick to **grey**, **beige**, **blue** and **black** for the **chinos**. Borrow from other pairings in this list or go **tonal**, with shades of **beige**, **brown** and **white**. Finish the smart-casual vibe with a pair of minimalist **trainers** or **loafers**.

Chore Jacket & Wide Leg Trousers: Tailoring doesn’t always mean ‘blazer and trousers’. Go for a **chore jacket** instead, as it instantly tones down the formality of a look, yet still remains elegant, especially if paired with some **sleek trousers**. Again, there is a difference between the trousers we’re aiming for with this look and your regular suit trousers. The latter are all too often made from a smart but boring worsted wool, and unless you shell out for something made-to-measure or designer, the fit will be lackluster. Instead, look to **wider cuts** for this look, we don’t mean billowing, but there should be plenty of room in the thigh, with a gentle taper down to the hem. It’s a little bit workwear, a little mid-century modern.. and too cool!

Textured Blue Jacket & Trousers: Separates don’t have to mean separate colors top and bottom. It is entirely possible to pair a jacket and trousers in similar tones without looking like you’ve got your suits mixed up. **Greys** work, but **blue** is the safest color option. Ensure there’s some difference between the upper and lower body. E.g. petrol blue jacket with navy chinos, or a navy jacket on sky blue trousers. Alternatively, you can keep the tones similar but add some distinction with the material. Try a crosshatch pattern on the jacket or a different fabric entirely. To finish the look, bring some contrast in with a **white shirt**, adding a tie for smarter occasions, or stick to casual dress, with a complementary blue shirt under the jacket.

Work Shirt & Matching Trousers: One of the new menswear moves becoming increasingly popular, is ‘**the new suit**’: two garments made of the same fabric, an overshirt and trousers for example, act as “separates”. Many brands are now making this look a reality. Choose fabrics such as brushed cotton or wool twill and aim for navy or charcoal for maximum versatility.

Bold Jacket & White Trousers: White is a daring choice. Opt for a **blazer in a check pattern** or a **bold shade** such as **sky blue** or **green**, PAIRED with **white jeans** or **trousers** for a sophisticated look. Roll the trousers’ hems a couple of times and go sockless with espadrilles and a T-shirt for a memorable “*Riviera holiday, evening out*”, or try an **open-necked shirt** and **loafers**. The fit of the is also paramount. To maximize on style and to allow a little air-flow, go for slim rather than skinny cuts, with jeans or trousers.





“TAILORING & KNITWEAR!”



The “pillars” of advanced dressing!

Texture and layering, are two of the pillars of advanced dressing, and they’re both integral to one of 2020’s hottest tailoring trends. Suiting worn with knitwear was everywhere over the last 12 months, marking another step in the general loosening up of dress codes across the board.

Stuffy shirts were replaced with fine-gauge roll necks, fisherman beanies were teamed up with unstructured blazers and statement crewnecks lent simple suits a fresh lease of life.

It’s more than just a fleeting trend, though.

This simple style move looks set to become a staple of modern menswear and is something that exudes the sort of timeless appeal needed to carry it into a new year and beyond.

How To Wear It

The beauty of knitwear and tailoring is that as long as you stick to the right pieces, it’s fairly straightforward to nail. Provided you’re not attempting to pair a *Coogi* jumper with a tuxedo, on the whole you should be fine.

The hero pieces here are the roll necks and turtlenecks, particularly ones in a fine gauge to enable it to slip comfortably underneath a suit jacket without limiting movement.

This knitted favorite makes an excellent substitute for a shirt when a suit needs to be dressed down without straying into sloppy territory. Generally speaking, the darker the color, the smarter it’s going to look.





“THE INDELIBLES!”



These fragrances, leave their marks everywhere!

There are two categories of men:

Those who have been loyal to the same fragrance for years, wearing it day and night and usually when it is finished, they receive it as a gift, simply because it is precisely the easiest and safest choice and those men who like to experiment and each time choose the fragrance according to their mood. Regardless of the category you belong to, if you feel for a change and refresh your fragrance at the same time, before making your next purchase, we have chosen these perfect fragrances, that remain indelible wherever you go. Fragrances that every woman wants to smell on you and all-time classic options!

- **Terre d'Hermès Eau De Toilette Intense Perfume**

With a much more intense presence of the vetiver's scent than the house's first *Terre d'Hermès*, this fragrance leaves its olfactory imprint, on the very first drop. Earthy, but at the same time extremely charming and unexpectedly lively.

- **Emporio Armani Stronger With You Freeze Eau De Parfum**

The latest fragrant addition to the house. A fragrance for every man who wants to live in the present with a distinct, elegant freshness. Dynamic and modern.

- **Maison Francis Kurkdjian Amyris Homme Extrait de Parfum**

The new version of the *Amyris* series combines notes of wood and amber, enriched, among other things, with the warmth of spicy vanilla, Ceylon cinnamon and saffron.

- **Mr. Burberry Eau de Parfum**

A strong version of the authentic fragrance Mr. Burberry, which expresses the quintessence of London nightlife. A sensual and woody fragrance, with top notes combining spicy cinnamon with cool and fragrant artemisia, while base notes include amber and smoked vetiver.

- **Acqua In Parma Colonia Essenza Eau De Cologne**

Modern yet classic, it incorporates all of *Colonia's* traditional values, yet expressing something new and unique. The freshness of classic Italian citrus fruits is combined with a dynamic woody base, notes of white musk and warm amber, creating an explosive effect.

- **Dolce & Gabbana The One For Men Eau De Parfum**

Elegant and spicy aroma, which is based on cardamom and ginger, a combination that makes it modern but also timeless.

- **YSL Live Intense Eau De Toilette**

The newest addition to the Y fragrance range, having a prominent position between *Y Eau de Toilette* and *Y Eau de Parfum*, combines freshness and intensity for a man who knows exactly what he wants.



From Left to Right:

- Terre d'Hermès Eau De Toilette Intense Perfume*
- Emporio Armani Stronger With You Freeze Eau De Parfum*
- Maison Francis Kurkdjian Amyris Homme Extrait de Parfum*
- Mr. Burberry Eau de Parfum*
- Acqua In Parma Colonia Essenza Eau De Cologne*
- Dolce & Gabbana The One For Men Eau De Parfum*
- YSL Live Intense Eau De Toilette*



DALVEY
— 1897 —

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OPINION

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The Flu

of the
In·flu·encers

A MASS TEST AT VERY SUBSTANTIAL LEVELS OF OUR LIFE!

The days in quarantine, get extended more! Time flows in an unprecedented straight line. An unprecedented kind of patience is required, in an unprecedented kind of uncertainty and insecurity. As part of a balanced paradox, we #StayAtHome with our doors closed and we keep social media windows active. Among other useful and useless activities, all of us, more or less all of us, do our “infinity scrolls” to kill time. I don't know about you, but I, in the time I have during the day to surf on *Instagram*, I use it with more interest and curiosity in the accounts of people I follow and in those that under normal circumstances, I would hardly look.

What did I notice?

Celebrities more available than ever, but most of them. not only follow the “Social Distancing”, but unfortunately, they are also very distant with the impacts of the Pandemic! I could say: Completely Indifferent, as if they live in a different planet!

In the other hand, resorting in the vast “escape room” of “social media”, I can learn how to bake bread, carrot cakes and donuts, by watching the quarantine videos of *Yvonne Bosnjak*, exercise with their home workout, sing with some new “creations”, while scratching their guitar at a home live concert, read the comments for *Ellen DeGeneres'* slippers, or for *JLo's* aesthetic home decor and all that happens, while, for the first time of my life, I find out that a couch can be extremely uncomfortable, after a few hours!

Suddenly, the most “distant” people, appear more familiar than ever. Or... so we think!

As if they need to fight against the pandemic, like us!

Isn't this proof that the virus has no “social classification”?

Or, is it proof that we are all bored at home? I answer, the 2nd.

Celebrities and Influencers, personalities of the public sphere and the influential social media of Instagram, get exposed in their “home version”. We are all equal to the flu and even more equal to the boredom it has caused. Exaggerations kick. We want to coincide and simplify!

All the protagonists of our screens continue to be judged, and these days even more strictly. Maybe, because for the first time, what they are promoting is their completely personal choices. Away from any image and opinion makers. No marketing, no faking, no masks, except the... medical masks! At a distance, from the composure that only an absent “normality” can offer. Only them and their smartphones, no one else in between...

Eliminating the “Flu” of In-flu-encers!

Influencers are professional people. Celebrities are the same.

An actress with hundreds of thousands of followers or a random “persona” that you are still wondering “What on Earth, does she do” is getting paid generously, to convince you, that the product that so stylistically and qualitatively advertises, is really good! It is no news that brands, invest money, in small and large influencers, expecting and demanding from them, that they bring it back, with profits. Their existence, has dramatically changed market conditions, in recent years. The so-called “opinion influencers' marketing” aims to exploit the consuming power of the public – followers, that an influencer has “built”.

All the “hyperactive social media personas” have the potential to become influencers and make a living, or build a ...wealth from it. Most of them - from a blogger, to the absolute star, pursue it with one method or the other and do very well from the moment they are given the opportunity. They've been doing what advertising has been doing for decades, but in an easier and more financially viable way.

The concept is well-known:

“We show you our lives and you, by following our lifestyle, can become the best version of yourself.”

If something is unbearably tiring and irritating, these days, is the failure in doing that, especially when it comes from previously appreciated and recognized people.

A classic case of such an error was recently confirmed by, *Ellen DeGeneres* who compared her #StayAtHome quarantine, in her ...mansion, with imprisonment and she paid a dear price for it, with countless rejection data on *Twitter*.

A lesser known but even more shocking case of error, was that of the influencer-fashionista, *Arielle Charnas*. *Charnas*, after announcing to her 1.3 million followers that she had been tested positive from a test provided to her by a friend doctor, then uploaded photos of her family moving from *New York* to their cottage in *Hamptons*, despite the traffic ban in the country, including photos in which she is with her children, over and over! She never understood, what he was doing, until the disapproving messages began to “flood” under her posts. The influencer responded to the reactions completely apologetically....

But it was too late for her credibility. Proof that, one of the brands that trusted her as an influencer, announced that they have no intention of renewing their partnership with her.

Last but not least, *Naomi Watts*' latest post of despair, because during the same day, her vacuum cleaner, her printer and dishwasher, which she is forced to use on her own due to the quarantine, #ffs, broke down and the poor woman, what will she do now that she can't use them, nor able to go out and get new ones! Are you wondering how she managed to destroy all of them in a single day, or does it irritate you, for exactly the very same reasons?

At the same time...

some, local celebrities, who used to make their personal lives and love affairs “technically public”, in order to “gain popularity”, influencing, mainly the “shallow thinkers”, remain completely absent, in the battle against the Pandemic! You see, they are used to get paid, even for their sneezing!

We will definitely see them, asking their followers to pray for them, in the case they contract the virus...

Which influencer do I want to see in my quarantine?

Those who are unable to offer something **useful, practical and real**, adapted to the **Pandemic** and the general feeling, are **out of the game!**

Their “*dolce vita*”, the life of heedless pleasure and luxury, their out-of-place and time throwbacks, their show-off of all types, the lack of authenticity, their unbearable lightness of mind and their carelessness of all kinds, bother and irritate more than ever!

They do not offer the slightest meaningful thing!

In such circumstances, it is a thousand times better to say nothing but to say something that is stupid, unhuman and disregarding.

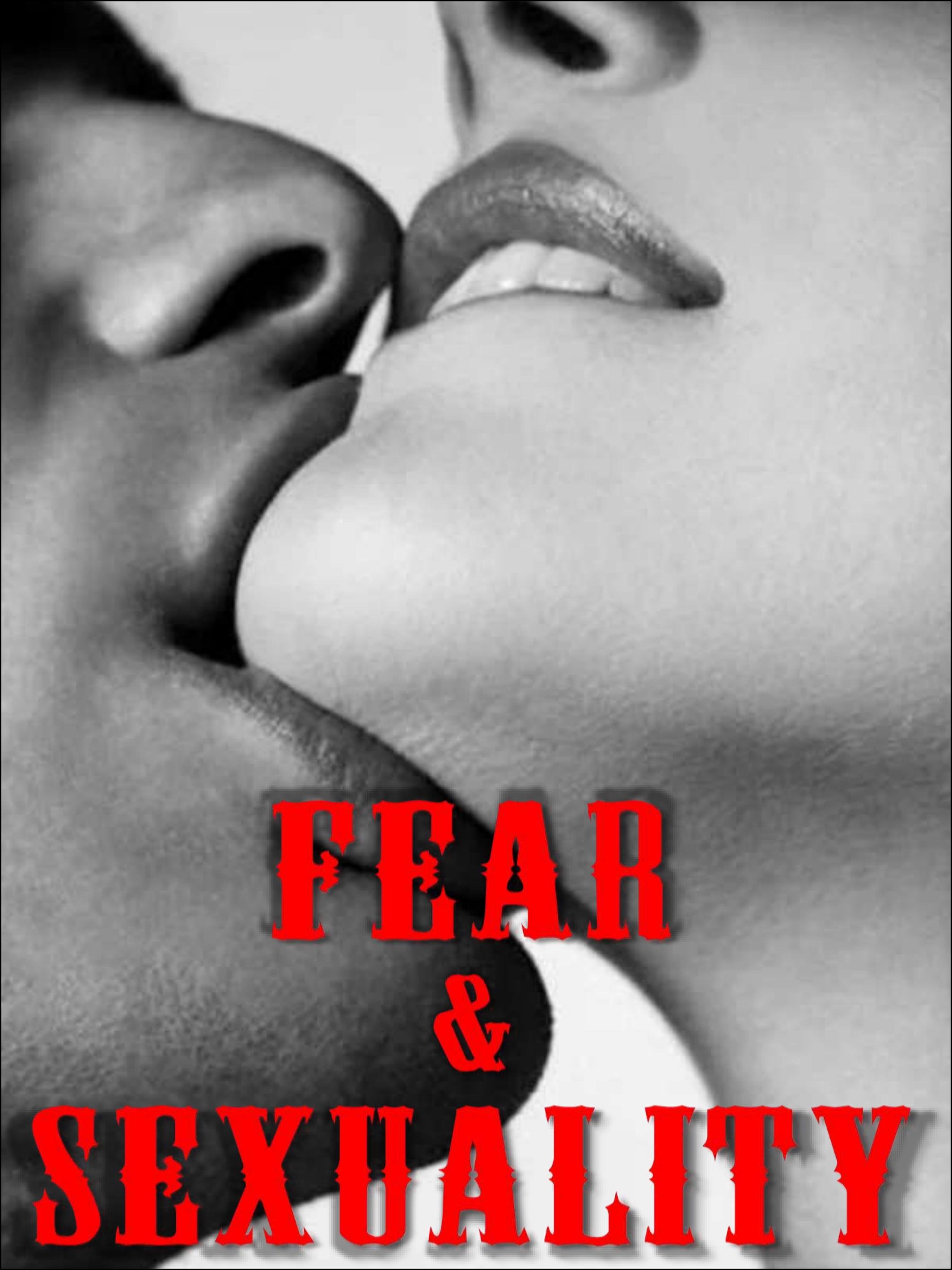
Now, it's more useful for me, to protect my health and the health of my fellow citizens than your cool throwbacks, from a paid 5-star trips!

Discipline, respect and decency in the hashtag #StayAtHome cannot be an alibi for nonsense!

And if for you and for me, to irritate someone who follows us, simply means one less follower, to those who have built their careers on the preference of the public it costs a lot, countless more, since, proving that they do not have the necessary empathy, the ethos, or at least the sensitivity, to get out of their distant bubble and stand up to the current conditions, that Humanity faces, they also stop behaving as influencers.

Their lack of compassion, can only be compared, with the one of cold-blooded strippers, after the show is over! They are no longer reliable, not only, as professionals, but also as Humans!





FEAR
&
SEXUALITY

There is an unsolved mystery of the hormonal desire for sex, even in conditions of war, epidemics and other threats for the human race, and reasons why *#StayAtHome* can be extended to *"WeStayInBed"* ...

Fear of death:

Intimacy and Desire, this intelligent humanization of our sexual self, seem to flourish only in difficult times and in great threats from the first storyteller, *Homer*, who unleashes two great civilizations, in name of love and passion for sex and power.

Anger & Mind Loss:

Cervantes, expresses it with *Don Quixote*. The plot revolves around the adventures of a noble from La Mancha named Alonso Quixano, who reads so many chivalric romances that he loses his mind and decides to become a knight-errant (caballero andante) to revive chivalry and serve his nation, under the name Don Quixote de la Manchabut. Tolstoy, in his *"War and Peace"*, a novel that at its core features people trying to find their footing in a world being turned upside down by war, social and political change, and spiritual confusion. The existential angst of Tolstoy and his characters is entirely familiar to what we are living since the beginning of this year, and this novel has important things to say to us in this moment. Repeatedly the book, shows moments of love affairs, expressed with pressures and representations of sex and sexuality.

War:

Even in modern times with *"Gone with the Wind"* all love affairs seems to flourish in scenes of war and death. No happy marriage and no erotic peace has inspired poets and artists.

Tragedy - Straggle:

From *Medea*, *Anna Karenina*, to *Madame Bovary*, love is accompanied by the sadness of the "end" and by the conflicts. While it seems paradoxical to interpret human passions as a sign of the happiness of coexistence, with common sense, in the essence of biology and fantasies, *Love-Eros*, but also the upside of its physical expression, sex, is combined with pain and misery.

Fear is the fuel of desire:

An introvert, unconfident, or scared person is more in the mood for sexual activity. Same type of fear applies with illegal sex, that for centuries now, flourishes in the dark alleys and cheap hotels ...

The Human Beast:

Politely, we also call it *"the instinct of survival and reproduction"*, which, not only poetically, but also biologically, is the antidote to death. History has shown many times that populations multiply when they are threatened, a classic example, is that births increase during and after wars!

...The syndrome of living space and overpopulation... many defeat the few ...

A modern example of this, is the bullying in schools.

Our Brain:

In the brain, urge, fear, murder, and passion, that bloom in the sepsis of the humble and die in the heights of ideologies, are produced in a tiny area, the perspective, blinding the eyes, with a substance called *dopamine*. Hence, the word: "dope"!
"Doped", with what nature gives morally and society labels them as "immoral".

Society and Culture:

Society and Culture act as a source of sexual misery that stops at the closed door of the bedroom, where with the lights off the imagination rages in the darkness of the mind.

...There and then, the *"go down"* of the flesh, defeats the *"go up"* of the soul...

Alcohol:

#StayingAtHome, instead of being the imprisonment of the senses, becomes the active volcano of illusions, as alcohol, by inhibiting morality, elevates immorality, even with our spouse.

Time:

Time expands into the unbearable gravity of isolation and the simple stress of performance that ordinary mortals have in their daily lives, becomes pure performance with "delivery".

Masculinity and femininity, without make-up, jewellery and expensive gifts, will claim a unique balance and equality of the sexes, where both "heroes" dress like naked gods, specializing *"the virtue of immorality"*.

Homes become *"houses of tolerance"*, with all the *"good things"* that internet and sex-shops offer. An *artificial intelligence*, that leads the *"Human Beast"* to the fight against the *"oblivion of mortality"*, that threatens our lives, while it is not visible...

To make it clear, that our *"basic, wild animal, instincts"*, will always beat, social orders, tie the animals, not the jungle ones, as its dangerous, but your pets, when the female expresses its sexual desires and after a while, let the male to give and get, the share of pleasure...

They say, *"Yes, but humans are no longer animals..."*

Hmmm... Really? At least some are, in fact, more animals than animals!

They have just lost that chimerical desire to reproduce, as logic and society have placed "norms".

But what they have not lost is the selfless passion for the pleasures of the flesh and in this respect they are superior to animals, as they now, have sex for sex and lesser for having children!

And all these, happen knowingly!!!

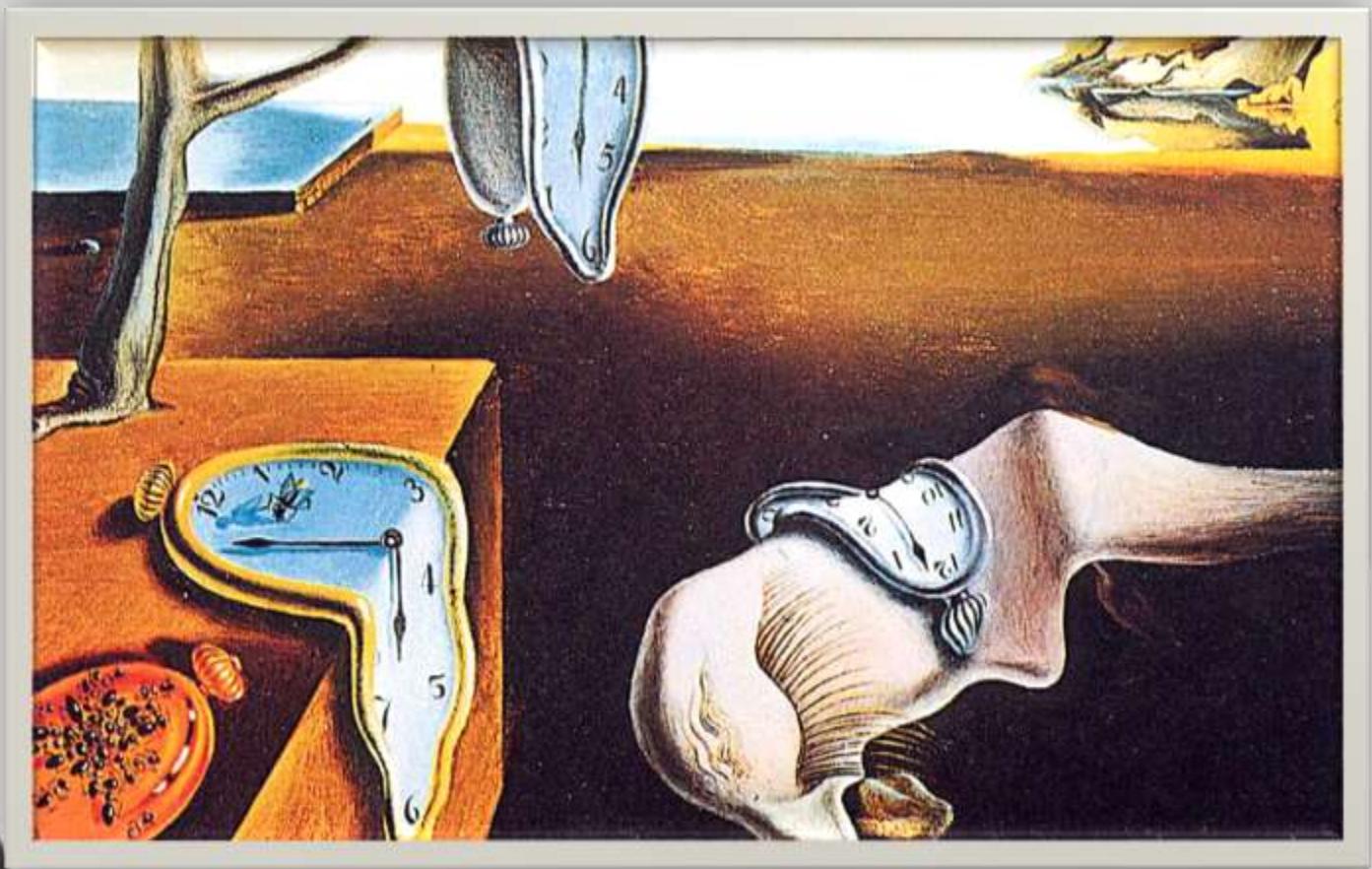
Humans, due to the Evolution(s) and their "demands", "gifts", "requirements", slowly lost that primitive sense of mating for childbearing and replaced it with a plethora of pleasures and orgies, that would make even *Marquis de Sade*, blush and tear the book!

Red lipstick, black underwear, perfumes, toys, are reinforcements and enhancers, of desire and that is why today, fashion houses are one of the most profitable companies.

In *World War II*, during parties, hosted in bomb shelters, women put the reddest lipsticks and their sexiest lingerie. In London, they had invented the art of a virtual "fake" suspenders, because then, there were no tights, even for a sample, painting their legs, so it looked like they were wearing black semi-transparent lace tights, with the seam on the back of the calf done with a marker pen!

I challenge you to prove me "wrong"...!
Did I forget something...?





The Enigma of Time!

Time always had been, is and will be an outrageous enigma!

“A surrealist painter, the Spanish Salvador Dali is one of the most enigmatic artists of the twentieth century. Dali’s painting ‘*The Persistence of Memory*’ (1931) depicts a dream state, the melting and distorted clocks symbolize the erratic passage of time that we experience while dreaming.”

Science says that, technically speaking, a journey into the future is indeed possible, if we were, or will be able to move at the speed of light, practically impossible.

Okay with the future, but what about the past?

Physics, states categorically that a trip to the past is theoretically impossible!

And yet the latter was the trigger for some of the most important works of science fiction or just the weird and paradoxical in the 20th century.

This is because such a possibility would cause a *series of almost absurd paradoxes*.

For example, the *“grandfather’s paradox”*: if you travel to the past and kill your grandfather and so your father or mother is not born, what does that say about your own existence?

Any discussion of time, of its enigma, of our own perception and position over time, leads to a perpetual reflection on two key issues of human psychosynthesis:

consciousness and, conversely, the *unconscious* and *memory*, but also in oblivion.

James Gleick in his book *“Time Travel : A History”*, devotes some of his most interesting pages to these vital issues, not only on a philosophical and psychological level, but also in relation to what we are experiencing today: the *“time of the Internet”*, where the present seems to devour every concept of future time.

One question that comes and goes, however, is this: why have we been so preoccupied with *Time Travels*, for about a hundred years?

The answer is rather easy: through them, we try to destroy death, as our relationship with it, has changed drastically compared to past centuries.

“We understand that the primary phenomenon of time is the future, that is revealed to me in my being-towards-death” Heidegger said.

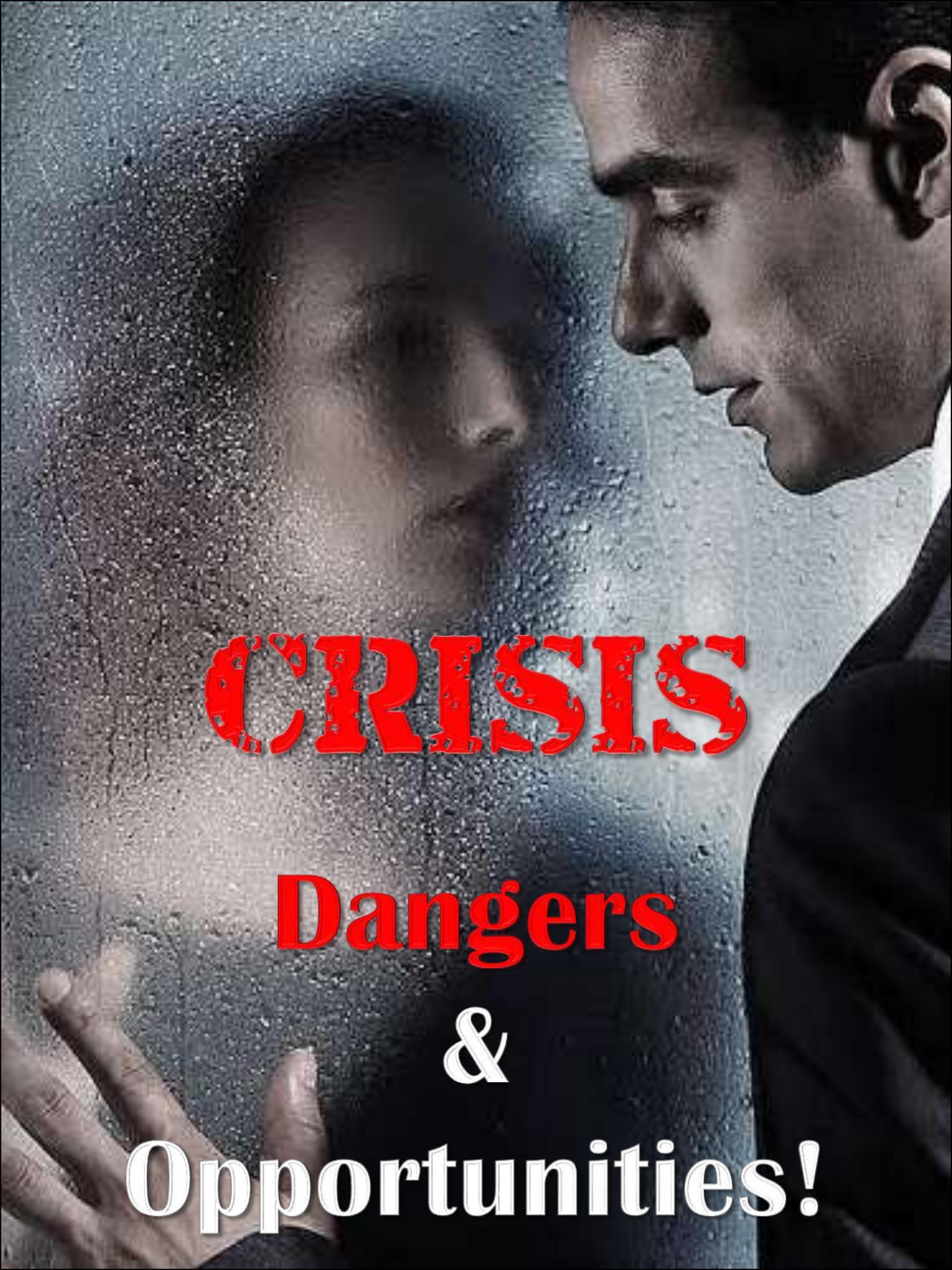
We create mentally, extra time dimensions through art, storytelling, literature, etc., but we also want to do it literally. If the time of life is finite, maybe that's how we can make this finite time expansive. And one more thing: it is the last refuge of our desperate attempt to stay in contact with the people we lost. *“So we share the present with ghosts,”* Gleick writes... Indeed!!!

Yet, time itself remains an *outrageous enigma*, from the time of *St. Augustine*, to our current troubled days.

“What, then, is time? If no one asks me, I know. If I want to explain it to someone, I do not know.” is the famous, anxious aphorism by *St. Augustine*.

We are not far from this ancient agony of a thinker who stared at time and felt awe!

**If only we could turn the time back
and prevent the current Pandemic!**

A man in a dark suit and white shirt is shown in profile on the right side of the image, looking towards the left. On the left side, there is a textured wall with a blurry, ghostly image of a man's face. The overall lighting is dramatic, with strong highlights and deep shadows.

CRISIS

Dangers

&

Opportunities!

I have met many couples, whose *"common life"* is characterized by repeated *"crossroads"*.

There is a shop, near my house, a sports bar, where such a *"cross couple"* works.

The wife opens the shop at 7am and starts serving coffee and breakfast till 15.00, when the husband changes her shift and he closes the shop, mostly after midnight.

This happens, seven days a week, all year long, for more than ten years!

Recently, due to the anti-pandemic measures in sports, due to social-distancing and mainly due to the prohibition of serving alcohol after 18.00 and eventually the *"lockdown"*, the sports-bar was completely *"ghosted"*, before getting *"locked"*!

Some time ago, on a Thursday *"Ladies Night"* I happened to hear another woman saying:

"We have been married for twenty-two years, but yesterday morning I woke up and felt that an unknown person was sleeping next to me!"

At the time, this statement seemed to me to be ...extremely... *"extreme"*, but along the way, I found this to happen very often, especially when the couple's *"common life"* consists of a succession of repetitive functions, that are limited to fulfilling obligations.

And here we are now, facing the reality of being *"locked up"* in our homes, because of the Covid-19. Both of us, or both of us and our children.

No obligations, no work, no sports bars, no gym, no restaurants, no visiting friends for a braai.
NO SOCIALIZING!

Who could ever imagine, that we would live such a violent overthrow, in our daily lives?

Automatically comes to my mind, the frequently seen in social media *ideogram*, I think its Chinese, for the word *"Crisis"*, which consists of two individual *ideograms*.

One is the ideogram for the word *"Danger"* and the other for the word *"Opportunity"*.

So, let's start OUR LIVES, from the beginning! Let's look at the *Pandemic Crisis*, and therefore the *quarantine*, as a great *opportunity* to get to know each other again!

Let's start with the assumption, that there is a lot we do not know, about our very own people and we are interested in learning, that there are many people that we have neglected, in our relationship with them.

Let us put aside criticism and irritating observation of the others and try to give joy to our own people. To our loved ones!

Without the convenience of leaving home, to go for a braai, to the pub, to the club, to a restaurant, to social functions, or for holidays.

We are used to have the company of other people and friends, as a *"socializing accessory"*, for more fun, joy and communication, while neglecting our *own people, partners, children and parents!*

Now we will be by ourselves, either completely alone, or with our partner and with our children.

*Will we manage to re-bond and rebuild,
what we never appreciated before?*

CORONAVIRUS

MUTATES!



How strange indeed!

Just when, we have been praising and urging for coexistence in public places, condemning the impacts and disruptions caused by **social media and dating apps**, resulting to “introversion” and “individualism”, **World Leaders** declared their countries, on a **National Emergency**, traveling bans came in force, shopping malls, bars, restaurants, schools etc. remain closed, and sport events, lectures, conferences, festivals, get cancelled or postponed, indefinitely.

This is an action of: **INCREASED SOCIAL RESPONSIBILITY** and **PUBLIC PROTECTION!**

Coronavirus mutates another lifestyle and different daily routines. It imposes controlled, or limited to basics, to all types of social activities. Moreover, it creates a new **Human-type!**

The images that accompany broadcasts related to the **COVID-19 Pandemic**, are showing humans, wearing medical masks, standing in long queues outside supermarkets, or in white uniforms spraying disinfectants and medical personnel in ...”full-armor”.

Empty streets, clubs, bars and restaurants, complement the sudden change, in the world's image. Every day, **COVID-19** new incidents and deaths are rising dramatically and the virus “visits”, more and more areas, across the Globe.

Disposable masks, gloves, antiseptics and dry food, have their days of **Glory!**

Who would had thought, that fast food brands, would become so “**unpopular**”, overnight?

New forms of greeting are devised, to avoid **Banned Handshakes**.

We experience political leaders around the world setting an example.

Remoted, tele-meetings, personal or professional, are forced.

All the above, shape a landscape of **fear, suspicion, and reservations**.

Humour helps decompress this unexpected “**dystopia**”, but at the same time we have to **make a decision that another reality is being formed**.

Every **plague**, that **Humanity** goes through, like the extent of this **threat**, that is not or cannot be drastically dealt with, but only reduced, may perhaps leave its mark on our psyche, the way of our thinking and our behavior.

Of course, it tests the **Cohesion of Societies**.

Who, are **disciplined** with the instructions issued by the **World Health Organization** as well as, the **National Authorities?**

Who, **disregard them?**

Who, perceive the **Risk**, not only **protecting themselves**, but eliminating the risks to **spread the virus to vulnerable groups of the population?**

Who, draw their “**defence**” lines?

Who, comply with **responsibility** and who, permanently, remain **reckless even for themselves?**

In practice, **solidarity** is also being tested!

How can we talk about “**solidarity**” and “**responsibility**”, for example, when a **Facebook video clip**, introduces, **recklessly**, a new “**Corona-virus dance**”?

While reflecting the utmost disrespect to the worldwide victims of the virus, it also indicates, the levels of **misinformation, ignorance, lack of responsibility, indifference and in-cautiousness**, of a **society, that has no direction!**

Coronavirus, is a peculiarly tough **crash test**.

Not only for our **Nation**, but also for the **Responsibility of Coexistence**, anyway.

COVID-19 mutates Individualism and Ignorance, into Public Risk!!!



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