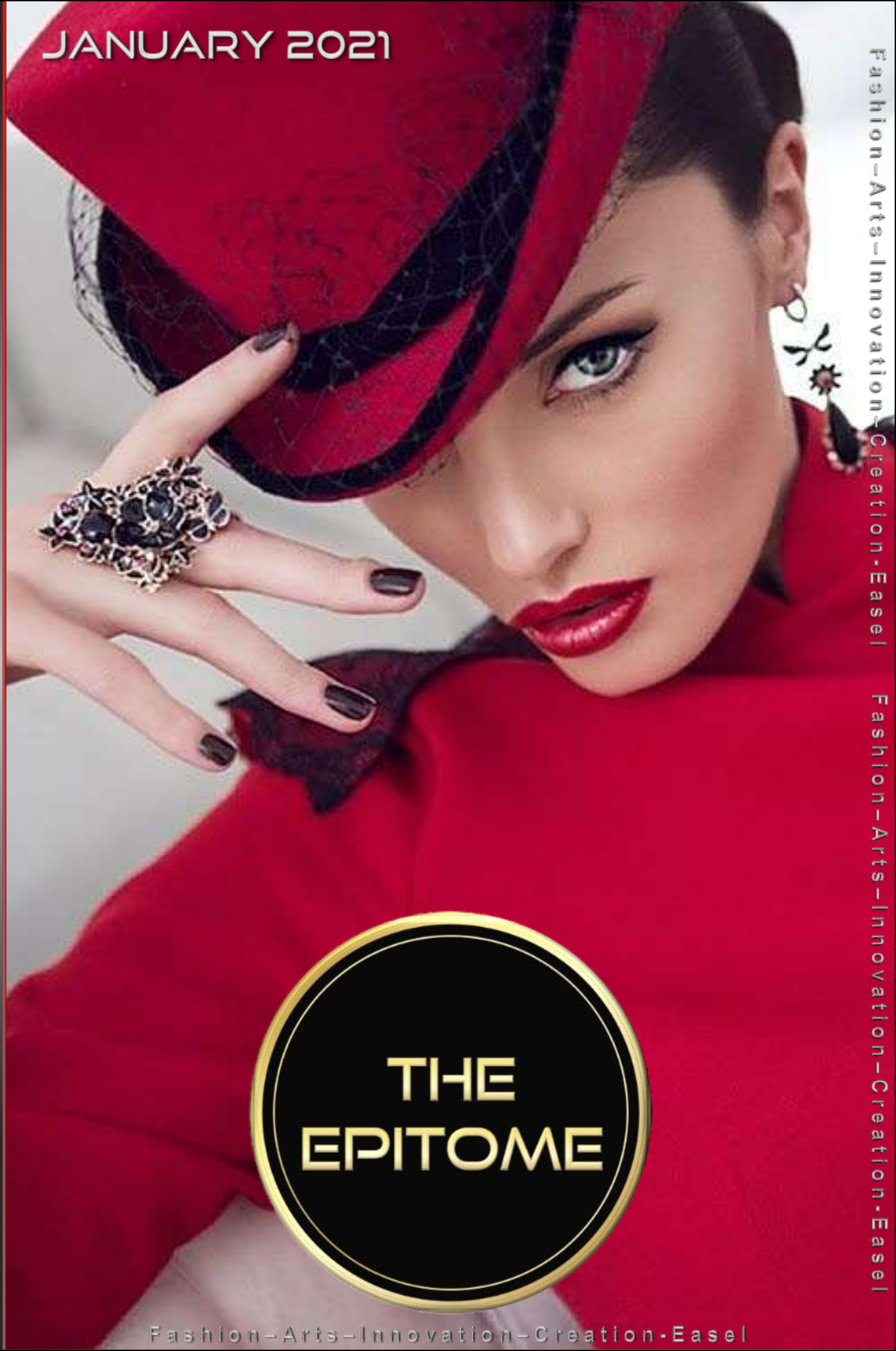
E.A.I.C.E.™ OnLine

JANUARY 2021



THE EPITOME

Fashion–Arts–Innovation–Creation·Easel

Fashion–Arts–Innovation–Creation·Easel

F.A.I.C.E.™ OnLine magazine

Happy New Year

FASHION

THE EPITOME

www.faiceonline.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!



STYLE

Your Styling!



Important Points!

Most women, when it comes to trying to figure out their style, tend to follow certain rules. Which colors match each other, which pieces should definitely not be missing from our collection, what are the safest combinations to always be elegant.
As time goes on, however, and certainly after some mistakes, we begin to grasp the meaning. *Fashion and style,* is a fun game and should not be something that add more worries.
This is exactly the moment when we start to create our *own rules,* identifying our *unique style,* which makes us stand out. We now know which lines highlight our silhouette, but also which ones we should avoid. Which pieces help us get dressed easily and quickly every morning and which others are probably "difficult" or even "unnecessary".

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

Create your personal rules!

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

It is very enjoyable to go shopping alone!

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

Make sure you have a well-organized wardrobe!

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

The important role of fabrics!

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

Do not listen to reviews and general rules!

You may think that every woman should wear what she likes and improves her mood. Unfortunately, not all people have the same opinion. Some people become overly attached to the *rules,* even when it comes to something as enjoyable as style.
Of course, these rules are there to help, but they should not stop you from wearing the clothes you want. Choose the clothes you like and embrace you and do be a styling-rules freak!

STYLE

DANDY LOOK!



PULL IT OFF!!!

Dandy Lady!!! …More than a Silent Statement!

A timeless style that is something between "dandy", touched up with a little "Spanish style"!

A symbol of elegance, boldness and charm!

*The "**D**andy **L**ady" is a rare woman!*
She stands out through her distinction and uniqueness.
*"**D**andyism" is all about fascinating, strong people, with a distinguished sense of fashion and style.*

*What makes it **timeless**?*

This style became popular in the late 1960s inspired by the British music scene.
Since then, it has been a "statement style" that famous designers like: Hermés, Prada, Louis Vuitton, Miu Miu, Yves Saint Laurent and Giorgio Armani and Dolce & Gabbana, suggest every year!









How to pull it off???

The "Female Dandy Look" requires a modern blazer, Oxford brogues, bow tie and billowing white shirts.

Choose men's clothing and accessories, that fit perfectly on a female figure.

The main color palette is: black, blue, beige, brown, grey, golden, ashen, as these are the shades that prevail in the style of the dandy, in good quality fabrics.
Bulky accessories is a "No"!

Choose your accessories from Men's accessories,
such us: cufflinks, butterflies, ties, suspenders, etc.

Use of elegant hats, as well as, tie pins and brooches, bringing into the image shades of femininity.

For colder days add an over coat, in a stricter cut.

Dandy Look is appropriate at any event, for women who at any time want to look elegant and sexy!!!







STYLE

MODERN

FEMME FATALE



The Legend of "Dynamic" Elegance!

The legendary myth of the Fatal Woman, *"the kind that men want, but should not have"*, is being re-introduced in fashion this year, reveling its Dynamic elegance.





For the ones who wished for the come back of the *Femme Fatale Style* upon, your wish has come true. This veil of mystery, which extends not only to her personality but also to her appearance and is depicted mainly in the noir movies of '40s and' 50s, remains highly sought after in fashion circles.

"Femme Fatale", literally means "fatal woman" in French and, in the 2011 series *"Great Expectations", i*s defined as *"the kind of woman that men want, but should not have!"* These women were written in 'indelible ink' in the memory of the men who were lucky…or unlucky, to meet them and aroused the curiosity of all the other women who wanted to find out their agenda and their hidden "aces".





The *Femme Fatale* woman stands at a distance, with her elegant silhouette erased between the shadows. Cocktail dresses and pencil skirts embrace her body, her eye make-up has a lot of mascara and eyeliner, wears red or dark lipstick, while she completes each of her appearances with furs, arrow hats and of course killer heels.
Her main weapon?
Her mysterious look and enigmatic smile that stumbles between playfulness and irony.





To this day, fashion houses are still inspired by the style of the 'vamp heroine', enriching with new terms the vocabulary of what sensual femininity means , depending on the season.

Looks from the catwalks:
1.Fendi, 2.Dolce & Gabbana, 3.Christian Dior, 4.Saint Laurent
5.Givenchy, 6.Giorgio Armani

View full gallery: www.faiceonline.com



TRENDS

POWER STYLE!



More Feminine than ever!

Androgynous look , loved by many!



Coco Chanel was the first to introduce pants and suits.

Since then the *androgynous look* has remained in the spotlight with has much more to give.

Oversized suits, striking waistcoats, gloves and eccentric hats, are key elements of the style that accentuate the teenage side of the female silhouette.

Strict style jackets, shirts and neckties are “loans” from the men's wardrobe and achieve the sexiest looks.





Great style, is transformative.

A power suit, makes you stand taller and exudes strength.

Fashion houses add to the classic features exaggerated proportions, traditional pinstripes and feminine flourishes in the form of flowing ribbons and crystal embellishments.

Can’t wait to get your hands on one, of these cutting-edge suits? Stay a step ahead and adopt the look now.





Pair yours with graphic-inspired heels to update your office look, or if it’s an effortless appearance, add luxe slides.



FALL 2020

1.BOSS, 2.CHRISTIAN DIOR, 3.ALBERTA FERRETTI, 4.ISABEL MARANT,
5.OFF WHITE, 6.VERSACE, 7.COPERNI,
8.CHRISTIAN SIRIANO, 9.SAINT LAURENT,
10.LANVIN, 11.PRABAL GURUNG











STYLE

TOTAL BLACK+



The... "Upgrade"!

It is elegant, it is timeless, it is beloved!

Black is a “leader”, in our appearances and its dynamics remain unchanged over time. It's sexy and theoretically easy and safe. But *total black looks* also have their pitfalls.

First of all, we need to remember that not all blacks go together. As surreal as it sounds, if you look at it carefully, you will notice, that not all fabrics are the same black.

So there you have to sharpen your observation, for the absolute total black set, so that all the blacks you use are the same. If it is not, it takes a lot of effort and talent to balance them out.
Beyond that and in order to “upgrade” it, you have to experiment with the fabrics.
Leather shines, will help you, satin with a knit, lace, fur.
Again, you need to check the mirrors for the , “*yes*”!

Metallic details, are also something you can use to decorate your absolutely black figure.
Jewelry: rings, statement pieces, bold or layering, bracelets at your disposal. The buttons or details on your bag or shoes, can work in the same decorative way.
Again … attention to the *aesthetic balance.*
Shoes can also be the point, that will make the difference. They can be white sneakers, they can be black with white details, they can be colorful.
A twist of color! Here comes your hair, your nails, your lipstick. If you have a bright hair color, or are blond, use them as an "accessory". The touch that can make the look sexy, can also be your red nails or lipstick. Sexy!
Statement item!
A piece that will stand out and make an impression. It can be your bag, it can be your shoes, it can be a hat. And of course it can be black, as long as it has this 'something' that makes it stand out, impresses and even though it is the same color as your outfit, it catches the eye with its design.
Some Skin s a must!
Occasionally, the “breath-taking” part of total black, is the revelation of some skin: tights, a low-neck top, a slit-skirt or a dress that lets a little of your skin visible and breaks your total black look with a wink.

In closing we would like to emphasize!:

- Attention to balance and attention to excess. If you decide to add color, it's better to be in the details. Black looks with just a few touches of color are gorgeous and sexy. Exaggerations disrupt the effect! A couple of touches are enough. More are …



STYLE

COUPLE DRESSING!



Match your Style!

Choosing an outfit is a difficult task, especially if you want to match your partner's styling choice!

Couples who dress in the same stylistic look or are "matchy-matchy", have won a place in our hearts.
While we believe that each one should have their own style, in this case we put a dot.
For the morning or evening, the styles below are the best choices to be the most fashionable couple, without having to look like ... "twins".

Monochrome

The choice of black and any monochrome is simple and safe,
which is so classic and elegant without any effort.
Choosing a suit, is another fashion tip,
as it is suitable for all occasions and for both genders.



Same clothing, in different colors

Fluorescent turtlenecks, are the must trend for another season,
adding yet another idea for a stylistic look with your partner.
The general idea, that you must keep,
is that you can wear the same outfit by playing in different colors.



Combine different styles

We love the mix of different styles
and especially if it is made in duplicate.
You can combine romantic with floral, preppy with vintage,
sexy with rock or ethnic with boho for example.



Select the same color palette

Another safe choice that will look totally unpretentious,
to the style you are wearing with your loved one,
is to combine clothes of the same color palette.
So you can keep your personal choices but remain "color match".



STYLE

Style Questions



"What will I Wear?"

If frequently you are facing the dilemma "*what will I wear today?*" then this article is for you. If not, take a look …just in case it happens!

The famous author *Virginia Woolf* wrote:

"Clothes … change our view of the world and the world's view of us."

With this buzz in mind, remember some basic, golden rules.

- **Some solid pieces or known as *"classic pieces",* are your life-vest, at all times and that means they should be in our wardrobe.**

- **The *simplicity* of your clothes is the next golden rule. Clothes that can be worn with the same comfort on a business meeting and on a night out, will make you feel confident all day long.**

- **The well-known, that can not be ignored, *little black dress*.**
  Not surprisingly, a *little black dress* is the garment that can solve your styling problem from morning to night.
  Matched with the right shoes and accessories it is simply… unbeatable.

- **If pants flatter you, *a slim pin stripe suit* or *a suit in black, dark brown, gray* or *dark blue,* is an equally classic and easy solution. Wear it with *a white or striped shirt* and complete your look with more impressive *accessories*.**

- **Equally important is *a skirt- suit*. If your confidence and style allows it, it could look great in red. Matched with *black heels,* for evenings even patent leather, a matching *bag* and "elegant" *accessories,* guarantee a look that will never go unnoticed.**

- **How would it feel if one day we changed the *blazer* that reaches the height of your buttocks with a longer blazer that almost covers them? The difference is amazing! Without going to extremes that do not embrace the petite silhouettes, these few centimeters offer… measures of elegance and can even be matched with dresses.**

- **What is most important in the end, is to feel *comfortable with your clothes,* and to reveal your *femininity*.**

STYLE

Super Sexy



Femininity Splash!

Breathtaking Appearances can be *easy* and *minimal*!





These days due to lock down
and without
any major events happening,
opportunities for a breathtaking look
are very few…



Though, you can boost
your self-confidence,
and emphasize your femininity,
without even having to renew
your wardrobe.



Only with what you have in it!

These looks can give you some ideas
to create a breathtaking street style.



It is not a difficult task
and you will capture all eyes
wherever you are!











TRENDS

LINEN POWER!



Irresistible Charm & Advantages!

Wonderful Linen!

Suits, jackets, dresses, skirts, T-shirts and shirts.
Whatever you choose, you definitely have a classic, timeless piece in your stylistic quiver!









In ancient times linen was the exclusive prerogative of the upper classes: priests, knights, monarchs… Linen is a wonderful fabric that comes from the depths of human history. Archaeologists have discovered and in fact in wonderful bright colors dating from 34,000 BC! However, in the 16th century, the cultivation of flax became widespread and linen could be acquired by more people and today, it has become a classic choice of our wardrobe. They are cool, beautiful, always modern and can be worn by everyone! Their irresistible charm also has many benefits! Those who wear linen often claim that they can not imagine wearing other material, especially in summer, while they even go as far as to say that linen clothes have healing properties! Is it true? What makes linen so popular? There are benefits that make linen clothes unique and irreplaceable! Linen clothes are extremely durable, not very demanding in their care and good for our skin as they are hypoallergic. It is a Magic Fabric as it is suitable for any season. Linen clothes have the ability to "adapt" to any occasion. Whether it is a business event, an evening out or a simpler, everyday look. Considering all the above advantages of linen, you have understood that they are light, beautiful, good for your skin and the environment and finally are at the top of the pyramid of comfortable clothes! Linen is one of the classic choice textiles for many Fashion Brands every year!









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...

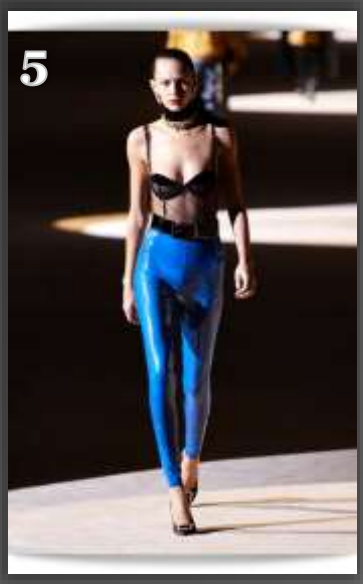
Many designers, such as D&G and Antony Vaccarello dared to … dare!

"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



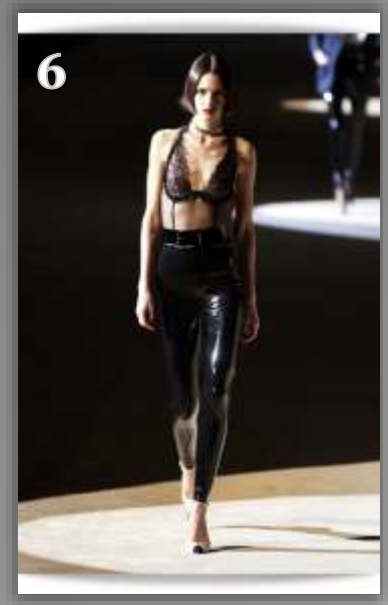






FALL 2020

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

Minimal Look!



Basic Rules & Key Items!

Authentic Minimalist: Rules and Key items!!!

Minimalism **is one of those things that seem intrinsically simple, but that actually requires more effort than you think, in order to achieve it. There are, however, five key items that serve as the perfect foundation for a minimal wardrobe. All of them are simple and easy to wear. *Flexibility* and *Versatility* is diffused by these pieces and the best: *The style is timeless!***

The Rules:

- ***Color Palette:*** **Most minimalist wardrobes are rooted in neutral colors such as beige, brown, white, black, gray and navy blue, as these shades match everything, and make it look well thought out and elegant: black and gray, ivory and brown, brown and beige, even black with navy blue, even if you've heard differently. You can even create *monochrome* sets with a color from top to nail or *tonal* looks by combining different tones of the same color. If you still love colors or want to experiment a little more *try earthy shades* like khaki, rust and ocher. So the principle of a minimalistic closet is to put priority to neutral colors!**
- ***Keep it Simple:*** **You're looking for silhouettes and lines that are *classic* and *simple*. Avoid ornate items, fancy patterns, embellishments and anything overloaded. You can always move on oversized silhouettes, puffed shoulders and high waist pieces. The most important thing to keep in mind is to stay away from complicated clothes, since the simpler they are, the easier and the longer you will wear them.**
- ***Implementation:*** **It's absolutely crucial if you want to become masters in minimalist looks and the secret weapon of the experts. We know this can get a little annoying for some, but it is very important to feel comfortable in your clothes! So spend a some time in the fitting room and don't rush into frivolous shopping. Finally pay attention to fit them on you. The more a piece looks good on you, the better the effect. In addition you will be more confident wearing them, as you know they look great on you, while also saving a lot of time and thought each time you get ready.**

Key Items:

After analyzing the rules, it's time to present you the items, that every minimalist has in their wardrobe that provide easy and stylish combinations:

- ***Jacket:*** **Jackets are essential pieces of any woman's wardrobe, but when you want to achieve a *minimalist* look then a *classic blazer*, in a simple and slightly oversized line, in a neutral shade preferably tan, beige or brown, is a must. Whether you wear it over a slip dress or with a simple t-shirt and denim pants, it's a piece that will always give you a thoughtful and polished look.**
- ***Jeans:*** **A piece found in most women's wardrobes as a "staple", in the minimalist version is equivalent to straight lines, without being too tight or wide. The ideal is the *straight leg line* which is extremely flattering for all body types. Minimal jeans can even be worn in the office and look elegant and office appropriate.**
- ***Sweaters:*** **They are what sportswear is for streetwear-style lovers. Necessary and a piece you already wear many times a week, if not daily during winter. Whether you choose ribbed turtlenecks, or a crewneck, or a oversized V-neck, the must-have colors are beige, cream, and gray. A must: simple and monochromatic!**
- ***Slip Dress:*** **Any *minimalist* will tell you that their *go-to* dress is definitely the *slip dress*, this *satin midi* dress that follows the line of a baby doll nightdress. Whether worn by itself, under a jacket, or over a sweater, this dress manages to always look effortlessly elegant, even when paired with sneakers!**
- ***Sweatshirt:*** **You may be wondering why this list does not include a *t-shirt*. The reasons: a) We know that its a given and b) a sweatshirt is without a doubt the secret weapon of the modern minimalist. A simple sweatshirt without a hood is unbelievably fresh, cool and blends seamlessly through jeans, over dresses and skirts even with tailored trousers making a super stylish, effortlessly elegant *mix & match* look.**



STYLE

Simple & Sexy



Capture their Attention!

It is not a secret that men like your ˝simple & sexy˝ version!





Regardless how much you insist
on looking for the
“hottest fashion trends”,
men prefer the more *“natural look”*.



So just wear
your *skinny pants* with *sexy high heels*
and you have stamped
the passport for the style
that will always attract the eyes.



It is important to remember that your
biggest advantage is your confidence!



Be yourself
and open your style “trump card”
choosing simple pieces
that exude femininity
and get ready to allure men,
captivating their attention!









STYLE

Bohémienne



Get Inspired!

Breezy silhouettes and handmade accessories upgrade your hippie looks





The spirit of "*bohémienne*"
is representative of art, open-mindedness,
but at the same time spiritualism and secularism .

In this fashion, it is reflected in breezy silhouettes,
that are often woven with
handmade details and eccentric colors,
returning to the hippie movement of the 60's and 70's.

Whether it's a small touch with an accessory
or a "total look",
the *"bohemian style"* flooded the runways,
as a reminder of this free spirit.

Feel free and incompatible,
from the fun bohemian motifs, fringes and hippy details.

These are some beautiful examples of bohemian style
from this year's catwalks.





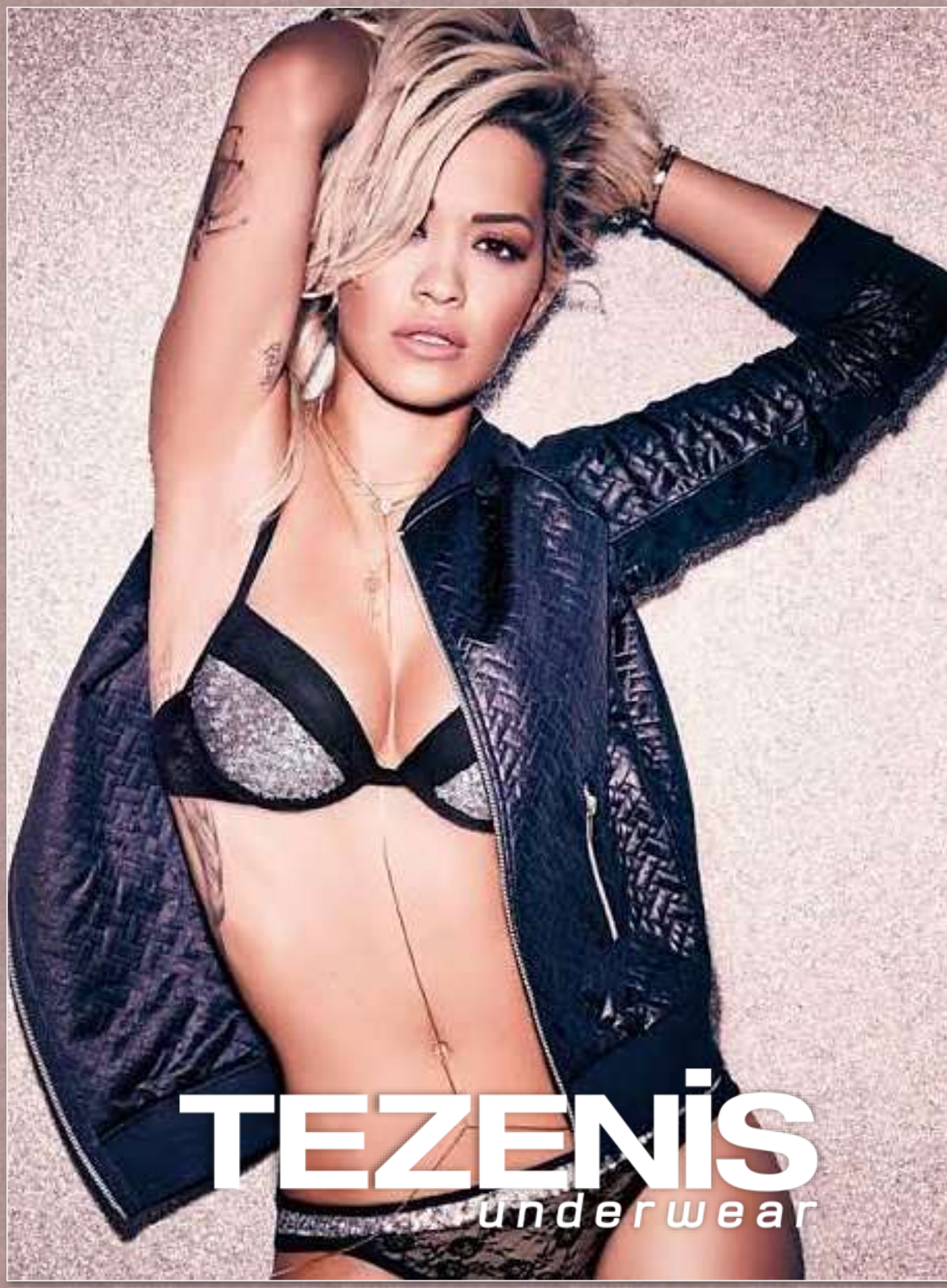
1 & 2 ETRO,
3 & 4 SAINT LAURENT
5. CELINE
6. MIU MIU
7. PACO RABANNE
8. GIVENCHY










TEZENİS
underwear

STYLE

COLOR BLOCKING



Powerful Look!

VIBRANT INFLUENCIAL STYLE!





Even if the pandemic has kept you away from fashion editorials, surely at some point you have come across the term "color blocking".
The basic principle of color blocking is to combine different colors and shades in a total look.
Because color combination is not always easy, many women who want to follow this look, give up quickly, or eventually going out dressed as a rainbow and being “fined” by the “fashion police”.
No problem!
The advice to achieve the look is to choose a color and "play" with its various shades.
While, if you want to dare the different, don't be afraid to match completely opposite colors with each other.
Color-blocking isn't exactly a new trend to the fashion world, yet it has been pretty much off the radar after it's early 2010s surge.
After almost 10 years, it is back on runways for an unexpected season.
While bright colors usually show up on spring trends, for Fall 2020, many designers explored ranges of primary colors and a mix of other “brights” in seasonal fabrics such as leather, velvet, and sequins, offering consumers one solution to keep the winter blues away.









1. Greta Constantine, 2. Paul Smith
3. Alberta Ferretti
4. Alexis Mabille 5. Balenciaga
6. Carolina Herrera
7. Hermes 8. Moschino 9.Msgm
10. Oscar de la Renta
11. Alice & Olivia











TRENDS

fluo!



The Total Trend!

Dominant till the end of the decade!



Fluo, or Neon as you probably know it best, is one of the historical trends of the 1980s.
It appeared in 2009 in leggings and 2013 in hats and now, in 2019, it returned to fluffy knitwear and coats to brighten our days and looks.
As you can see, this is a serious investment for your wardrobe as you can wear the colorful hues even in autumn and winter.
If you're a bold reader, you can try a *total fluo look*, with yellow, lemon, pink or orange, otherwise try it partially and in small doses starting with accessories, such as tights that *Versace* presented on its runways, or contrasting with more classic colors, such as white, blue, gray and maybe warm raspberry and floral.





Going a step further, to next season we suggest you try:

- Oversized fluo knitted sweaters.

Oversized fluffy sweaters can work wonders on you.
To show off your silhouette, wear tight pants or play with volumes wearing a dress or skirt.
To take off your sex appeal, we have two additional tips for you:
1. Wear your oversized knitted sweater with high boots and tights
2. Leave part of your bare shoulder or neckline to make men crazy!

- Knitted fluo dresses.

Many celebrities choose it and you can do it too. For your next outing, get ready for your fluo knit dress and use simply, lipbalm, loose or curly hair and your heels. Try it in line A or tight in the waist, in shades of green, blue and purple.



- Knitted fluo turtlenecks.

As classic white t-shirts are in every season, so do the turtlenecks for the colder days. The short-sleeved turtlenecks are perfect for wearing under your coat. If you are looking for something to enhance your look on a hazy day at work, wear a turtleneck and match it with classic pants and accessories.





1.Emporio Armani-2.Versace-3.Gucci-4.Jerremy Scott
5.Matty Bovan-6. Julien Macdonald-7. Rochas-8. Jasper Conran
9.Versace details-10.Cushnie-11.Ashish











TRENDS

NEON SHADES



Bold & Bright!

Neon shades were and are on the top of the controversial trends list.

They are too bold to wear every day, and too bright to be unnoticed.
This year, neon in all versions is a fashion trend again. Neon trend first appeared in 1980's, along with the development of technologies in dyeing fabrics: the latest developments in that era allowed to experiment with the most unusual hues, including glowing neon.
Fluorescent colors were popular especially in sportswear, mainly acid yellow or bright pink. In 1990's, neon had a real success, when Chanel presented signature strict tweed suits in neon colors. Casual jackets, skirts, shoes and jewelry became fluorescent and almost glowing in the dark. Fashion magazines and stylists fell in love with neon, because the bright color on the cover. Next decade, neon fans grew even more as acid shades from sports and teenage turn into glamorous, since even incredibly expensive Hermès Birkin handbags were in neon fuchsia.



In recent collections, the designers persistently focused on two neon shades of green and yellow.
2020's, neon palette has become more diverse and includes almost all of the existing fluorescent. Neon is absolutely open to experiments with different textures and color combinations.
Neon looks lovely and very seductive in real or fake leather with a slight "oily" effect and gets harmoniously combined with other bright colors, if they belong to the same color scheme: Deep yellow with eggshell and pastel yellow, fluorescent red with softer strawberry and orange in the accessories.



From Left to Right:
Top Row: LaPointe-Sergio Hudson -Sergio Hudson-Mark Fast-Valentino
Lower Row: Bora Aksu-Brandon Maxwell-Christian Wijnants-Chromat-Courrèges

TRENDS

Sunlight Yellow



Elegant & Feminine!

"Sunlight Yellow" reaches out to all the elegant and feminine summer color types!
The pastel color has a cool undertone, not too bright and strong, which reflects the natural coloring of the seasonal color type summer.



Pastel yellow is one of the trending shades of this warm color.
We say one, because since last summer, yellow shines in our summer days and nights, with various shades:
from intense and vibrant to pastel.
The yellow that we could call "vanilla yellow" or "sunlight yellow" according to Pantone, is a pastel shade that can confuse us!
Some of its shades make us wonder if what we see is yellow, white or cream!



The yellow shade of vanilla, is an exciting alternative to white.
As it is a pastel it beautifies our appearances, although at first reading, it may seem either "colorless" or difficult to style.
However, it fits relatively easily in our wardrobe, even if it does not look like it.



Let's see how…to choose the right shade that suits your skin.



Looking at the images we see that not all yellow shades of vanilla are the same!
So, if you have *light skin*, in order not to look pale go for the shades that come closer to the cream or the neutral beige.
If you are darker skin or brunette, or you have already acquired tanned skin, choose the most yellowish shade that will flatter you.
What you can definitely do is try different shades that will suit you! It is a color that ultimately suits everyone.



Which colors compliment it?



As a complementary color to the pale yellow of vanilla, all shades of blue are ideal. From dark blue, sea blue, to the turquoise and pastel blue of the sky.
Of course, it goes well with black for intense contrast but also with dark brown. For a workplace look, choose anthracite, which gives a more serious and interesting result.



From the catwalks Spring - Summer 2020:

1. Molly Godard, 2. Emilia Wickstead,
3. Loewe, 4. Jil Sander,
5. Celine, 6. Boss,
7. Nina Ricci, 8. Victoria Beckham.



TRENDS

Mini Mania!



Mini Dresses are Sexy!

Mini dresses are here to stay!

For “sexy” appearances!!!



Mini mania is here to stay and we are huge fans of dresses that will reveal your sexy side, especially when matched with your gorgeous stilettos!

Still looking for dresses that will make a difference in your evening looks this year?

We would advise you to get into the trend of a “mini dress”, indulge in their glitter, velvet, or satin fabrics, their bows or V neck details, with puff sleeves or off the shoulder!
Choices are so many!

Match them with tights or leave your legs naked for an even sexier look and get ready to impress... *Guaranteed!*





Get inspired from these looks!!!

1. ***VERSACE***
2. ***DUNDAS***
3. ***ZARA***
4. ***UTERQUE***
5. ***& OTHER STORIES***
6. ***BERSHKA***
7. ***BERSHKA***
8. ***H&M***
9. ***ZARA***
10. ***& OTHER STORIES***















TRENDS

CAPES!



A Style Upgrade!

A KEY PIECE OF EVERY "HEROIC" OUTFIT!





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





**The symbolism attributed to the cape influenced designers who, at a time when female empowerment is at the heart of a new, post-feminist discussion and an era of rapid changes in all areas, wanted to offer women a garment that will symbolize strength in their presence.
In the process, the outbreak of the pandemic was added and the capes acquired another symbolic interpretation in the appearances of the Covid era, as a “protective cloak" from a threat.**

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



**A cape is the long, sleeveless coat, that covers the back and ties around the neck.
This, of course, is the basic version, but in the creations of designers we find many variations.**







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





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

STYLE

Modern Vintage BAGS



A Timeless Investment!

There are the bags we carry everyday, with all our essentials and non-essentials, which over time wear out and are in need of replacement.
There are also bags that cost a small fortune and are considered to be an investment, instead of a simple accessory. These bags will accompany you for a lifetime!

1



Kelly, Hermès

In 1930 Hermès created a small, rectangular handbag.
In 1956 it was officially named after Grace Kelly,
who was photographed holding her abdomen to hide her pregnancy from the paparazzi. As the photo made its way around the world, its value increased 4 times in 12 years.
Today, the value in its vintage version, depends on its condition, the type of skin, the color and the date of manufacture.

Louis Vuitton Keepall x Virgil Abloh

It was featured in Virgil Abloh's 2019 men's collection for Louis Vuitton and is already considered a collector's item.
This is the 'Prism' version of the classic monogram, which is only sold in vintage shops, with a threefold price tag.

Timeless, Chanel

In 1982 Chanel's 2.55 model was transformed into an artistic look by Karl Lagerfeld. Thus, Timeless is born, the house's longest-lasting bag with quilted leather, gold chain and the double C.
In just a decade, its value is four times higher.

Louis Vuitton Speedy x Jeff Koons

American artist Jeff Koons imprinted his own version of Da Vinci, Titian, Van Gogh and Fragonard artwork, in one of Louis Vuitton's most famous bags.

Constanse, Hermès

Smaller and practical, Constanse's main features are rounded corners, straps that can be adjusted from shoulder to cross body, and the gold 'H'. From 2006 to 2008 its value has climbed 10 times, while in December 2015 a black Crocus Constanse was sold at the astronomical sum of 40,118 euros!

Louis Vuitton Trunks

Inspired by traditional travel trunks, Louis Vuitton's rare trunks now enjoyed enormous success in the early 20th century, as people traveled by ships, trains and cars. Since then, they were launched in many variants, always with the LV motif.
Nowadays, their original version is mainly owned by art collectors as their price is increasing rapidly.

Birkin, Hermès

Elegant yet practical, the bag designed specifically for Jane Birkin comes in over 50 shades and a variety of rare and exotic leather.
Its price has doubled between 2006 and 2018, while it has remained stable for the last two years - limited editions excluded.

2



3



4



5



6



7



STYLE

Choose Your Bag!



Trends or Style?

When shopping for a bag, instead of looking at what suits us, we focus on fashion trends.

This is one of the biggest mistakes!
All good with fashion, but it is even better to know what flatters us.

How will you find out? With some simple steps!

1. The right size:

The first thing you need to look at, before buying a new bag is its size relative to your body.
No matter how beautiful and elegant a bag is. If it does not suit you it will show just the opposite.
If you are short, then you should choose smaller size bags. The big ones will make you look even more petite. If you are very thin, forget the small bags and choose a medium size or even large.

2. Shape and body type:

The right thing to do is to choose a bag that fits your body, to enhance your style and flatter you.
How? The best way is to choose shapes that are opposite to those of your body.
If, for example, you are tall and thin, choose a round bag. If you are short, then a rectangular bag will make you look taller.
If you are burly, avoid very large bags as well as very small and round ones, because they will emphasize your curves even more. A more rectangular or square bag without volume flatters.
If you are petite, it is better not to choose huge bags or squares. A medium-sized bag with a rectangular shape is more suitable. Also, bags with small handles flatter you.
If you have a squarish torso, and you are burly, choose bags with large and long handles. Equally good choice are those that are worn cross, because they create a thinning effect.
If you are tall and thin, choose medium-sized bags. Avoid bags with very small handles, because they will make you look even taller. A large bag, or a clutch are ideal choices.

3. Pay attention to color:

Once you find the *size* and *shape*, *color* comes next. If you want to follow fashion, then the color of your bag should match your outfit.
Choose a colorful bag with bright colors that match with most colors of your clothes.
If you want a bag that is everyday and practical, then it is better to choose a bag that is monochrome and even better black. Matches with almost everything and is always fashionable.
Other popular neutral bag colors are white, cream and brown.

4. What is the occasion?

Before buying a bag, first think about why you need it. Every occasion, season and place requires a different bag. So, choose having this rule in mind and be sure that you will always have the perfect style, whatever is the occasion.

5. Budget:

If you want a bag that will embrace your style and even for a long time, it is better to spend something more, than to buy a very cheap and poor quality.
Avoid counterfeits / replicas, as parts of the bag (handles, locks, touret, metal chains, zippers} get damaged quickly… besides… *some of your friends might notice it…*

STYLE

Idol look!



The Protagonist of this Year!

The Protagonists of Style this Year will be Boots!


1

Boots will highlight all of your outfits, your mood and everything you want to state with your style.
The choices are many!

- **Lady look:**

If you think, that *Isabel Marant's thigh-high* suggestion is too "advanced" for you, choose the *over-the-ankle* version of the designer.


2

- **It Colors:**

Last year's trend was "sock-boots".
This year invest in the trend for your boots to resemble tights, in funky colors.


3

- **Reach the "heights":**

Take off your look, by choosing boots that combine thigh-high lines with XL platforms of the past decades.

- **The "come back":**

Sexy slouchy boots that were loved by all in the early '00s make are back for a statement style all day long!


4

- **70's Graphic boots:**

Experiment with *graphic* pieces, '70s bright colors and heels, making the difference even in a basic outfit.


5

- **Cool Sixties:**

Are you a fan of authentic 60s pop?
The boots to choose this year are wide, they "hug" the calf, reach high and magnify the look with vibrant colors. They match perfectly with midi skirts.

Get inspired from the looks!!!


6

1. Left: Dress, shirt & Boots, all Isabel Marant - Right: Dress, boots and belt, all Isabel Marant.
2. Skirts, accessories a& Boots, all Fendi. 3. Dress & Boots all Longchamp
4. Left & Right: Tops, shorts, boots, belts and tights, all Saint Laurent by Anthony Vaccarello.
5. Boots & handbag, Tory Burch. Tights, Calzedonia. 6. Top, skirt and boots, all Marni.

STYLE

Lets talk about boots



Trends & Styles!

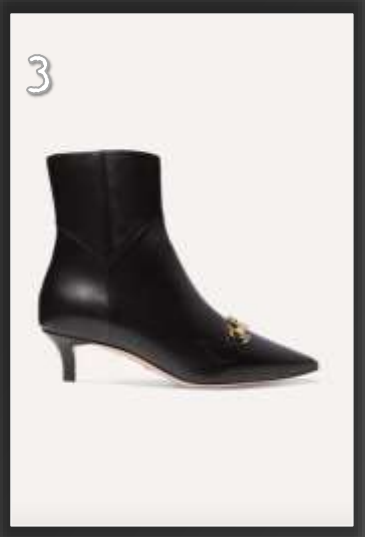
Ideal all day long!



Ideal from morning to night, for the office and nights out, boots are definitely the ultimate key piece of your autumn – winter wardrobe.

When we talk about boots, we know from the beginning that we are investing in something that will justify us. Elegant, modern and always in fashion, boots are the piece that takes us out of the awkward position of choosing the right shoes every morning, As they are intended to catch the eye.





Whether under midi skirts, tights or trousers, both high boots and ankle boots, can easily give the extra touch to even your simplest sets, making your look to stand out without much effort. This year, we loved the ones with square toe, but the truth is that the thin heel and the triangular toe, are timeless elements of this particular shoe, which we will look for, no matter the trends.

From Isabel Marant suede cowboy boots, to the luxurious black leather with gold details by Alexander McQueen and the eccentric heel of Christian Louboutin, we selected the most timeless pieces!





1. Alexander McQueen, 2. Dsquared2,
3. Gucci-Zumi, 4. Isabel Marant-Denvee
5. Jimmy Choo, 6. Kendall Kylie
7. Miista Asta 8. Chloé-See 9.Zara
10. Vetemens
11. Yves Saint Laurent













TRENDS

SHOES Show



A Forefront Trend!

Shoes-Shoes-Shoes!

Tod's



Paris Texas



Fine sandals with heels, mules, loafers of all kinds, with heel and without, thin and thick heels, slides and wooden clogs, thick platforms and sneakers, square points in front or sharp pointed, colorful or transparent!

These are the strongest trends for the warmer days. In other words, there is a choice for... everything! Both elegance and comfort.

Your relationship with shoes and special designs is stronger than ever!

Simon Miller



Wandler



Jimmy Choo



Prada



Bottega Veneta



Balenciaga



Gianvitto Ross



Fendi



Francesco Russo



Bottega Veneta



Jacquemus



Staud



Looks from Catwalks:



COACH



EMPORIO ARMANI



ISABEL MARANT



LANVIN



OFF-HITE



SIMONE ROCHA



TIBI

View full gallery: www.faiceonline.com

TRENDS

OPAL



A Beautiful Gemstone is a New Trend!

Opal is one of the most beautiful gemstones!

The world's largest jewelers and fashion houses are inspired by their *opal jewelry* this summer. They are passionate about the iridescent colors of this gemstone and create small "miracles".



Left:
One of the striking jewels from *Cartier's "Magnitude"* collection, with an opal matrix, a brown stone with blue and purple light, enhanced with blue and purple sapphires

- **What is *Opal*?**

***Opal* is one of the most beautiful gemstones. It displays all the colors of the rainbow while for many it surpasses even the diamond in beauty! And it is true! So many colors gathered in a small surface, a small gem that shines when you look at it….**
Some extremely rare *opal* gems, in fact, completely change their color when light falls on them!
***Opal* is a delicate gemstone that displays all the colors of the rainbow. It is beautiful, like amber, and its quality is determined by how translucent it is. It has an unusual structure, as its mass contains an amount of 10% water. Due to its composition, it forms small beads, that are arranged in space and form various geometric shapes. The "play of colors" is created thanks to the light that is refracted and diffused in random directions, and they change according to the moment. The most famous *opals* are almost white while some have a black or red background. Each *opal*, however, has different colors. Some have only red or orange, others green, yellow or blue. But red opals are usually the most expensive.**
One of the rarest is *Harlequin*, with colors reminiscent of a chessboard (1).



1. Pink Opal necklace from the famous London jewelry store, ***David Morris***



2. Elegant Opal land other precious stones long earrings and brooch from the ***"Dior et Moi collection"*** created *by* ***Victoire de Castellane*** for the house of ***Dior*.**



3. Beautiful flower-shaped brooches with opals and precious stones, ***Chopard***

- ***Opal* in fashion!**

Due to its vibrant color palette, *opal* has fascinated designers for decades, such as *Victoire de Castellane*. *Opal* is her favorite gemstone, which stars in almost all of her *Dior collections* (2). *Victoire de Castellane* describes *opal* as: *"The strangest stone with thousands of designs and countless colors. Opal is a poetic, fairytale stone. Inside you see the earth, the oceans and the stars". Opal,* equally fascinates jewelry designer *Wendy Yue,* who confesses: *"The characteristics of this gemstone are always an inexhaustible source of creation and inspiration for me."* But *opal* is also the heart of the famous jewelry store *Chopard* (3), the most popular material in the famous London jewelry store.
Unlike other gemstones, *opal* is not made of crystal but is formed from a material that is concentrated in the cracks of the rocks. It is also porous and quite fragile!

The water contained in this stone makes it particularly sensitive to temperature changes. That's why seeing a *snake-shaped opal* on a ring for *Gucci's* debut in *high jewelry* is quite rare. *Gucci* artistic director *Alessandro Michele,* chose one by one the stones of the *Garden of Delights* collection, which includes the typical mythical monsters of the house, tigers, lions and snakes.(4)



4. Opal rings for the launch of the **Gucci** house in the *High Jewelry* with the title ***Garden of Delights***



5. Ring and earrings made of blue opals and diamonds, from the collection ***Planetes, Chaumet.***



6. Bracelet from ***Cartier "Magnitude" collection*** Opal and pearl brooch, ***Cartier High Jewelry***

- **Why *Opal* makes the difference?**

Cartier* often uses black and *white opal* in his collections. In 2019 an impressive *opal matrix* appeared in the "*Magnitude*" collection, a brown stone with blue and purple light enhanced with blue and purple sapphires (6) . The *opal matrix* comes from *Queensland, Australia,* and is a boulder attached on iron. Although globally 90% of *opals* comes from *Australia,* only 2% of this total consists of boulders, which are considered the second most valuable after *black opal.
But this is not the first time *Cartier* has used this stone. In 2014 a pendant from the *"L'Odyssée"* collection had the design of reptile skin. According to *Pierre Rainero*, director of *Cartier's Style and Heritage Department,* the house has been using this type of stone since the early 20th century. *Victoire de Castellane's* collection, *"Dior et Moi collection",* which was presented last January, plays with contrasts. *Black opal* with emeralds, red spinel and green glaze emphasize the iridescent colors of *opal* on pendants and earrings.



7. Jewelry with pink opal and necklace with colorful opal pendant, from the collection of ***Louis Vuitton.***



8. Rings with opals from the ***Sahara*** collection by jewelry designer ***Lydia Courteille.***



9. Ring with opals and gold, Ornella Lannucci // Pendants from the collection of Eugenie Niarchos

***Pink opal* is a less rare type of gemstone found in *Louis Vuitton collections*, in pieces by *Fei Liu* and Brazilian designer *Fernando Jorge* (7) .**
The *Fire Opal* on the other hand is completely different. It is a rare *opal* from *Mexico* and is especially popular with independent jewelry designers such as, *Lydia Courteille* (8) and *Ornella Lannucci* (9), *Eugenie Niarchos* (9).
Its colors vary, from yellow and bright orange to red, while it is quite transparent.

- **How to maintain *Opal* jewelry!**

***Opal* can be stored for many years if cared for properly.**
Avoid abrasions and do not store it in a safe, as it may lose its moisture and break.
A good tip to preserve it, is to soak it in water for a few hours, regularly.

MANGO



F.A.I.C.E.™ OnLine
magazine



BEAUTY

Happy
New
Year!

www.faiceonline.com

BEAUTY

Color Splash!



#Obsessed with Beauty Magic!

For 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.***







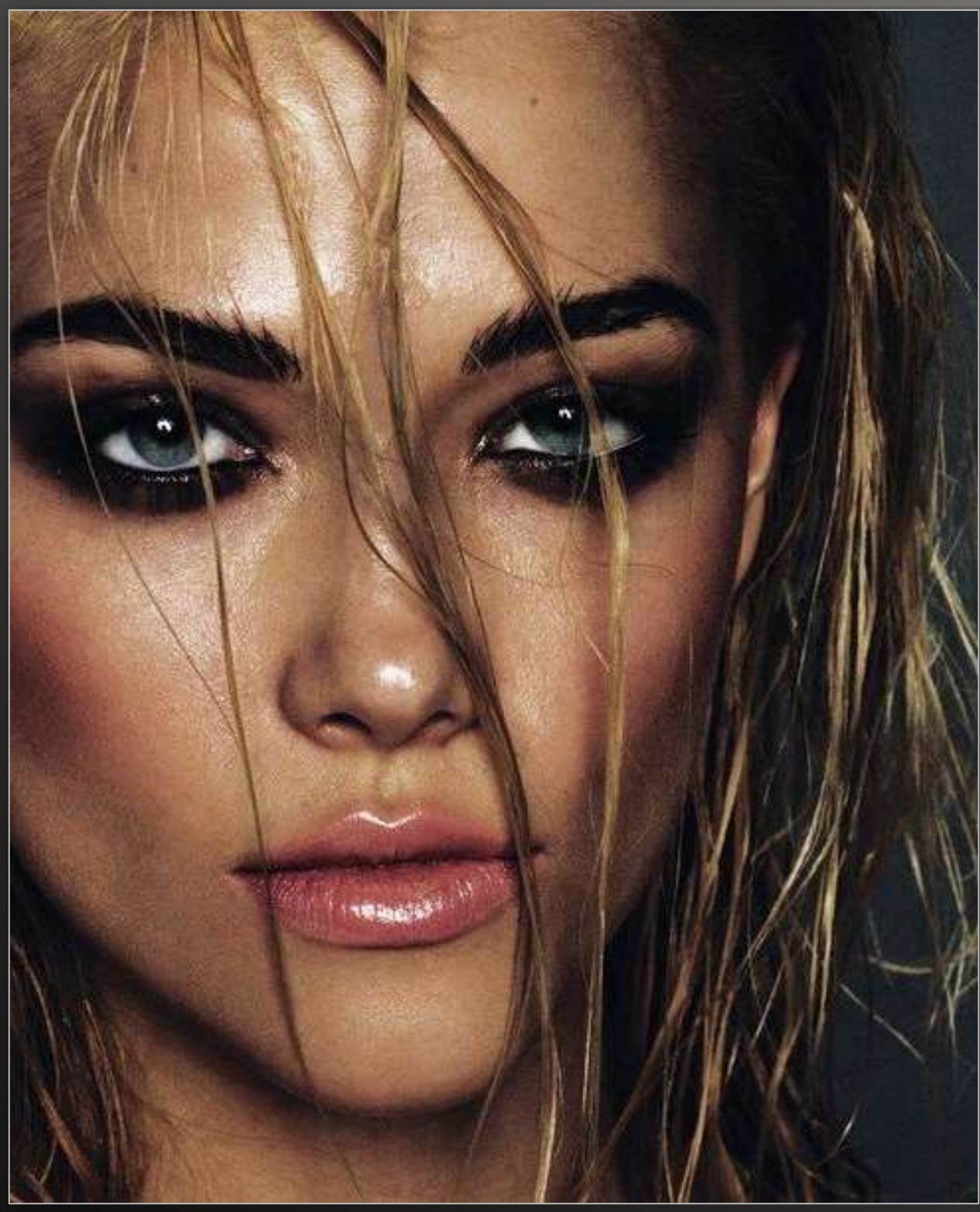






BEAUTY

Grunge Smokey!



Your “go-to” Look!

A little messy. A little shiny. A lot of black eyeshadow!

That's the essence of the *'90s grunge smoky eye*.
As we all know, the '90s trends are back and this relic of a beauty look is coming along with them.
We saw this smokiest of eyes on the *Fall/Winter '20-'21* runways from *Max Mara*, but you don't need high fashion, to cash in on this trend.

This can be your "go-to" makeup, for any night-out or parties, since it's so easy and simple.
You can go as dark and intense as you want, and you can even go messier if you need to.

Smoldering, sexy and effortless, you can achieve this look in less than ten minutes!
For this look, you can use black eyeshadow all around, but if you like some warmth on your "smoky eyes", choose to add non-black shadow.

The key to this look is to use an eyeliner that is soft, and doesn't set easily.
You don't have to be precise for this look.
We suggest skipping "the falsies", if you want it to look a bit more "grunged" or rocker chic!
No "falsies", is glam! Well, of course you can use "falsies", just once you use falsies it's no longer grunge and messy. It becomes very glam.



MAX MARA
Fall 2020-21

STEPS TO FOLLOW:

1. Using a good **eyeliner**, line your upper lash line. Don't worry about it being imperfect.
2. Dot the same **eyeliner,** on the outer part of your eyelid.
3. Using a **pencil brush**, lightly smudge the eyeliner before it has the chance to set.
4. Apply **eyeshadow** all over your eyelid all the way up to your crease using a blending brush.
5. Spray water on your flat **eyeshadow brush** and apply loose **Color Pigment** (Tan) on the inner half of my eyelid.
6. Using a **smudging brush**, apply **eyeshadow** along your upper lash line, winging it slightly on the outer part.
7. Use the same **eyeshadow** and **brush** as on *step 6,* on the lower lid. Line your waterline and tight line using **eyeliner**.
8. Curl your lashes and applied several coats of **smoky lash mascara,** on both upper and lower lashes.
9. Fill your brows using a **slim retractable pencil** for a precise detailing.
10. Lightly apply **eyeshadow** just above the crease, to blend out the eyeshadow a bit more.
11. On your face, I apply **foundation** using a cream **foundation brush**.
12. Under your eyes, apply **concealer**.
13. Set your face, by lightly "dusting" a translucent **powde**r with a large **powder brush**.
14. You can also apply a **contour powder** under your cheekbones and on your temples, and very lightly on the sides of your nose.
15. Apply a **blush** on your cheeks, and a **highlighter** on top of your cheeks, on the bridge of your nose and on your cupid's bow.
16. On your lips, apply a little bit of **foundation**, from whatever is left on my foundation brush. Then, add a **glossy stain** in peach shade, for that **nude peachy lips look**.

BEAUTY

Blush secrets!



Perfect Application!

Every season, your cosmetics collection gets enriched with new makeup products, that aim to refresh your look and mood.

If there is one product that has a definite place in it, then blush is the one and not just anyone, but the one with the characteristic *velvety, creamy texture*.
During summer, it gives the skin a sweet and glowing shade and during the cold months, it makes it look perfectly healthy, while at the same time it is moisturized so that it stays hydrated.

There are some *secrets*, to its proper application and color performance.
If applied, the face will immediately acquire a "warmer" tone, which will look perfectly natural, since the *creamy blush* has the ability to "melt" when it comes in contact with the skin and becomes one with it…

SECRET 1

For easier application and use, try to soften the blush a little, by making circular movements with your finger on the product. Then take a small amount, put it on your palm and with circular movements, try to soften it even more. This will allow you to do better blending and create a more natural finish.

SECRET 2

A very important step is the way you put the product.
Get the right expression that is no more than a smile. Then apply it with dabbing movements on the cheeks and then using a brush, spread it in circular motions. The goal is to create a completely natural effect, so you should notice that the blush is evenly spread.

SECRET 3

A top secret to ensuring longevity in your *creamy blush* is to apply the *layering technique* and apply over that, a blush in powder form.









Suggested Creamy Blushes

FROM LEFT TO RIGHT: Top Row

- Minimalist WhippedPowder Blush, Shiseido
- Phyto-Blush Twist, Sisley

FROM LEFT TO RIGHT: Lower Row

- Chubby Stick Cheek Colour Balm , Clinique
- Pro Face Palette Blush, M.A.C Cosmetics

BYREDO

TOBACCO MANDARIN
EXTRAIT DE PARFUM

NIGHT VEILS
UN RITUEL DE NUIT

BEAUTY

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 you 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

BEAUTY

Contouring



Highlight your Features!

Contouring: The way to highlight your features, without exaggeration!

This season, the reins in makeup trends get the most natural looks.
However, do not hesitate to emphasize those points, that will flatter your face more by adopting a bright, unpretentious make-up, that natural look requires.
The hottest look could not be other than the bronze shades that warmly coat the skin and give it a sexy sunburned look. To adopt like a pro, the number one makeup look, you do not need to exaggerate. Some targeted movements with the brush, after you have lightly applied it, through a bronzer in powder form and you are ready.
Remember that the goal is to highlight your facial features to the fullest, or to create the necessary angles for a very flattering result and not to end up with intense brown streaks on your skin that look un-natural.

That's why we have *Three Must Moves,* with which in less than 2 minutes you will have adopted a very natural sun-kissed look and you will have acquired sculpted features:

1. *Create the appropriate base with a liquid foundation with a light composition, or with a BB cream.*
2. Use a wide brush for the bronze powder, shake it and then apply the product on the cheekbones, temples, slightly to the sides of the nose and the line of the lower jaw, blending towards the neck.
3. With a clean brush, remove the excess quantity, to make the result look natural.

Suggested products:





FROM LEFT TO RIGHT:

- Palette 2 bronzers & highlighter,
  Bronze Goddess Matte + Glow Bronzing Trio, Estée Lauder.
- Diorskin Mineral Nude Bronze Color Games, Dior.
- Powder, Bronzing Duo, Bobbi Brown.







FROM LEFT TO RIGHT:

- Powder Pop™ Flower Bronzer, Clinique
- Sunclusive SPF 20, Catrice.
- Highlighter Bronze & Glow Palette, Korres

BEAUTY

PRIMERS!



A Beauty Essential!

PRIMERS: It should be a "Must" in your Beauty Kit!

Think of *primers* as an expensive underwear, you would choose to wear under your favorite dress . it emphasizes the right points while at the same time it is hiding imperfections.

Simply, the *primer* is exactly what its name implies: It is a product applied after the daily grooming routine, to create the ideal makeup base. The market is now full of *primers* with different properties and ingredients, in the form of a hyaluronic acid serum hydrating, with sun protection and classic silicone ingredients, that give a uniform appearance and eliminates imperfections.

In terms of application, experts recommend using your fingers, as this way is the best and easiest way, and we should let the primer stabilize for about a minute before moving on to the next steps.

Whether you need to hide the fine lines, that are sometimes accentuated by applying a foundation, or you want an even skin, the solution lies in primers. Additionally, dermatologists insist that they improve the dilated pores, while preventing makeup residues from penetrating.

As an invisible filter that protects the skin, while at the same time serving as the perfect base for makeup, *primers* are one of the essentials, that should not be missed by any make up kit.

In order to choose the perfect *primer* for your needs, here is the ultimate primers guide.



FROM LEFT TO RIGHT:

- Under (Cover) Blurring Coconut Face Primer - Blur-fection, Marc Jacobs
- Iconic Primer Stick, Smashbox
- Primer Plus Mattifier, Bobbi Brown
- Complexion Enhancing Primer, Tom Ford
- Prep & Matte Mattifying Make-Up Primer, Lancôme



FROM LEFT TO RIGHT:

- Foundation Primer - Blemish-less, Laura Mercier
- Dior Backstage Face & Body Primer, Dior
- Pro Filt'r Instant Retouch Primer, Fenty Beauty by Rihanna
- Wonder Glow Instant Soft-Focus Beauty Flash, Charlotte Tilbury
- Skin Fetish: Sublime Perfection Primer, Pat McGrath Labs

BEAUTY

HIGHLIGHTERS LAYERING



Radiant Face!

Make-up Artists' Secret Technique!

Makeup trends change every season, but the element that seems to remain constant is the glow on women's faces. The *highlighter* is the "must have product" and the secret of makeup artists to achieve a relaxed, bright, youthful and ethereal look.

What makes this product so special is the fact that the glow it gives, seems to come from the inside out, as if it is natural. Regardless of the skin tone, the highlighter, highlights the features of the face, as the sunlight would do and offers it an extra dimension.

In the market you can find from *metallic*, *holographic* and *wet,* to *glossy* effects and in various forms, such as *powder* or *cream*, even in the form of a *stick*. So there is a version for every beauty addict and with this article we share with you *the secret of applying the highlighter,* so that you have the maximum result.

What most makeup artists do and I suggest you try unreservedly, is layering with highlighter, for more radiance on the face and at the same time a balanced look.

You will need two products: A *highlighter in powder form* and a *highlighter in stick form*.

The right layering

First apply the highlighter in stick form.
One of our "tops" is *CHANEL's BAUME ESSENTIELMULTI-USE GLOW STICK*.
A moisturizing, glow-enhancing balm for face, eyes and lips. The smooth, silky texture glides onto skin for a natural-looking glow. Apply it on the cheekbones making gentle dab-like movements and then proceed to blending with the fingers.
Then, apply the highlighter in powder form, using *SHEER HIGHLIGHTING DUO REFLECTS GILT by TOM FORD.*
A pair of shimmering rose, and yellow gold inspired by the sunrise and the sunset, give a light-reflective finish to bronzed, glowing skin. A versatile cheek and face highlighter and luminous eyeshadow, the radiant shades can be applied wet for a soft veil of color or dry for a sweeping pop of vibrancy.
Apply it gently to the cheekbones and the center of the nose (on the bone) using a flat fan-shaped brush for light application and removal of excess product, such as the *184S DUO FIBER FAN BRUSH by MAC COSMETICS*. This way you add more radiance to the face, slightly erasing the intensity given by the stick.



FROM LEFT TO RIGHT:

BAUME ESSENTIELMULTI-USE GLOW STICK, CHANEL
SHEER HIGHLIGHTING DUO REFLECTS GILT, TOM FORD
184S DUO FIBER FAN BRUSH, MAC COSMETICS


N°5
CHANEL
PARIS
EAU DE PARFUM

BEAUTY

eyebrows art



Products for Perfect Shape!

Make your eyebrows talk for you!!

Brow Zings Pro Palette, Benefit

Fill, sculpt & define brows LIKE A PRO! Take your eyebrow look up a notch with Benefit's Brow Zings Pro Palette! This slim, portable eyebrow palette features 4 long-wearing powders to fill & shade, along with 3 waxes to sculpt & define - 2 high-pigment waxes and 1 clear wax

Powder Eyebrow Pencil, Gucci Beauty

Gucci Beauty's velvety pencil acts like a powder to create sculpted, natural-looking eyebrows. Perfect for extending and filling in arches, it has a spoolie brush at one end for blending and won't smudge or bleed.

Plump & Set Brow Artist, L' Oréal Paris

L'Oreal The art of the brow made easy: in one strep, volumize and intensify brows for a plump effect. The precision brush allows expert like results in no time.

Fill & Fluff, Nyx

The boyfriend jean of the eyebrow world has arrived! The dual-ended Fill & Fluff Eyebrow Pomade Pencil is a first-of-its-kind brow pencil featuring a retractable, teardrop-shaped smooth, waxy pomade for shading, plus an innovative micro paddle brush for fluffing and blending.

Tattoo Brow Easy Peel Off Tint, Maybelline

Maybelline Tattoo Brow Wake up to evenly-filled brows! An easy peel off lash tint with up to 3-day wear. For fuller natural looking brows.

3 in 1 Perfect Brow pencil and mascara, Naj Oleari

This brand new, Paraben free, 3-in-1 product lets you outline, fill and set your brows in three simple steps:
Step 1: The coloured pencil of 3-in-1 PERFECT BROW draws, reshapes and outlines the arch of your brow with a soft, light and easily adjustable line.
The formula contains high-melting waxes that guarantee hold, precision and a long-lasting line.
Step 2: The blending applicator makes the pencil colour even more regular and uniform, for natural and perfectly redefined brows.
Step 3: The fixative mascara is a soft, coloured mousse, rich in nylon fibres, that sculpts, fixes and make your eyebrows thicker and more defined.



FROM LEFT TO RIGHT:

Brow Zings Pro Palette, Benefit - Powder Eyebrow Pencil, Gucci Beauty
Plump & Set Brow Artist, L' Oréal Paris- Fill & Fluff, Nyx
Tattoo Brow Easy Peel Off Tint, Maybelline - 3 in 1 Perfect Brow pencil and mascara, Naj Oleari

BEAUTY

CREAMY PINK



Pink Blush...all Year Long !

Your Beauty Ally all year long!

The best creamy blushes, can be your "Beauty Ally" from summer to winter!
A creamy blush can be part of your everyday makeup!

Now, why choose a creamy blush?
In essence, what a creamy blush does, compared to the powder ones, is that it enhances the sun-kissed appearance of the skin you have acquired during summer and still assists for a healthy and tanned look, even during sun shinning winter days.

The great thing! They are easy to use and apply, as you can spread them with your fingers, without having to use brushes or other tools, coating your skin with a healthy glow, in the moment!
So, we decided to make a list of my favorites below… Voila!

1. **Bobbi Brown Pot Rouge For Lips & Cheeks:** Our favorite and all time classic choices in our beauty collection. With a wonderful creamy texture, it is not "stickie" at all, it gives a natural, shine to cheeks and lips, with just one application.
2. **Milk Makeup Lip + Cheek Stick:** It's one of the newest and hottest arrivals. Easy to use, ideal for blending and layering, so that the color intensity, is in your hands. Lip + Cheek Stick, is absorbed instantly thanks to Milk Makeup's, Milk Melt technology for a perfect result.
3. **Shiseido Minimalist Whipped Powder Blush:** With a super light texture, it is designed to help any woman to achieve a natural "health" effect on her face. What else do you wish?
4. **Sisley Phyto Blush Twist:** Long lasting, this sticky blush gives wonderful color to your cheeks and lips.
5. **NARS Liquid Blush Orgasm:** A drop is enough to give your cheeks a cool, translucent iridescent glow, thanks to its fluid and silky composition. It provides you with an absolutely natural effect.
6. **Giorgio Armani Beauty, A Line Blush:** It immediately becomes one with the skin, giving it a healthy and radiant look. Its "Plus": thanks to the unique velvet applicator, it selects the perfect quantity, for an error-free application.
7. **Laura Mercier Crème Cheek Color:** Creamy blush designed to provide beautiful and natural color, to the cheeks with a soft, velvety finish. Illuminates the skin and provides a healthy look.



BEAUTY

NUDE SKIN



The Art of Nude!

Transparent skin, bare lips and eyelids, manicure in natural shades.

This is the strongest trend in makeup! Top Fashion Houses, such as *Chanel, Isabel Marant, Rochas, Burberry, Brandon Maxwell*, glorified Nude Make up, during their latest shows.
Take it step by step, using these "key-products".

1. **Highlighter Palette, Better Than Platinum Baked, Catrice:** Thanks to its luxurious silky texture, this Highlighter Palette underlines the individual radiance of the wearer, for naturally beautiful make-up with a soft glow.
2. **Vinyl Cream No 421 Yves Saint Laurent:** The creamy lip stain melts and drenches lips in high-coverage colour that feels nourished and smoother day after day. Vinylized shine and ultra-pigmented colours provide comfortable hydration for up to 10 hours.
3. **Rare Rose Serum, Jurlique:** Jurlique Moisture Plus Rare Rose Serum is a lightweight serum for normal to dry skin types that intensely hydrates. The gel serum contains rose extract and dwarf lilyturf root extract to protect and strengthen the skin's natural lipid barrier to prevent water loss. Skin is left plump with a fresh glow.
4. **Rouge Allure Ink Fusion No 224, Harmonie, Chanel:** A new-generation of long-lasting ultra matte liquid lip colour to make a bold impression. Immediately fuses with the lips to leave its imprint for a makeup-free sensation.
5. **Free the Nudes Color Riche Matte, L' Oréal Paris:** Highly pigmented, super matte finish - In one stroke, experience rich lip color and comfortable wear. Lip tone nude lipstick shades that enhance the natural color of your lips - 16 Nudes for every skin and lip tone -The End Result: Your lips but better.
6. **Eye Focus Single Eye Shadow Compact, Cozy Grey, M.A.C.:** Highly pigmented powder. Applies evenly, blends well. Can be used wet or dry. Available in a wide variety of textures and finishes
7. **Morello Matte Lasting Lip-fluid Romantic Nude, Korres:** Long lasting liquid lipstick for a perfect matte finish, rich color in a single pass and ultimate lip comfort.
8. **Gel Natalia Siwiec Venice Love Me Tender Indigo:** Indigo hybrid gel polish. available in 7ml. Sweet, powder shade of pink, perfect for a romantic date on one of the Venetian canals.
9. **Color Tattoo, 24h, 150, Socialite, Maybelline:** Color Tattoo® Up To 24HR Cream Eyeshadow. Bold, super-saturated waterproof color impact for a look that lasts all day.
10. **SOFT-CRAYON-No-221,HEAVEN, ERRE DUE:** Soft creamy pencil lipstick for a natural lip effect. Rich in color, contains shea butter for hydration on the lips that lasts up to 3 hours.

Top Tip: **The secret for an immaculate finish, is the correct skin hydration, before make-up and for the ideal "matchy-matchy" look, your nails must be n the same color shade with your face!**



BEAUTY

New Look!



The ultimate Fresh & Healthy Look!

Natural look, has its honor for one more season!

This year we want the ultimate fresh and healthy look.

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

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

We can choose it in any texture we prefer. Creamy, powder, liquid, a small amount in the center of the cheeks, is enough to get the color of health on our face.
Combine two complementary shades, one lighter your blush on the bone area under the eyes and on your upper cheekbones

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

In our daily lives, blush is an essential product. We do not need to have a makeup base on our face, as long as we cover imperfections with concealer, locally.
Apply the blush in the center of the cheeks, the liquid and the creamy one, spread it with dab-like movements, while the powder with a tufted blush brush. If you want you can use it on the upper eyelid, as well.

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

Suggested products:

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



FROM LEFT TO RIGHT:

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

BEAUTY

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.*

BEAUTY

Youthful Natural make-up!



Absolute Radiance & Coverage!

Are you looking for a natural make-up appearance that emphasizes the absolute radiance and coverage of your skin?

We give you the steps to achieve a flawless but at the same time light result.
Look like you are not wearing a trace of beauty products, while revealing your "strong" and charming features, with these essential products, for this particular look.

How to achieve it:

- **On a *clean skin* and with the help of a *foundation brush*, apply on your face and neck, a small amount of *YSL Touche Éclat Le Teint Foundation.* Choose a shade that suits you. The extremely weightless composition of this product does not burden the skin and diffuses radiation throughout the day, while the innovative translucent pigments provide the ideal coverage, allowing light to pass through and skin to breathe.**
  YSL's bestselling, *Touche Éclat Le Teint's* full coverage foundation is infused with the illuminating light of *Touche Éclat,* for a radiant complexion.
  The formula contains a new association of pigments for enhanced coverage and radiance, giving a flawless finish. Long-lasting wear, *Touche Éclat Le Teint* full coverage foundation is designed to feel weightless on the skin, offering blend-able comfort.
- **After doing a good blending, the *YSL's Touche Éclat Le Stylo* comes first. Apply it bellow and around the eyes and spread it out with gentle finger movements. This is the legendary luminizer concealer product that gives 8 hours of beauty sleep with just one click: brightens, smooths, and perfects your complexion with a natural, luminous finish. Highlight your best features without any of the shimmer or glitter.**
- **Then you'll need *YSL's Touche Éclat High Cover* for even more difficult coverage.. With it you can immediately correct dark circles and keep your skin looking natural. A skin-loving brush concealer that brightens the under-eyes with natural, buildable, and weightless coverage.**
- **The last step for a flawless and youthful look is the application of *YSL's All Hours Powder,* for a matte finish and coverage on areas such as forehead, chin and nose.**

Suggested products:



FROM LEFT TO RIGHT:

1. YSL Touche Éclat Le Teint Foundation, 2. YSL Touche Éclat Le Stylo,
3. YSL's Touche Éclat High Cover, 4. YSL's All Hours Powder

BEAUTY

BLUSH EXPERT!



The Art!

A blush is the main accelerator in your makeup look!

The role of blush, if applied correctly, can be used to refresh a tired face, adjust its shape and give a bump in the right places. But a failed application of blush, turns into strips and circles, which completely spoil the whole make-up. Moreover, it is important to know and have a sense of proportion, otherwise instead of the fresh face, you run the risk of becoming like a doll.

Blush Application Common Mistakes

Too much blush! Application technique does not embrace your face-shape! Bad blending! Improper color blush! Incorrectly matched texture blush!

How to avoid such errors

Blushes vary in their texture: Powder, loose, liquid, creamy, stick blushes etc.
Each have their own advantages and disadvantages. Let's the main differences:

1. *Compact powder blush*. Their main advantages are: convenience of application, efficiency, and they can be used for all skin types. This type of blush can be applied on top of the powder and foundation. For this type of blush, use a soft fluffy brush
2. *Loose blush.* It gives you a lighter covering and it is easily applied. Before applying loose blush on the face, lightly shake up brush to remove excess. Such blushes are suitable for all skin types.
3. *Liquid and cream blush*. Due to their texture, they create the effect of moisture. Suitable for dry skins. Their main *disadvantage* is that they dry out quickly, making it impossible to correct makeup. Make-up artists prefer to apply blush with a liquid texture with fingers or wet sponge.
4. *Stick blush.* Their main advantage is their high resistance. But they are not suitable for everyone, as dur to their oil content, those who have oily skin are better to avoid them.

Tips

- If you have a dry skin or fine lines and wrinkles, try to use a cream blush. If your skin is oily, choose a powder blush. Powder blush is also good when the temps go up, while cream blush is better for cold weather.
- For all day staying, on your night out, apply cream blush as a base, then top with a similarly colored powder blush.
- To make face look natural, you need to choose the ideal blush, which looks best on your skin. Darker or tanned complexions need to choose terracotta, deep-brown and bronze tones. Girls with fair skin should give preference to peach, pastel, or pink.

Application according to Face Type

- *Round face:* Apply blush below the cheeks and the sides of your temples, as if you are drawing a letter "C". Carefully blend a blush into your temples and cheeks, with the most deep color must be from the bottom of the cheeks.
- *Oval face:* Apply blush directly on the cheekbones, approaching your cheeks, parallel to the line of the eye. Thus you achieve the visual effect of the expansion.
- *Square face*. To correct square face shape, find the middle of the cheeks, apply a blush a little below the cheeks, blending it at the angle to the outside of the temples.
- *Triangular face.* Apply the blusher on the middle of the cheeks, blending from cheekbones to the ears. Thus will soften the widest part your face. It can be applied as a triangle in which one side is parallel to the lower eyelid. To smooth the sharp chin, apply a deeper color or bronze.

BEAUTY

Make-up BRUSHES



Keep the Germs Away!

Are you wondering how to keep your make-up brushes shelf life longer and your skin healthier?

Although sometimes you may prefer to apply makeup with your fingers, brushes can always help you achieve greater accuracy and coverage.

However, their daily use requires regular cleaning, in order to remove makeup residues, powders, and bacteria that are stuck to the brushes and remain unattended.

To keep them in perfect condition and to be able to use them safely, you must use appropriate care and disinfectants.

With these products, your brushes will “live” longer and your shin will be heathier!

Conditioning Brush Cleanser, Bobbi Brown

It is designed to remove makeup residues from the brushes without damaging them. Use a small quantity and gently massage the brush. Rinse with water.
Next, you will need to pad with a towel to absorb moisture.

Brush Cleanser, MAC Cosmetics

This product will cleanse, disinfect and care for the fibers of the brush, so that the brushes last longer. It is practical to use and is specially designed to extend the shelf life of brushes. It leaves a cool scent on the brushes and helps reduce the time it takes to dry.

Brush Cleanser, Erre Due

This specially designed spray brush cleaner removes pigments, extends the life of your brushes and ensures their hygiene. No need to rinse.

Brush Cleanser & Conditioner, Radiant

It is specifically formulated to clean and condition natural or synthetic cosmetic brushes.









FROM LEFT TO RIGHT:

1. Conditioning Brush Cleanser, Bobbi Brown – 2. Brush Cleanser, MAC Cosmetics
3. Brush Cleanser, Erre Due – 4. Brush Cleanser & Conditioner, Radiant

BEAUTY

MAGIC WANDS!



Beauty Radars Alert: Mascaras!

They have been described as the "magic wands" of the beauty accessories.

What can transform your look, making your lashes even bigger and curled?
Mascara is the one that can take off any makeup and vibe, with just a few moves.
As one mascara is never enough and we like to try everything new on the market, we decided to make a list of four brand new mascara that give volume, length, curvature and intense black lashes. Their unique brushes, as well as their composition, are designed to meet every need.

- **Fenty beauty full frontal volume, lift & curl mascara**

Rihanna has just released her new mascara, that promises a truly eye-catching look.
It features a specially designed brush, with a flat and a thick edge and makes the lashes look more intense, lifted, long and curled. at the same time, builds easily, too, giving you plenty of playtime to layer, define, separate, whatever it is you need to do to create the look you want.
Thanks to the long wear, water-resistant formula life-tested by Rihanna to stand up to smudging, sweat and tears, this mascara keeps up while you turn up, keeping lashes fully exposed from root to tip until you're ready to wash it off.

- **Sephora, collection size up**

Delivers impressive lash volume, by up to 180%, after just a few brush strokes. thanks to its highly you can easily layer the formula to build extreme volume. Its vegan and long-lasting formula, enriched with volumizing microbeads, is paired with a hourglass-shaped brush, for an immediate volume effect. In the center, short bristles allow lashes to be intensely coated for an extreme and ultra-black volume. On the edges, longer bristles help spreading out the formula along lashes, for a lengthened, curled and spread out lash fringe.

- **Maybelline, the falsies lash lift mascara**

With revolutionary technology, which promises impressive 24-hour lashes, this new mascara can offer the look of a professional lash lifting, giving long and dense lashes in a single application. The revolutionary double curved brush of *the falsies lash lift,* in combination the mascara's *fiber fused formula* has proven to give twice the curve and length of your lashes, even from the first application.

- **Gosh boom boombastic volume mascara**

This mascara has a creamy, rich texture that builds lashes, giving amazing volume without clumps.
The fibre brush catches every lash and coats each one in the rich volumizing mascara.
Its special film, ensures …tear and moisture resistance and easily removed with warm water.



FROM LEFT TO RIGHT:

1. Fenty Beauty Full Frontal Volume, Lift & Curl Mascara
2. Sephora, Collection Size Up
3. Maybelline, The Falsies Lash Lift Mascara
4. Gosh Boom Boombastic Volume Mascara



BEAUTY

For Your Eyes Only!



Glowing Eyes all Year Long!

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

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

Do Not Forget The Sunscreen: We are not referring to the product you apply on the face or the rest of the body, but to the ones that are specially designed for the sensitive eye area.

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

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



FROM LEFT TO RIGHT:

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

BEAUTY

Night Secrets!



Glow with Night Creams!

Beauty while sleeping!

At night our skin cells wake up to repair the damage they have suffered during the day.
You don't need more reasons to add a night product to your beauty rituals.

Our skin behaves differently at night, which means that our grooming routine must also change. Cellular regeneration, progresses much faster while you sleep, as our cells are exposed to UV radiation during the day.
The queen of all is undoubtedly Vitamin A, an active form of which is retinol, while overnight peels, are the beauty trend we recommend to try now.

Suggested Products:

1. **Kiehl's:** ***Ginger Leaf & Hibiscus Firming Mask*.**
2. **Clarins:** ***Multi-Active Nuit Night Cream.***
3. **Biotherm:** ***AquaSource Night Spa*.**
4. **Good Molecules:** ***Overnight Exfoliating Treatment*.**
5. **The Inkey List:** ***Turmeric Cream Moisturiser.***
6. **Clinique:** ***Smart Night Night Cream.***
7. **Lancôme:** ***Énergie De Vie The Overnight Recovery Sleeping Mask*.**
















L'INTERDIT
L'INTERDIT
GIVENCHY
GIVENCHY

BEAUTY

BROWN EYES!



"Magnetizing" Look!

Give your eyes a look by playing with colored shadows and mascara in subversive shades, that will take you away from the repeated beauty routine of the same look every day!

MIX IT UP!

Put a full stop to the restrictive makeup rules that required to use specific colors and shades, for those with brown eyes.
Now, you set the rules with just one tip in your mind:
for a smooth and harmonious result, try not to use “warm” and “colder” shades on your lips and eyes. Uniformity, will give intensity to your look. Experiment with dark blue, blue marine and electric blue, to give your look a more modern look.

REVOLUTION!

Do you know which product can completely transform your new eye-look?
Mascara!
Not the classic black you keep using …forever, but a colorful that will give you, a totally new makeup dimension. The best colors for you are green, blue, purple and brown. Dare it and you will not lose! The result will flatter you.

ALL TIME CLASSIC!

If you want to create an evening look that captivates and reveals your seductive look but you don’t like experimentation, things are simple: betting on black, is the winning choice. It emphasizes the contours of the eyes and gives a sexy look, in a minute. Pay attention only to the colors you choose for the lips, so that the result looks contemporary and fresh.

TOP TIP!

For those with brown eyes, metallic finishes give an intensity to your look. Choose textures that are easy to apply and prefer creamy compositions, such as, powder form, for a more natural effect.

WHAT TO AVOID!

Pastel shades, of blue and green, for example, can make the final result look more… “flat” and lesser intense.
If you love pastels, go for lavender and baby pink, that suit you perfectly!

BEAUTY

Skin Science



The solution for healthy skin!

The debate over skincare is growing!!!

The choices are many, as there are products and treatments, that promise miraculous results.
And since the beauty of the skin depends on skin health, *Elemis*, which has introduced new technologies and specialized treatments, delivers the solution with the brand new *Ultra Smart Pro-Collagen range.*

These are four products that prevent and combat the signs of aging, by incorporating all the powerful nutritional properties of seaweed.

***Ultra Smart Pro-Collagen*, is a range of uniquely engineered treatments that cleverly mimic the resilient appearance of younger skin. This clinically proven* serum, formulated with 12 specialized algae and ULTRA SMART Drone Peptide Technology, targets multiple signs of aging.**

Together with targeted technological dispensing systems that enable maximum precision and efficiency, they enhance the natural process of skin renewal and encourage optimum skin function, preventing the appearance of wrinkles and fine lines.

The 34 different varieties of seaweed are found in both freshwater and sea ecosystems and can thrive in extreme conditions, from frozen Arctic waters to the Dead Sea. They are also capable of producing compounds and secondary metabolites, including vitamins, minerals, amino acids and polysaccharides, creating a natural chemical defense shield against environmental attacks.

***Elemis* President and Co-Founder, *Noella Gabriel*, points out that :**
"The Ultra Smart Pro-Collagen range is the perfect fusion of nature and technology. The products have been developed with state-of-the-art technology, such as drone peptides, which release active ingredients wherever and whenever needed."

The groundbreaking *Ultra Smart Drone Peptide Technology* targets areas of the face with hyaluronic acid, while *Ultra Smart Line Fighting Complex* is designed to support the natural management of skin focusing on deep lines and wrinkles, improving skin elasticity!

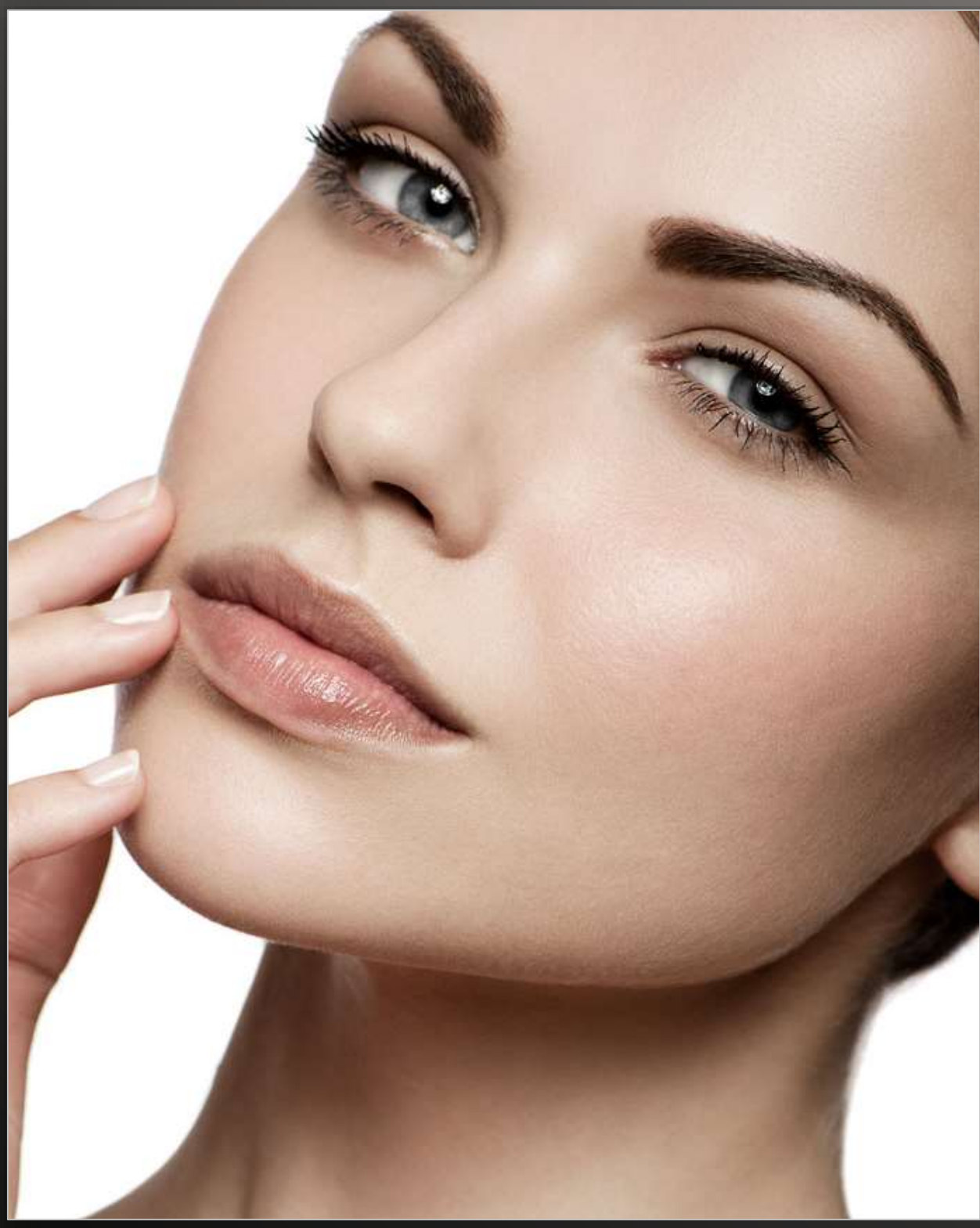




Take a new Chance!

BEAUTY

Clean Skin



Make-up Tips!

Clean shiny, flawless skin, is always a goal, in terms of makeup.

Who does not want a naturally flawless face, ready to accept any makeup? Although it may not seem difficult to achieve, in practice the result is not always the desired one.

This is for two reasons.
Firstly, because you have not chosen the right shades in the products you use and secondly, because you overdo it!

Here we will deal with the exaggeration and we wish to tell you that you can avoid it with only 3 moves. The next time you stand in front of a mirror, remember to follow these steps for a clean skin as a base or as your makeup.

Surely, I'm not telling you anything new. Just after so much luminance, glitter and bold lipstick, I thought I'd remind you of the basics.
Take a break from the intense makeup and allow your skin to do so as well.

Step 1: Primer

Whatever you do, the primer is a necessary step for everything else to go well. It prepares your skin properly to accommodate the foundation and helps for the make-up duration. So don't miss it.

Step 2: Foundation

At this point, I feel like I will hear many voices wondering what the right foundation is, what shade, what texture and a lot of other questions that are going through your minds. What you need to do first, is to choose a foundation based on your skin type and then to come up with the right shades.

Step 3: Setting powder

The magic powder that locks the effect. It is better to be transparent and to apply it with a special fan-like brush. Every trace of grease will disappear while the foundation will last longer.

Follow these steps and achieve a flawless skin!

BEAUTY

BLACK CIRCLES?



Tell them "GOOD BYE"!

Goodbye Black Circles!

We tried the most effective creams!!!

Dark circles under the lower eyelids are common in men and women.
Often accompanied by bags, dark circles can make you appear *older than you are*.
To make matters worse, they can be difficult to get rid of. While fatigue may seem like the most logical explanation for this condition, there are a number of factors that can contribute to dark circles under the eyes. In most cases, they are no cause for concern and do not require medical attention, but affect your look!

These amazing beauty products rejuvenate the skin, fight swelling and enhance glow and your look will become your strong point!!!



- ***Origin GinZing Refreshing Eye Cream.***



- ***Kiehl's Creamy Eye Treatment with Avocado Eye Cream.***

- ***Age-Repair Eye Cream Tetra-Peptide & Centella by Grown Alchemist.***

- ***Clinique All About Eyes Rich Eye Cream***



- ***Extra-Firming Eye Wrinkle Smoothing Cream, by Clarins.***



- ***La Prairie Skin Caviar Luxe Eye Lift Cream.***

- ***Chanel Sublimage La Créme Yeux Ultimate Revitalisation Cream Eye Cream.***







BEAUTY

Dry Skin?



DIY Hydrating Creams!

Every day, the health of our skin is negatively affected by many factors that cause it to gradually lose its radiant, healthy, cool appearance, while it may even show dryness.

Signs that show it, are the cracked, rough surface, as well as the feeling of “pulling”. Dry skin is characterized by a lack of nutrients and more specifically, a lack of lipids.

A rich long lasting moisturizer, strengthens their protective layer and prevents *dehydration*. It is important to look for products with hypoallergenic compositions and ingredients such as shea butter, which meet the special needs of your skin.

There are of course other effective solutions, which you can include in your treatment routine. Spend the required time and create, your DIY *Hydrating Face Masks* that will soothe your damaged skin.

- Hydrating Mask 1

You will need:

- 1/2 avocado blended,
- 1 teaspoon fat-free yogurt
- 1 teaspoon honey

Mix all the ingredients in a bowl and then apply the mask on the face.
Moisturizes and rejuvenates damaged skin directly.
Leave it on for 10-15 minutes and then rinse your face.

- Hydrating Mask 2

You will need:

- 3 tablespoons oats
- 1 teaspoon cucumber juice
- 1 teaspoon yogurt

Mix all the ingredients, apply the mask on the face and leave it until it is completely dry. Then rinse with lukewarm water.

BEAUTY

Fresh Skin



Look Fresh & Hydrated!

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

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

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

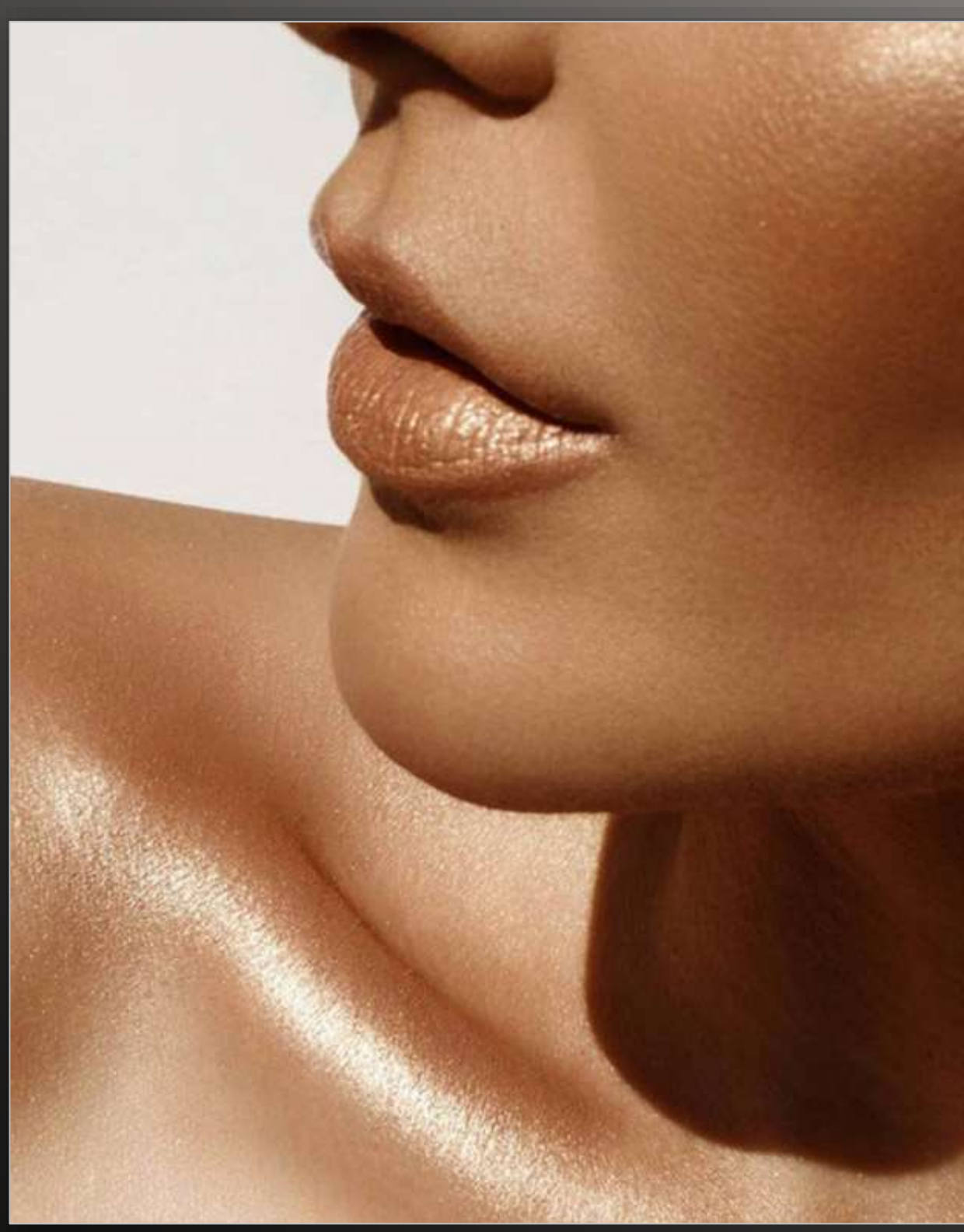


FROM LEFT TO RIGHT:

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

BEAUTY

Shimmering Oils



Summer Time Beauty!

Skin care is not a simple process.

Especially in summer, when the temperatures are high, the need for hydration and nutrition, becomes even greater. Body oils are the answer to this problem, as thanks to their unique compositions, from plant ingredients, they "lock" the moisture in the skin, keeping its appearance healthy.
Due to their thin texture, they are absorbed much faster, while leaving no greasy residue.
Their application is easy, their action is refreshing, and they leave a feeling of intense softness, that lasts.
When these body oils are combined with glow micro molecules, then they become the must-have product of the summer. They highlight the tan, treat the skin, add even more brightness, giving a very natural result and release a wonderful fragrance from the first moment of application, which will accompany you in every step.

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



FROM LEFT TO RIGHT:

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

BEAUTY

Shower Gel!



DIY Beauty!

You can make your own *Shower Gel*, avoiding chemicals and standard products with pure natural materials!

What you will need:

- 2 tablespoon Brown sugar
- 1 teaspoon Dried leaves of green tea
- 1 kg cherry oil (you can buy it from online Health stores)
- 1 teaspoon olive oil. You may add more to improve texture.

Implementation:

- In a small bowl, mix the sugar, tea leaves and cherry oil.
- Gradually add the olive oil until you get a relatively thick mixture, almost like cake dough.
- Use it in the shower, massaging it on fresh skin, then rinse and wipe it off.

Your skin will be soft and smooth, from top to toe!

"I always take a shower,
before I go to bed.
It's so important,
just to cleanse everything off."

-Antoni Porowski

BEAUTY

ABOUT NAILS!



...For Red Nails Lovers!

All about your Nails!

While dark manicures tend to be a trend for this winter, dark days will require something brighter! It will be times you will wish to replace your burgundy or black with a fiery red!
Starlets are, *Tom Ford's deep Smoke Red,* and of course *Chanel's classic Richness*.
As for the style of manicure, be inspired from the recent catwalks, but also from Instagram, as nail trends have it all: From the *over-the-top* to *sophisticated and imaginative* nail art, dare the color of passion in any color and version.



FROM LEFT TO RIGHT:

1. Le Vernis (719- Richness, Chanel 2. Rouge Matte-999, Dior 3. Scarlet Starle-508, Essie Gel Couture
4. Gel Effect Nail with Sweet almond Oil, Korres 5.Nomme Desir-152, Lancôme 6. Dovima Rouge Tomate, NARS
7.Nail Lacquer-A Red Vival City, OPI 8. Smoke Red, Tom Ford

Probably it has happened to everyone: shortly after a perfect manicure, a nail breaks, ruining a perfect result or perhaps due to skin dryness, resulting in cuticles already appearing to tarnish the image of a well-groomed hand. The solution is found in *nail oils,* also known as *cuticle oils*, which act as a *moisturizing nail mask*. Temperatures and the skin type are catalytic factors. By applying it daily, we help *nails lengthen naturally* while *avoiding dryness*. In addition, a *hand cream* gives hydration and a silky texture without leaving grease. A tiny bottle of oil of your choice proves to be life-saving, while giving your manicure a *longer life* and *shine*!



FROM LEFT TO RIGHT:

1. Nail Care Apricot Cuticle Oil, Essie, 2. Cuticle Oil: Hypericum Extract, Neem, Borage, Grown Alchemist
3. Nail & Cuticle Oil to Go, OPI 4. Cuticle Care, Sephora Collection
5. Keratin Cuticle Oil, Seche Condition

BEAUTY

ABOUT LIPS!



For Lip Gloss Lovers!

All about your Lips!

Lip gloss **comes in tubes that are convenient to use and give a shimmer and shine to your lips that you have always wished for. These days, they are manufactured to last for long periods of time and can be water-resistant too.**
Lip Gloss **can be applied either over the lipstick or alone for a more natural and nude lip look. It helps to add more volume to your lips and make them look fuller and highlight them on the face. Thus, women with *thick lips* are generally advised to use it very sparingly.**
One can effectively make the lips look more beautiful with the help of a little lip gloss and other lip products and use it strategically for lip correction.

There are some women who adore them and others who …avoid them.
Why**?**
Some women find them "uncomfortable", with no durability, sticky or tending to spread everywhere.

Lip glosses**, are at the forefront of beauty trends for this year, though.**
They come back to the fore and has a purpose: To convince every woman, that their texture and composition have changed, they are comfortable and moisturize our lips in a unique way.
Whether you have them in your beauty kit already or not, this season is worth investing in at least one new generation *Lip Gloss.* Transparent or colored make your lips shine and highlight your sexiness!

These days, they are manufactured to last for long periods of time and can be water-resistant too.
Lip Gloss **can be applied either over the lipstick or alone for a more natural and nude lip look. It helps to add more volume to your lips and make them look fuller and highlight them on the face. Thus, *women with thick lips are generally advised to use it very sparingly*. One can effectively make the lips look more beautiful with the help of a *Lip Gloss* using it strategically *for lip correction*.**
Right Application of Lip Gloss: **First thing first, apply your lip gloss on properly.**
Instead of putting gloss on, like you do lipstick *(from left to right, top to bottom with a smack!)*, first apply gloss to the middle of your bottom lip only. Rub lips together. This will keep gloss from going on too thickly and getting goopy on you.
If you want to Use Lip Gloss Over Lipstick: **If you wish to give your current lipstick-color a mood lift, it is a great idea to slide some yummy lip gloss over your applied lip stick.**
Again, dab just a bit in the center of lips and smooth out from there. This method of smoothing out the *Lip Gloss* from the center, will also help you from applying the lip gloss on, too thickly.



FROM LEFT TO RIGHT:
1. CRYSTAL GELGLOSS SHISEIDO, 2. ECSTASY LACQUER GIORGIO ARMANI, 3. DIOR LIP GLOW DIOR
4. DIOR ADDICT LIP MAXIMIZER DIOR, 5. CRUSHED OIL-INFUSED GLOSS BOBBI BROWN, 6. O-GLOSS SMASHBOX, 7. JUICY SHAKER LANCÔME

BEAUTY

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 "B o l d & J u i c y" - 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







BEAUTY

your lips!



New Season's Shades!

Your lips attract attention!

Some women start their makeup from the eyes.
Some others deal with their skin first (foundation, concealer, powder, blush, etc.).
Others wear full makeup everyday, while others do only the essentials.
Regardless the beauty ritual that each one follows, they end up on their lips!
Depending on the occasion or the time of the day or the look they want to achieve, lipsticks are completing the make-up look and your lips become a *statement…*

We chose some lipsticks in different shades that we think will perfect your look, this new season!



Top row from left to right:

1. **Shiseido, LacquerInk LipShine, 308 Patent Plum tint**
2. **NYX, Professional Makeup, Lip Lingerie Push-Up Long-Lasting Lipstick, Exotic shade**
3. **Tom Ford, Lip Color Matte, Black Dahlia shade**
4. **Smashbox, Always On Matte, Liquid Lipstick, Miss Conduct shade**



Middle row from left to right:

1. **Estée Lauder, Pure Color Love Lipstick, color 460 Ripped raisin**
2. **Giorgio Armani, Rouge D'Armani Matte Lipstick, color 400**
3. **YSL, Tatouage Couture Matte Stain, tint 21 Burgundy Instinct**
4. **Dior, Rouge Dior Ultra Care Liquid, 975 Paradise shade**



Lower row from left to right:

1. **Laura Mercier, Velor Extreme Matte Lipstick, Hot Tint**
2. **Bobbi Brown, Luxe Liquid Lip Velvet Matte, Your majesty**
3. **Urban Decay, Vice Liquid Lipstick, Trap Queen shade**
4. **L'Oréal Paris, Les Chocolats Ultra Matte Liquid lipstick, Cacao shade**

BEAUTY

Hydrated Lips!



Top Moisturizing Liquid Lipsticks !

Some Beauty Products can make the difference!

Do you feel you need a more moisturizing lipstick, as your lips feel and look dehydrated?
Do not compromise! We found the best moisturizing liquid lipsticks on the market because beauty does not necessarily require sacrifices.

1. **Baby Doll Kiss and Blush Lip Gloss for Women, Yves Saint Laurent:**
   Contains Hyaluronic Acid Spheres to seal in moisture. Provides highly blend-able color to highlight lips and cheeks. Features an air-whipped, mousse formula .
2. **Matte Shaker Liquid Lipstick, Lancôme:**
   A matte liquid lipstick that wears comfortably without drying out your lips! Its water-in-oil emulsion that's formulated with a patented Ultra Thin Film technology delivers weightless texture and a second-skin feel without sacrificing intense color payoff, while Vitamin E provides a comfortable, non-drying wear. Its unique cushion sponge allows for maximum absorption of the formula to deliver a precise, soft application onto the lips, and buildable color that dries without smudging or transfer.
3. **Colour Sensational Vivid Matte Liquid, Maybelline:**
   Rich, intense lip colour that glides on smooth to a matte finish. Pure pigments collide with a creamy liquid base for a soft, cushiony feel. A high-impact lip that stands out
4. **Melted Matte Liquified Long Wear Lipstick, Too Faced:**
   A long-wearing, innovative ultra-matte lipstick with the staying power of a stain and the intense color of a liquid lipstick. Avocado Oil, Moisturizes and smooths lips, while Hyaluronic Filling Spheres and Vitamin E, Moisturize and smooth lips. The long-wear formula uses exclusive technology to keep the lipstick liquid and creamy, making it a high-impact and intense injection of colour.
5. **Prune Elixir L'Absolu Crème de Mat, Lancôme:**
   Its ultra-creamy texture wraps the lips with high pigmented colours and a velvet matte finish. With easy application, it allows you to beautifully define your lips for an elegant yet effortless look! This liquid lipstick has the comfort of a gloss.



FROM LEFT TO RIGHT:

1.Baby Doll Kiss and Blush Lip Gloss for Women, Yves Saint Laurent – 2.Matte Shaker Liquid Lipstick, Lancôme
3.Colour Sensational Vivid Matte Liquid, Maybelline – 4.Melted Matte Liquified Long Wear Lipstick, Too Faced
5.Prune Elixir L'Absolu Crème de Mat, Lancôme


MOSCHINO
MOSCHINO
GOLD
FRESH
MOSCHINO
MOSCHINO
EAU DE PARFUM

BEAUTY

BEAUTY FETISH



Pure Desire!

Give yourself a beauty “upgrade” with these arrivals!

California Dream, Louis Vuitton

Les Colognes Louis Vuitton is a line in the Les Parfums Louis Vuitton Collection that contains fresh cologne-like scents but in EDP concentration, inspired by L.A. and a sense of freedom.
California Dream, with citrusy and warm oriental notes captures the sunset in a bottle, the sky above LA and the mood of this city. It contains notes of mandarin, pear, musk as well as ambrette seed and benzoin.
The perfumer's idea was to contrast the explosive freshness with the softer notes,
as the warmth surrounding the cool tones.

Les Beiges Healthy Glow Bronzing Cream, Chanel

A unique, lightweight and easy-to-blend cream-gel bronzer with a delicate, velvety finish that gives skin a natural sun-kissed glow. Its jar, makes it easy to swirl the kabuki brush, for effortless application.

Lil Fleur Eau de Parfum, Byredo

Lil Fleur is inspired by a heady, surging world of youthful emotions, both happy and sad, and with a great debt to music, the scent is ultimately an interpretation of promise and potential, audaciousness and sincerity.
At its heart is a Damascena Rose, sparkling, crisp and enveloping in its sweetness.
Top notes of Cassis and Tangerine, add to the crisp sparkle. While Saffron soothes in its warm tones,
Blonde Woods, Amber and Vanilla, add notes of sophistication at the base of the fragrance.

Huile Prodigieuse Limited Edition Blue, Nuxe

Rediscover the formula of the iconic dry oil with seven 100% botanical oils to nourish,
repair and beautify the face, body and hair in a single step.
Its inimitable dry touch and sensual perfume hold the promise of addictive pleasure.

Airbrush Bronzer, Charlotte Tilbury

A magical finely-milled matte powder bronzer for medium skin tones for gorgeous sun-kissed complexion.

Narciso Ambree Eau de Parfum, Narciso Rodriguez

An Oriental Floral fragrance for women. Narciso Eau de Parfum Ambrée was launched in 2020.
The nose behind this fragrance is Aurelien Guichard.
Top notes are white flowers, frangipani and ylang-ylang; middle notes are musk and amber;
base notes are cedar, vanilla and cashmeran.



FROM LEFT TO RIGHT:

California Dream, Louis Vuitton - Les Beiges Healthy Glow Bronzing Cream, Chanel
Lil Fleur Eau de Parfum, Byredo - Huile Prodigieuse Limited Edition Blue, Nuxe
Airbrush Bronzer, Charlotte Tilbury - Narciso Ambree Eau de Parfum, Narciso Rodriguez

BEAUTY

DIY ENERGY!



A “Magic” Serum!

DIY serum to start your day full of energy!

Thanks to its essential oils it can wake you up and recharge your batteries at all times, you wake up in the morning and although you had enough hours of sleep, you feel lethargy, weakness and fatigue.

You feel that you are missing something, that you need something urgently to be able to regain energy, to re-operate your mind and body, and to be able to fulfill all your obligations, in a good mood!

A good breakfast, your favorite coffee and water for hydration, may be the first thought that goes through your mind, but we have another solution worth trying, if you want to enhance the results even more.

Everything in this serum depends on the power of some essential oils that combined together, they create an *Energy - Boosting Serum*, that you will love from the first application on your skin.

INGREDIENTS!

You will need:

- **½ a teaspoon of lavender essential oil,**
- **¼ teaspoon of palmarosa essential oil (palm oil),**
- **1/8 teaspoon of peppermint essential oil.**

HOW TO PREPARE IT!

Mix all three of these ingredients in a clean, small bowl and after doing your makeup, apply a few drops of the serum on your shoulders and bones, below your neck.

The essential oils you just used for the *energy - boosting serum* have rejuvenating properties, that instantly wake you up, evoke euphoria and positive energy and leave your skin a very pleasant scent and gentle feeling throughout the day.

Enjoy your day with positive energy and euphoria!


N°5
CHANEL
PARIS
EAU DE PARFUM

BEAUTY

SKIN DETOX



Tips for Body & Face Detox!

Our skin is an "exposed" organ of the body, that is constantly in contact with environmental pollutants and toxins.

Detoxification is a crucial step in the life cycle of the skin,
as without it, there is no real hydration and skin care.

That may be one reason why, despite constant care, your skin looks dull and unhealthy.

Body:

One effective way to detoxify the skin is the *“dry brushing”* technique. Take five minutes to brush your body with a natural, soft brush. Always brush with gentle, circular movements.
Try it every morning, without water before bathing, for at least one to two months, and then shower with a neutral non-pH body cleanser.

Face:

Fill your sink with warm water, add twenty drops of lavender oil and dip in a towel. Squeeze the towel and massage gently around the face. Complete this steam treatment, by soaking your face in cold water to boost blood circulation.

Moisturize Your Skin Properly:

To combat skin cells degeneration and slow down skin aging, the skin needs antioxidants. Get it through nutrition, but also by using creams enriched with Vitamin C, Vitamin E, or retinol (one of the forms of Vitamin A) to provide nourishment to your skin.

The use of a moisturizing cream at any time during the day is essential to rejuvenate the skin. You can also look for hyaluronic acid formulas, that fill the wrinkles and smoothen the skin.

BEAUTY

lip gloss



Convert your Lipstick to a Gloss!

There are times, that clever ideas ,
allow you to use makeup products in a “different” way.

For example, turning an eye shadow that I no longer needed into nail polish.

This time, we have targeted a *lipstick*, which is nearly at finished.
Under other circumstances you would throw it away without a second thought and try to find the same or something similar in the market.

However, there is a trick to turn a *lipstick* into a *moisturizing lip gloss*
and give your lips the opportunity to "wear" it for longer.
So…do not throw it away!

How can you achieve this “conversion”?

In addition to the remaining lipstick, you will need: a small jar, some coconut oil and a chopstick.

DIY LIP GLOSS

- Take out the amount of lipstick with the help of the chopstick and throw it in the clean jar.
- Add a small amount of coconut oil.
- Mix well with the chopstick and then put the jar in the microwave for 1-2 minutes.

You have just made your own *lip gloss* with a discreet shade from your favorite lipstick! Wait for it to cool and apply on the lips with a lip makeup brush.

Remember it is very important to “reuse”!

“There are endless ways to enhance beauty.
You never know when you will find
your perfect lipstick
unless you keep experimenting“
-Pat McGrath-

BY Christian Louboutin



BEAUTY

Beauty “Hacks”



The “Magic” of your Concealer!

There are many more “beauty hacks” you can do with your *concealer*!

1. PERFECTION

The Problem:
One of the most irritating problems most we face every day with our makeup:
the concealer that "sits" in the fine lines under the eyes.

The mistake we make is that we tend to "*lock*" it after and not before spreading it.
The setting powder after the application of your *concealer* can create unsightly lines.

The Solution:
It would be good to prepare the area by first applying a primer.
In the market you can find primers especially for this job.
Choose to use the same product that is applied on the eyelids before the shadow.

2. THICKER EYELASHES

Achieve a seductive look in a moment!
Long and thick lashes are one of the biggest beauty desires of women.
They give such joy, as the one that offers a "good hair day", *i.e.* a day when the hair stays shiny and well-groomed at all hours.

The Problem:
Unfortunately, as we grow older, our lashes begin to reduce, so we need to resort to various solutions to restore their original image, as much as possible.
Specially designed serums, castor oil, olive oil and the false eyelashes, are some of the “beauty remedies” that you have tried at least once.

The Solution:
Did you know that eyelash density can be changed in a moment by applying a makeup hack that requires the use of a *concealer*, before the application of mascara?
Yes, you read that correctly!
All you have to do is to apply some *concealer* on an old, clean mascara brush and then brush the lashes with it, as if combing them. Wait a few minutes for it to dry and then apply the mascara as you normally would. In this way, the *concealer* acts as a primer, especially in cases where you do not have mascara that gives volume!

BEAUTY

MOCHI SKIN



The new Beauty Trend!

ACHIEVE THE RADIANT SKIN WITH "MOCHI SKIN"!

The new beauty trend that is coming to replace "*Glass Skin*" is named "Mochi Skin"!

It is popular in Korea, but also in Japan, Singapore, Vietnam, Indonesia and other Asian countries.
***Mochi*, is a well-known Japanese rice cake for the Japanese New Year.**

Essentially, *"mochi-skin"* and *"glass-skin"* have the same goals.
Their aim is for our skin to have *elasticity* and *hydration*. The only major difference is the *glow factor*.
***"Glass-skin"* is all about the dewy finish that it appears reflective and seemingly transparent. While *"mochi-skin"*, on the other hand, focuses on a *skin finish* that is supple, bouncy, perfectly hydrated skin and plump, similar to the traditional Japanese dessert. The philosophy with Asian *"Mochi-skin"* is that the more *gentle* and *nurturing* you can be with your skin, the better.**

In *"glass-skin"* we want *fresh, hydrated, glossy skin*, while in "*mochi-skin*", we want it to be completely *matte*.
To achieve the radiant skin imposed by "*Mochi-skin*", we need to invest in skincare and moisturizing products.
The Korean approach to make-up and skincare is a bit over the top, i.e. look at the number of steps in their skincare and it is a high-maintenance skincare routine that will lead to perfect and glass-like flawless skin.
The Japanese approach to skincare is, however, quite laid-back.
It does not believe in the extensive application of products as a part of the skincare routine.
J-beauty believes in using less, natural and safe products that can lead to pristine and supple skin.

So, how do you achieve *"mochi-skin"* exactly?

1. ***Double Cleansing:*** **Start off everyday in the morning with a gentle cleanser and every evening with an oil cleanser first to rid of impurities and/or makeup and follow up with a gentle foam cleanser to deep cleanse the skin. You can also use the double cleansing method in the morning as well or just in the evening.**
2. ***Tone with a Japanese Lotion:*** **Japanese toners or lotions, are completely different than toners found in the Western market. Japanese lotions are designed to lock in moisture, packed with beauty ingredients like hyaluronic acid, restore and balance your skin's pH, and to enhance the products applied next.**
   Yes, they do it all and that's what makes them so great!
3. ***Lightweight Moisturizers:*** **They hydrate and give your skin a plump appearance. Especially with hot weather a lighter moisturizer will allow your skin to breath and won't have your skin feeling as greasy. The purpose of a moisturizer in Japan is to seal in all the beauty ingredients from the previous steps and add extra hydration so that your skin can reap the benefits all day long.**
4. ***Use SPF:*** **Japan creates some of the best sunscreens. A 'never miss step' in the J-beauty routine. You can find any texture, smell, and sun protection strength that suits your needs. Japanese sunscreens are lightweight, non-greasy and contain beauty ingredients like hyaluronic acid and collagen to moisturize skin and some contain highlighting power which makes them the best makeup primer.**
5. ***Facial Mask Every Other Day:*** **Unlike K-beauty's glass skin which requires facial masks on a daily basis, J-beauty mochi skin has you indulging in a facial mask every other day instead. Japanese skincare is all about less is more because quality trumps quantity. So when it comes to sheet masks in Japan, the purpose of a sheet mask is the cherry on top of a good skincare ritual to target your skin concerns.**

WITH THESE SIMPLE STEPS AND QUALITY MADE JAPANESE SKINCARE PRODUCTS, YOU WILL SOON BE ON YOUR WAY TO SOFT, SUPPLE, BOUNCY SKIN!!!

JOY

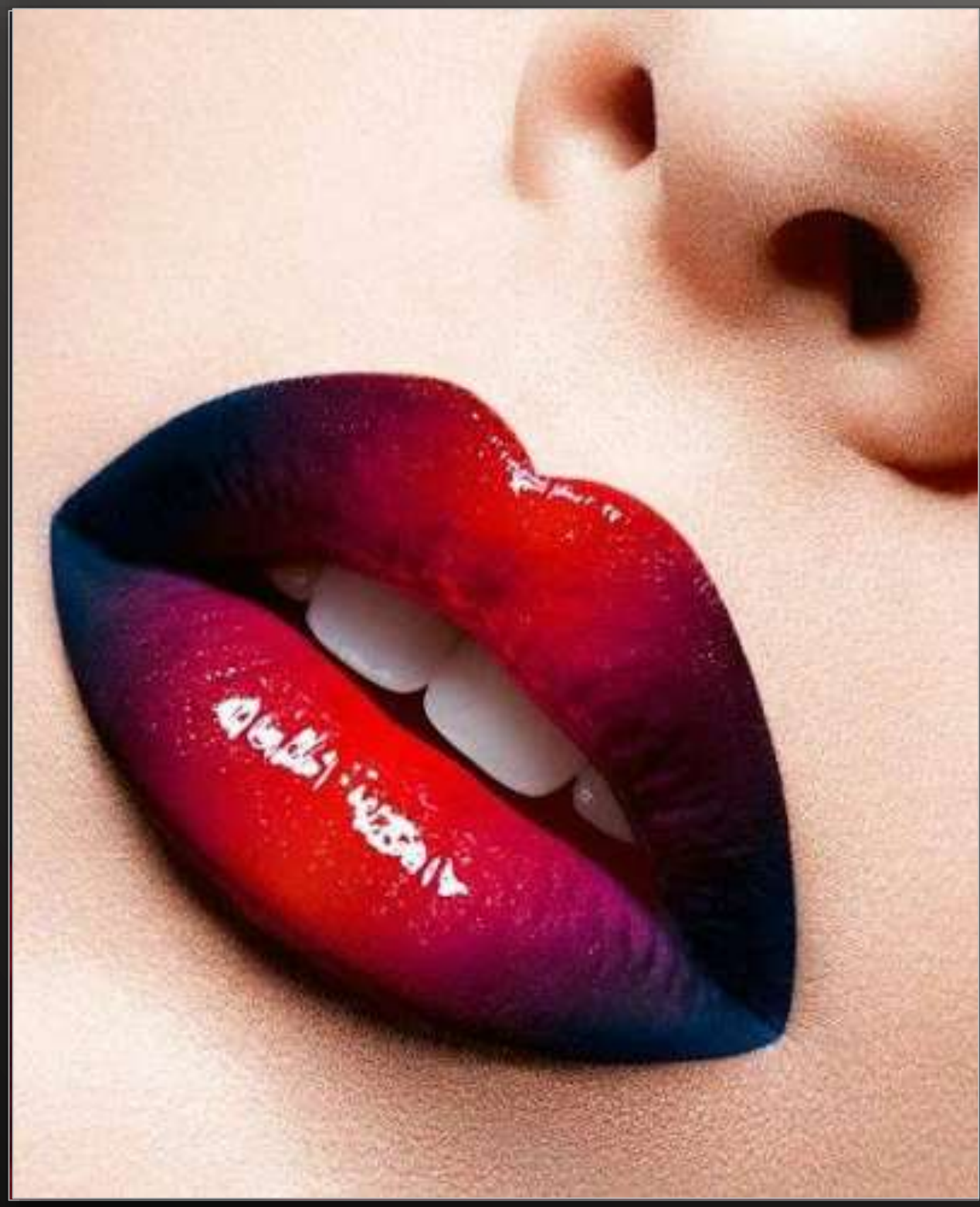
DIOR

THE NEW FRAGRANCE



BEAUTY

Ombre Lips



Popular & Trending !

Ombre is a technique that in recent years is popular in many beauty areas: the color that women choose for hair, nails, makeup, with the main point of application of the eyes and lips.

Ombre Lips technique, is not only beloved for the impressive color it gives to the lips, but also because when applied, it makes them look bigger and even juicier.

The ombre lips are a hot proposal for the everyday look, as long as you use a lipstick in a nude shade that gives a natural result.
It is also hot for an evening look, where a woman can choose for example a red lipstick and make her image sexier.

If you have never tried this lip makeup, now is the time to do it!
The process is simple and does not require you to be a professional.

Step 1
Apply concealer on the lips to hide their natural color.

Step 2
Use a lip pencil to outline your lips to better emphasize their shape.

Step 3
Apply the lipstick of your choice on the lips, covering their surface.

Step 4
Put a small amount of foundation
in a cotton swab and with dabbing movements,
create small dots along the contour of the lips.

Step 5
Then join these dots, erasing them with the cotton swab. You need to create an outline, that is, by joining these dots.

Step 6
Join the lips by gently pushing them in and with a makeup sponge make dab-like movements, to erase the foundation
and create the ombre lips effect.

BEAUTY

For Your Lips Only!



Make it Last Forever!

Lips! A POINT OF ATTRACTION...

The easiest and fastest way to lift our mood, but also to catch everyone's eye is to "dress" our lips with color. But what do we do to keep the amazing result truly unchanged for long?
Lips are transformed in no time, thanks to the lipstick and the secrets of makeup.
They acquire a three-dimensional look, become sensual, absolutely sexy, bold and promise a lot, letting the words disappear, in the presence of your most beautiful smile.
But what happens when your lipstick loses its shape, migrates to the surface of the teeth, leaves its mark on the jacket of our loved one, or elegantly decorates the rim of a wine glass?
In order not to be in constant vigilance, every time we wear lipstick, but also to have a carefree all day long and in all occasions, the following tips are sure to your lipstick great and your morale high!
Follow the step by step tips to apply your lipstick perfectly and keep it for a long time...

Create the ideal canvas

Proper preparation of the skin for any additional care is known to be the A and Z in the beauty care chapter and especially in makeup. So how can we leave our lips to their fate? Dryness and cracks, on their fragile surface, are the main culprits for the ubiquitous color changes and exfoliation is the key to success.
In addition to the special exfoliating products, we can achieve the same result by gently rubbing with the toothbrush or using the tip of a damp towel. Then, a drop of a moisturizing serum, a little nourishing coconut oil or a lip balm, create the smoothest canvas to “paint the smile of our dreams”.
A "miraculous" solution to not stain our glass with lipstick is to gently lick its rim where we drink!

Pay attention to the texture

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

The perfect steps

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

Step 1:
Draw the outline with a pencil in the color of the skin or in the same tone of the lipstick that you will use.
Step 2:
The secret at this point is to erase the color of the pencil, gently towards the inside of the lips, with the help of the special brush.
Step 3:
For even longer duration, apply on the rest of the surface of the lips, using the same pencil, using again the special brush, from the center of the lips to the side.
Step 4:
Dab with a tissue, then apply some powder again with the flat brush and color them with the special brush and lipstick again. Both the durability and the stability of the color are guaranteed!

The Curves Of Your Lips Rewrite History!
-Oscar Wild-

BEAUTY

Hands Ritual



DIY Hands Mask!

DIY Hands Mask!

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

You may see them more damaged and dry than in winter.
For this reason, they need extra care, which includes deep hydration, as well as skin nourishment.

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

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

For this mask you will need:

Ingredients

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

Execution & implementation

Mix the two ingredients very well in a bowl until you create a homogeneous mixture.
Then spread it on your hands and gently massage. This way you do exfoliation and hydration together. Rinse your hands with water and apply a small amount of moisturizer.

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

BEAUTY

CELLULITE



The "Magic" Ingredient!

DIY coffee-based cellulite scrub!

Summer, bikini, and … concerns?
Could something spoil holiday mood and confidence?

I wish the answer was "*No*", but unfortunately, most of girls, when looking in the mirror, are confronted with the eternal enemy: Cellulite!!!

Don't get frustrated! There is a solution!
In fact it is extremely inexpensive and tempting!

A homemade scrub that will cost you absolutely nothing, will significantly improve those annoying "signs", that you notice on your thighs and buttocks, if you enter your kitchen immediately!

Coffee time!

Ingredients

- **A shower gel of your choice,**
- **1 kg of coffee,**
- **1 kg of brown sugar,**
- **1 kg coconut oil.**

Execution & implementation

After the shower, mix all the ingredients and spread them in the areas you notice "trouble". Leave it for 10 minutes and then rinse well with lukewarm water. *You can repeat 3-4 times a week.*

With this scrub you will soon notice rapid recovery, in the areas where the *cellulite* is, while at the same time you will notice that your skin will look healthier and more radiant than ever.

Do not forget:

The homemade anti-cellulite scrub, for more spectacular results, should be used during the winter!!!

LIBRE

YVES SAINT LAURENT



THE NEW FRAGRANCE OF FREEDOM

F.A.I.C.E.™ OnLine
magazine



LIFESTYLE

Happy
New
Year
Copy
Write!

www.faiceonline.com

LIFE WITH STYLE

THE LOST WALLET!



What happens when its found?

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

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

The more money it contains, the more likely it is, that anyone who finds it, will look honest and will return it, according to international research …the first of its kind.
Classical economic theory, predicts that people, primarily rational (i.e. utilitarian) beings , will keep a lost wallet.

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

A huge experiment!!!

Scientists from the universities of *Zurich, Michigan and Utah*, who published the findings, in *Science magazine*, carried out a huge experiment with "lost", supposedly, wallets, in *355 cities* of *40 countries*.
Researchers handed out 17,303 "lost" purses, with different amounts of money, from 0 to $ 94, to hotel receptions, banks, museums, theaters, post offices, police departments, etc.
Each wallet contained a card with owner's or e-mail details, as well as a shopping list, in order to make the loss more real.

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

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

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

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

LIFE WITH STYLE

The Power of Silence



Mystery & Charm!

Silence, works better than relentless babbling and over-the-board expressions.

It is also charming.
***Silence*, creates the question marks and the mystery.**

How many times, have you not regretted not being able to put a full stop, on some conversations?

How many words that you said, did you want to take back?

Surely anger and irritations, push us to say words, that we may regret later.

That's why it's good to find ways to manage our irritation and control our emotions and our communication, calmly.

The following tips will protect you from unpleasant situations and extreme conversations that can make a conflict worse.

Never forget that silence is your strength.

- **When you are tired, avoid dangerous conversations.**
  Your fragile "nerves" will not be controlled, and you will end up in a bad quarrel.

- **Keep distances… Call your friends and go out instead of arguing.**
  Do what you can, to distract yourself from the heated fight.

- **Take a long walk that will "oxygenate" your brain and calm you down.**

- **Eat something sweet. Emotional stress levels are affected by hunger or hypoglycemia.**

- **Take some deep breaths and relax.**
  If your heart beats fast, continue to breathe so that the anger can return to normal.

- **Use your humor. Difficult but always proves to be effective!**

"He, who does not understand your silence,
will probably not understand your words."

- Elbert Hubbard

LIFE WITH STYLE

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.

LIFE WITH STYLE

The Myth!



The search of the...“Other half”!!!

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!


CHANEL
LES NATURELS DE CHANEL

LIFE WITH STYLE

KUNYAZA



Ruanda's Traditional Technique"

Kunyaza!

The African technique that releases sexual pleasure!

Female pleasure comes first in *Rwanda* and every man should know the traditional sexual technique of *Kunyaza*. *Rwanda*, this small state in central Africa, is quite different from the rest of the continent. After the genocide that took place in the country in 1994, where the majority of men were killed, women came forward.

Today, the strong position of women in *Rwanda* is seen in almost every aspect of everyday life. From political power, as many members of parliament in *Rwanda* are women, to sex.
In *Rwanda*, sex involves first the pleasure of the woman and then the man.
In fact, there is a traditional sexual technique called *Kunyaza*, which every couple applies regularly.

***Kunyaza* is the *Rwanda-Rund*i name given to a sexual practice found in the *Great Lakes* region of *East Africa* which is meant to facilitate female orgasm and female ejaculation, during intercourse.**

As explained by *Dr. Kate Lister*, owner of *'Whores of Yore'* website, which deals with historical erotic events and practices, "…as the woman lies on her back on the bed, the man rests his phallus on her vagina and begins to move it from top to bottom, from left to right and then makes a helical motion, without penetration! Then, as she approaches orgasm, the man 'taps' his phallus at that area, with the woman finally managing not only to 'finish', but to "*squirt*".

This practice seems to have originated in the city of *Nyanza* in *Rwanda*, which was once the capital of the country and during the monarchy the palace and the royal family were located there.

According to legend, which has been passed down from generation to generation, it is going as far back as to the *Third Dynasty* rule, while the king had gone to war. As the story has it, the queen chose one of her guards to have sex with, but he suffered performance anxiety and failed to penetrate her. Instead, his penis rubbing against her labia and clitoris gave her satisfaction.
This, however, drove her crazy and made her have an orgasm, for the first time in her life.

Since then, couples in Rwanda (but also in other parts of the African continent) often apply this sexual technique in their homes, with the woman always having the leading role in pleasure.

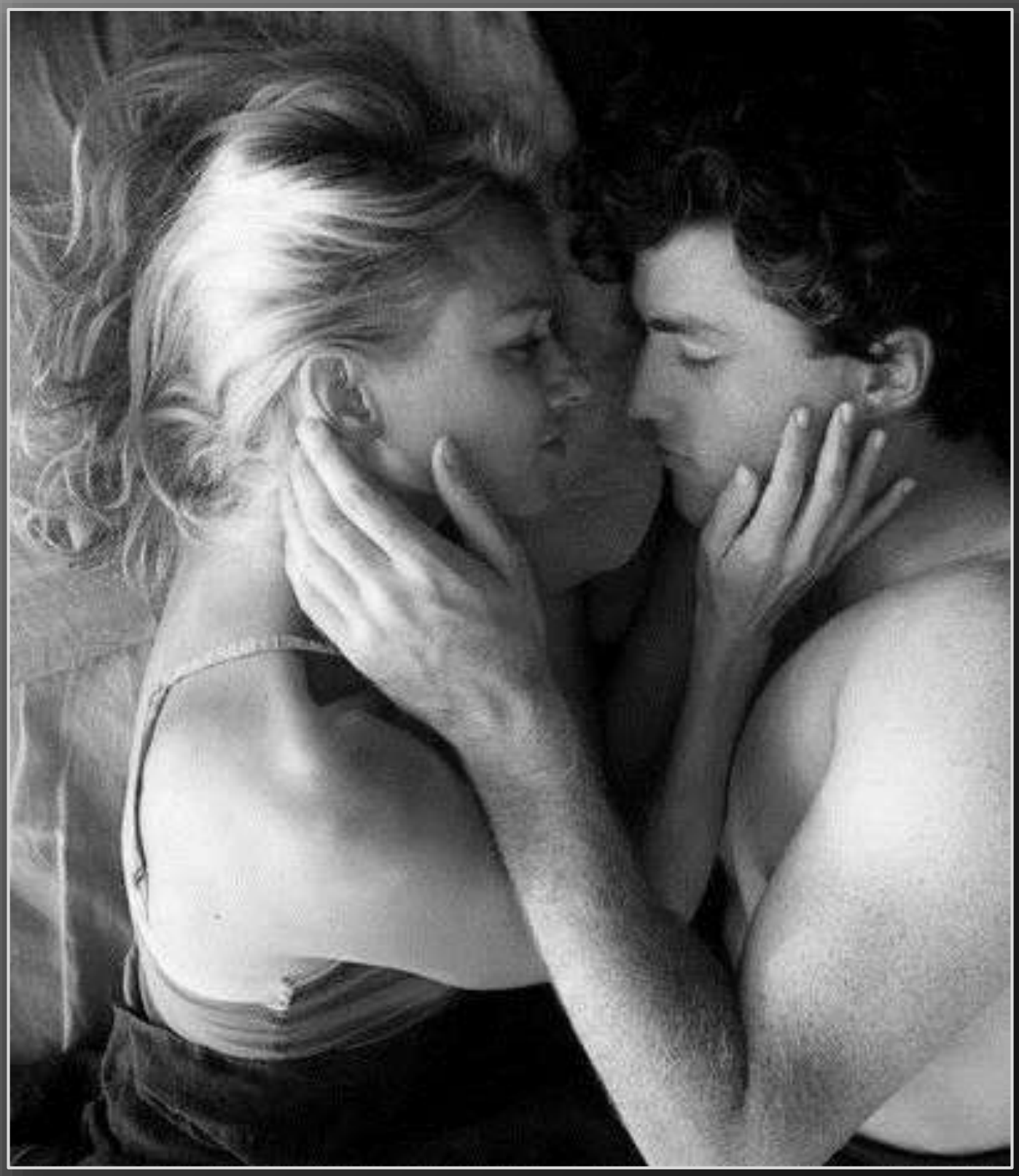
"A man will try to do kunyaza only to a woman who means a lot to him. We are essentially talking about the easiest and most effective way for a woman to get to what is also known as squirt."
says *Angelica Lindsey-Ali*, sexologist in her book: *Kunyaza - The Secrets of Female Pleasure*.

Still others have described *Kunyaza,* as the *African Tantra*.

Same as with *Tantric Sex*, *Kunyaza* has an emotional connection between the two lovers, with the result that a large amount of sexual energy is channeled into their bodies!!!

LIFE WITH STYLE

Karezza!



A Sex technique that will change your love life!

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

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

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

A *new technique*, however, comes to introduce *intimacy* and *contact*, rather than *orgasm*.
It is called "Karezza", generated from "caress", which means caressing and is prioritizing the emotional bond between the two partners, deliberately delaying the achievement of orgasm.

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

As sex coach Irene Fehr says:
"In regular sex, the connection between lovers has a second priority".
In the "hurry" to achieve orgasm, important things get bypassed like your partner's feelings. During the first stages of a relationship, when you get to know your partner, such sex can be enjoyable,
but as long as the relationship progresses, the body becomes used to this routine and enthusiasm is lost."

As the coach points out, Karezza can lead to orgasm, but even if this does not happen, it is a lifelong and complete full body experience.
However, because it requires familiarity and comfort among the partners, it is good to have been discussed before, to be sure you have the same goals as your other half. Apart from care and touch, it is important to have your eyes open and to observe what is happening, by pointing out what you like and what you are displeased with.

No!...Don't!

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

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

LIFE WITH STYLE

The SCENT of SEX



"Love is in the air"

Let's start with the following scientific statement:

About 80% of what we interpret as "flavour" is essentially a smell, and the smell is something that changes, depending on the physical and organic condition of each one.

Erotic play, **after all, is directly determined by *sight*, *smell* and *touch* and indirectly by *hearing* and *taste*.**

Sexual arousal, **has the ability to "*numb*" the sense of smell, so when *"blood is flowing in the head", …*very few things matter. After the *climax*, however, when the "rush" of love is gone, hormones get restored to their normal levels and everything goes back to "normal", as the *"numbed senses*" are fully active again!**

At that very moment, you realize that your partner's mouth "taste", is more intense, like yours, after all, since before your mouths had dried out from breathing heavily and expressing pleasure, in every possible way.

There is another theory, equally widespread and accepted, that all the *"scents of sex",* come from hormones released by orgasm (oxytocin, cortisol, epinephrine).

Neurologists confirm that:

"Adrenaline and other hormones,
change the sensitivity we have to the smell"

For a long time, the sense of smell, *olfaction*, was the most degraded sense, when it was assessed for the influence it has, when choosing a sexual partner.

However, the recent discovery of a gene related to the *pheromone olfactory receptors*, has overturned this approach!

***Pheromones*, are created by hormones produced by cells and get transported, to the environment in either *liquid* or *gaseous* form.**
It has even been shown that women choose men based on their smell, not the fragrance, but the smell of their body, which they can detect, even if the male partner has sprayed half a bottle of eau de toilette!
It is also widely known, that women, not only can feel, but can smell, another woman's smell, on their cheating partners' body…

PS: In the old days, legend says that French prostitutes, put a few drops of vaginal fluid behind their ears to attract their customers!

"…I LOVE YOUR SMELL
ON MY BODY…"

LIFE WITH STYLE

One night Stand!



The Cause of Regrets!

One Night Stand...

Do men or women regret it more often?

Is the male *stereotype* confirmed?

If you will ask: *"who are more prone to a one-night stand, men or women",* of course, nine out of ten people, will answer: "*Men*"!

The stereotypical perception that men say "*yes*", easier to *one night stands,* still prevails in the year 2019. But let's see if it is confirmed with official evidence of a similar survey.

***Evolutionary Psychology,* published a survey of 265 volunteers from both sexes aged 19-40. And the results we get, are not far from what we mentioned.**

As far as women are concerned,
30% said they said "*yes*" to *one night stand* with a stranger or not, while 35% of the females claimed that they could give in but after it they regret it.

For men,
the percentage of satisfied after an "one night stand", reaches 60%, with only 11% declaring they regret it afterwards.

Let's also look at the findings of the researchers from the volunteer's answers:

Having a woman satisfied after an *one night stand*, does not only depend on whether she had a good time, since its just as important for her partner and it is the key element in making the evening a success.

In the case of men now, things seemed to be somewhat different, since in order to "baptize" it "successful", it is enough for them to have had a good time... Just them!!!

Just think that this conclusion,
corresponds to that 60% of the respondents we mentioned above!

Oops ..

LIFE WITH STYLE

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.

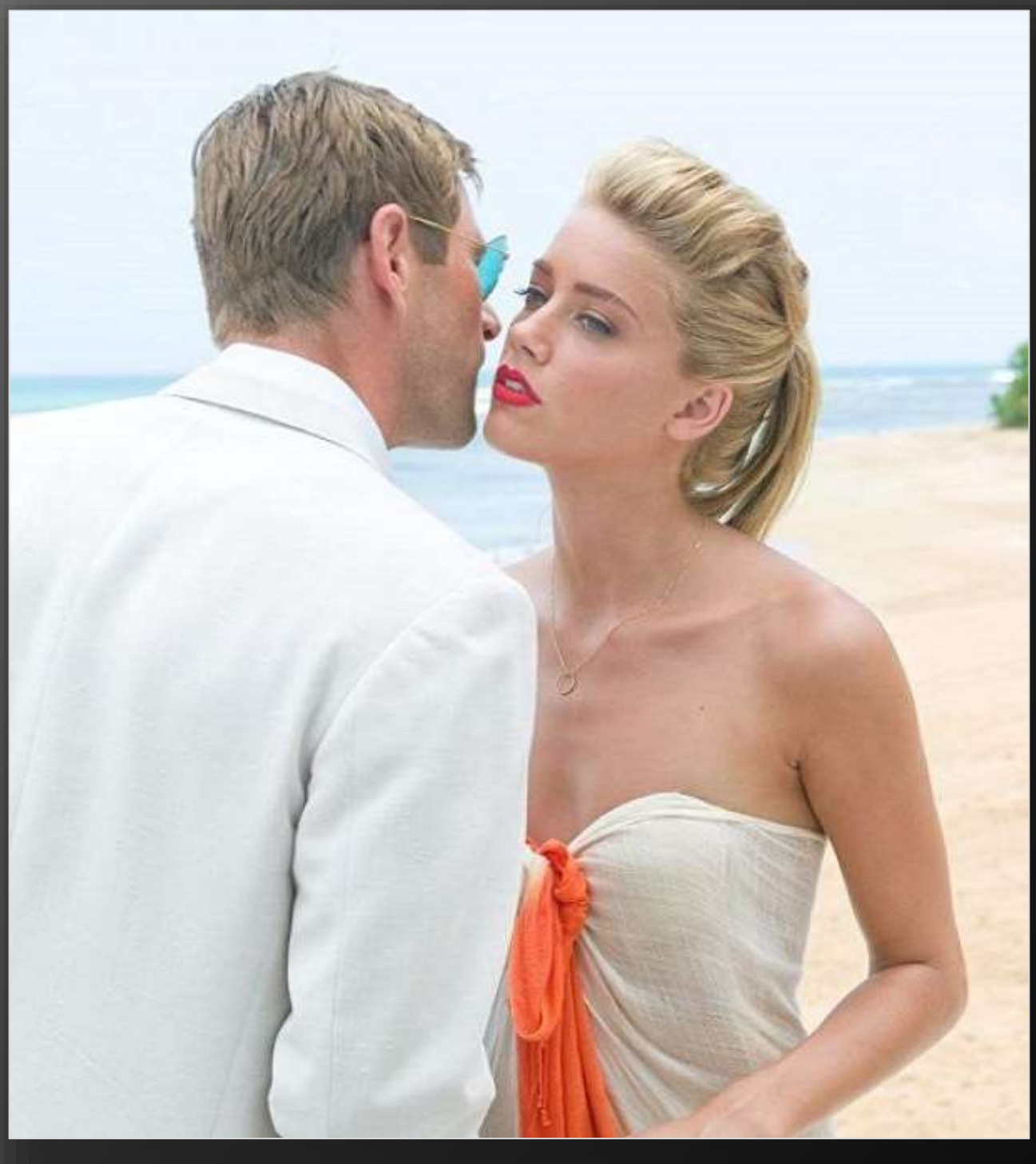
There is also a medical name for this phenomenon.
It is called *"involuntary vaginal pressure"* and especially in the early stages of pregnancy, it has a scientific explanation.
A woman who is in the first trimester of her pregnancy secretes from her ovaries a hormone called the *relaxin,* which does 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.

LIFE WITH STYLE

SUGAR DADDIES & BABIES



Is there a “fine” line?

Can the relationship between:

a rich older man and a beautiful young woman
be honest and meaningful?

We have heard about *"Sugar Daddy"* and *"Sugar Baby",* many times and we have wondered what they can mean.
Is this a new terminology that simply conceals luxury prostitution or is it something else, like a new kind of lifestyle in interpersonal relationships?

The truth is that we did not come to a definite conclusion, but little is what we think…
What we are going to do, is just to expose what we have understood and let everyone draw their conclusions.

If you "Google" the term "Sugar baby", Wikipedia's explanation is:

"A sugar baby is a person who is in a specific type of transactional relationship,
for the expressed purpose of achieving economic security.
A person in such a romantic relationship may receive cash, gifts or other financial and material benefits
in exchange for being in the relationship."

Simply, this is the person who, in order to stay in a relationship, seeks financial security and this translates into financial and material rewards that keep the person, bound to this relationship status.

Here we reasonably asked:
"*But most women are seeking financial and not just security in a relationship, whether they state it clearly or not. Does that frame them all as sugar babes?"*
Apparently not!!!
The *"sugar daddy"* and *"sugar baby"* relationship is something quite different and clearer, than the eternal search of a woman to enjoy psychological and financial security from her partner for her and her children when they come later!
From what we read about, we understand that this *relationship model*, is something like a "role playing", from both sides:

- **He is successful, busy and wants to spend his money and time as he wishes, without *"fine prints"***

and

- **She wants to enjoy the "comforts", he is also prepared to offer, without *"fine prints"* .**

Where *"fine prints"*, are mentioned ,we also understood, that they are… "*the emotional crescents"*!

However, we are not definitely sure, that through these relations of *mutual inter-exploitation*, everything is so beautiful and innocent, but it is definitely a relationship that concerns two adults, of an age difference, which is actually governed by a relative honesty about the intentions of both.
Also came in our mind, famous men who were *"sugar daddies"* and eventually married their "sugar baby"! Such examples we have in our time with high-standing public faces.
For how *moral* it is a couple to experience such a relationship we are not the responsible ones to judge it!
A woman may never have expressed the kind of relationship she is in, and she is really…"naughty" and …"cheap", and another woman, being in a seemingly suspect relationship for its honesty and still being considered as a "lady".
Things are usually not what they look like, and … we all know it.

We will never encourage someone or anyone to get into such a relationship and we have no reason to do it!
On the other hand, we can not criticize those who experience it, as neither to that we have a right.

What we are trying to do is try to interpret a relative phenomenon of our times that wants the "*prince*" to ride a BMW, or *Mercedes,* all related to "horse power", than a …white horse. A man with this lifestyle is being seeing as a "challenge".
The phenomenon of *"sugar daddy",* is more than a rich and educated man, who is not afraid to spend for a woman he likes: In the eyes of some young women is *"A New-era Prince*" who wants to transform every "*Cinderella*" into a "*princess*", wearing the crystal gown. And no!... it is not a man who has, no friendships, no social life or no other women.
This is a man who basically loves the *"role play"* and has a fetish to spend his money on a woman who really will seduce him!

On the other hand, every woman can not become a *"sugar baby*".
It is a mysterious property that some women had since ancient years! Bright example are the Geishas.
They were beautiful and highly cultivated women, who "treated" men with their company and their potential over many things: In dance, singing, communication. The men rewarded them first for their personality and then for anything else.
Flirting was superior, something that arose, as both sides, felt they were initially communicating spiritually and then physically.

The challenge is two-ways:
"*Sugar daddy*" wants to be motivated and feel good and the "*Sugar baby*", must be able to give it to him!!!
Besides: each "*Sugar daddy",* has the "*Sugar baby"* he deserves and vice versa.
I never understood what makes these "*dads*" made of … "*sugar",* in the eyes of some women, but that is their issue!
For the vast majority of women, their heart will always belong to one Daddy!
As *Marilyn Monroe* expressed in the song: *"My heart belongs to daddy".*

LIFE WITH STYLE

MARRIAGE



"Spice" your Marriage !

Most people think that marriage deteriorates intimacy and sex. That is a belief that can easily change as long as you realize it and start doing things to improve your sex life.

These ideas, will help both you and your partner, see sex with another eye even if you are married for many years.

1. Knowledge is everything!

Yes, you are definitely good at sex, but that does not mean, you should not improve your technique a bit. Look at new positions, think about what your partner would most like as you've definitely learned after so many years of relationship and marriage with him and start practicing test.

2. Wine in bed!

The truth is it sounds a bit weird, but it works! Get a glass of wine in bed, share it with your partner, and start playing!

3. Dominate the bed!

Men may like to play the dominant role in life, in bed, everywhere, but believe us, he won’t mind, if you decide to be a bit bossy for one night.
Order him to undress, to kiss you on the lips, the neck, the chest, the belly… and lower!

4. Reignite your dopamine with a fresh experience

“Doing something new creates a sense of bonding and intimacy. Think outside of the box and do an activity that might scare you or excite you, like an amusement park ride, or an escape room. You will create dopamine and duplicate the same feelings you had in the honeymoon phase of your relationship”, advises Sunny Megatron, sex educator and co-host of the American Sex Podcast.
Experts say dopamine and other chemicals in the brain are directly linked to physical attraction and romantic passion, which is why bonding over a new activity together could help spark arousal.

5. Tell each other your sexy dreams!

Why let a sexy dream go to waste?
Next time you wake up after a sexy subconscious scorcher, tell him first thing’ in the morning. Chances are, you'll be in for some morning sex.

6. Wear nothing but jewelry to bed!

To really blow his mind, break out the bling and wear nothing but jewelry to bed: It'll fulfill any Vegas showgirl fantasy he might have. Graze the nape of his neck with your chandelier earrings. Or skim your super long strand of faux pearls up and down his legs. Earn bonus points if you tie him to the bedpost with them.

“There are a lot of kinky ways, to spice up your sex life.
You just got to be creative.”

LIFE WITH STYLE

Lets talk SEX about...



Experts say it is a “Must”!

Do you talk with your partner about your *sex life*?

A well known story... You tell your close friends how good or bad, sex is with your partner. You can be extremely detailed and talk comfortably about everything you like. Is it not happening?

The only one, who does not know about all this, is the one directly concerned: Your partner!
And you forget the simplest. That if you spoke about sex openly, you wouldn't need to complain and to disclose such "details" to your friends, or to stay unsatisfied.

In order not to wait for your partner to take the initiative on his own, see what the experts on the subject have to say.
Analyzing sex…just after sex, is something like analyzing sports, during sports shows.
After taken a breath and pull yourself together, you can talk about the details of the "session". *"This back-to-back discussion can increase intimacy and give both of you a chance to understand what you enjoy most about sex,"* says clinical psychologist and sex therapist *Christopher R. Jones*.
"Sharing and intimacy are so important. The earlier in the relationship you start these small rites, the more likely you are to find greater sexual satisfaction" says sex-expert *Megwyn White*.

Chapter: Orgasm!

This is the main reason why you should communicate after sex! Let us finally close this chapter of the absence of orgasm and let us learn to externalize what is in our head…and it's not just about female orgasm. Discover what he likes, or how he can achieve the *ultimate pleasure*.
You should also talk about whether you felt shy a while ago and if so, why. Equally important!

How would you talk about sex with him?

If you've never done it before, find a comfortable place and look at each other.
"You have to start such a conversation with *physical intimacy*. Touch increases empathy and en encourages sharing. Make the start with positive comments. This always helps to make someone listen to you in a good mood, immediately and in the future...

How to say something after sex?

When you do something for the first time, you might find it hard to start the conversation. Which is perfectly normal. As we said, start with good word and positive vibes. Something specific he did and you enjoyed. Through it, you can talk about one of the unforgettable of the foreplay! So you transmit the desire that you want to do it again. Or a position that you know, it is giving you guaranteed orgasm(s).

Talk about the "unpleasant" things about sex!

In the same mood of communication and empathy, you can also mention things you didn't like. When discussing it, you can suggest how you would like a particular move.
Tiny changes, are the ones that make the difference in sex.
Remember that sex is a never-ending process, which reflects the communication you generally have between you.
And… as our grandmothers used to say:

"... Anyone who is shy, is missing out ..."

LIFE WITH STYLE

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

LIFE WITH STYLE

BDSM



Do it Your Way!

BDSM is a term used to described certain aspects of sex that can be split into these major groups: bondage and discipline, domination and submission, sadism and masochism.

Although some people think that BDSM is 'kinky', in some cases it doesn't have to involve sex at all the mental connotations of some acts are more of a turn-on than the prelude of a particular act leading to sex!

So what is the first things that come to mind when you hear BDSM?
Handcuffs, blindfolds, tied hands, whips and submission? Correct, but they are not the only ones!

When you do not know where to start and it seems chaotic, sex experts come to open your eyes …before you "take them out"... Are you wondering how to experience it gradually? The right steps for you to experiment with BDSM, without feeling like you are a hard porn or having to copy stereotypes, from the '50 Shades of Grey'…

Do not do everything at once!

Do not start by buying any "toy – accessory" you find in an adult shop. This is not how things work. Find one that you like and bring it to the bedroom, after first discussing it with your partner. Step by step. Take it easy... "A lot of people get excited and end up bored after a week" says sex expert Dawn Serra.

Is there a mutual consensus during BDSM?

We are not just talking about *consensus*, but about *enthusiasm* and *desire*. Never forget that we do not do something because it only excites our partner, or because we do not want to spoil his wish. We discuss it, we look at it from all angles, but most of all, you must decide if it is something that suits you. The same, of course, applies to your partner.

Enjoy it!

Mistakes will be made in the beginning. Or you will feel embarrassed when he blindfolds you and you suddenly have no control. Or while trying a new "toy – accessory" one of you will use it wrongly and the passion will turn into laughter. It happens. Accept it.

Know your limits!

This is what we said above. BDSM is not a road race that you have to finish and go through all the stages, at once, otherwise there is a failure risk. You may "succeed" something once, or you might discover new ways and it may be the only love life you have. Only you, can set the limits!

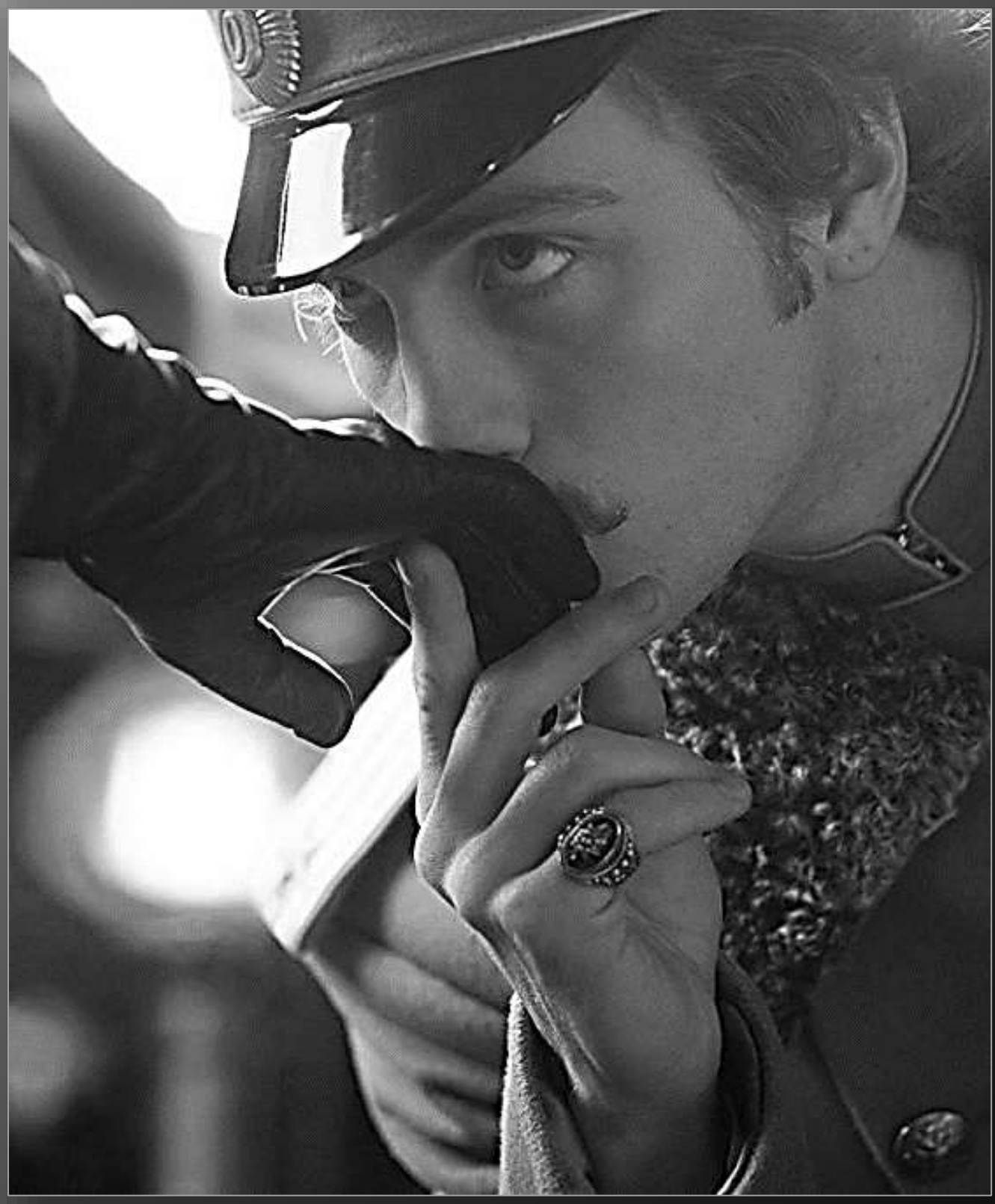
Gradually increase your BDSM performance!

As with all things, here you need to go at your own pace. In the beginning, sex can become more spicy with some "dirty talk". Yes, this is BDSM too, especially if you have not done it before. Once you are familiar with it, you can proceed to the next level, when and how you want it.

Enjoy it!

LIFE WITH STYLE

The … Forbidden Fruit!



How do they End?

Can a secret relationship lead to heavens?

Metaphorically speaking not theologically ...!!!

Secrets, pain, conspiracies, atrocities, affairs, that only lovers know about.

Most psychotherapists are negative towards them, because they usually do not succeed.

On the other hand, World History, is full of such, famous and obscure relationships, that every generation discovers them with awe.

Shall we look at the issue more spherically?

Anyone who has ever been involved, in the whirlwind of an illegal, or secret affair, knows that such a relationship can be exciting, stressful, exhausting, complicated, aggravating!

Although there is disagreement on its outcome, modern counselling, considers that such relationships rarely succeed. Many surveys, have dealt with it, confirming that although the "*forbidden fruit*" is sweeter, the viability of these relationships is strongly questionable!

The identify and argue, that over time, they deteriorate and eventually "collapse".

There may be a methodological error, though, based on questioning:

"Why should any relationship that does not end in marriage or lasting for a long-term, be considered as a failure. Why it's success, enjoyment, pleasure, not be limited to a shorter term?"

Before we wrap up our reasoning, let's look at the research made for *"secret relationships"* ….

e.g. between colleagues who don't want to be gossiped in the office, or illegitimate couples, or married couples, who just live together because of children, or shared financial interests.

Observing or even more investigating "*hidden romances*" is difficult because of the "*secretive*" nature of such relationships. Some strongly argue that they are just friends with each other, or that they once had a … "*something*", that didn't further. Rarely, they will declare, even in anonymous surveys, that they are living a *"secret life".*

Therefore, we should be suspicious as the results, from such research are not always accurate!

Another key element identified in these surveys, is that members of such a *"secret relationship*", lack social support. They have no one to talk about their pain and when they are together, they chose hidden corners in solitary places, outside their social map and often with fear and guilt. But all of this, at some point, gets tiring and burdensome and that's when the first "quakes" of the relationship, start. Other research has found that privacy is associated with decreased self-esteem, fear and nervousness, stress and insomnia, as they are not sleeping together.

On the other hand, "*secretism*", during such relationships, creates other "complications", when they need to be formalized. "*Secrets*", are usually going hand in hand with… "*lies*".

"*Lies*" to friends, to colleagues, to family…and some times…to or from, the partner…

Then the "*secrets*" can sabotage the emotional and physical health and disrupt the existence.

It is characteristic that a research describes the potentially *negative effects* of *"secret relationships"* on health and wellness. In the other hand "*secrecy*" may increase the persistence and attachment to the partner. Lesser… "*exposure*", can mean more durability sometimes and we should also always remember that each case is different.

In general, however, there is a strong tendency in American psychological counselling, to "*moralize*" by "*directing*", believing that going against the "*pattern of marriage",* is unsuccessful, and harmful.

The answer is life itself!

Literacy, has created masterpieces such as "*Romeo and Juliet*", *"Anna Karenina",* along with countless others, that hymn the story of some "**F**orbidden **F**ruit"!...

LIFE WITH STYLE

THE CHEATER



Once a Cheater...always a Cheater!

Cheating has become a norm…

When To Let Go?

The door slams behind your cheating partner, and you can finally dust off your hands.
Sure, you're still in pain, but you're confident you've made the correct decision to end the relationship. After all, *"once a cheater, always a cheater,"* right?
Not so fast. Experts are now saying there might be hope for relationships torn apart by infidelity. Is there a chance for yours? …Find out…

As with most things in life, the reason why a person chooses to cheat can be complicated.
Are they a sex addict, or was it a momentary lapse in judgment?

Psychotherapist Esther Perel notes four main reasons why a person may cheat, even if they're actually happy in their relationship:

- *Self-exploration,*
- *Seductive nature of transgression,*
- *The draw of lives not lived,*
- *Feeling new (or repressed) emotions.*

On the other hand, your partner could have an underlying *addiction* or personality imbalance that contributed to their cheating. In many cases of betrayal, relationship problems are also a factor.
So, the first step on the road to reconciliation or permanent parting is to ask a hard question:
"Why did my partner choose to cheat?"
The answers you find can be your guide toward deciding whether the relationship can be saved.

Finding The Willingness To Work: One of the first tip-offs that a person may cheat again is their unwillingness to reflect and figure out why the affair happened. If your partner shows little interest in discovering the underlying cause of their cheating or putting in the work to grow from those causes, then it's time to move on.

According to psychotherapist Matt Lundquist:
"It requires some major work. If your partner has cheated on you and they don't do that work, they will cheat on you again. I don't think it's just a risk, I think it will happen again."

Repairing a relationship takes work on the part of the person who lied, as highlighted in a new study.
The results show our brains adapt to dishonesty. Essentially, the more we lie, the easier it becomes to lie again. So, the unfaithful partner has an uphill battle to fight and must be genuine in wanting to change. Neurologically speaking, the odds are against them.

When To Rebuild: Obviously, every case of infidelity is different. You must ask yourself if you really want to consider rebuilding your broken trust, or if you are too hurt to do so. If you do decide to try and repair the relationship, look for these signs that your significant other is sincere:

- *Instead of just saying they'll change, they act on it*
- *They keep trust at the forefront by keeping commitments and being honest*
- *They listen to you and show empathy*
- *They resolve conflicts in a healthy way.*

When To Let Go: If you're no longer invested or interested in continuing the relationship, there's no guilt in letting it go. However, if you're willing to fix your problems, but your partner shows these signs, it may be a wise choice to say "so long."

- *They argue with you over insignificant things*
- *You aren't on the same page physically, emotionally, and mentally*
- *They don't take responsibility for the affair and blame outside factors*
- *They've cheated before*

The fact is, that in the majority of the above cases…

Once a Cheater…always a Cheater!

LIFE WITH STYLE

cheat 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 WITH STYLE

Unusual Sexual Fantasies



...What Exactly Is it?

In other articles we talked about the erotic fantasies we have, emphasizing what they can reveal about our character.

This time we will talk about the most common of them.

Researchers at the University of Quebec in Canada conducted an Internet survey, with 1,516 adults (799 ♀; 717 ♂) who ranked 55 different Sexual Fantasies and wrote their own favorite fantasy. Each Sexual Fantasy was rated as statistically rare (2.3% or less), unusual (15.9% or less), common (more than 50%), or typical (more than 84.1% of the sample). The main goal of the study was to determine which ones are rare, unusual, common, or typical, from a statistical point of view among a relatively large sample of adults recruited from the general population.
A secondary goal was to provide a statistical comparison of the nature and intensity of sexual fantasies for men and women.
The study also aimed at demonstrating with both quantitative and qualitative analyses that certain fantasies often considered to be unusual are common.

The results of the research concluded that:

"Care should be taken before labeling an SF as unusual, let alone deviant.
It suggested that the focus should be on the effect of a sexual fantasy,
rather than its content."

Of the approximately 50 fantasies recorded by the researchers, many of them are shared by about 80% of respondents of both genders.
The most popular fantasy by far was sex in strange places, such as public toilets, or in the office. This is followed by oral sex, but also sex with a close acquaintance.
For both men (81%) and women (86%), emotions are an important part of fantasies.

Only two sexual fantasies were found to be rare for women or men, while nine others were unusual. Thirty sexual fantasies were common for one or both genders, and only five were typical. These results were confirmed with qualitative analyses.
Submission and domination themes were not only common for both men and women, but they were also significantly related to each other.
Moreover, the presence of a single submissive fantasy was a significant predictor of overall scores for all SF in both genders.

As for the biggest differences between the fantasies of the two genders, there were no shortage of surprises. The biggest difference was in the fantasy of having sex with a much younger person (of legal age). There, men claimed that 61% have this fantasy, while for women this percentage was only 18%!

LIFE WITH STYLE

the Plague of Jealousy!



A "Ghost" over Relationships?

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

Jealousy **is a sign of love, it's a sign of wanting attention from the one you love or comes from fear of losing the affection of the one you love.**
Jealousy **comes from a place of emotional shortage.**
It also can come from a place of wanting more for yourself!

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

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

Perhaps it was that night at the club, that because of the music volume, he had to speak too close to the ear of a ***striking presence,*** **or maybe a friendship of his, was causing us anxiety.**
To some extent these insecurities are healthy and indicate our interest in the relationship.
However, there are contexts in which ***jealousy,*** **can become** ***abusive***.

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

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

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

- **Set limits**

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

- **Give it importance**

In fact, whether your partner will trust you or not, is not exactly in your hand. ***Trust*** **requires us to leap to** ***faith***, **which not all people can do, especially when they have a betrayal experience. However, while your partner is trying to change the way he/she thinks about your relationship, your attention is needed, more than ever.**
If he/she finds that when he/she needs you, you are always, he/she is much more likely to be able to overcome your partner’s insecurities. This process will take some time, but if you succeed, your relationship will become more beautiful and stronger than ever.

- **Take time and effort**

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

- **Recognize your strengths**

No matter how much we are in love, there are behaviors we should never overlook.
If your partner has become overly ***manipulative***, **interferes with your** ***friendships*** **or your** ***daily routine*** **and is trying to** ***control*** **your every choice, the relationship may soon turn from a** ***choking,*** **to a** ***dangerous***.

Abuse **takes many forms: No physical violence is required to cause irreparable injuries!**
In this case, contact a specialist to help you deal with the situation or end the relationship directly.
It can be difficult, but it can save you from much worse situations!!!

LIFE WITH STYLE

JEALOUSY



Get it out of your Relationship!

Are you worried when your partner is talking to other girls....

and you are overwhelmed by the excruciating feelings of fear and insecurity?

Learn what you need to do, to stop being too jealous and grumpy girlfriend and put an end to the ugly thoughts that plague your mind.

Breeze of Confidence!

Believe in yourself. Have you ever thought that you are jealous, because you are not satisfied with yourself and reflect your own insecurities on your partner? Stop feeling bad about yourself, focus on your charms, rather than your flaws, don't compare yourself to other women and you will see that feeling more secure and self-confident, will fascinate your partner even more.

Erase the "bad" past!

You may have had traumatic experiences, from your past relationships, you have been hurt and it is now difficult to trust your new partner. But think that not all people are the same and if your partner is trustworthy and loyal, then leave doubts behind and invest in a healthy relationship.

Live the present and don't worry about the future anymore!

When you are overly jealous of your partner and constantly think that he will cheat and betray you in the future, you automatically stop enjoying the beautiful moments you spend together, poisoning your relationship. The negative feelings caused by jealousy, stress, anxiety and the constant feeling that you will be hurt, condemn both your present and your future.

Create trust!

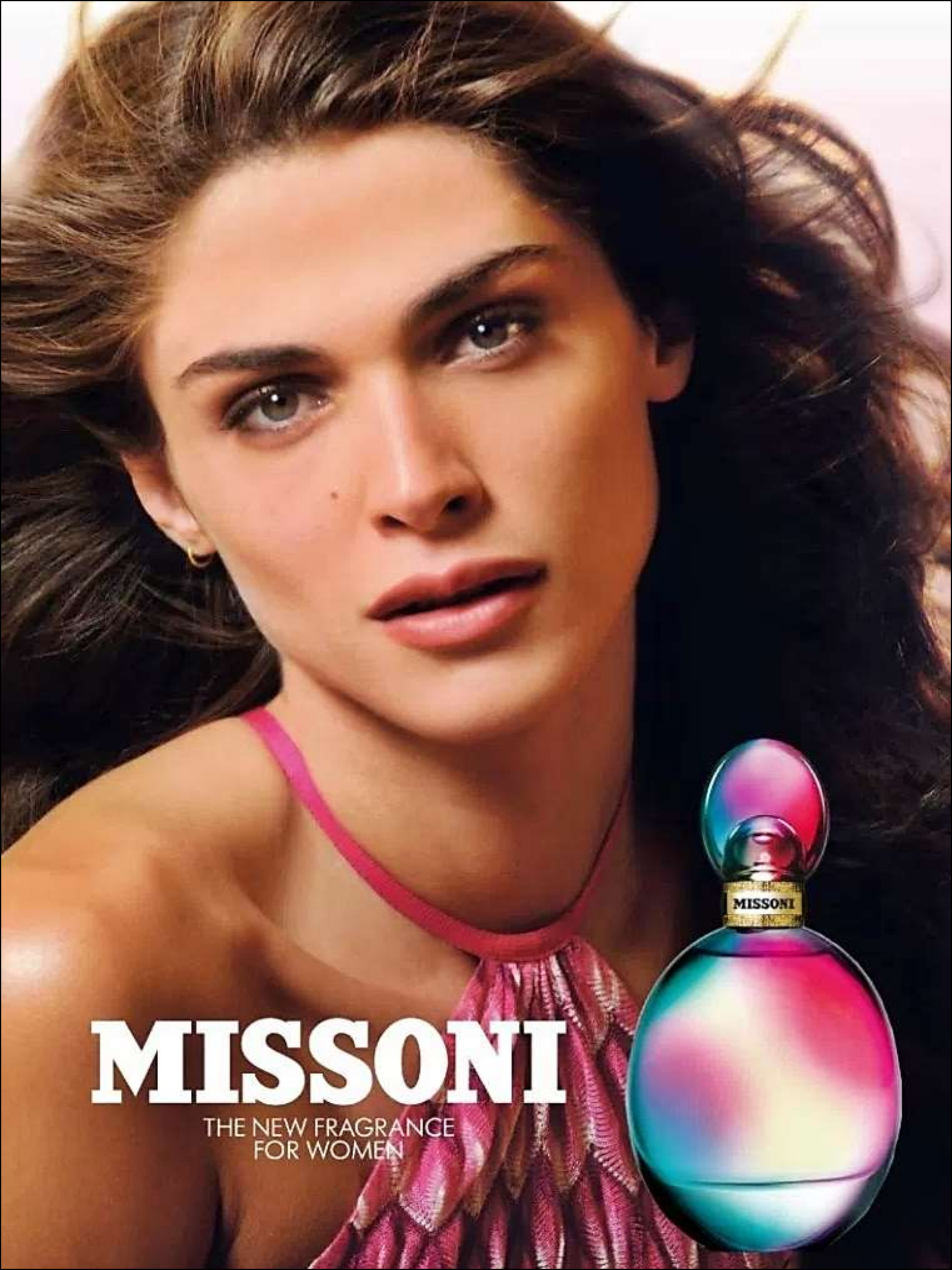
If you have a reasonable suspicion that your partner is cheating on you and therefore you are jealous of him, then talk to him openly. If you realize that there is really no reason to worry, try to work on your communication topic. Talk to him about your concerns without attacking him and tell him exactly how you feel.

Give your partner space!

If you forbid your loved one to go out with his friends because you are worried that he will meet someone else and you constantly control him, you are setting limits on his freedom and autonomy. If something is bothering you, just talk to him with all your sincerity and give him time and space!

"The jealous are troublesome to others,
but torment to themselves."

- William Penn


MISSONI
MISSONI
THE NEW FRAGRANCE
FOR WOMEN

LIFE WITH STYLE

MIRROR THEORY



The Impact of Other People in Our Life!

Every person who goes through your life, reveals you something about you!

The people we meet act as mirrors, that reveal, reflect, what is inside us.

That's why when you admire, something that a person has, it's because you recognize it.
You also have, within you, what is causing your admiration, even though you haven't discovered it yet.

How many times do we blame others, or get angry with others, when they actually, just show us a side of their personality, we don't want to acknowledge, that we also have?
When you look at the other because you don't like what you see, you deny a bit of yourself.
You reject a lesson, that will allow you to overcome a number of fears and advance your self-knowledge.

Dealing with something, or facing a problem, means that you are standing in front of what you do not want to see, because there is the lesson we all need. We also tend to show our own feelings to others.

Every time someone, tells you the objective truth and you deny it, getting upset, is simply because you know it's the truth that you don't want to accept, but it still "lives" within you!

If you feel insecure, or deprived of love, it is very likely, that every time someone says something to you, you will not trust or believe the person.

Why? Because what we have inside us, is outwardly reflected.
If you are stressed or anxious about something, you may think that those who are by your side are also stressing or anxious whenever you notice something strange about them.

But no, what happens is that they project on them, what you have inside.
In the same way, when you feel happy and glowing, you get the impression that those around you are also happy.

We are all mirrors!!!
And that's why I always say that every person that comes into my life is a gift, because it shows me something about me, that is important, in order to continue my education and follow my life path.

LIFE WITH STYLE

time Wasters!



...in the dustbin!

Situations and people who hurt you, can change you and move you away from your true self:

A strong, brave and free person, who is worthy of being happy.

We all know that it is not easy to get away with something *emotionally damaging,* overnight.
Most of the times, when we want to get away from something, we refer to a physical threat, for example, a bumpy road, or a dangerous area, or a dark alley ...
Our brain is programmed, in a sense, to instantly recognize threats and to respond immediately: *attack* or *retreat*.

However, there is one thing we all agree on: *we cannot easily recognize, all the harmful situations*, and it can be even more difficult, for us, to convince ourselves, that we must *get out of them*.
So what should we do in this case? What happens when, for example, the person who hurts you, is a member of your family, or your partner?

The people who hurt you are not worthy of you!

***"People who hurt you don't deserve you."* Theory is always much easier than practice.**
You know deep down, that the person who destroys your *self-esteem* and doesn't respect you doesn't really love you ... but how can you force yourself to accept that?
And how should you react?

People who hurt others, only care about themselves!

When referring to people who hurt others, probably the first thing you think about is physical violence. Yes, unfortunately, it is a sad part of life. This kind of violence still exists and does not count for borders, cultures or class.

There is also another kind of implied, indirect, or silent violence, that is just as harmful!!!

There are people, who are empty of feelings of empathy, or unable to forge relationships based on mutual respect!!! People who always prioritize their own needs, are also *very destructive.*
***Selfishness* and inability to build a bond, through *understanding*, *trust* and *respect,* are traits that can undoubtedly cause, serious damage over time.**

Words and actions can be devastating!

Sometimes it's not just what they tell you - but mostly the way they talk to you.
The are using a derogatory tone, voices and sarcasm, trying to offend your self-esteem.
When a child grows up, in a *bad environment*, with *poor communication*, it can certainly be disastrous, harmful for the child's *self-esteem* and sense of *security*.
The way a person reacts to a relationship, the tone of their voice, and the way they present their own way of thinking, can reveal a lot about him.

LIFE WITH STYLE

#Friends!



The Characteristics of a “Snake”!

We all have met friends, who have proven worse than strangers, in our lives!
The point is to recognize them and move away from them!

We all want to spend our daily lives with our loved ones.
But when do we know, that these people are actually the right ones, for us?
And if they are not, what do we do, in this case.

Jealousy

They feel that you should not be, better than them! They are often jealous and even for very simple reasons, they try to make you feel insecure!
For example, you might ask for advice for something that concerns your relationship and they may reply: *"Why do you stress for him? Move on!"*
Instead for a simple solution, they suggest a big problem! Not because there is a serious reason, but simply, because they are single or divorced.
During your successes, like: graduating, getting promoted, finding a good job, etc. they do not support you, but they envy you. Instead of being happy, they are pretending, as obviously, these are things that they, themselves, do not have.

Lies

They are not honest with you.
In some cases, they say things that are not even valid in order to divert you, from seeing the truth.
They may go out with some other friends, and they will hide it or give you excuses, for not confirming your arrangements.
They will lie that they like your outfit, but they will say negative comments, behind your back. When you are not present, they can say the worst things, about you. But at the same time, because they feel "empty", they are using you to spend their time and so they continue to lie…

Psychological pressure-manipulation

They don't let you think about what to do with your own life, they interfere immensely.
This results in you being pressured and not judging correctly.
They are so manipulative that you think that without them, there is no happiness.
In difficult times they can basically be there, but in the happy times, they will be absent.
This is due to the psychological patterns they have in mind.
It is very simple. When you are happy, they feel "uncomfortable" and they can not tolerate seeing you happy! When you go through bad times, they get a perverted confirmation that their lives are better than yours and so they re-appear in the spotlight. They are often near you when you are not well, just to use it at a later stage that they have been there for you and "supported" you.

In each of the above cases, it is not worth wasting your time!
You owe to yourself, first of all, healthy relationships that will be governed by love, rather than hypocrisy, manipulation, toxicity and evil.

Just keep away from such … "friends"!!!

LIFE WITH STYLE

Unexpressed Emotions!



The Wild “Break Out”?

Emotions that are not expressed, never die. They break out in a wild way!

It is one of the biggest mistakes people make is their *luck of confidence,* their *personal issues* and *cowardice* in expressing what they really feel!!!

Soaked in their *insecurities*, *phobias* and *selfishness*, they let happiness slip through their own hands.

We leave the option of being *happy,* flying away so easily, because of our frivolity and the *fear* of talking openly and expressing all the *truth* that drowns us and all the *emotions* that overwhelm us.

Why are we doing this?
Is it the *fear of rejection* and the *denial of the others*, is it the fact that we are used to our *daily lives* and we are afraid to risk and overturn what we live?
Is it just the daily habit and issues that has dragged us into an unbearable routine that has become unconsciously our life?

It is important to learn to show what we feel, without fear, repulsed and guilty.
To say *"I love you",* to ask for *help* when we need it, not to be afraid to cry, to claim and not to receive an answer.

It is better to live a life without wondering what might have happened.

Sigmund Freud, once said:
"emotions that are never expressed, never die.
They break out in a wild way ".

Let's say what we feel.
Let's pick up the phone and call regardless if the other does not pick it up.
Let's apologize and challenge for an apology, when its needed!

What we want to do, can happen if we *claim it,* with all our faith and heart.
Even if that does not happen, however, we will be *in peace within ourselves* and able to look at ourselves, knowing that we have not given up arms and that we made an effort.

Our lives are one and only!!!
It's important to *be happy* and *not just good*.
Do not wait! Show what you are feeling! *Talk the truth openly*!!!

LIFE WITH STYLE

THE "CORDS"



"...The feelings of love and sharing, are often enough to build a cord..."

Relationship Cords, **are like the umbilical cord, that connects mother and child, connecting two people's auras together and are made from etheric and astral energy. It is unaffected by geography and remains in place no matter where the other person is. Once formed, cords transfer emotional energy between people and continue to remain inexistence until severed on an astral plane. Cords can be created between any two people or even groups of people, that have emotional relationships. Friends, workmates, or even enemies can all have cords. They can be used by entities and other dimensional beings, to connect with us and drain our energy.**

The feelings of love and sharing are often enough to build a cord.
Often the cords formed between people during sex, are between their bellies, but can be in other areas like the heart or solar plexus. When two people have been in an emotional relationship for sometime, there is a good chance that the two people have a cord. Depending on the nature and intensity of their relationship, cords formed between them can either nurture or drain one or the other.
Dysfunctional cords, **create many difficulties and challenges in a relationship, which can range from anger and resentment to feeling completely drained. *Energy* moves from a high potential to a lower one, and where the two people are of different vibrational states or frequencies, the weaker draws energy from the stronger.**
The dangers of dysfunctional cords **can debilitate people from living full and complete lives, even sharing a wholesome and nourishing relationship.**
If we accept that *we are energy* and we exist as energy, then it is not difficult to understand how fundamentally easily, cords can form. After meeting someone with whom we may have a *karmic relationship* with, and this person stays in our lives for some time, these cords only dissolve once the karmic reason has been fulfilled and this person leaves your life and the relationship ends.
When we choose to interact with people, we both *subconsciously and consciously* create cords on a mental or emotional plane. Even a simple kiss can create a cord that will last for seven years and worse engaging in random sexually activity creates cords that keep us attached to our sexual partner and in many instances this choice, deprives us from moving on to healthier relationships.
We can cord into anything or anyone, but the *strength of the cord* depends on the amount of energy expended on thinking about a specific person or thing.
We are also corded to things we habitually do, such as smoking, gambling, and addictions.
These cords serve an element of us and connect us to both the experience and mechanisms that control us. The greater the *habitual behavior* the thicker entwined are these cords and the greater the effort to actually severe them altogether.
Breaking cords **set us free and with effort and contemplation we can release that which do not serve us any longer. Some cords date back to our ancestral plane, and continue to play a role in our lives even today, as we are made up of the same DNA our Ancestors were made up of.**

Why cutting cords or ties will assist you?
Cutting cords eliminates all *negative bonds* that connect us to people or situations. Be it insult, anger injustice or any other emotion, all of these emotions have the potential to be completely severed. Once these negative emotional cords are cut, you will be renewed with *positive energy* and you can re-establish relationships, on a new level, allowing your love relationships to no longer be influenced by the negative cords, attached to you.
Cutting cords **doesn't necessarily lead to break-up or abandoned relationships, nor does it mean that you don't love or care about the person anymore. Simply, you are releasing the dysfunctional parts of your relationship.**
Cords, manifested through past life, can only be identified through a process called *Past Life Regression*.
Whilst exploring cords on this platform you can become aware of when and how it was created, how you felt about it, and how it was operating.
Often these cords can be felt tangibly and their effects become very apparent.
As we live life, the process of sorting, disentangling and cutting chords becomes more complex and subtle.
As you begin to *detox your life* from dysfunctional cords, all people attracted to the dysfunctional elements and parts fall away.

The next time you decide to *Kiss* someone or engage in *Sexual Activity,* just think about the potential of the attachment you are creating !

LIFE WITH STYLE

TOXIC PEOPLE!



Just Expel them!

We all have met toxic people in our lives.

It is very difficult to ignore them because they somehow cling to us.
Toxic people like to *exploit*, *control* and *dominate* and they care about no one else, but themselves!

How to deal with such people? Let's define these 9 methods:

- **They talk more than they hear!**

These people are only interested in *themselves*. They don't really care how you are feeling. If they ask you how you are, they do it because *they want you to ask them the same*, so that they can talk about themselves.

- **They are never wrong!**

These people quickly judge others, but never see the *mistakes in themselves*.
They cannot admit they were *wrong* and they never *apologize!* They will not even accept helpful criticism so it is very difficult to live, work or even socialize with them!

- **Their drama follows them everywhere!**

They may say that they don't want drama, but they follow it everywhere. They cause trouble and drama, though they will never admit they were wrong.

- **They force relationships!**

They don't want to be alone and that's why they always find someone to commit to. For them, the connection or true love, does not matter . They just want someone by their side that will always support them.

- **Their past experiences, is the model by which everything should be done!**

They cannot accept that everyone has their own life and a different point of view. For example, if they don't like horror movies, they won't accept that you might like them. They will *fool you*, or *fake*, or tell you that such movies are a waste of time. Somehow they will make you feel bad about it!

- **They often lie!**

It is part of their nature. They tend *to turn the truth to their advantage,* so that they always look good and nothing is their own mistake. They also lie about little things, about who they were, or what they did, just to gain extra points…

- **They lack discretion and politeness!**

Toxic people do not sympathize with others. They have no empathy and do not want to really help them.
***All they care about is themselves and their lives*.**
8) They display controlling behavior!
They want to have the feeling that they have control and so if something goes not according to their planning, they freak out. *They do not like to be told what to do*, they want to have complete *control over others,* so it is difficult to be around them, in every way.
9) They love to "*snitch*", *talk*, *gossip* about other people!
They love to gossip! They want to know what is happening to others. They try to learn all the details and if they are not enough, they tend to create their own, to make it sound … interesting.
They like to raise their self-esteem by reducing others!!!

So you may recognize some people in your life, who behave this way. *I DO!*
The easiest suggestion would be to get away from them. But it is not always possible.
You need to discover *your inner peace and balance,* so that others do not affect you so much! Those who are strong within them cannot break down. This means that if you are *confident* and know your *worth*, you will understand that if a toxic person is rude to you, *it is not about you but about the person!!!*
Because of their insecurities, they need to control others.
It is important not to let this person come near you. Stay strong and confront these actions.
***Toxic people,* usually have many psychological problems and when one finds the courage, to *speak to them openly*, they realize that they are empty inside and not so powerful!!!**

They are "problematic" people, so be careful and do not trust them!!!

LIFE WITH STYLE

Finger Pointing!



Rolling over Responsibilities!

Due to the pandemic, a phenomenon has intensified, which of course pre-existed.

The Need for Accountability!

The pandemic is still out of control and of course in order to feel that there is a sense of control we have to find who is to blame for. Someone is doing something wrong.
The government, the scientists, the school principals, the mayors, the journalists, the mothers who take their children to play in the parks, the young people are out of control, the waiter who took off his mask... In an extreme form of this phenomenon we imagine some mysterious, powerful, omnipotent people, who plan to control us with a microchip. One must always be at fault.

The big problem in my opinion is that we are never to be blamed for anything!
We never take responsibility for our misery, for our mistakes, for our bad relationships, for our problems. We stubbornly refuse to place ourselves as adults in an imperfect world and prefer to be frustrated by the reality around us, as teenagers get frustrated when realizing that their parents have weaknesses. We react with anger, with accusations, with scapegoats, with contempt, with arrogance and of course our own hands are always clean. Our mirrors never show defects.

A typical example is that of parents and teachers. Some parents speak disparagingly of their child's teachers and hold them accountable for their child's failures or difficulties. Respectively, some teachers assign all the responsibilities to the parents and wash their hands. Why is it so difficult for us to understand that every situation is affected by forces, which if they do not cooperate will only bring problems? Why do we refuse to understand each other's difficult position and just expect it to always be effective in our actions?

Young children think that their parents are omnipotent and perfect. Obviously we have matured so little, that we expect this omnipotence and perfection wherever we are. A true adult, is one who understands that the world was not and will never be perfect and that every choice has a cost.
Our mistakes have consequences and in the end we can only change ourselves and that is where we have to focus. Unfortunately we are trained to react to frustration by looking for someone to break out with. Even more unfortunately, this is how we educate our children. And so this cycle of responsibility-seeking, of the constant rage that gets recycled, not only does not stop but also becomes stronger through social networking. I think sometimes our problem is that we can not stand life itself and its laws. We can not stand our own human weaknesses. It is important to understand, however, that taking responsibility does not mean self-flagellation and guilt. We need to accept our imperfections and mistakes and move on learning from them.
This is the only way we evolve! It is certainly very difficult to swallow injustice, inequality etc. etc.

"A million zeros joined together do not, unfortunately, add up to one.
Ultimately everything depends on the quality of the individual, but our fatally shortsighted age thinks only in terms of large numbers and mass organizations, though one would think that the world had seen more than enough of what a well-disciplined mob can do in the hands of a single madman. Unfortunately, this realization does not seem to have penetrated very far
- and our blindness is extremely dangerous." **- Carl Gustav Jung**

Good and evil exist in every human being, however we can not bear to see our dark part and project it to those around us. Yet what bothers us very much in others, is also our part. So if we want a world without injustice, disobedience, fascism, greed, prejudice, rubbish on television, let us first dare to recognize all this within us.

LIFE WITH STYLE

GOD & Internet!



Internet distances us from God!

Does Internet takes us away from God?

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

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

This is the conclusion of a new American study, that frequent *web surfing* and *social media* engagement, increases the chances of a user feeling "*liberated*" by his religion and wanting to try something else, or even no religion.
The study by sociologist *Paul McCurie* of the *University of Beaulieu*, published in the *Journal of Scientific Study of Religion*, titled *"Experiment with the Internet and Religion in the Digital Era"*, analyzed data for 1,714 people over 18 years old.

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

The main finding is that, there is a correlation between, *time spent on the Internet and the exercise of religion*. As the hours spent on the PC or mobile phone rise, the more likely a person is to believe that his own religion is not the only true one.
As a result, one tends to be *cut off from his religion,* or to create an own inspirational *pluralist religious amalgam* of various religious traditions and beliefs.
This trend has been identified to be more relevant to young people than to older and to modern, more than to conservatives.

"In our days, partly because we spend so much time online, we are more likely to feel as free wanderers, who can experiment with a variety of religious ideas, even conflicting with each other, before deciding how we want to live.
The main reason is that through internet people are massively exposed to an unthinkable diversity of religious and general spiritual doctrines, views and trends. Internet is the perfect ground for hatching new ideas that undermine one's certainties." **said McCurie.**

A second explanation is that, the time spent by someone in front of a screen, reduces the available time for religious activities, and absorbs the interest and attention from them.
According to the study, there is a similar "competitive" effect on the time you spend on tv, only in this case the viewer rarely reaches a point of religious questioning, just prefers to watch tv, instead of going to the church!

Editor's Comment:

"I choose to believe the God I know, than the unknown internet Gods and religions.
Internet, expropriated the election results, across the world, influencing the opinion of millions!
Why should I be the next person expropriated through internet propaganda?
There are so many "false prophets" trying to "recruit" … "believers".
I choose to believe in God, than having no God in my life!
In the end of the day, when we face difficulties in life we all say: Please, help me God!"

LET DESIRE LEAD THE WAY

MICHAEL KORS
WONDERLUST

THE NEW FRAGRANCE FOR WOMEN



LIFE with STYLE

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 her 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: *S e x ! ! !*
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… *T I N D E R !*

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!!!

LIFE WITH STYLE

Learn from the TEENS!



What teens can teach us about...

Teens, Relationships, Dating and Sex...

Everything you should follow to see your love life go through second adolescence.

Let's go back a bit… Not too much, back in your *teenhood,* when you could still arrange a date at school and then from home talk for hours on the phone, using the land line. When you were just arranging to go out with your friends and flirt in the traditional way...Before things changed!
Perfect! We are back to the past!
But now it's time to look at the lessons we learned about *relationships*, *dating* and *flirting* from that most carefree time, of our lives.

So …*teenagers:*

- **They are relaxed and enjoy it:**

As *adults*, we usually look at the longer term when we meet someone and we start wondering whether they are the *right person*, where the "*story*" will go, whether the other person is good for *marriage*, etc. etc.
Teenagers, on the other hand, *enjoy the moment.*
"They play and flirt without worrying about whether the *date* will have a future. This, however, does not mean that they are not anxious, but they do not care so much" says relations expert Andrea Syrtash.

- **They get excited, even thinking they will see each other.**

When we were *teenagers* we had huge reserves of energy and we were patient, until we came across the object of our desire. Sure, we were trying to look relaxed, but in our adult life, some find it childish to be excited.
We may have a wrong perception of things.
"My 16-year-old son's girlfriend, came home early in the morning, to surprise him. When he woke up, she started jumping and screaming his name, and rushed on him" says *S.B.*
"I'm not a teenage girl, but I suggest every woman to welcome her husband home as a cheerleader" she adds

- **They go out with other couples:**

As *adults*, we don't date often with other couples, which is quite *normal* for *teenagers*. Going out with friends is a great idea, regardless of age and can make the couple more *socialized*.

- **They "do it" everywhere:**

As we grow older, it doesn't even cross our minds to have sex, in an uncomfortable place. In the old days, however, the place didn't matter. Besides it was the *adrenaline rush* of the whole "act" when we were meeting you secretly in the most odd places.
"Most teenagers don't have a cozy, comfortable, private room, where they can spend time with the person they like and thus become more creative. From cars and cinemas to the beach, parks and cafes, they are more open to the challenges. Are you?" says sexologist Jess.

- **They carry condoms:**

We tend to present the younger generations as immature and irresponsible in many ways, but on the topicof *safe sex* it seems we can not compete them. *"A recent study published in the Journal of Sexual Medicine reports that young people are much more likely to use a condom. The age group 14-17-y.o, who are sexually active, 80% of boys and 69% of girls, said they use it in the main part of sex, a much higher percentage than adults who have casual sex."* says Jess Touché.

LIFE WITH STYLE

love



The Biological-Time Stages!

Love and romance have a whole neurochemical foundation around them, which affects how the two partners, or even one of them, feel .

- **Eye contact is the key**

Some excellent research, has found that couples who are in love and engaged in a romantic relationship, synchronize their heart rates, after looking into each other's eyes for three minutes!

- **Love works fast**

It only takes 4 minutes to decide if you like someone or not.

- **Love can be addictive**

Love is like using a dose of cocaine, as both experiences affect the brain similarly and cause a similar feeling of euphoria. Research has shown that when you fall in love, several euphoric chemicals are produced, which simultaneously stimulate twelve areas of the brain.

- **There is a reason why love feels good**

Oxytocin, the so-called “hug or love hormone” is produced during a hug.

- **Biologically, your love changes over time**

It is estimated that *“romantic love”,* which is associated with euphoria, addiction, lasts about a year. After this first year begins the stage of so-called *"devoted love".* The transition is associated with increased levels of neurotrophin proteins, in newly formed couples.

- **Love goes hand in hand with stress**

Studies show that people in the early stages of love, have lower levels of serotonin, which are associated with feelings of happiness and well-being, and higher levels of cortisol, which are associated with stress levels.



LIFE WITH STYLE

FLIRTING!



The “New” Methods!

The way we approach a “potential partner”, has changed a lot, over time!

Flirting is something that has always happened and will continue to happen!
What is changing, however, are the “methods”, especially since 2000.

SOCIAL MEDIA

Okay, it's now common, the “approach” by using social media.
In essence, it is one way to get to know one another by seeing what images and posts, he or she does. You get the chance to chat together, see if you have common views, and maybe you can go out sometimes. The point is that more and more often, there are cases, that people are flirting with other people at the same time! That is not to say that there is no choice in talking to many. A frequent reason for many couples to argue, wondering with whom their partner is chatting with!

APPS

Through dating applications, it is clear upfront, that one wants to flirt with purpose, sex, dating, relationship etc. These applications have become very popular in recent years and as a result they are considered to be “must” especially by the younger generations. Unlike social media, there are no posts on politics or art, and if there are such fields, they usually have a words usage restriction and there are limitations.

BOTH

There is also the classic case of those who do not want loneliness and are frantically searching for meeting new people. Usually in most applications they look for one night sex, while the with the rest of the media look for something more stable or appropriate, as they see exactly what the other person is writing. When one uses both, it greatly increases the chances of either finding a person for sex exclusively, or for dating, etc.

FROM THE PRESENT TO THE PAST

Things have changed drastically. It's not as “traditional” as it used to be.
Men will rarely pay during the first outing, while women will be happy to pay for what they order.
The point is that the flirting has changed in approach.
Rarely will anyone will use the 1/1 live approach! Rarely there will be a compliment exchange, too.
Obviously, the increased use of the Internet and the replacement of older ways of communication has made people more introverted than before.

Harking back to the past, I wonder how it would be described, if a person, male or female, would be flirting with multi “prospects”, at the same time, at the same place, or going to a “specific” public place, just to find a sex partner for the night, or while wishing for a steady relationship, was having sex with different partners…

In both scenarios “space” exists.
Today its called “cyberspace”, while at the past was called, pub, club, restaurant etc.
The distinguishing feature are the eyes! At the past there would had been “eye-witnesses” who would had been able to create an “objective image” of the person’s lifestyle and decency!

Talking about the eyes… I miss the first stage of flirting!
For the younger, who might ignore it, or have not experienced it, is called “*Eye-contact”!*
This is the stage when the “two prospects” connect and their eyes do their …“magic”.
The “data” exchanged during the “eye contact stage” is faster, uncontainable and indescribable!

“One look, is worth a thousand words”!!!

LIFE WITH STYLE

"Paper Clipping"



Victim or Victimizer?

“Paperclipping” Flirting!

Have you also become a victim of the annoying “paperclipping flirting”?
it seems like imaginative names are trending lately, in order to describe situations or different types of flirting, which we pretty much have all experienced at some point in our lives. Who would forget, for example, “tat-calling”, as a …common way of flirting.

A not so new, kind of flirting that seems to have popped up in recent months, is the “paperclipping”. What does this name mean?
The word *paperclip*, means a connector, and the most famous connector in the world was called “*clippy*”, the personal assistant *Microsoft* had created a few years ago and all *millennials* remember to pop up …uninvited in Microsoft Word Windows, trying, in vain most of the times, to help us with various tasks.

It was certainly so irritating that Microsoft decided to withdraw it, in 2007, saving it from several curses of Windows users, since it didn't really help at all.
It just dropped and it didn't let you forget its existence.

Hmmm, does that remind you of anything?
The inspiration for calling “paperclipping” the most annoying kind of flirting came in the summer on various American media when they saw a sketch of illustrator *Samantha Rothenberg* go viral.

In this sketch she had the “*clippy*” saying:
-“SOMETIMES I POP UP FOR NO REASON AT ALL. LIKE NOW“
-"SEE, THE TRUTH IS I’M DAMAGED, FLUKY AND NOT PARTICULARLY INTERESTED IN YOU“
-"BUT I DON'T WANT YOU TO FORGET THAT I EXIST ☹".

Many have occasionally used or sent similar messages to an “ex”, just to keep the person … “in the game”
In other words, it is also known as “Safe keeping Syndrome”, when you do not want the other person for something serious, but there are times when you are having a good time, “fun”, especially in the sexual part and you do not want to be forgotten or erased, from his “available contacts list”.
That is why you appear in the most odd times, showing that you exist, without making any sense at all… e.g. suggesting to go out for a few drinks, with one hour’s notice, on a Friday night… 😉!

This kind of “flirting” is probably the worst, but also the most annoying and irritating, especially when the feelings are not balanced.

…However, it is quite common nowadays…

LIFE WITH STYLE

BAR FLIRTING!



"...I was made for loving you.."

Carefree people, approaching each other, joking with each other and every now and then, a loud laughter crosses over the music ,that ideally covers the sounds, of a crowded venue.

No, ladies and gentlemen, this is Not a TV advertisement!

I'll start with a story.
Once, on a summer's evening, I had gone out with some friends to a beach club.
It was a normal weekday; I think it was on a Tuesday. So, the club was nearly empty, and patrons were spread, all over the empty space. In total there were no more than 100 people. Everything around there, seemed to be what the management was expecting otherwise. Certainly, it couldn't go worse than it was!
Amongst the patrons, was a group of 7-8 men. All of them, literally all of them, had one goal:
To "*letch*" after every girl in the club. Literally, if you watched it in fast-forward, you would see them "visit" every table with girls, making their "*moves*", to the extent that, as most of the girls, had to leave soon, the club looked like an …army canteen!

Let's be realistic. It does not always mean that every flirting attempt in bars or clubs, is like this *primitive spectacle*, nor a *stigma for human culture*. For example, that same night, two other men approached, obviously in a more… "effective" way, not as if, they were… bouncers. Well… they might have found some "love" that same night, too. At least that's how it looked. A big "bravo" to the "kids". I hope, all four of them, connect *for life*.

Exactly this is something that I do not understand!

Bar flirting, expressed as *"lech-ing",* in bars and clubs, is one of the things I never understood, and I will never understand. As time goes on, it becomes even more incomprehensible. Of course, I don't underestimate the fact that you can look at someone and an "inviting" glance or an exchange of a smile, will initiate and trigger, the desire to meet the other person.
This may well be the last "magic" of *direct flirting* and attraction, since the invasion of dating apps and social media.

It is perhaps, what life endowed me with and my "luck", that never led me, to follow this "approaching" process. It is not that I am a shy person.
Fortunately, we live in an era that *"flirting*", or the *"first step",* has no *"gender regulations".*

But again… the process of holding my drink, crossing a distance by pushing other patrons, to bring it to the opposite table, approaching a group of women, seems to me the most …*"unimaginable urban choreography".*

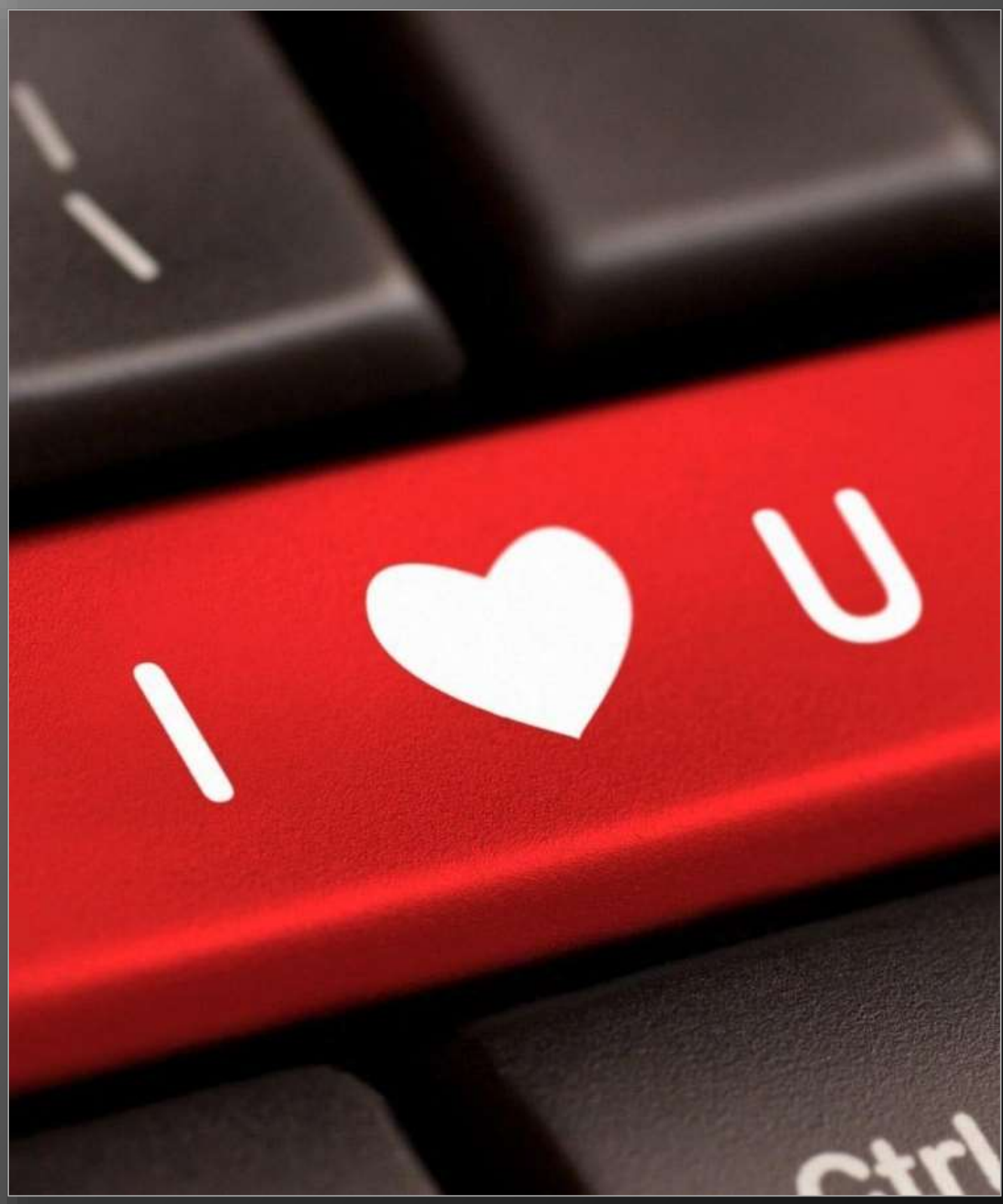
Let's say, okay, we get over that. And then? What are you going to say?
For a person like me, who is not doing well with *"sweet talk",* this is where the nightmare begins. The one *"pick-up line",* the *"ice-breaker",* seems to me, worse than the other.
Actually, "introductions" such as: *"do you come here often?"*, or *"what is your name",* or *"I like your hair",* seem to me just as stupid as, *"your mom did a great job".*

That was my story, for today…

"I find it very difficult to draw a line between what's sex and what isn't.
It can be very, very sexy to drive a car
and completely unsexy to flirt with someone at a bar."
-Author: BJORK

LIFE WITH STYLE

I Love You!



The “Meaningful” Way!

I Love You!

The way we say these words, counts as much as their meaning!
Some, find it difficult to express their *love* in words. However, *body language* is never wrong!

Does your partner say *"I love you"* and you haven't understood it, or could it be you, who can't say it, while you want it so much? There are simple ways to say "I love you", without words!!!

The erotic approach: Whenever you want to say something serious to someone and persuade him, in this case, to *express your love*, avoid sitting next to him as usual, but opposite him. The mere fact that you changed your position will make, him or her, talk about a particularly important topic.
Take a breath! You are overwhelmed by strong emotions! Does your heart beats loud and fast and you feel powerless to say *"I love you"?* Take a deep breath, to get it out. When you feel better, you will find that you will sit unconsciously, with your shoulders tilted forward and your head tilted right or left. It will work! Eventually you will say it!

Sit closer to him: Reduce the distance between the two of you slowly and steadily, bringing your chair closer, or leaning towards him. You'll easily get your message across!

Touch the object of desire: Anyone who has strong feelings for another person, usually feels just as strongly about the need to come into contact with their body, touching or stroking, for example, the hand or shoulder. Even more, when we want to express our love for the other person. If you are expressive, you will spontaneously touch your partner at the critical moment.
Those of you who are not affectionate, do your best, and do it meaningfully!

Smile: Those in love feel more joy, than those who haven't been hit by the arrows of love.
If you are truly in love and happy, but at the critical moment, instead of smiling, you have the fear printed on your face, you probably won't convince your partner, of what you are saying. So, in the event that you feel the alarm bell ringing, within you at the moment, try to smile for seconds. It will help you to quickly relax and express your feelings. Don't expect to convince your partner about your love if your face is tensed from stressing of how to say it!

Look deep into your partner's eyes: Simply, pin your eyes to your partner's eyes.
Look at him deeply, persistently and steadily as much as you can. Tell him, in a nutshell, that you *only have eyes for him*, and that during moments like these, nothing else matters.

Forget the "pre-meditated speeches": In other words, it's best to be natural and spontaneous. Do not go into the process of rehearsing how to express your love in words, since when you are in love you cannot obey the rules of the type: "You are convincing, when you speak slowly and clearly". When one is overwhelmed by strong emotions, it is at least difficult to control the tone of voice. You are most likely to say *"I love you"* quickly and firmly!

You are allowed to be your self! Even if you will sound a bit clumsy!

"Real love doesn't meet you at your best.
It meets you in your mess."

- J.S. Park

LIFE WITH STYLE

Valentine's Red Alerts!



Watch out for...!

Valentine's Day is supposed to be a fun celebration of love and romance.

Sometimes, the day can trigger a flurry of negative emotions for people.
For those in relationship, the pressure to "live up" to their partner's *expectations* can be a headache. Every year, restaurants and florists jack up the prices to cash in on *Valentine's Day*, which can create an added financial pressure on couples.

Meanwhile, singles can grapple with feelings of FOMO (Fear Of Missing Out) and loneliness, or even try and orchestrate a "last-minute date" with someone they only feel lukewarm about to avoid being alone on the big day. Just like any holiday, *Valentine's Day* can bring out the worst in people and it can reveal a lot about the person you're currently involved with.

Lets see the **Red Alerts:**

1. They Demand Expensive Gifts!

Valentine's Day can put unnecessary financial pressure on a couple, especially so soon after Christmas. If your date expects *outrageous gifts* to prove your love, like diamonds and reservations at the most expensive joint in town, beware! Is your date interested in you or your bank account?
A thoughtful gift doesn't have to cost a fortune.

2. Hidden Issues!

If someone has unrealistic expectations about gifts on *Valentine's Day*, it may indicate that have hidden issues. Why do they have preferences in gifts and more especially expensive ones? Why does that the 'passport" to a Happy *Valentine's Day*? Why spending like there's no tomorrow? All these questions might not sound sexy, but it's actually one of the best ways to tell if a couple is truly compatible.

3. Refuse To Celebrate!

Cynics have often accused *Valentine's Day* of being a ploy to get shoppers to extra cash in the lull between Christmas and Easter. Although the pressure of *Valentine's Day* can cause some people to want to cancel the day altogether, if it means something to you, your partner should at least make a romantic gesture on the day. This gesture can be as small as a handwritten note, or a handpicked flower, it doesn't have to be expensive. Let your partner know that you don't expect a luxury gift. Suggest a thoughtful alternative, like a romantic homecooked meal. But if your partner refuses point blank to do anything, for you, that's a red alert, that they don't value your feelings.

4. It's Your First Date!

Scheduling the first date for *Valentine's Day*? It's a little …sketchy. The holiday already comes with a lot of pressure, and it might be too much for a first date. If you both feel casual about *Valentine's Day*, it's not such a big deal. But be careful…That move, might give the other person hopes for more…

5. Unreal Expectations From Your Date!

But if someone expects 50 red roses, a bottle of Dom Perignon, and a four-course meal at a classy restaurant, it may be a sign that they're more into the trappings of the holiday than actually getting to know you… A good test drive, of what the future holds for you.

6. They Compare You To Someone Else!

Fear Of Missing Out, also known as *FOMO*, is the name for a type of anxiety you experience when you see other people having fun on social media. And there's no bigger day for *FOMO* than *Valentine's Day,* where your timeline is likely to be filled by roses, chocolates, and sappy proclamations of love.
A partner measuring your romantic gesture against that received by an Instagram personality isn't okay. But worse yet, is if your partner compares you to their ex.
If your date spends Valentine's Day reminiscing over how their ex used to celebrate the holiday, it's a big …neon, flashing sign that they're not over their ex and not fully committed to you!

Happy Valentine's Day!

LIFE WITH STYLE

The Worse Choice!



Falling in love with the worse?

It happens to the best!

They used to say that *good girls*, fall in love with *bad guys*…
Bikers with tattoos, or playboys with sport cars…

Now it's just their *behaviors* that should act as an alarm in your mind.
But instead of doing that, you fall in love with them and psychologists confirm that this is a very common phenomenon.

"For a start, we falsely identify, the negatives as positive, because our body reacts similarly to the excitement and stress" explains psychotherapist Kara Lissy.
In short, *"butterflies in the stomach"* are not always a good sign. If you feel *hot* and *sweaty* on your hand palms, it may be because it stresses you and not because you truly fall in love. To put it simply, the impulsive and risky behavior, looks sexy and attracts you, while you should feel the danger first. *Baaaaad*!

The first dates!

Let's say you go out with a guy who is completely spontaneous and tells you about the story of his life and everything he has done.
He's capable of telling you, "Let's go to Paris for the weekend and come back!"
Nice personalities are interesting , but recklessness is an indication, for something.
Of *infidelity*, among other things.
The same is true for those who have been sharing many things since the beginning of their dating. You feel good and believe that he trusts you, but if he comes to the point talking about your ex girlfriends and bad family relationships, he probably has a serious problem with boundaries.

The traumatic past is linked to who you fall in love with!

No matter how much you want to distance yourself from the way you grew up, it will always play a role in how you work in your relationships. *"If you continue to fall in love with people who are clearly toxic, this may be related to past events. You follow a certain pattern and you choose the characteristics that one of your parents had."* says psychotherapist *Arlene B.Englander.*

Linking the past with the present!

If you have a strange relationship with your parents, you feel more accepted by a partner who is rude or manipulative. Don't blame yourself for doing it subconsciously. *"As an adult, you try to correct what happened to you at an early age. Now you have the tools of an adult and you think you can change it. But unfortunately, the results are the same and you end up feeling anger and frustration that you didn't succeed it."*

Can you change how you fall in love?

Nothing is easy in this life. If you've learned a pattern of relationships, it takes time before you start noticing other elements. Excitement is nice, but read the "fine print". Notice how he *talks about other people*. This especially says a lot.
Follow your instinct. If the excitement mixes with fear or anxiety, it says a lot about the future of the relationship.

LIFE WITH STYLE

Post Break-up!



This Time ...Get it Right!

Tired of dating and breaking-up?

The idea of getting back on the dating apps really makes you want to …vomit.
But how are you ever going to meet "someone" any other way?
Or should you spend some time "working on yourself" before getting out there again?
That seems a whole lot safer, at least.

- **The Relationship Post-Mortem**

If you recently broke up after a long-term relationship, it's worth figuring out what happened.
The way you are in relationships is "The way you are in relationships", and nothing will change, unless you take a minute to figure out which parts of your usual relationship dynamic you would like to keep, and which parts you would like to change. You might not be able to work on them a whole lot until you are in a new relationship, but at least you can start the next one with your eyes wide open and your relationship toolbox full of new tools!

Here are some of the steps you may take to see what went wrong in your previous relationship(s) and lead you to building a *healthy, loving, and supportive relationship* the next time around:

1.Feelings.

Start with your feelings. When were you most unhappy in your relationship(s)? When did you feel frustrated that you couldn't change even when you tried? Determine where the *unhealthy relationship patterns* show up in your relationships time and time again.

2.History.

Explore your history to see where these patterns came from, so that you can feel better about how you came to behave this way in your relationships. We all have ways of coping that we developed as young children, and they generally worked pretty well for us back then. As adults we tend to still respond to the world in the same way, and it can be much less useful, even dysfunctional.
For example- if your pattern as a child was to stay under the radar to avoid getting blamed for things, then you may be extremely uncomfortable when your partner is upset and withdraw emotionally. This often makes partners frustrated and even more angry. If you were the "good child" who kept everyone happy, you may have trouble expressing your needs in your relationship, and resentment will build up silently but powerfully. Maybe you grew up in a big family, or a family with narcissistic parents, and you had to always look out for yourself. This might make it hard for you, to see relationships as anything but a zero-sum game. If your partner gets their needs met, it means you will have to give something up.

3.Repair.

Repair some of those early wounds, so that you will be able to change the patterns that don't work for you. For this step it is advisable to seek for *Relationship Counseling.* It builds not only understanding but also self-compassion and self-confidence!

4.Try, Try Again and do regular assessments:

Now it's time to experiment, if you are ready! Maybe this means getting on the dating apps, but maybe it just means exploring other interests, building a meaningful life that you love, and trusting that you will meet some wonderful people along the way.
Dating again can be nerve-wracking, so assess everything.
Is it okay that he hasn't asked you out again by now? Can you ask him to take down photos from his Insta yet? Is it a red flag that he hasn't been in a serious relationship for 5 years?
Keep our eyes open on all that…and much more!

LIFE WITH STYLE

Not Ready!



Relationship Requirements!!!

Are you tired of looking for a long-term relationship?

Sometimes life has other plans for your future. Or that's what they say…

When we say life, we mean your mental state at this time! If you think you're "Miss Perfect", I'm sorry if your world is crumbling, but no one is perfect! Everyone has "faulty parts".

Miss Perfect:

If you feel that you are perfect and that you never make mistakes and keep criticizing what you see, soon your "hypothetical partner" will start to move away.
You have to learn to see your interlocutor's perspective, because chances that you are wrong, are just as equal as that you are right.

You believe that for a successful relationship love is enough:

Love sometimes makes it even harder! A relationship requires hard work, retreats, communication! Love brings tension and jealousy. Sure, it's a beautiful feeling, but it may not be enough to build a healthy relationship.
When we are in love, we can become a pray of our own love. You have to communicate and respect the person, you are in a relationship with, as it is very easy to hurt him/her.

It is difficult for you to try new experiences:

Relationships can become overly monotonous. It's good to look for - and find - ways to renew it.
If your new mate likes Hawaiian vegetarian sushi and your fast food preferences don't go further than pizzas, you should realize that there will be a problem.

You have goals and you are inflexible for any "interruptions":

For many years women were oppressed, hostages of the family home lifestyle. After so many years, they finally have the choice to pursue their dreams. But this comes hand in hand, with a responsibility. If your career choices do not go well with a relationship, it is best to leave the idea for a relationship, aside for a while. If your partner has the same goals or is willing to support your decisions, all is well. If you are trying to make decisions that shape your career, but ruin your relationship, then you are not ready!

It's not easy for you to apologize:

…But also to forgive. There will be many times in a relationship where you will find yourself in the awkward position, where you have to put aside your egos and apologize. If you avoid getting into this awkward position, you inadvertently feed yourself a future outburst, that will end your relationship. On the other hand, if you can't honestly forgive and accept an apology, it will have an impact on your relationship, because you will reproduce the same issues, that you failed to forgive.

You're incomprehensible:

"I am, who I am..." Does this remind you of something? If you have no intention of changing these little things that annoy your surroundings, and therefore your partner, then you are simply not ready for a relationship! Think for a while after having sex with someone for first time to tell you" "I'm messy, like it or not, that's how I am". You won't like it!

You're manipulative:

You want to be in control all the time? Be extra careful! No one, likes to be controlled!
It may not bother your partner for a while, or he "passes" it, but at some point it will revolt!!!

F.A.I.C.E.™ OnLine
magazine



FOR
HIM

Happy
New
Year!

www.faiceonline.com

“PERSONAL STYLE!”



The word "style" is one of those that are “blurt out”
with great ease and frivolity,
perhaps along with "chic”, “fashion” and “trend”.
Style is glorified, regardless the above!!!

YSL said it is “fashions fade, style is eternal”.
Fashion designer ***Rachel Zoe***, thinks it's a way to express yourself without having to talk. Others claim that beauty is in it.
Coco Chanel said that when everything is lost, it stays. ***Andrey Hepburn***, that everyone has his own.
Surprisingly, ***Charles Bukowski*** claims that: :

“Style is *the answer to everything!...*

Joan d'Arc had style, ***John the Baptist*** had style, ***Jesus*** had style, ***Socrates, Julius Caesar*** or ***Garcia Lorca***, had too...”.

According to my opinion, the best definition was said by ***André Maurois***:

"Style is a hallmark of temperament stamped upon the material at hand”

In the song of “*Looking for the Heart of Saturday Night*”, ***Tom Waits*** *says:*
“...you comp your hair, shave your face, trying to wipe out every trace, all the other days.”
Orson Wells, believed that *“style is knowing who you are, what you want to say, and not giving a damn”*.
If we want to make the issue even more complicated, if someone asks you: “what is your style?” the description you would have certainly had to do ... with your own style.

If you want my opinion, I have to suggest two techniques, that could help you find and develop your personal style, starting with the "*heuristic detection*" method and ending up with a phrase of ***EB White*** from the essay of *The Elements of Style*.
A Heuristic detection approach, is considered any method of problem solving that uses techniques and practical methods, not guaranteed to be optimal or perfect, but capable of reaching the desired goal quickly. For situations where finding the optimal solution, is neither practical (such as how to find your *personal style* immediately, for example), such an approach allows you to take a “short cut”, limiting the mental load needed to make a decision.

There is no reason to hesitate because you are afraid that you will be wrong.
The whole thing resembles what a goldsmith does: he constantly stirs the sieve with sand, looking for nuggets of gold.
It is no shame to show it! Improvement will be the result of mistakes!!!

e.g. You can express, your preference for *vintage* with one accessory or ten. But usually one is enough.

When we want to find our *personal style*, the most important thing is to avoid the defensive attitude from fearing towards our outfit. The fear that we will not feel comfortable, fear of how others see us, fear that our outfit does not match that of others. If you start ignoring all this, you will start seeing your wardrobe with another eye, much more fun.
It is much better for you to come up with your own answers than to get anxious by looking for them.

In the book *“The Elements of Style”*, ***E.B. White*** quotes: *“to achieve style, begin by affecting none”*.
Mr. White liked to enjoy a *Suze-cassis* before lunch. He said: *“it's a drink for French taxi drivers.”*
In a nutshell, he described in a sentence, what would require many paragraphs to be described properly. was put in a sentence. *Styling*, is a similar exercise, to say something in a nutshell.

This simple truth reveals a secret associated with the expression of style:

Do not adopt any... unless you have to attend a dress up party!

If you do not feel comfortable in your clothes, it is better to wear something that makes you feel more comfortable and authentic. At the other end, fashion, as opposed to style, is the complete adherence to follow it at every price! Like following the flock!!!
To be fashionable, like millions of others, it suffices to follow trends. To declare a style in the world of fashion, often equates to simply wearing something that the *status quo* will consider to be slightly eccentric. If *fashion* is your *passion*, searching for true style is not your problem, nor does it need to concern you.

If you are looking for a style that is truly your own, then, take out the mask you wear,
so that you can express your personality and do not pretend that you are someone else.

The one who really understands the danger of this phenomenon, and the power we get by avoiding it is ***Coco Chanel***, who said:

“Before you get out of the house, look in the mirror, and remove at least one accessory!!!”

F.A.I.C.E. OnLine magazine

“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 e*legant 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.



F.A.I.C.E. OnLine magazine

“SMART MEN!”



Smart looking men have distinct habits!!!

A only *“Smart Looking"* man is not only described because of his nice *style*!
Indeed, no matter how extreme it may sound, your image has a great importance, as every *first impression* is made with it, as a given, so you have to pay more attention.
However, in order to be truly *elegant* with your image you also need to *cultivate your character*.
To help you with this endeavor, we have put together habits of a really *smart and stylish man,* to exemplify!
What are the habits of a really stylish man!

1. IMAGE

As mentioned above, your image is very important and an *elegant man* knows it. So he deals with it and invests in it. Learns about fashion, evolves, invests in quality fabrics and classic clothing lines, watches, their correct fit and more. It is not a matter of narcissism. He does all this, because he wants to look attentive and well groomed.
See also: 5 Reasons You Must Put Exercise Into Your Life!

2. ATTENTION TO THE DETAILS

Of course, he also knows, that everything is judged by the *details*!
For this reason, he always ensures, that all details are attended, from head to the tows. You will not see a creased shirt in his wardrobe, dusty shoes in his shoe box, nor clothes thrown on his sofa. Still, he will always have at least one accessory that will *upgrade*, his look, such as a wristwatch, and will never leave home without a distinct fragrance!

3. TAILOR AND BARBER

Another thing that is an almost everyday care for him is the relationship with his barber or hairdresser and the frequent visit to his tailor. His hair is a part of his image, so you understand how this relationship emerges. As far as the tailor is concerned, he needs one, as he often has to resize “to fit” his Ready-To-Wear, choices. This will ensure the right fit for the clothes that will flatter him immensely.
At times he needs his *“tailor-made”,* suits and shirts, with his monogram!

4. SELF GROOMING

One of the most important habits of a truly elegant man is to take care of himself. We are not talking about a specific, weekly grooming routine but a multi-faceted, daily routine. From his hair, to his beard that he has to take care of, every day to his mental and physical health. Of course, the latter can only be done through regular exercise.

5. CONFIDENCE

Finally, we are not going to tell you a habit, but rather a *trait* that definitely defines an *elegant man*.
So if you want to be a really stylish man you have to be *confident*. The secret is not to know what you are doing, but what you are doing to do it *with style and confidence,* being sure that it will succeed!
.



STYLE UNLIMITED


N°1
EAU DE SPACE
N°1
EAU DE SPACE
N°1
EAU DE SPACE

"STYLE MASTERY!"

"Managing different accents in your outfit, is a sign of Style Mastery!!!"



Using different colors, patterns, and textures are important parts of creating an outfit that looks great when paired together. Continuity of different elements on your outfit, will help you look always well put together and interesting at the same time. Managing different accents in your outfit is a sign of style mastery. The good thing is, it's easy to achieve it.

When pairing shoes with a belt, obviously, the leather color is very important, but also the texture of the leather, and then to a certain extent, the metal buckle. Ideally, you want to match the *color*, the *leather texture*, as well as the *metal color* of the *belt*, with the *shoe and other accessories you may have*. At first, it sounds easy, doesn't it? But once you think about all the metal accessories, it's a bit more tricky.
Just think about *cufflinks*, for example, or the *buckles* on your Monk Straps, or maybe a *briefcase*, your *watch*, your *collar pin*, your *tie bar*, also think about *watch chains*, or laser *buttons, rings*, including your wedding band and last but not least, *eyeglasses or sunglasses*.

The Process:

1. Put Your Garments Together: First start by putting the main components of your outfit together. i.e. your pants, shirt, and your jacket.
2. Choose Your Soft Accessories: Soft accessories are your pocket square, neckwear, and socks.

Shoes, Belts and Metal accessories

Once you've picked the *main components*, as well as your *soft accessories*, it's time for the *shoes* and then you need to choose the *belt*. You have to consider three components: *the leather color, the leather texture, and the metal color*.

1. Leather Colors: **Match the color of your shoes and your belt as closely as possible. Fortunately, because there's a visual distance between your belt and your shoes, it doesn't have to match 100%, it just has to be close, so visually, it appears to be the same. *The more formal the occasion, the more important the color matching aspect becomes*.**
For example, a black monk straps with a silver buckle, you should match it with a black leather belt and a silver buckle. Obviously, matching a black pair of shoes with a black belt is fairly easy, because black doesn't come in any other shades. If you look at other colors such as brown, blue, or green, it becomes a lot more difficult. Why?
Brown comes in hundreds, of different shades, and matching them exactly between your shoes and your belts is virtually impossible unless you bought them at the same time when the belt and the shoes are made from the same leather.
So, wearing black shoes with a brown belt or brown shoes with a black belt, *should be avoided* at all costs.
To many, that may seem obvious, but what about if you have brown shoes and maybe a tan belt? Can you combine them? You want the tones to be as close as possible, but you have a bit of leeway because of the visual gap between the belt and your shoes. For example, a burgundy belt that has a slightly different color than burgundy shoes, but when worn on an outfit, it looks very harmonious and well put together.
2. Leather Textures: **The textures should match. If you have a belt that is a box calf leather and a Scotch grain belt, the textures are not the same, but fairly similar. If you have a brown leather belt and suede shoes, the textures are more different. The problem with brown suede shoes is that finding a belt that has the same color and the same texture is difficult, unless you have a broad belts selection. In those cases, it is more important for you to match the color as closely as possible, than the texture. That could mean one is suede and the other one is a regular leather or a Scotch grain leather but similar color-wise, which people won't really notice from afar. Most, will look at your belt one meter away. So, simply, dark brown suede shoes with a dark brown box calf or Scotch grain leather are better than having dark brown suede shoes with a tan suede belt. Of course, if you have suede dark green shoes and a suede dark green belt, that's perfect. For that reason, if you buy a new pair of suede shoes, or something with an unusual texture or color, try to think about your belt option at the same time. Try to get a belt from the same maker as it will be difficult to pair.**
***The less formal your combinations become, the more leeway you have in terms of color and texture matching*.**
So, what exactly does a less formal combination look like? Well, let's say you have a pair of brown boat shoes that you wear with slacks. You can wear it with a brown woven belt, maybe even with fabric accents or even have a two-tone pair of navy and dark red boat shoes, you can pair it with salmon-red chinos and a navy belt. Or, if you have yellow shoes you can wear a madras belt with it because it makes the whole combination more casual, summery, and relaxed-looking.
If you have two-tone shoes or shoes with more than one color, it gives you more options because you can pair the color of your belt with either that of the shoe, both will work.
3. Metal Colors: **After we got leather color and texture together, we need to match the colors of the metal properly. With more formal outfits, you have a more reduced color palette and matching the colors exactly of your metal accessories becomes very important. Ideally, all the metal accessories should have identical metal shade and color.**
E.g. If you have a yellow gold buckle, you want yellow gold cufflinks, a yellow gold watch, and a yellow gold tie bar!

F.A.I.C.E. OnLine magazine

“WELL DRESSED MEN!”



What are their main habits?

Every man knows that if he looks after himself, then it will reflect, in his self-confidence!
Another feature of powerful men is that they are very careful about their style, so they are always well-dressed and attentive.
We will show you what to watch for having a more elaborated image, without effort and time.

- ***Quality in clothes, not variety!***

If you want to have timeless clothes that will last for many years and will not disappoint you, you only have to pay a little more money, but get excellent quality clothes, that are not getting worn out easily.





- ***Fashionable but not Torne Jeans!***

Torn jeans pants are ok, up to a certain age, usually pretty young.
If you want to be marked for your personal style and taste, all you have to do is to choose jeans without extra torn, for a more elegant and chic look.

- ***Color variety in clothes!***

Try to choose different colors in clothes, not just, blue and black, in order to have a larger range and different shades depending on your mood and the occasion.





- ***Emphasis on the right accessories!***

The man who follows fashion & style, knows that combining the belt correctly with the shoes and clothes, is a unique asset that can change his whole look!

- ***Correct size in formal clothes!***

For more formal clothes, such as a suit, well-dressed men know that you have to try them, measure them and adapt them to you, so that they look like they are tailored made for you. In this way, you are perfectly dressed and cared in every small detail.

- ***Good quality coats!***

A good quality overcoat will accompany you for many years and you will be happy to match it, with a variety of combinations, as well as on various occasions.
Choose a coat or a leather jacket that fits your body shape and highlights your trunk.





- ***They pay attention to the labels...without showing them...☺!***

The labels on the clothes are not just there as decorative items, but they tell you how take care of the fabrics, so that you keep the clothes perfectly for many years.

- ***Emphasis on the right underwear!***

Proper underwear is essential for every man, since they offer comfort and fashionable look. Choose what suits you and you will notice that even if you give a little more money, quality and implementation, will compensate you!





- ***They choose the right shoes!***

A right pair of shoes, will accompany your style and will not burden your feet and trunk. Choose a pair of sneakers, that fit perfectly to your foot, as well as, a good pair of leathers for more formal outings, for long, since they will never go out of fashion!

- ***They try what they buy!***

Well-dressed men who know what to choose, buy their clothes and shoes, after they try it out. So they know how clothes fit and what to choose without risking.





“TAILOR LOOK!”

The details that make “The Difference”
in a Tailored Look!!!



There are some small but extremely important details that exude elegance and style!

"Luxury lies in the details," **was one of the most famous quotes, by *Hubert de Givenchy*, the legendary French fashion designer, who founded *Givenchy* in 1952. A timeless phrase that reveals the great importance of the small elements, that complete an outfit, especially if it is a formal one, such as a suit.**
These little details, to look out for, in order to have, a truly elegant result, are your accessories and shoes,

The Tie!

Do not underestimate it, by carelessly tying it around the collar of the shirt. If you do not tighten the knot so it does not look bulky, then you will not achieve a uniform and elegant result, regardless how fine is your suit.
Always remember: The tie should not be thinner, than the collar of the shirt! So pay attention on both *details!!!*

The Belt!

When choosing the right belt, which will not tight and at the same time not too long when fastened, you need to be careful, about its size and fit. First, look at its length, as it reveals whether it is small or large.
Then, test the belt over the pants, you don't have to try it through the belt loops. To fit according to the size of your waist, it must fasten comfortably in the third or fourth, hole of its end.

The Shoes!

In recent years, sneakers with suits, may be one of the hype trends, but bad luck, the "king" of the men's wardrobe, requires the “king” of your shoes collection, to complete a stylish look “wedding”.
A pair of leather shoes, such as *brogues*, *oxfords* and *derbies*, is an ideal choice.
Choose them in black or better in dark brown, as Italian Style suggests, which matches all colors and all occasions from casual to formal.

The Socks!

Three things to keep in mind:
First, the length of the sock, is as long as it covers the calf and does not reveal skin when you sit.
Second, the fabric should be thin and fine.
Third, the color! All good and fine, with “different” socks or “eccentric prints”, but with a suit the most elegant choice, will always be a classic monochrome, pair of socks!











“BLACK SUIT RULES!”

Modern ways of wearing black suits!



“The new black is neither blue nor green. It's black” actor *Justin Theroux, Jennifer Aniston's* ex-husband, one of the most stylish men out there, had said recently, referring to one of his favorite wardrobe pieces: *The Black Suit!*

And if he chooses to wear it with *slim black* or *printed tie*, *t-shirts* and a *turtleneck* or “*break*” it off with leather pants, *Tom Ford* on the other hand, classically insists and almost always matches it with bow tie and white shirt. No matter how you look at it, no matter how you match it, the *black suit* is the most timeless of all suits and at the same time the most formal male garment, which fortunately, nowadays, is not only worn at funerals. Here are six stylish and smart ways to wear the *black suit*.

If you choose to wear it *“comme il faut”!*

1. Black suit & white shirt:
Undoubtedly, the most classic combination. The one that became fashionable in the 90s through Quentin Tarantino's Reservoir Dogs. And if then, Harvey Keitel, Tim Roth, Michael Madsen and Steve Buscemi wore it with a slim black tie, today, the classic, wide tie has its honor, accompanied by an elegant poset.

2. Black suit & black shirt:
Trend over time and successful. The total black trend loves the suit and suits love it too. And it's not the only one. If you have unnecessary weight, then a black suit combined with a black tie and black shirt is the perfect choice to look slimmer, more responsive and elegant.

3. Black suit & printed shirt:
If you're in the mood to play with your style and become a little more adventurous, a printed shirt with stripes, flowers, polka dots or geometric patterns, is the most stylish piece you can choose.
You should prefer it in black, white or gray colors, so that the contrast is not sharp in your outfit.



F.A.I.C.E. OnLine magazine

“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 jack*et 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.



F.A.I.C.E. OnLine magazine

“TROIS PIÈCES!”



The secrets of the “Trois Pieces” suit

The combination of a jacket, waistcoat and trousers is a kind of “style perfection”!
You wear it and you stand out immediately, during social events or meetings. It is nailed to your memory!
We used to see it mainly during weddings, or in the streetstyle version, as a tribute to the American tv series *“Saved by the Bell”*.
Now, we are seeing the waistcoats return vigorously to shop windows, some magazine pages and out in the streets.

Trois pièces is the *Holy Trinity* of the suit.
How does this graceful return of a style that could be described as “grandpa" a few years ago, can be explained?
Parisian house of ***Cifonelli*** points out: "Men are increasingly interested in elegance,and in the most sophisticated styles."
In addition, hipsters' fashion, who likes to play with the *chic retro* codes, have humiliated those who fear that they will be accused of passivity or that their interest in fashion is somewhat controversial. Men no longer care if their clothes look a bit less masculine. On the contrary. They are picking from the most traditional dressing room that expresses their desire to stand out.
So more and more men are slipping a waist coat under their jacket.
Just a desire to look elegant? Not only. It is easy to see the differences in a work environment. The *trois pièces* are still scarce.
Its elegance fascinates: contacts become easier. It gives the opportunity for complimenting, for example, which allows you to start a conversation. During difficult negotiations, it gives confidence, prestige.
However, this willingness to look diferent implies respect for some very specific rules so as not to confuse them.
The waistcoat, does not tolerate it. Otherwise it is a disaster. Don't say I didn't warn you.

First tip: away from prêt-à-porter, to avoid the “waiter syndrome”. If you dream of donating your first *trois pièces* to yourself, better push the tailor door. It will secure you a flawless waistcoat tailored for your silhouette and make your trousers stand out.
The tailor knows that the harmony of the suit, is based on very specific uses.
To begin with, not even a millimeter of your shirt, should be visible between your waistcoat and pants. This requires adjustments to the trend of the low waist pants. Fortunately, mid waist pants, returned!
Another detail: As the waistcoat hides the top of the trousers, it is difficult to cross over a belt with massive buckles, therefore, it is preferable to choose pants that tighten to the sides or wear them with suspenders.
As for the length of the waistcoat, it must be above the jacket's clasp, whether it is one, two or three buttons.
On the other hand, although it is a matter of taste, I find the vests that fasten so high, that you no longer see the shirt!
It damages the harmony.

Usually, your vest will be equipped with six buttons (the last one, like the suit, never fastens) and two, three or four pockets.
But its shapes, are more varied than we think ...
The highlight of the chic is the double-buttoned cross waistcoat.
It is worn with a basic sing breast jacket, not with a double breast because it disappears, plus there is a fabric overlay that conceals the waist.



Wearing a waistcoat during a formal occasion, is always a top choice.
For a wedding, we choose one in a different color, for example a white pique.
For everyday use, we can play with colors and patterns that contrast with the dark suit such us:
plaid, *tartan* or *pied de poule*.

The ultimate recommendation to have total control over your appearance:
Never wear a double-breasted waistcoat, with shirt collar without a tie!
If you forget this touch, all your effort to stand out will be a waste!
You want to play in the top legue, right?

Right: “Trois Pieces” by Cifonelli

“DB WAISTCOAT & SB SUIT JACKET!”

The “New Wave” in Style!



If you have accepted the *traditional fit waistcoats*, then you should also try the double breasted (DB).

The Rule

We see it everywhere, in more and more variations than one can imagine.
The waistcoats return is remarkable. A “*vintage wave”* that you can't get over.
An image reminiscent, of retro movies, picturing a husband in front of the mirror, preparing for his night out with his wife. It was like a “style ritual”!
Many wonder e.g. how such a style accessory, leaves the shoulders and arms uncovered during cold days?
When children were asking why, he would tell you that: *“when you grow up you will learn”*.
As if, the secrets are passed from generation to generation, a specific time. Never earlier, never later.

You recall, a *different waistcoat*? Not like the ones with straight cut and straight-line buttons. You the different one as an eccentricity. It might had been a mistake by his tailor. Of course, you had noticed too, that he was wearing it, when he had gained some extra weight and this was the advantage unfolding in front of you: each fastened button, covered some extra kilos. What was protruding before, was hidden now. And, for the sake of style and good taste, he was not fastening left the last button! Also, those days, all men, wore it in combination with a *double-breasted suit jacket*, but ... it was different times. Completely different from ours!
Memories may still be there, but let's not hide: the *double-breasted jacket with double-breasted waistcoat combination, is old-fashioned*, a reminiscent of another era.
We are not going to say much about the *orthodox-classic* combination of *straight line, button-down waistcoats,* matched with a single-breasted jacket.
Yes, it is a safe choice, but at the same time, a multifaceted one, we would say... a bit boring.

So what would differentiate the given “lines”?

The “*mix and match rule*” is here! A marriage!
Namely:
Singe breasted jacket (attention: *unbuttoned!*) in harmony, with the sexy armor of a ***Double-breasted waistcoat,*** that encircles and embraces the male body.

*This is a fine styling balance a*nd perhaps, that's where the little secret you learn as you grow up is : “***Balance in Style”!***

Nothing should cover the other and nothing should disturb the harmony.







“SUIT POCKETS!”



What is the use of all these pockets in our suits?
Big pockets, smaller pockets, front pockets, hidden, decorative… men’s suits are full of pockets!!!
For what?

We're talking about madness! The pockets have become so many that you lose your mind!
Just look at the web. Jackets, parkas, waistcoats, overcoats are full of pockets. Internal, external, on sleeves or even on collars! Pockets for coins, pens, passport pockets, cell phones, glasses, cameras, books or notebooks, even pockets for … torches. Only a photographer’s overcoat has so many that you feel like it is made of pockets only.

I started to wonder. “*How many pockets do my suits have*?” Since I like ***waistcoats***, I noticed that they usually only have three. However, the pockets in a *waistcoat* are not functional, because, if you want it to look perfect, they are unuseful, as the only thing you can get inside, is the parking ticket. I looked at mine and all I found was a paper clip and a piece of paper with a phone number that didn't tell me anything at all.
I now come to my ***jackets*** that are also fool with pockets of different sizes: three internal and three or four external.
I use the ***internal right pocket*** to put my wallet. I got into this habit from watching police movies, where pickpockets, always ‘fell” for that pocket. I then realized that this was officially ***the pocket for the wallet***. The ***left inside pocket***, I use it for my pen, as well as various pieces of paper… such as advertising for delivery or dry cleaning, even for a fashion show.
Just above the inner left pocket, I found that there is also a ***small pocket,*** that I had no idea what is its purpose.
I have arbitrarily concluded that it is intended for business cards, comps, or even… condoms. I always want ask my tailor, but I always forget it. On the ***external side of my jackets*** I have three, sometimes four pockets, and only two of which are symmetrically placed. There you can get away with all the everyday objects: a small notebook, a pocketbook, your i-phone… even a sandwich. They are often covered, I assume, to protect them from rain or …dust… or some extra security.
Above the right pocket may be the same but smaller ***(ticket pocket),*** very practical to store your painkillers.
Otherwise, you put your flight tickets, invitations etc.
Also, there is a ***small pocket at the height of the trouser belt***. Ideal wizard for the keys for a smart flat lighter.
Yeah, I know, we often say how exciting sex is, but nothing compares to finding your lighter easily.
Higher on the left there's the ***lapel pocket.*** I love to put my sunglasses there but most of the time it is too deep or too shallow.

As for my ***pants pockets***, they are often six. Two at the back: the ***right unbutton*** to slip in a handkerchief and the ***left buttoned***. As with the hidden jacket pocket, there can be one in the right pocket. The reason for this ***tiny pocket*** is also to put coins. which is comical. Finishing up, there is another ***small pocket***, right, just bellow the trouser belt. In conclusion, we are finally talking about +/- seventeen pockets. Admittedly, this is an impressive number for a *trois-pièces*, which leads me to conclude that we will soon need some sort of index to keep track of what we are currying! Another pocket? Yes:…***Index Pocket!***









“THE ELDREDGE KNOT!”



A Work of Art & Style!

We can only describe the *Eldredge Knot* as a work of art & style!
It offers a tapered fishtail effect that requires precision, patience and a little OCD. It was invented in 2007 by a man named Jeffrey Eldredge who was sick and tired of wearing the classic *Four-In-Hand Knot* to work everyday.

The *Eldredge Knot* uses an unorthodox technique as it manipulates the tie’s narrow end as opposed to the wide end. This tie knot exudes luxury and opulence with every detail, which is why Mr. Eldredge himself has said, *“I think a wedding is exactly the perfect place for such a knot”*.

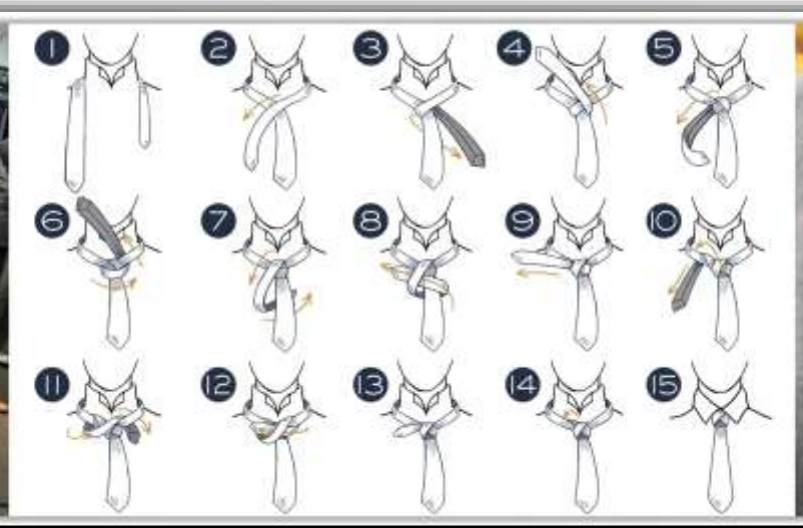
The *Eldredge Knot* is complex and involves 15 separate steps!
However, if you happen to finish it, you sir, are a man of true mastery and exquisite taste. A *style maestro*!

Because the *Eldredge Knot* is like no other tie knot, it's a good idea to reserve it for special occasions only.
The *Eldredge Knot* may look a bit exaggerated if you decide to wear it to the office. But if you're a guy who likes to make *bold statements*, by all means go for it! The Eldredge Knot will make a superb statement at weddings.
Just ensure you wear it with a simple tie as to not overcrowd the eye!

STEPS TO FOLLOW:

1. *Place the tie around your neck with the wide end on the left and the skinny end on the right.*
2. *Position the wide end to the length you’d like it to finish at the end.*
3. *Cross the skinny end over the wide end towards the left.*
4. *Wrap it underneath the knot towards the right.*
5. *Pull it up through the neck loop from underneath and then pass it down to the left side.*
6. *Cross it over the knot towards the right.*
7. *Pull it up through the neck loop from underneath and then pass it down to the left side.*
8. *Wrap it underneath the knot towards the right. Keep this part loose.*
9. *Cross it over to the left and through the loop you’ve just created in the previous step.*
10. *Pull the skinny end towards the left to tighten it.*
11. *Pull the skinny end towards the left to tighten it.*
12. *Pull it up through the neck loop from underneath and then pass it down to the right side. Keep this part loose.*
13. *Cross it over to the left and through the loop you’ve just created in the previous step.*
14. *Pull the skinny end towards the left to tighten it.*
15. *Tuck the rest of the skinny end behind the neck loop on the left side.*







“TIE LOVE!”



Tie: The reflection on the symbolic but also stylistic significance of men's clothing!!!

“A well tied tie is the first serious step in life.”

- Oscar Wilde.

For the little boy, who learns to tie his father's tie, it is an act of initiation in his manhood.
If we remember the feeling of that time, regardless if later, we were familiarized with the neckties or not in our wardrobe, we would completely understand the symbolism that is hidden, behind this “ritual”.

Why didn't it happen with our shoelaces? Or with our hairstyle?
Because the tie is a purely male affair!!! Women cannot copy or possess it nor feel the feeling of tying it!
It will always remain a male fort. Therefore, we should take care of it and honor it appropriately. Yes, it may be of no use. It might blow when its windy. It can even discomfort your breathing. So what?

The tie is the utmost statement, that a man makes upon his appearance. Even its absence means a lot and its noticeable. Suit, shirt, *no…tie*! So there is always something to describe its “presence”.

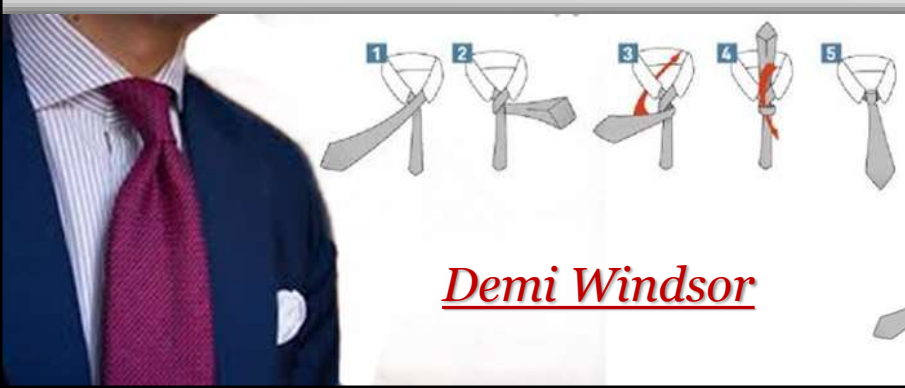
> *“Choose light and sweet colors for the morning,*
> *a little more intense for the afternoon and a bit darker for the evening.”*

Traditional brands like *Charvet Paris*, *Marinella* and *Calabrese 1924* in Naples, *Drake's* in London, apply the *tie art*. Next to them are the new ones: *Tie you Tie* in Japan, *Howard's* in Paris or *Viola* Milano.

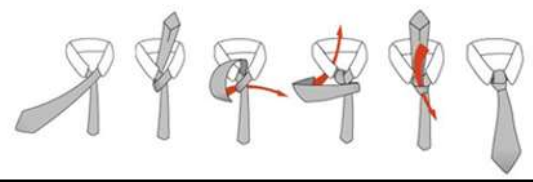
Tie has a secret called: “The Knott”. This exudes all the mysticism, of the ritual!
The most known knots, are: The *simple four-in-hand* and *demi Windsor*. The point, however, is to get rid of the norms and redefine our relationship with our neckties. It is advisable to avoid neckties with a width greater than 7.8 cm. The pattern should be neither too complex (too many colors) nor extreme or flashy. “Choose light and sweet colors for the morning, a little more intense for the afternoon and a bit darker for the evening.”

How to do it?

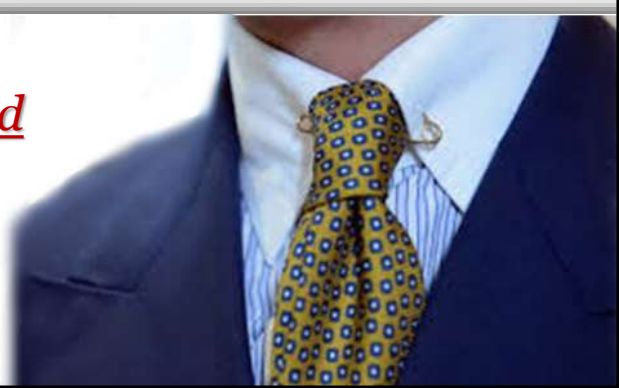
Blue, Black or Gray silk ties are for more formal occasions.
As for the appropriate knots, *simple four-in-hand* and *demi Windsor:* The *demi Windsor,* is practical if the tie is long, or if the collar requires a wider knot. Its advisable not to use the "keeper loop“, that keeps in place “the tail”.
Seek out for some “informality”, letting the tie's "tail" tear a bit.
As for the notorious question about the *length of the tie*: its end, must barely touch the top of your belt and the two parts must be equal. If this is not possible, clearly choose that the narrow end be longer than the front.
If you ever hear the word *"split-ties",* don’t get confused.
It refers to the way the tie is tied so that both ends of the tie are visible.
Thus, the tie turns into a scarf. Those who know about modern men's clothing, will accept it blindly.



Simple Four-in-hand



Demi Windsor



“SILK KNOT CUFFLINKS!”



Cool & Pop Style!

POP Style !

Initial thinking: They belong to the lower tier of the clothing accessories pyramid.
They do not have the brilliance of a jewelry, not even the fine detail of gold or silver. They are made of a soft cord, mainly silk or polyester and if you look at them, they end in two connected decorative knots.
We can not, judge them from their price, as its determined by the aesthetic result and uniqueness.
Obviously, they don't stand out for their cost.
These low cost accessories are commonly known as ***silk knots***, and belong to those *fetishistic objects*, that do not attract highlights, or for their rare varieties, nor to their precise handcraft.
Their colors vary and color combinations sometimes, carry something modern. They are youthful, lightweight, comfortable and, yes, they are ***pop,*** which means that the simplicity they give, is authentic.
For the story, it is said that the Parisian tailor *Charvet*, in the early 20th century, was the one who first thought of them and created them. The *knot* with which the threads are tied, is not accidental, but refers to the corresponding knot, made by sailors and even scouts, if you are familiar with them!
These cufflinks could have been inspired by the *Arte Povera Contemporary Art Movement*.
This knot has also resemblances and references, from how Middle East men tie their *turban*.

How to wear them?
These *two-sided cufflinks,* can be worn with a *sports jacket*, or even more formal if they are *monochrome*.
Here we are dealing with the value of a simple, but thoughtful and stylish accessory, that does not have to be paid dearly to become yours.

Should we redefine our relationship with textiles and their definitions or symbolism?
Does standardization, lead to our self-entrapment, by removing us from the element of crucial reality?
Alas, if our outfit, as well as, the accessories we choose, do not have such meanings.
After all, these ***silk knot cufflinks,*** could be taken out of the spirit o*te Povera* and as such, they capture precisely the elusive and volatile world and men's dress style, of course!!!





“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 sand 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 bovver 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

F.A.I.C.E. OnLine magazine

“SOFT BLAZERS!”



They can “take” you anywhere…all day long!!!

There are so many different styles of blazers, but the standard two-button are the most classic.
Keep in mind whether you'll be wearing it for mostly formal casual or formal occasions. Patch pockets and unstructured shoulders (those without padding) or unlined, often connote more casual blazers, which wouldn't be the best for formal business meetings.
Soft Blazers are more comfortable than a classic suit jacket, clearly cooler than a classic blazer.
The soft blazer is the summer jacket, which you can wear in the heat when the occasion requires you to be dressed smart.

How, will you choose the right one that will “accel” your? Read below and, you will know exactly what you are looking for!!!

The shoulders

Make sure the seam sits well at the end of your shoulders. Even if it is an *unstructured blazer* (those that do not have "pads" or “lining” and have "freer" cut) with soft and flexible shoulders, this does not mean, that they do not have to fit exactly on your body.
The opposite is true. Proper fit is even more important in our case. Just because there are no pads to hold it, the fabric that doesn't stand on your shoulders and the extra will "bag" even more. As with all jackets, the correct fit on the shoulders is non-negotiable.
The *too loose* or the *too tight,* just isn't right.

The lapels

Your open palm should slide comfortably if you put it underneath and the blazer, between the lapel area and the shirt when the blazer is buttoned. If you tighten your fist and try to do the same, the jacket will have to pull. It is also good to remember that moderate-sized lapel is advised for soft blazers because they do not "freeze" their "free" nature, as would for example, pompous hoops with lifted ends.

The buttons

The top button of a double blazer should fall slightly above your belly button (and never, never below).
The soft blazer should be a two-button case. Its moderate opening sternum and its classic line, help to have the right fit, in its “finish”, without lacking proper fit to its overall silhouette.

The sleeves

The sleeves should end between the thumb and wrist. Also, as with all jackets, the same with a soft blazer, your shirt cuffs, should be a finger approximately longer, than the jacket sleeve.

The lining

A soft blazer without lining is clearly … softer than a lined one. So it's natural to cover your body better on the one hand, and to be even lighter, as it can allow you, to wear it during the coolest summer evenings with a slim cotton jacket.






From Left to Right:
Acne Studios, Rodd & Gunn, Boss, Nordstrom

F.A.I.C.E. OnLine magazine

"BLAZERS: ALTERNATIVE STYLES!"



Wear your Blazer with almost anything!

Blazers for men is like dresses for women!
A piece with which we start to create the rest of our look.
Can we just match it with anything on and how? I mean, it's the piece of clothing which we build on right, so wouldn't it be compatible with everything?
***Well…not quite*. They wouldn't match with… training shorts!**
But thinking "out of the box" you can pair with a lot more than their matching suit trousers.
Alternative styling is always good.
Here are some styles that you might not have considered, but definitely should.

Blazer & T-Shirt: **How casual is too casual? It all depends on the occasion and the T-shirt you chose to wear it with. A t-shirt with a men's blazer done incorrectly can backfire on anyone in the worst of ways. However, done correctly through our guidance, a t-shirt and blazer is the *perfect modern chic look*. A lower neckline on the t-shirt would be better so that it can bring out the lapels on the blazer. If you are comfortable with it, the t-shirt can even have some narrow horizontal stripes, but definitely not extremes and bold prints. For an "cooler look", roll up your blazer sleeves to show some contrast lining on the inside and with a pair of white sneakers you're all ready for fashion week in Milan.**

Blazer & Different Color Trousers: **A men's blazer is a beautiful piece of clothing, not a uniform that has to match exactly every time you wear it. A different color pair of pants could be a well-selected compliment to any blazer, though there's no real formula to find a combination. Navy blazer with grey pants, burgundy blazer with navy, grey green pants.**
The trick would be to find a nice balance, for example burgundy blazer with navy pants is great because it mixes a rich colored blazer with a sleek and simple trouser. Mix and match to see where your adventures take you. Even dare to have a patterned blazer with a solid color pair of trousers for a more laid-back look, but do not risk the other way around. The only time you want to mix a pair of patterned trousers is with a plain white shirt.

Blazer & Chinos: **A popular style! A light pair of chinos with the common blazer colors of navy and grey or earthy shades, works wonders as the color contrast is not too sharp. A top look, when paired with a t-shirt as mentioned above, but also great with an open-collared white shirt. Chinos are the "pass" to a great summer look, and a blazer would make you a prime suspect of best dressed man. A men's blazer with this summertime staple will have you walking into yacht clubs with ease. Any range of the tan trousers would be the best, from dark khaki to a light stone, but other colors can also work as well. Even though khaki is the most common color, blue, green and burgundy are some other alternatives that go well with a blazer.**

Blazer & Jeans: **Go for it! Some may say: *"Jeans and blazers? jeans are not dress pants!"* The truth is that fashion rules have been thrown out the window 2-3 decades ago. The threshold between casual and formal is no longer a stereotype, unless differently stipulated …on the invitation's dress code. For a more casual style, choose a medium light wash for grey blazers - not some punk rock cut - and a dark wash for everything else. The jeans provide a solid base for your outfit and the stitching provides a cool detailing that isn't available on normal dress pants. This look is particularly fantastic for the fall because of its rugged, laid back look. A slim pair would be great though straight cut would be as well.**

Blazer & Shorts: **Linen trousers in tapered, modern leg-lines that flatter all body-shape, are popular in recent years. Linen blends make them a lot more practical, less prone to impossible creases while still being as breezy as ever. Try them as part of a linen suit for a dapper old-timer vibe. A more modern way to wear them is with cropped linen trousers, sneakers and a plain T-shirt.**



“TIE COOL!”



Wearing your tie properly,
is an art not a matter of luck!

Tie: The only male accessory that offers, a touch of *harmony* and *sophistication!*

If there is one accessory that communicates everything, except indolence, untidiness and rough style, it is the ***tie***.
What is fascinating for the lovers of the modern male style is that our generation, has slowly evolved a talent, for rejecting and isolating paradoxes and prejudices!!!
Let's take the example of a ***tie***, which fits my claim. The mere statement of this article, about ***tie*** vs indolence, untidiness and rough style, for the ones who ignore its “***art***”, seems rather an oxymoron. Well… they should ask the majority of females!

This accessory, purely *decorative* and without any visible *usability*, as opposed to belts, bracelets, socks, gloves or hats, is one of the elements of the male style, that for some time, now it is frequently absent.
For many, it appears to be a brake on natural carefree look, a reminder of social rules and norms, a slavery chain, that discomforts the neck. It is a fact that the introduction of “*Casual Friday*” damaged the classic "*neckwear*".
The same is the case, for big fashion houses that are slowly moving to "*casualwear*".
Maybe, fashion houses and big clothing lines, realized the *middle class shrinking* and try to move the trend to other styles!
However, despite the hostile environment, some traditional brands have resisted, such as *Charvet* in *Paris*, *Marinella,* or *Calabrese 1924*, or *Drake's* in *London, a*long with some newer ones: *Tie you Tie* in *Japan*, *Howard's* in *Paris*, or *Viola Milano*, who crashes the market due to the fabrics it uses.
These brands due to various technical factors, such as: the use of new *textiles*, more or less luxurious, the dynamic return of *vintage*, *innovating creativity,* but also ***new ways to wear the tie***, in contrast to the “bankrupt”, *Windsor knot*, which reminds me the *“old fashion bankers*”, with the extreme impeccable symmetry!!!
Since 2010, the genius *Michael Drake,* gave some directions - guidelines, so we could get rid of the strict way we wear the ***tie***.
Since then, his words have, taken over!!! Lets see what he says:

“…Most importantly, do not use the loop (the “keeper”) behind the rear apron to slip in the front apron.
Keep your allure a bit aloof and remember to expose the tail once in a while: it is perfectly acceptable.
Think Duke of Windsor or Gianni Agnelli instead of banker with a stiff necktie that looks flat ironed.
Also quite telling is the length of the necktie.
In a perfect world, the tip should graze the top of the belt and both front and rear aprons should be of equal length.
If this is not possible, it is clearly preferable that the rear apron (the blade) would be slightly longer than the front…”

The rear blade longer than the front*? Yes!!! Michael, himself confirmed his advice, twice!*

This slightly “nonchalant way” of wearing the necktie is indeed quite elegant!
The success of this twist depends on two factors:

- *The necktie must be thick enough*
- *The knot must not be the classic four-in-hand but the double four-in-hand: simply wrap it around twice instead of one.*

He says:

*"The **tie** is an important accessory, because its use is purely symbolic. Avoid neckties with a width greater than 7.8 cm.*
The pattern should be neither complex (too many colors) nor glittery or shiny.
However, silk tie in navy blue, gray or violet, is appropriate for the evening in more formal occasions.
The simplest rule is one that prefers sweet colors in the morning, most intense in the afternoon and dark in the evening”.

Today, these principles, have become the hallmark of those who love *classic male style, supporting the* ***“split-tie look***”, that is, the tie that is tied. so ***that both blades, of its edges are visible!***
As for the subject, we must never forget what Alexander Pope wrote in the 18th century:

“True ease comes from art, not chance, as those who move easiest, are the ones who have learn’d to dance.”

After all, what a ***tie*** offers, is simply, the consciousness of an aesthetic effort. A touch of *harmony and sophistication!*

F.A.I.C.E. OnLine magazine

“1920’s STYLE!”



100 years later,
“Peaky Blinders Style” has done a strong come back!

We are into 2020, but men's fashion looks back on the previous century!
1920’s and the vintage style Peaky Blinders have been promoting through their gang for 5 seasons is here!!! he main characteristics in their dress code, which even Gucci got inspired from, are the *heavy fabrics* with vintage texture, such as herringbone weave of the material, their pants, beret caps, boots and heavy cotton coats. Designer *Stephanie Collie* approached the classic and timeless English style and influenced the way men want to dress. She said, as she observed that: *"Now everyone wants to wear a suit!"*
To make yourself look like *Thomas Shelby*, follow these five basic steps and refresh your wardrobe!

1. The coat:
Peaky Blinders gang are wearing long, heavy coats with a collar to protect them from the cold. The coat usually has one or two rows of buttons and large pockets. Preferably in a plaid, tweed fabric with a velvet collar in plain black, khaki, dark blue and charcoal gray, like *Thomas Shelby*. Your coat look should resemble of a dangerous and bloodthirsty gang.

2. The suit:
Keith Watson is the inspiration for all the costumes the actors wear on *Peaky Blinders*. For the 1920’s look he prefers 3 pieces suits: jacket, pants and waistcoat. The jacket has narrow shoulders, loose and straight. The trousers are short, slim line (not skinny) and high waist. They are held in H or X-shaped suspenders of rubber or leather. The waistcoat, was a wealth statement. It had 5 or 6 buttons and was shorter, so that it was properly fitted with the high waist pants. The rule was that the shirt was not supposed to be visible, so the waistcoat and pants, had to be the right length. So, monochrome suits in tweed, or cotton, plaid, gray, brown or the dark blue, are ideal for the style you want to achieve, preferably not black. Last but not least, the chain watch, may not be missing as an essential accessory to your look.

3. The shirt:
The typical Peaky Blinders shirt is a small collar shirt, which they could change depending on the occasion. It's white with buttons from top to bottom, or darker with lighter fabric and fewer buttons. For a more elegant and retro choice, the shirt had purple, yellow, pink and green stripes. *Peaky Blinders,* rarely wear a tie or bow tie, but if you feel the look is not complete, choose a tie in dark orange, black or a bow tie.

4. The boots:
Gang men could wear nothing but thick, leather boots, to protect against the cold and mud. If you observe you will see that the gang is wearing dark brown or black boots, in two color tones. The boots are above the ankle and tied with drawstring shoe laces, to match the shorter pants. Boots have a heavy sole, sometimes brogue details and of course they are not glossy. All you need for the coder days!

5. The hat:
The hat was *Peaky Blinders'* armor, as they hid their knife there. You can skip this, but definitely not the typical *Shelby* hat! The beret cap is bulky and easy to wear everywhere. Prefer it in characteristic octagon or in flat style.
Choose it, in tweed and cotton, in brown, green, blue and black to match your coat.





PANERAI

OFFICIAL SPONSOR OF LUNA ROSSA

"Challenger of record" of the 36th edition of the America's Cup

F.A.I.C.E. OnLine magazine

“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 t*he 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!







F.A.I.C.E. OnLine magazine

“WINTER COLORS!”



This winter go a step further with your style!

The colors that will star in your wardrobe from now until next summer comes!!!

The only way to energize the monotonous winter style and to give it a sophisticated look is to break the norms.
Put aside your black, gray, blue and white clothes and make room for those that are brighter in color.
Choose a piece in one of the trendy colors and match it with others, that move in color in safe, classic shades.
Braun, along with a few other male fashion experts, gives you a glimpse into the colors that will headline this winter and go one step further than your ever-updated style.
Burgundy red: From the colors that have come to the fore in recent years in fashion, thanks to its intensity and warmth. Choose burgundy strictly in *footwear*, *overcoats*, *jackets*, *shirts* and *knitwear*.
How to wear it: The perfect match is navy blue, as burgundy’s intensity and warmth offset its dark character.
Green: The "new blue", as they call it, is a color you know a lot from the beloved and popular *khaki*. However, *khaki* is not the only *green* shade that exists and certainly not the only one worth checking out.
How to wear it: Green shades blend seamlessly with gray, from pale ice gray to anthracite and of course dark blue.
Now, as to which green shade suits you, the most: if you have light skin, go for darker shades, such as *cypress*, are suggested. Similarly, if your skin is darker, choose *olive-green* and *khaki*. "
Orange: Of course we are not talking about the brightest shades of orange, but about the warm and dark orange, that color that looks like rust and comes straight from the 70s to be a good, modern alternative to the classic camel color.
How to wear it: Choose this color in *knitted sweaters*, *coats*, *sleeveless jackets* and *scarves* and “marry” it with *blue, anthracite* and *beige* shades.
Brown: It is the alternative black, one worth choosing in winter in *overcoats*, *shoes* and *accessories* e.g. *bags, belts and scarves*.
How to wear it: This color is the best friend of winter warm fabrics, such as *tweed, wool* and *suede*. Match it with *neutral colors, navy blue pants* or *white shirts*, for a stylish all time classic style.
Mustard: By far the most 'vibrant' color in your winter wardrobe palette but also the one that can make a difference in any appearance even in the middle of winter.
How to wear it: This is the same case with orange. Choose a mustard *jacket, sweatshirt* or *sweater* and combine them ideally with *anthracite* and *dark brown, woolen* and *denim* trousers or jeans.
Ice Gray: The fact that winter is coming does not mean you have to go dark, as well. The shades approaching that of light gray, also known as *ice gray*, are dynamically back in the spotlight this year to brighten and add elegance to your style.
How to wear it: It's the best choice for sunny winter days, but avoid to match it with black, but with colors like *blue*, *gray* and *brown*, in their darker shades, in order to create the desired contrast in the outfit.








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

"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.



F.A.I.C.E. OnLine magazine

“WINTER 2021 TRENDS!”



What are their main trends?

Fashion is not just a female business. Every man who always wants to look stylish makes sure to be informed about the current fashion trends in men's clothing. Just before saying goodbye to this year, is the right time to see all the trends that will prevail in men's clothing in the Fall and Winter of 2021!
As every season, there are several trends that are extreme. For example, adding feminine pieces to your outfit, from a skirt to a corset... We took care of it and selected the trends that everyone could incorporate in their men's clothing.

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

Oversized winter clothes: **It started appearing as a trend on the catwalks in 2012, but in recent years it has become an integral part of our wardrobe. The large shoulders to the long sleeves in the coats and jackets will be the elements that you will constantly encounter in the collections of winter clothes. Oversized jackets are equally in fashion.**
Print from “Head to Tows”: **An alternative trend for those who find it difficult to combine prints in their clothes. All you have to do is match the top to the bottom of your clothes using only one design.**
Red: **The trending color for this winter. Usually in the winter months we wear darker colors, but this time the designers said to be original by proposing a more intense and bright color. You will find it in jackets and shirts as well as in pants and shoes.**
Knitted men's vests: **This is definitely one of the trends we did not expect in 2021. Let us not emphasize that most fashion houses were inspired by the creations of the style that men had in the 70”s. They can be worn over blouses and shirts to create an impressive layering, or with a sleeveless blouse-shirt for the autumn months, as suggested by Prada.**
Glitter: **If you are a fan of shiny details, such as glitter and rhinestones, you have just found the trend that suits you. It is the time when nothing is considered excessive, since both *Dior* and *Alexander McQueen* released coats and pants with glitter details.**
Checks: **Plaid is the all time classic pattern for clothes. It is in fashion almost every summer and winter with a few variations. For 2021, the ideal is to choose clothes with large squares, without this of course meaning that a more discreet design will make you look old-fashioned.**
Leather coats and pants: **It all started with leather jackets and now fashion has expanded to all clothes. *Fendi* proposed a total leather men's outfit, where even the hat is made of leather. As you can see, you can use more than one leather piece in your outfit, without worrying about it looking too much!**
Contemporary corduroy: **Corduroy is a trend for the past years. First we saw it on Prada's AW17 runway.**
For Winter 2021 we noticed oversized corduroy overcoats and baggy and brilliant corduroy suits. Invest in a roomy corduroy blazer or some wide-cut jumbo-cord trousers right now to get ahead of the trend
Outfits with gloves: **For the end we kept the necessary men's winter accessories. The gloves!**
Ties may be back in fashion, but gloves are what caught everyone's eye as they held a special place in every Winter fashion show. Leather, knitted, short and long, everything can be worn and give a modern style to your outfit!




K
DOLCE & GABBANA
DOLCE & GABBANA

F.A.I.C.E. OnLine magazine

“GO TONAL!”



Adopt the Style!

Tonal Dressing **is your ace up the sleeve of menswear is also the easiest paper to throw on the table when you are looking for a neat, elegant look. The colors and their matching ,is a dangerous mission even for the most initiated men in the world of fashion, as in case of failure their style to look, hazy or monotonous.**

One of the safest color combinations in men's clothing is *tonal dressing*, which some would initially characterize as boring and conservative. Though, it is the easiest choice when you are looking for a neat, elegant and cosmopolitan look.

Lets talk about colors ...

Similar colors: **They are the ones that are side by side of the wheel (1) and can combined easily.**

Complementary colors: **They are the ones that are opposite and difficult to combine, as they carry the risk if you can not support them, to make you look like a clown.**

Opposite colors: **They are those between which 3 colors are inserted. The way to match them is to keep in mind that one of the two colors is darker. For example, primary blue with primary red.**

To see what the *tonal colors* are, take a look at the wheel (2), where not only the colors, but also the shades can be seen, from the lightest to the darkest. The colors that are in the same circle, the wheel consists of 4 parallel circles, are the *tonal colors* and share the same tone, the same intensity.

1



2



What is tonal dressing

It is the style that bets on *tonality*. That is, when you choose a color and build a monochrome outfit, which consists of different shades of the same color. Although it seems easy to achieve, it is not. It requires mastery and knowledge, not to fall into the trap of monotony.

The rules of tonal dressing

- **Choose your favorite color and make sure it matches your own colors, your skin, hair and eyes.**
- **Be sure to play with its shades, from the lightest to the darkest. Otherwise, you risk being dressed as if you were wearing a uniform.**
- **Invest in a classic, neutral color, in case you find it difficult to find pieces of a single color and its shades. For example, you can enrich a black set with white details or a green one with brown.**
- **"Master" different textures, from denim with leather, cotton with linen, cashmere with wool.**
- **Pay attention to the shoes. Of course, the shoes you choose do not have to follow the tonal color rule to complete your ensemble. The right choice is a pair that creates a harmonious contrast with the outfit.**

The key colors of tonal dressing

- **Black:** **Classic value, the *total black look* is ideal for any occasion, from the black tie to the casual. "Marries" ideally with anthracite, ice gray and white.**
- **Blue:** **Here you can "play", not only with shades, but also with fabrics, from denim to cashmere, cotton and linen.**
- **Green:** **One of the most difficult colors to create a *tonal dressing* is undoubtedly green, since its light shades are difficult to wear. So invest in khaki and cypress and enrich them with accessories and shoes in brown, black and white.**
- **White & Beige:** **White, beige, ivory. Known as *neutral colors* are the epitome of aristocratic elegance and cosmopolitan style and are identified with the warmer months of the year.**
- **Gray:** **Because the last thing you want is for your outfit to resemble to a metallic robot, what you need to pay attention to is to create a contrast with the combinations of shades of gray: anthracite, ice gray, grey-blue, etc.**



F.A.I.C.E. OnLine magazine

“MONOCHROME!”



A definite success!

Monochrome is one of this year’s main trends!
This is great news, as monochromes, help every man, to create a smart, elegant and balanced look effortlessly!

It also assists you, making the correct choices without risking mismatching colors.
Successfully complementing pieces of varying color can be the difference in making your outfit stand out from the crowd, but this can often be the most challenging aspect of fashion. The most simplistic clothing combinations can be what truly makes a statement.

Take the monochromatic look, for example. By choosing only black, white, and gray from your wardrobe, you can create some eye-catching outfits. However, I’m not talking about an all-black suit, only.

There are many more colors that the human eye can see, and I’m talking about literally any of them. Wearing a suit that’s made up of only one shade is a sleek way to spice up the classic silhouette. This year’s runways offer a great variety, in colors and styles, for you to choose.

Bellow we can see some looks from runways.







From left to right: AMI, BALMAIN, BOSS, FENDI, KENZO







From left to right: GIORGIO ARMANI, GmBH, LOUIS VUITTON, TOKYO JAMES, Y_PROJECT

F.A.I.C.E. OnLine magazine

“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.



F.A.I.C.E. OnLine magazine

“PREPPY LOOK!”



What are the timeless “stylistic duets”

The ***smart casual look*** is exactly what its name says: a set that borrows elements both from the comfort of the ***casual***, everyday wardrobe, and from the finesse and elegance, of formal suits and good leather shoes.

The ***preppy look*** on the other hand is the trademark style of American culture with *Oxford shirts, light shades of chinos, polo shirts, knitted sweaters* and *woolen jackets*. A cool, as well as elegant look. Simply, it's a style of attire that boasts classic colors, prints and apparel, of neat, understated, and often expensive clothes; youthful but classic, suggesting that the wearer is well off, upper class, and somehow, conservative.
The most ***preppy look***, for winter, is that of a *blazer* with *knitted sweater* or a long sleeves *polo neck*, instead of a shirt, worn with *wool* or *corduroy* pants instead of jeans.

So how do you build a winter look that draws inspiration from the smart casual and preppy look, by “clicking” on the principles that determine both? A complete ***preppy look***, includes:

Shirts: The classic shirt is the *button-down all-cotton Oxford cloth shirt*. he button-down oxford shirt is a key piece, and is often worn in a blue or candy stripe. Pink is a very popular and trending color...One should choose pastel colors and definitely have shirts in yellow, blue and white. For a more formal look ties with patterns, polka dots or stripes are top choices.
The collars must be those with button-down, plain point and rounded, when selecting your shirts.
Seersucker shirts are also a must-have. Go for this one in the classic pale blue and white stripe.
Polo Shirts: Polo shirts in even, narrow horizontal stripes, red and navy, navy and white, yellow and white, are worth having. The polo shirt is one of the most identifiable items in a preppy wardrobe, such as Ralph Lauren and Lacoste. The classic white is always a good choice and looks great, when paired with a navy blazer. Pastel shades are also complementing the look.
Sweaters: Apart from being useful in keeping the body warm, *sweaters* are part of layering and make *dandy accessories*. Tie them around your waist, or around your neck...you can never look cooler and more preppy.
Navy Blazer: A classic, *navy blue blazer* is a “staple”. It can take you from office meetings to dinner out with friends or family.
Tie: The type of collar of your shirt has, will determine which kind of tie you will want to go for. A small straight collar would require a thin tie, while a wider collar requires a larger one.
Chinos: The trousers of the look, with a khaki shade being standard. This color is both stylish and practical as it transitions easily from work, to the weekend. However, don’t be afraid to experiment with bolder shades too. They should always be tapered and straight-leg fit, finishing at the ankle and with the ends cuffed up. Oh and no pleats. Definitely no pleats.
Footwear: When they’re checking to see if you’re prep, the first thing they look at is your *shoes*. The right shoes give you high credits while the wrong shoes ruin your look instantly. Best choice: Leather Penny Loafers or Boat Shoes, Sperry Top-Siders.



From Left to Right: Jacket: Massimo Dutti, Shirt: Nautica, Trousers: Massimo Dutti, Brown Mens Leather Penny Loafers Flats: Salvatore Ferragamo, Tie: The Bostonians, Bag: Zara.

F.A.I.C.E. OnLine magazine

“THE ART OF SMART CASUAL!”



Comfortable & Elegant!

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

Here are the main pieces you should considered.

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

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

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

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

S M A R T



C A S U A L

F.A.I.C.E. OnLine magazine

"MINIMAL STYLE!"



Make "Minimal" to stand out!

Minimalist does not mean boring! Especially during the warmer days of the year.
Many men think that summer is a style nightmare. Streets explode in pattern and shade, Hawaiian prints, pastels, sun-scorched necks, stripped-back options become… "*Minimal*".
In winter, length and layer makes even darker shades pop.
When you've only got shorts and tee and to play with, how do you look like you've made an effort?

Here are some points that you might not have considered.

- **Play with The Colors:** **We said that *"Minimalist does not mean boring*". Color play still reaps rewards, but when the sun's out, swerve anything that's as bright. Summer is a color season," But think cool khakis, stones, beiges, rusts and even dusty pinks. Yet while the shades might play nice, you still need to be aware of your skin tone. Khaki and navy look great on pale skin, while coffee brown, pinks and dusty pastels stand out well against darker complexions. Although beige and stone are key colors for the season, they're not for everyone. If the color is too close to your "winter" skin tone then go for something a shade or two darker, until you've managed to achieve your "summer tan".**
- **"Go Simple" with your Daywear:** **The summer months are perfect for a "minimalistic look". No complications are needed, but stylish simplicity! All it takes is the right fit T-shirt, a smarter short and a pair of white sneakers, accessorized with stylish sunglasses. A loose shirt layered over a vest adds movement without heat and boxy t-shirts tweak your silhouette while encouraging air flow. Just look for breathable materials like cotton or linen to avoid accessorizing with sweat patches**
- **Relaxed Tailoring:** **Choose a more loose, unstructured tailoring, as was on every runway this season, which is good news for summer's minimalists. No padding means you don't overheat, while the billowy silhouette catches eyes, even without color.**
- **Choose the right Fabrics:** **Yes, the key to the perfect summer wardrobe is colors simplicity, airy, relaxed fit, but also you need the right breathable fabrics. Many guys don't realize every season has its own seasonally appropriate fabrics and fabric weights! The more common summer fabrics you should look out for, are:**
  - ***Cotton, The King of summer fabrics:*** **The majority of your summer pieces should be 100% cotton, or cotton blends, like cotton/linen and cotton/silk. Cotton is extremely breathable and versatile. Thanks to the tighter weave, it wrinkles less than looser weave fabrics like linen.**
  - ***Linen:*** **If cotton is the King, Linen is the Queen. Linen is made from the flax plant and is a common summer alternative of cotton. That means anywhere you'll find cotton - button-up shirts, t-shirt, shorts, even suits - you'll find a linen alternative. Linen fabrics have a more open weave, allowing more heat to escape and air to pass through. This breathability is the lifesaver in hot, humid months.**
  - ***Tropical wools:*** **They are great for suiting when you want to look polished. Their tighter weaves mean they wrinkle less than linen counterparts. For those that need to wear a suit or sports coat to the office, or just love the look for formal clothes, tropical wools are your friend.**
- **Accessories:** **Pay extra attention to the accessories. They should have a complimentary and not a dominant role!**
  A Baume & Mercier Classima-10218 , will pull at your minimalist heartstrings, especially for the up-and-coming generation and tomorrow's talents, which in real world speak means it's very accessible for a Baume & Mercier piece.



F.A.I.C.E. OnLine magazine

"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.

F.A.I.C.E. OnLine magazine

“MODERN & STYLISH!”



What are the rules?

If one of your goals for *2020* is to redefine your image, then the following tips will be extremely helpful.

- **Find your signature fragrance:**

If you want to stand out and wherever you are to impress, then you must urgently find your own fragrance!
The one that suits your personality perfectly. Also keep in mind that it's good to have a different cologne for the winter, a little heavier and another for the summer months, a little lighter and cooler.

- **Invest in your style:**

The modern man stands out for his style, for his fashion choices that make him *unique*.
If so, far you haven't been paying attention of what to wear or how to match it, now is the time to rethink it. For starters don't be too adventurous and take advantage of the charm of simple and minimal in terms of your outfit. Later on, you can experiment until you find what really suits you and makes you stand out. Keep in mind that renewing your wardrobe means you are going to spend a fortune. Fineness is not a matter of money!

- **Don't forget the accessories:**

A stylish quality watch, elegant cufflinks, a stylish tie or belt, a new set of winter gloves, or new spectacles or sunglasses will revitalize your image, giving you a contemporary look.

- **Create a grooming collection:**

What does this mean? Put in a make-up bag the products needed for body and face care.
Besides fragrances, and shower gel, choose carefully your face cleanser, moisturizer, exfoliator, sunscreen, aftershave, shaver, a set of nails care. These are very basic grooming items, that should not be missing from your grooming bag.



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

“THE SMALL POCKET!”



Born in 1880’s and they still exist!

We all, have noticed that every denim has on its right front side, an extra pocket.
In addition to the four classic, two rear and two front, pockets there is another small pocket that most of us don't even care about.

By now, you might have given up on trying to use it, since it’s too darn small to fit anything you actually need.

But why is it there in the first place?

Well, today, it doesn’t really serve a purpose, but it used to in the late *1800s* and the tradition is still going on.
It’s used mainly for decoration. I used to put my pager there or bus ticket or a lighter, as I do smoke.
Usually, those who play guitar, keep their guitar pick there, others habituate to keep their pen drive or home key, others keep their navigator compass, and others keep coins or a memory card or condoms. Others do not keep anything in it!!!

According to the *Scoop Whoop*, this small pocket was designed for a particular reason.

It was a matter of 1800 century, in the western region, cowboys used to wear jeans pant in the field and had to pay very hard labor all day long. They didn’t like so-called traditional formal dresses, but their favorite dress, was *jeans* due to its *simplicity, diversity, flexibility and durability*. The wristwatch was not available for the mass people.

Only elite reach guy could procure wristwatch. Beside this that time watch was not tied with the hand, traditionally it was kept in the small waistcoats pocket by a chain, but it made a problem and getting broken frequently. For that reason, renowned jeans maker ***Levi Strauss*** introduced this little pocket for the Cowboys so that they could keep their watch safely.
Levi Strauss, the first man to create jeans with five pockets, and then most designers imitate him.

This pocket, is called ***"watch pocket***" and at this point, when jeans were first created, men who wore it, used to wear their watches, also known as *pocket watches*.

Levi Strauss blog also pointed out that originally, there were only four pockets on a pair of blue jeans, the watch pocket included. “The first blue jeans had four pockets only one in back and, in the front, two plus the small, watch pocket,” the blog stated.

Pocket watches may no longer be *in vogue* and we no longer carry them on a daily basis, however, the small pocket on the right side of denim pants, has remained!





SKIN IRONY

FUTURE CLASSIC

swatch
SWISS MADE

“DENIM ALTERNATIVES!”



Trouser Styles, as a denim replacement!

Statement jackets and fashionable sneakers are always going to be on the top of men’s style lists, but the right pair of trousers can be the most quietly powerful item you wear. Get it wrong and you’ll instantly dull the shine of the trending pieces you spent so long chasing. It’s convenient to simply plump for your tried-and-tested slim-fit black jeans, but there’s a whole wardrobe full of top-notch trousers that’ll look just as good, if you will give them a chance

Here are some of trouser styles that you might not have considered, but definitely should.

Corduroy Trousers: Corduroy is one of the most underutilized materials in men’s style and, if worn correctly, can make for an indispensable pair of trousers. There’s a 1970s revival going on in menswear, too, so there’s never been a better time to cover your legs in cord. Cord is a textile composed of woven, twisted cotton or wool, resulting in parallel lines (called ‘wales’). Wool corduroy is the most durable type and wears particularly well. It is brilliant when dressed down and worn casually. Try teaming a pair of dark corduroy trousers with a sweatshirt and practical leather sneakers. For a more formal look, slim-cut corduroy suit is an excellent companion for a light-gauge.

Wool Trousers: A favorite of fashion bloggers and art directors the world over, wool trousers offer a throwback to the days when jeans weren’t the de facto king. Perfect both for styling with other tailored separates or smartening a casual getup, wool trousers have been popular for years. You’ll often see them dressed down with a pair of sneakers, though, they work just as well styled in a more traditional way.

Twill Chinos: A good alternative if you want to assert your old-school masculine credentials. In twill chinos, quality craftsmanship, meets reliability and style in a perfect ménage à trews of cool that’s still exceptionally wearable.
Twill is a traditional material that, if invested in, will give excellent cost-per-wear result thanks to its hardy nature.
The style is still casual so wear them with an easy-going pair of shoes a T-shirt or knitwear and top with an overshirt or denim jacket for an effortlessly cool off-duty look.

Relaxed-Legged Trousers: The skinny jeans backlash is officially on. Tired of skinnies trying and failing to remove them with dignity after a night out, relaxed-legged jeans and trousers are looking more and more appealing by the day.
We suggest aiming for the hem to fall somewhere between the top of your shoe and its first set of eyelets. When it comes to styling, contrast the extra fabric below by keeping your top half fitted to avoid any accusations that you’ve been playing dress up in your dad’s wardrobe..

Linen Trousers: Not so long ago, linen trousers had no place in a modern man’s wardrobe. Now, designers have done a lot of work to rehabilitate them in recent years. Gone are the shapeless cuts, replaced by tapered, modern leg-lines that flatter all body-shapes. And linen blends make them a lot more practical, less prone to impossible creases while still being as breezy as ever. Try them as part of a linen suit for a dapper old-timer vibe. A more modern way to wear them is cropped, with sneakers and a plain T-shirt.

Cropped Trousers: Allowing your ankles to breathe in summer while still giving airtime to your footwear in cooler months, cropped trousers are a great way to spice up what can be a tired formal outfit.
By cropped trousers, we mean shorter than your average, displaying a sliver of ankle or sock.

Pleated Trousers: Pleat not long ago was a style for your grandad. However, pleated pants are back in style and now is the time to introduce them to your wardrobe. When you’ve spent the last 10 years forcing your legs into skinny jeans, the idea of playing with less fitted silhouettes can seem a bit daunting. The style here is to strike that balance between fitted and breezy. Opt for a tapered cut for best results and selecting a cropped style is never a bad idea either. In terms of styling, stick to a relaxed tailoring jacket, layered over a white t-shirt or a tucked-in shirt. For the footwear stick to Derby boots, brogues or, if you’re feeling adventurous, white canvas trainers.



F.A.I.C.E. OnLine magazine

"CORDUROY PANTS!"



Perhaps the most old-fashioned fabric
has a strong come back heavier for a warm and elegant style!

After wool, the *corduroy pants,* are the warmest pants you could wear in the cold winter months.
It is clearly a seasonal piece, which during this year holds a leading role in the male wardrobe.

How do you wear it in the most up to date way?

1. BRAUN: *...and lets go for coffee!*
From the legendary '70s with love.
When the less "popular" choice, of the modern color palette, *brown*, gets married to the "oddest" fabric, the *corduroy*, then the effect is as retro as the hippie look of the 1970s. Finish in white, beige and black details.
Look 1: Jacket and sweater: Massimo Dutti, Pants: Gant, Boots: Tod's, Sun-glasses: Police.

2. DR DENIM: *...the coolest way to adopt the corduroy trend.*
Corduroy may a winter fabric, *denim*, on the other hand, is a fabric that has no seasons. It can be worn anytime and almost everywhere. Matching the two, is one of the most classic of the casual winter outfits, as long as, you choose match them with a denim jacket or shirt in a dark blue color.
Look 2: Jeans jacket and shirt: Levi's, Pants: Lee, Shoes: Rieker, Eyeglasses: Persol, Bag: MCM.

3. IN THE NAVY: *...the most unexpected friend of the winter "marine style" is no other than corduroy pants.*
The all-round classic *sailor peacoat*, is a classic male jacket, connected with sea and the magic of cinema. Usually it is linked to the *winter navy look*, paired with *denim pants*. Make the difference and invest in a corduroy one!
Look 3: Peacoat, sweaters and pants: Paul Smith

4. ICONIC DUOS: *...woolen coat and corduroy pants.*
For a formal look, invest in a quality woolen coat and corduroy pants with thin, not thick cords, that look like velvet from afar.
Look 4: Coat and pants: Antony Morato, Shirt: Tom Tailor, Shoes and Briefcase: Louis Vuitton, Sunglasses: Dior.

5. BUSINESS CASUAL: *... a noticeable office appearance.*
From belts to watches, accessories are an easy way to upgrade your style and give your personality to your office look. Make sure you do it in moderation, investing in "less is more".
Look 5: Jacket, shirt and pullover: Tommy Hilfiger, Sweater, Shoes, handbag: Salvatore Ferragamo, Pants: Massimo Dutti .

6. IVY LEAGUE: *... besides chino pants, corduroy pants create a great "preppy look".*
If you want to build a less traditional look, that adheres to the rules of *college look*, experiment with vibrant colors, such as blue, yellow and purple, combining them with classic white, black and gray.
Look 6: Jacket, shirt, sweater, pants and belt: Camel Active.








From Left to Right: Looks 1 - 6

F.A.I.C.E. OnLine magazine

“UPGRADE YOUR STYLE!”



You can do it, with the correct clothes & accessories!

You can easily and quickly upgrade your style by choosing the right clothes and accessories.
We will take you through simple tips, of what to change, to be drastically and impressively renewed.
Men’s style, has many key pieces that can be worn in a variety of situations and with many different combinations.

Let's get to know better the ways you upgrade your style by giving you the charming image you always wanted!

1) Prefer less strands and holes, in your ripped jeans:
Strands on the jeans offer youthful style and look, but if you need a more chic and elegant look, better choose warm colors of blue and black and avoid them. Elegant jeans can be comfortable to wear with a simple T-shirt and your sneakers but can equally be, impeccably combined with a jacket and your semi-formal shoes. It is one of the pieces that will become your favorite and will be worn every season.
2) Choose bright colors:
A cypress green, a warm orange, or a bright burgundy, can really transform your look in the most beautiful way. Well, there are black and blue, but do not throw away the other colors because they can look much better and give a charming and flawless look.
3) Do not focus on formal clothing for going out:
You might feel, that you look more well-dressed, with your formal clothes, but you can see that with a simple t-shirt and a jeans or a pair of pants, you can transform your look and be the same or even more elegant.
Add a trendy jacket and you will surely impress, with your comfort and confidence.
4) Clothing accessories:
Men's clothing accessories, such as scarves, hats, can transform your style and give it a sophisticated complexion. Ware a scarf, just by dropping it over your shoulders and you will look more elegant and chic. Hats give a more modern style, while handkerchiefs, will give you la fresh touch, because of their intense colors and designs.
5) Pay attention to color combinations:
When matching jersey and trouser colors, pay extra attention to the color palette and blend them harmoniously. Pink colors are best combined with similar shades and vibrant colors with more vivid shades. Do not “over-fire” an outfit with many different colors, because it will look asynchronous and "poor".







F.A.I.C.E. OnLine magazine

"MEN IN BLACK!"



Take yourself to the mysticism and pure style
that this fabulous monochrome offers.
Black is practical, timeless and will never let you down!!!

Johnny Cash, *Carl Perkins, Roy Orbison, Lou Reed*, fashion designer *Michael Kors* and many others, are fans of black! What do they all know about *black mysticism*? Why do they choose it? Why not some other fancy color?

For the uninitiated: black is not color! It is all colors together! A simple example may convince you.
If you take different acrylic or oil paints and mix them all together, the end result will surprise you. One color, penetrating into the other and all together they create an imaginative black.
Black in clothes is an extremist idea. It's a pure landscape.
No other color is going to bring out your facial features, body lines, and give you the much-needed mystery touch!

How practical they are is self-evident: for men who do not know how to combine colors or are not following fashion trends (it actually takes time and efforts) monochrome is a solution.
But let's be honest: is it the same as wearing total green or total red, as choosing the "black mystery" look?
For colder days, however, we will need to have the basic clothes in our closet that will effortlessly create the look. The advantage is that you will use them, even if you do not choose the version of total black, as you can match them with other colors. Black, after all, is a "friend" with all colors!

- **TURTLENECK:** For cold days s are coming and a turtleneck, besides its usability, is a classic male piece, that gives "extras" on our upper body, and emits a sense of adventure. Wearing a cashmere turtle, will embrace your body, your body contour lines, and its soft fabric will become your best friend! the weave will be from the beginning. *Falconeri* Black turtleneck, in not a dull version of black and shines like a rare agate!
- **BIKER JACKET:** A classic piece we need to have. The signature of the most dynamic male look of 7th art or rock musicians, a leather jacket cannot be missed by any male body. Either a minimal Biker Jacket by *Pepe Jeans*, or a masculine *Perfecto,* will be a great choice. When those around you, will be crammed into a jacket or coat, you will look cool, determined, ready for anything. The leather jacket will always be a rock item.
- **CHELSEA BOOTS:** Never forget the timeless value of Chelsea Boots. They are elegant, they retain their own dynamism and they will never disappoint you. A great choice is *Prada's* Chelsea boots.
- **SLIM FIT JEANS:** A big "yes"! Especially slim fit, if your body type allows it. Be careful not to fall into the trap of the torn style or any with…extras. Simple is more and straightforward is always stronger and since we will pair them with our shoes (read above), it is a good idea to pay attention to this detail.
  Black *Pepe Jeans* pants are ideal. Comfortable, relatively low-crotch point and also with a narrow leg.
- **SUNGLASSES:** Without the necessary accessories no style is complete. It doesn't matter if the sun is shining or not. Sunglasses are a shield, a cover for one who wants to be discreet. You may not be in a good mood, or had a long night the night before, you you just want to give a little more mystery.
  Bottega Veneta black sunglasses, are exactly what you will need to properly complement your black outfit.



From left to right:

- *Falconeri,* black turtleneck
- *Pepe Jeans,* biker jacket
- *Pepe Jeans,* black slim fit
- *Bottega Veneta,* sunglasses
- *Prada,* Chelsea boots

“GROOMING: “MUST HAVES”!”



Items that every man should have in his Grooming Collection!

Grooming and personal care, is not just a woman's business.
More men have their own Toiletry bag, which now includes not only shavers, but also skin or beard care products.

- **Sunscreen every day, all year round:** The daily application of *sunscreen* throughout the year, is also mandatory for men. Men’s skin is exposed to harmful UVA / UVB radiation and this sunscreen is a product that should not be missing from any man’s grooming-care.
- **Moisturizing, the important:** *Moisturizer* is also a skincare item that every modern man should have in his collection, as frequent shaving strains the skin. Choose moisturizers with skin nutrients, which provide abundant hydration to the skin, protect it from harmful sunlight and consequently from premature aging.
- **Facial cleansing gel:** In addition to the cool water that you can pour on your face every day in the morning, you also need a mild cleanser. Invest in the right cleanser for your skin type and choose a product that effectively removes impurities, is antimicrobial, especially if you have a beard and does not dehydrate your skin.
- **Beard treatment:** There are a variety of products on the market specifically designed for beard care. After cleaning the beard, which is necessary to remove dirt and dead cells that settle on it, use a special oil to moisturize and soften it. Choose oils containing Argan oil and almond oil, which are extremely moisturizing.
- **Trimmer for the nose:** Finally, is a device that every man should use regularly. A trimmer is necessary in any case. Because the well-groomed man has to trim not only his mustache but also the hairs of his nose, in order to be even more elegant and charming.











1. ***Clarins Men UV Plus SPF50:*** ***Perfect for the city and outdoor sports, this portable product protects from UV damage and the stresses of urban living. Doesn’t leave any white streaks on the skin. Can be applied after your day skincare.***
2. ***Clinique for Men Anti-age Moisturizer:*** ***All-day hydrator combats lines, wrinkles, dullness for a younger, revitalized look. With skin-strengthening and firming ingredients. Absorbs quickly.***
3. ***Nivea Men Deep Anti-Blackhead Facial Scrub:*** ***Nivea Men Deep Anti-Blackhead Facial Scrub contains black charcoal and a gel consistency that lathers up to cleanse deep into the skin and eliminate blackheads and sebum.***
4. ***MR Muk Beard Oil:*** ***A natural product containing a blend of Moroccan Argan Oil, Linseed Oil, sweet Almond Oil and Aloe Vera.***
5. ***Philips Nose Trimmer Series 3000 Ear & Eyebrow:*** ***The Philips NOSETRIMMER Series 3000 gently removes unwanted nose, ear and eyebrow hairs. The ProtecTube technology and the specially designed angle of the trimmer ensure a fast, easy and comfortable trim with no pulling guaranteed.***

F.A.I.C.E. OnLine magazine

"DATING-OUTFIT CHOICES!"



Stressing and confused of what to wear before a date?

When it comes to dating, I feel I am like Balotelli in soccer...☺
How many years does Balotelli have to play serious soccer? Five? Six? Well,something similar happens with my "dating". But what does this mean? Because I've been in a relationship for the past years, did I forget what it's like to date with someone? Of course not! I remember everything! We start with a coffee or a drink, then dinner, then some clubbing, or some more drinks in a bar with nice music, depending on the vibes of the night... etc.
I may have missed some latest dating developments in this area, but that does not mean anything.
Over the years, dating may have changed in details, but in essence it remains the same.
And its essence is nothing but 3 emotions: Enthusiasm when accepting, anxiety just before the date, and the worse... the confusion before the date of what to wear! The first two as you understand are the most beautiful parts on a date. The latter is a timeless problem for both dating parties. So I decided to try to give a solution to this problem by suggesting 3 complete outfits for different occasions. *Let's get started!*

1.Casual look: **Ideal for home or movie or drink in the local bar. A few months ago, before the pandemic, if your proposal for a "first date" included the word "home", you had lost the game before the kickoff. Due to the new reality, the idea of movies, food and wine seems ideal and casual style is the clear favorite. You should not forget that even with the simplest outfit, your goal is to look well-groomed and that you have your own, special taste. A shirt is the ideal twist, for the most iconic, men's clothing. Either buttoned up to the neck, or open, it will give you points in style and comfort. The classic, regular fit blue jeans is the best and safest choice. When it comes to footwear, the words *casual* and *Converse* walk together.**

2. The Classy: **Ideal for drinks & food in an "alternative" venue. I consider a *blazer* to be one of the best choices for a *smart casual outfit*. A corduroy shirt is an outfit that gives you a sophisticated look, either buttoned up or open with a white t-shirt inside. Black, slim *Levi's* are always a safe solution. Your fragrance and a nice watch are considered "seal" every look, so all you need is a simple, leather belt. Of course to complete such a slick look, *Chelsea* boots are one way!**

3. "The Grande": **Ideal for a more formal restaurant. The number '1' stylistic rule on the first date, is to avoid the suit as well as the truck-suits! *Formal style* creates a distance and seems excessive, unless, read carefully as I'm giving you wisdom, this is exactly the topic of your date. If not, invest in a white, cotton shirt and *Chino* pants are the perfect pieces for an elegant outfit. The only thing missing now is the item that will help you stand out. A *blazer* is the absolute trend. Add to all this a *Gant scarf* and .. *Congratulations*... you just got the most "badass" outfit!**

Look 1 ***Look 2*** ***Look 3***



From Left to Right:

1. ***Casual look***
   - *Shirt: Nautica Long Sleeve, Solid Linen , Classic fit*
   - *Pants: Superdry Jean D1 Slim Tyler*
   - *Shoes: Converse Chuck 70*
2. ***The Classy***
   - *Shirt: Lee, Corduroy*
   - *Pants: Levi's 514, black jeans*
   - *Belt: Levi's Ashland leather belt in black*
   - *Shoes: Clarks Paulson Up, Black Chelsea Boots*
3. ***The Grande***
   - *Blazer: Ted Baker, with flap pockets "Severnn"*
   - *Shirt: Brook's Brothers*
   - *Scarf: Gant*
   - *Pants: Camel Active*
   - *Shoes: Renato Garini AT2391-3*


DIESEL

“PERSONAL AFFAIR!”



Your fragrance is a personal affair!
Both for you who choose one aka through thousands of others, and for the ones near you, who smells it on you. However, we must admit that, regardless of the selection criterion, sexy perfumes have to be intense, loud, sensual and mysterious.
Memorable right from the first time, putting you immediately in the game of seduction, creating stories in their pathway. This does not mean, of course, that they cannot be romantic or more elegant at the same time. This balance, is always irresistible!
If you're thinking of investing in a new fragrance, we've put together the new, sexy fragrances of the season.

K by Dolce & Gabbana Eau De Toilette: **The brand's new men's fragrance captures the essence of the male model, the man who is king in his day-to-day life, inspiring, captivating with his charm and praising the new age of masculinity.**

Carolina Herrera Bad Boy Eau de Toilette: **Dynamic but also emotional, unpredictable and charming. Bad Boy is a tribute to strong men who set their own course, are confident and are not afraid to express their emotions. Bad Boy's Fragrance? It stands for contrasts: That's where the secret to perfume lies..**

Byredo Bal D 'Afrique Eau De Parfum: **Warm, charming, romantic. The fragrance is inspired by the 20’s in Paris and the brand's influences from African culture, art, music & dance. Intense life, exuberance and euphoria are elements of this fragrance. One of the hottest fragrant new entries.**

Dsquared2 Green Wood Pour Homme Eau De Toilette: **Powerful and intense, the new fragrance praises the free spirit of every man. It is a “personal-fragrance accessory” that defines style and character.**

YSL Beauté Y Live Eau de Toilette Intense: **Inspired by a man preparing to make a discovery. The man ready to succeed, Y LIVE, just like the classic Eau de Toilette and Eau de Parfum - is a Fougère that plays with coolness and intensity.**

Dark Lord "Ex Tenebris Lux" By Kilian: **Unpredictable, intense and irresistibly aristocratic, this new fragrance blends in with the Black Phantom 'Memento Mori' already in the collection, making it the perfect “partner-in-crime” companion for the night's excesses.**

Dior Sauvage Eau de Toilette: **“*To create Sauvage I used the man as my starting point. The strong and unmistakable masculinity. Like the image of a man who goes beyond time and fashion*” said François Demachy, creator of Dior Fragrances.**




1
2
3
4
5
6
7
DALVEY
SCOTLAND
DALVEY
1897

F.A.I.C.E.™ OnLine magazine



OPINION

Happy New Year

www.faiceonline.com



Life:

The Gaze of Catoblepas

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

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

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

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

"We will not only loose our jobs, but also our lives."

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

"Come to your senses!
You are not omnipotent or immortal! Concentrate!"

Perhaps we have forgotten something deeper and more primitive:

"Order involves Chaos!" and that "Life is embraced by Death!"

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

But we do not like all that!!!

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

" From its birth life is parasitized by death ..."

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

But who wants to hear that, especially these days?

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


FEARMONGERING
&
MASS POLITICS

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

***fearmongering*, as a tool of policy-making in the age of mass politics!**

During the Pandemic crisis, we often heard politicians either "*fearmongering*" or the exact opposite, framing negatively any "*fearmongering*" content.

So, is "*fearmongering*" a bad thing in itself as a practice, or should it be evaluated on the basis of the purpose it serves?

To assess this is it perhaps necessary to evaluate the ability of the *masses* to handle the *truth*?

At this point I find it necessary to define "*fearmongering*" and separate it from other practices, in order to avoid any conceptual confusion.

According to *Professor John Mearsheimer*, *"fearmongering"* occurs, *"when leaders cannot convince the public of the threats they foresee and so deceive the people 'for their own good', is far more prevalent and effective."*

Based on the above definition, which makes a clear reference to the purpose of this technique, we can separate "*fearmongering*" science, from social imperialism and its obscene cover-ups, since they are intended to serve the interests of an *elite*. The emphasis on purpose, given in the above definition, occurs because *deception*, a general category that includes lying, is perceived in a utilitarian scope, according to which, it makes sense to mislead someone or others, when we serve a *useful social purpose*.

This perception is found in the work of the Italian political thinker *Nicollo Machiavelli*: "*to defend the homeland, either with dishonesty or with glory. All means are good as long as you succeed*" followed by: *"…It is necessary for a prince wishing to hold his own to know how to do wrong… Forced to make a choice, it is much better to be feared than loved. This is because men, by nature, are "ungrateful, fickle, dissembling, anxious to flee danger, and covetous of gain… In times of remote danger, they are willing to take risks for their prince, but if the danger is real, they turn against their prince… It is far better to be feared than loved if you cannot be both…Thus, if the people do not obey because of their loyalty, it will be an acceptable substitute if they obey because they know the consequences of disobeying are harsh… There is such a gap between how one lives and how one should live that he who neglects what is being done for what should be done will learn his destruction rather than his preservation."*

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

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


THE
GREEDY ELITISTS

These days, crimes, abuse of power, anomalies, corruption, misdeeds, are feeding careers and create more wealth for the wealthy!!!

At the same time, moralistic campaigns and their hypocritical preachers, replace the specific action against *inequality* and various forms of brutality and violence.
In this day and age, a large part of the *world's elites,* are constantly helping the most blatant *populists*.

We witnessed the *"Paradise Papers"* that followed the *"Panama Papers"* and i am sure , there are much other "*papers*" and "*files*" that will follow. Of course, much of what was revealed does not suffer from the level of *"formal legitimacy".* They take advantage of the cracks of a complex weave, where law firms and specialist consultants, find the tools for less taxes and security, for their wealthy clients' funds. Complex *legal expertise*, together with costly *financial management,* secure effective protection cells.
That's when taxation is increasing and will increase even more due to the impacts of the Pandemic, for everyone else, who doesn't have the "wealth" and the "means" to hire such "special services".

The impression that there are only *greedy* and *ridiculous actors* out there is dominant, as a few hundred, or a thousand do not want to give something from the wealth, they have accumulated, to live in luxuries for themselves, their families and the descendants of their descendants, until the 7th generation.
The members of this *elite*, no matter how different the paths of life and the materials of their careers, share the same cheap desires: *to generate and then hide money*.
Many politicians fall into the same category!
Regardless if they are pursuing their political career in a "democracy ", or an "oligarchy", or monarchy", they practise "*Plutocracy*" for themselves.

Their pachyderm-ism, is so severe that they have forgotten all other sensitivities!

Whether in the attempt to preserve, or to grow their wealth, a mixture of cynicism and indifference emerges from the *elites*. *Why*? Because they don't care at all, whether their actions undermine liberal principles and values, or whether they give a lot of arguments to the followers of closed economic and political systems. They move in a *self-referential world*, in absolute distance from the lives of citizens.

Some, might "let it pass", when these *elites* belong to royal houses of historical "mothballs", or states' officials, whose whole existence is based on corruption and organized crime.
The issue is that in the same *elites,* elected governments and despotic regimes, states, institutional and "dark" players are co-located.
What's the result?
The ones, who do not evaluate, the differences between the political systems, or counts them as ashes in the eyes of the public feels justified. History confirms this!
The "waves" with reference to the social and political decline, decadence are getting stronger.
Philosophically and politically it is a fashionable idea.
Books and essays are being written that repeat the title of *Oswald Spengler's* monumental work and are reminiscent of the rhetoric of the pessimistic thinkers of the interwar period.
There is fertile ground for modern ideologies, that can promise unadulterated national interests and send the corrupt to fire in one go.
Perhaps a way to prevent this process of "demagogy" and "hysteria" is to limit such greed!
Nation-states and supranational unions, urgently need to realize that they do not survive without *middle classes*, but also without the traditional *popular strata*.

What is happening today is pushing large sections of the world into vindictive anger against the *elites* and their *"institutional games",* that make our *Democracy* dysfunctional and reduce the confidence in the ability for effective *institutional corrections!*

THE FOLLOWING INTERVIEW PUBLISHED ON JUNE 2014 IS THE PRECURSOR OF ALL THE ABOVE!!!



The Pitchforks Are Coming!!!

POLITICO MAGAZINE July/August 2014

By NICK HANAUER

Memo: From Nick Hanauer
To: My Fellow Zillionaires

Nick Hanauer is a Seattle-based entrepreneur.

You probably don't know me, but like you I am one of those .01%ers, a proud and unapologetic capitalist. I have founded, co-founded and funded more than 30 companies across a range of industries—from itsy-bitsy ones like the night club I started in my 20s to giant ones like Amazon.com, for which I was the first nonfamily investor. Then I founded *aQuantive*, an Internet advertising company that was sold to *Microsoft* in 2007 for $6.4 billion. In cash. My friends and I own a bank. I tell you all this to demonstrate that in many ways I'm no different from you. Like you, I have a broad perspective on *business* and *capitalism*.
And also like you, I have been rewarded obscenely for my success, with a life that the other 99.99% of Americans can't even imagine. Multiple homes, my own plane, etc., etc.
You know what I'm talking about. In 1992, I was selling pillows made by my family's business, *Pacific Coast Feather Co.,* to retail stores across the country, and the Internet was a clunky novelty to which one hooked up with a loud squawk at 300 baud. But I saw pretty quickly, even back then, that many of my customers, the big department store chains, were already doomed. I knew that as soon as the Internet became fast and trustworthy enough-and that time wasn't far off-people were going to shop online like crazy.
Goodbye, Caldor. And Filene's. And Borders. And on and on…

Realizing that, seeing over the horizon a little faster than the next guy, was the strategic part of my success. The lucky part was that I had two friends, both immensely talented, who also saw a lot of potential in the web. One was a guy you've probably never heard of named *Jeff Tauber*, and the other was a fellow named *Jeff Bezos*. I was so excited by the potential of the web that I told both *Jeffs* that I wanted to invest in whatever they launched, big time. It just happened that the second *Jeff, Bezos*, called me back first to take up my investment offer. So I helped underwrite his tiny start-up bookseller. The other Jeff started a web department store called *Cybershop*, but at a time when trust in Internet sales was still low, it was too early for his high-end online idea; people just weren't yet ready to buy expensive goods without personally checking them out (unlike a basic commodity like books, which don't vary in quality, *Bezos*' great insight). *Cybershop* didn't make it, just another dot-com bust. *Amazon* did somewhat better. Now I own a very large yacht.
But let's speak frankly to each other. I'm not the smartest guy you've ever met, or the hardest-working. I was a mediocre student. I'm not technical at all, I can't write a word of code. What sets me apart, I think, is a tolerance for risk and an intuition about what will happen in the future. Seeing where things are headed is the essence of entrepreneurship.

And what do I see in our future now?

I see pitchforks.

At the same time that people like you and me are thriving beyond the dreams of any *plutocrats* in history, the rest of the country, the 99.99 percent, is lagging far behind. The divide between the haves and have-nots is getting worse really, really fast. In 1980, the top 1 percent controlled about 8 percent of U.S. national income. The bottom 50 percent shared about 18 percent.
Today the top 1 percent share about 20 percent; the bottom 50 percent, just 12 percent.

“But the problem isn’t that we have inequality.
Some inequality is intrinsic to any high-functioning capitalist economy.
The problem is that inequality is at historically high levels and getting worse every day.
Our country is rapidly becoming less a capitalist society and more a feudal society.
Unless our policies change dramatically, the middle class will disappear, and we will be back to late 18th-century France. Before the revolution.
And so I have a message for my fellow filthy rich, for all of us who live in our gated bubble worlds:
Wake up, people. It won’t last.
If we don’t do something to fix the glaring inequities in this economy,
the pitchforks are going to come for us.
No society can sustain this kind of rising inequality.
In fact, there is no example in human history where wealth accumulated like this
and the pitchforks didn’t eventually come out.
You show me a highly unequal society, and I will show you a police state.
Or an Uprising. There are no counterexamples. None. It’s not if, it’s when.”

Many of us think we’re special because “this is America.”
We think we’re immune to the same forces that started the Arab Spring, or the French and Russian revolutions, for that matter. I know you fellow .01%ers tend to dismiss this kind of argument; I’ve had many of you tell me to my face I’m completely bonkers.
And yes, I know there are many of you who are convinced that because you saw a poor kid with an iPhone that one time, inequality is a fiction.
Here’s what I say to you: You’re living in a dream world. What everyone wants to believe is that when things reach a tipping point and go from being merely crappy for the masses to dangerous and socially destabilizing, that we’re somehow going to know about that shift ahead of time.
Any student of history knows that’s not the way it happens.
Revolutions, like bankruptcies, come gradually, and then suddenly.
One day, somebody sets himself on fire, then thousands of people are in the streets, and before you know it, the country is burning. And then there’s no time for us to get to the airport and jump on our Gulfstream Vs and fly to New Zealand. That’s the way it always happens.

“If *inequality* keeps rising as it has been, eventually it will happen.
We will not be able to predict when, and it will be terrible for everybody.
But especially for us!”

The most ironic thing about rising inequality is how completely unnecessary and self-defeating it is. If we do something about it, if we adjust our policies in the way that, say, *Franklin D. Roosevelt* did during the *Great Depression*, so that we help the 99 percent and preempt the revolutionaries and crazies, the ones with the pitchforks—that will be the best thing possible for us rich folks, too.
It’s not just that we’ll escape with our lives; it’s that we’ll most certainly get even richer.
The model for us rich guys here should be *Henry Ford*, who realized that all his autoworkers in *Michigan* weren’t only cheap labor to be exploited; they were consumers, too. *Ford* figured that if he raised their wages, to a then-exorbitant $5 a day, they’d be able to afford his *Model Ts*.
What a great idea!
My suggestion to you is: Let’s do it all over again. We’ve got to try something.
These idiotic trickle-down policies are destroying my customer base. And yours too.

It's when I realized this that I decided I had to leave my insulated world of the super-rich and get involved in politics. Not directly, by running for office or becoming one of the big-money billionaires who back candidates in an election. Instead, I wanted to try to change the conversation with ideas—by advancing what my co-author, Eric Liu, and I call "middle-out" economics.

It's the long-overdue rebuttal to the trickle-down economics worldview that has become economic orthodoxy across party lines—and has so screwed the middle class and our economy generally. Middle-out economics rejects the old misconception that an economy is a perfectly efficient, mechanistic system and embraces the much more accurate idea of an economy as a complex ecosystem made up of real people who are dependent on one another.

Which is why the fundamental law of capitalism must be: If workers have more money, businesses have more customers. Which makes middle-class consumers, not rich businesspeople like us, the true job creators. Which means a thriving middle class is the source of American prosperity, not a consequence of it. The middle class creates us rich people, not the other way around.
On June 19, 2013, *Bloomberg* published an article I wrote called *"The Capitalist's Case for a $15 Minimum Wage." Forbes* labeled it *"Nick Hanauer's near insane"* proposal.
And yet, just weeks after it was published, my friend *David Rolf*, a Service Employees International Union organizer, roused fast-food workers to go on strike around the country for a $15 living wage. Nearly a year later, the city of *Seattle* passed a $15 minimum wage. And just 350 days after my article was published, *Seattle Mayor Ed Murray* signed that ordinance into law.

How could this happen, you ask?
It happened because we reminded the masses that they are the source of growth and prosperity, not us rich guys. We reminded them that when workers have more money, businesses have more customers—and need more employees. We reminded them that if businesses paid workers a living wage rather than poverty wages, taxpayers wouldn't have to make up the difference.
And when we got done, 74% of likely *Seattle* voters in a recent poll agreed that a $15 minimum wage was a swell idea. The standard response in the minimum-wage debate, made by *Republicans* and their business backers and plenty of *Democrats* as well, is that raising the minimum wage costs jobs. Businesses will have to lay off workers.
This argument reflects the orthodox economics that most people had in college. If you took *Econ* 101, then you literally were taught that if wages go up, employment must go down.
The law of supply and demand and all that. That's why you've got *John Boehner* and other *Republicans* in *Congress* insisting that if you price employment higher, you get less of it. Really?

> **"The thing about us businesspeople is that we love our customers rich and our employees poor."**

Because here's an odd thing. During the past three decades, compensation for CEOs grew 127 times faster than it did for workers. Since 1950, the CEO-to-worker pay ratio has increased 1,000 percent, and that is not a typo. CEOs used to earn 30 times the median wage; now they rake in 500 times. Yet no company I know of has eliminated its senior managers, or outsourced them to *China* or automated their jobs. Instead, we now have more CEOs and senior executives than ever before. So, too, for financial services workers and technology workers.
These folks earn multiples of the median wage, yet we somehow have more and more of them.

The thing about us businesspeople is that we love our customers rich and our employees poor.
So for as long as there has been capitalism, capitalists have said the same thing about any effort to raise wages. We've had 75 years of complaints from big business, when the minimum wage was instituted, when women had to be paid equitable amounts, when child labor laws were created. Every time the capitalists said exactly the same thing in the same way:
We're all going to go bankrupt. I'll have to close. I'll have to lay everyone off. It hasn't happened. In fact, the data show that when workers are better treated, business gets better.
The naysayers are just wrong.

Most of you probably think that the $15 minimum wage in *Seattle* is an insane departure from rational policy that puts our economy at great risk. But in Seattle, our current minimum wage of $9.32 is already nearly 30% higher than the federal minimum wage. And has it ruined our economy yet? Well, trickle-downers, look at the data here: The two cities in the nation with the highest rate of job growth by small businesses are San Francisco and Seattle. Guess which cities have the highest minimum wage? San Francisco and Seattle. The fastest-growing big city in America? Seattle. Fifteen dollars isn't a risky untried policy for us. It's doubling down on the strategy that's already allowing our city to kick your city's ass.

It makes perfect sense if you think about it: If a worker earns $7.25 an hour, which is now the national minimum wage, what proportion of that person's income do you think ends up in the cash registers of local small businesses? Hardly any. That person is paying rent, ideally going out to get subsistence groceries at Safeway, and, if really lucky, has a bus pass. But she's not going out to eat at restaurants. Not browsing for new clothes. Not buying flowers on Mother's Day.
Is this issue more complicated than I'm making out? Of course. Are there many factors at play determining the dynamics of employment? Yup. But please, please stop insisting that if we pay low-wage workers more, unemployment will skyrocket and it will destroy the economy.

It's utter nonsense.
The most insidious thing about trickle-down economics isn't believing that if the rich get richer, it's good for the economy. It's believing that if the poor get richer, it's bad for the economy.

I know that virtually all of you feel that compelling our businesses to pay workers more is somehow unfair, or is too much government interference. Most of you think that we should just let good examples like *Costco* or *Gap* lead the way. Or let the market set the price. But here's the thing. When those who set bad examples, like the owners of *Wal-Mart* or *McDonald's*, pay their workers close to the minimum wage, what they're really saying is that they'd pay even less if it weren't illegal. (Thankfully both companies have recently said they would not oppose a hike in the minimum wage.) In any large group, some people absolutely will not do the right thing. That's why our economy can only be safe and effective if it is governed by the same kinds of rules as, say, the transportation system, with its speed limits and stop signs. *Wal-Mart* is our nation's largest employer with some 1.4 million employees in the *United States* and more than $25 billion in pre-tax profit. So why are *Wal-Mart* employees the largest group of Medicaid recipients in many states? *Wal-Mart* could, say, pay each of its 1 million lowest-paid workers an extra $10,000 per year, raise them all out of poverty and enable them to, of all things, afford to shop at *Wal-Mart*. Not only would this also save us all the expense of the food stamps, *Medicaid* and rent assistance that they currently require, but *Wal-Mart* would still earn more than $15 billion pre-tax per year. *Wal-Mart* won't (and shouldn't) volunteer to pay its workers more than their competitors.

In order for us to have an economy that works for everyone, we should compel all retailers to pay living wages—not just ask politely. We rich people have been falsely persuaded by our schooling and the affirmation of society, and have convinced ourselves, that we are the main job creators. It's simply not true.

There can never be enough super-rich to power a great economy. I earn about 1,000 times the median *American* annually, but I don't buy thousands of times more stuff. My family purchased three cars over the past few years, not 3,000. I buy a few pairs of pants and a few shirts a year, just like most *American* men. I bought two pairs of the fancy wool pants I am wearing as I write, what my partner *Mike* calls my "*manager pants*." I guess I could have bought 1,000 pairs.

But why would I? Instead, I sock my extra money away in savings, where it doesn't do the country much good. So forget all that rhetoric about how *America* is great because of people like you and me and *Steve Jobs*. You know the truth even if you won't admit it: If any of us had been born in Somalia or the Congo, all we'd be is some guy standing barefoot next to a dirt road selling fruit. It's not that *Somalia* and *Congo* don't have good entrepreneurs. It's just that the best ones are selling their wares off crates by the side of the road because that's all their customers can afford.

So why not talk about a different kind of New Deal for the people, one that could appeal to the right as well as left, to *libertarians* as well as *liberals*? First, I'd ask my *Republican* friends to get real about reducing the size of government.

Yes, yes and yes, you guys are all correct: The federal government is too big in some ways. But no way can you cut government substantially, not the way things are now.

Ronald Reagan and George W. Bush each had eight years to do it, and they failed miserably. Republicans and Democrats in Congress can't shrink government with wishful thinking. The only way to slash government for real is to go back to basic economic principles: You have to reduce the demand for government.

If people are getting $15 an hour or more, they don't need food stamps. They don't need rent assistance. They don't need you and me to pay for their medical care. If the consumer middle class is back, buying and shopping, then it stands to reason you won't need as large a welfare state. And at the same time, revenues from payroll and sales taxes would rise, reducing the deficit.

This is, in other words, an economic approach that can unite left and right. Perhaps that's one reason the right is beginning, inexorably, to wake up to this reality as well. Even *Republicans* as diverse as *Mitt Romney* and *Rick Santorum* recently came out in favor of raising the minimum wage, in defiance of the *Republicans* in *Congress*.

One thing we can agree on—I'm sure of this—is that the change isn't going to start in *Washington*. Thinking is stale, arguments even more so. On both sides.

But the way I see it, that's all right. Most major social movements have seen their earliest victories at the state and municipal levels...

…Instead, the arguments we hear from most are the same old social-justice claims. The only reason to help workers is because we feel sorry for them…

..The conversation is already changing, even if the billionaires aren't onto it.

I know what you think:

You think that Occupy Wall Street and all the other capitalism-is-the-problem protesters disappeared without a trace. But that's not true. Of course, it's hard to get people to sleep in a park in the cause of social justice. But the protests we had in the wake of the 2008 financial crisis really did help to change the debate in this country from death panels and debt ceilings to inequality.

It's just that so many of you plutocrats didn't get the message.

Dear 1%ers,

Many of our fellow citizens are starting to believe that *capitalism* itself is the problem.

"I disagree, and I'm sure you do too. *Capitalism*, *when well managed*, is the greatest *social technology* ever invented to create *prosperity in human societies*.
But capitalism left unchecked tends toward concentration and collapse. It can be managed either to benefit the few in the near term or the many in the long term. The work of *democracies* is to bend it to the latter. That is why investments in the middle class work. And tax breaks for rich people like us don't. Balancing the power of workers and billionaires by raising the minimum wage isn't bad for capitalism. It's an indispensable tool smart capitalists use to make capitalism stable and sustainable. And no one has a bigger stake in that than zillionaires like us.
The oldest and most important conflict in human societies is the battle over the concentration of *Wealth* and Power.
The folks like us at the top have always told those at the bottom that our respective positions are righteous and good for all.
Historically, we called that divine right. Today we have trickle-down economics."

What nonsense this is. Am I really such a superior person?
Do I belong at the center of the moral as well as economic universe? Do you?
My family, the *Hanauers*, started in *Germany* selling feathers and pillows. They got chased out of Germany by Hitler and ended up in Seattle owning another pillow company. Three generations later, I benefited from that. Then I got as lucky as a person could possibly get in the Internet age by having a buddy in *Seattle* named *Bezos*. I look at the average Joe on the street, and I say, *"There but for the grace of Jeff go I."* Even the best of us, in the worst of circumstances, are barefoot, standing by a dirt road, selling fruit.

"We should never forget that, ... *middle class* made us, rather than the other way around.
Or we could sit back, do nothing, enjoy our yachts.
And wait for the pitchforks."



Source: Politico Magazine
https://www.politico.com/magazine/story/2014/06/the-pitchforks-are-coming-for-us-plutocrats-108014

CONSPIRACIES

There are people, and not just a few, who believe only in *Conspiracies!*

Prone to adopting theories, that nothing "passes through our hands", that we are not in any control of our lives and everything is *"centrally and secretly decided",* from a small group of people who gather in the nights in a room and decide, arrange everything… The theory of *"Illuminati Society"*!

Those who do not embrace such theories, meet in the evenings somewhere and laugh with them. The way world operates, cannot be organized by such *"narrow nuclei"* and many times nothing is hidden behind what we see, but there is only what we see… or so we are "tuned" to think!

The reality is that, when we joke about it, at the same time we start wondering, asking ourselves, *"if…","who…","how many…",* may be involved in something really big and then… "goosebumps"!

Pandemic, lock-downs, wars, etc. How many decide and implement? If we count them, very few! Of course, it happens with our tolerance, as citizens-voters, members of our society, but it is a fact that, the "instantaneous decisions", the "surprises", are products of the will of a dozen people.
They don't gather in "secret rooms" but we are just "announced" their decisions.
Five phone calls and gets done! It only takes another five and the correlations change immediately!

On the other side, millions of people are on top of their keyboards, sharing their opposition, disgust, views, on the global situation. Without any way and hope of being "heard".
And the "others", are secretly laughing with them/us, because they think they know things we don't know and that someone has to make difficult decisions, that societies don't get "directed" with romances and poems and "*humanism*", has no place in a world where one's well-being and wealth, can rely only on someone else's nightmare. Why? Just because! That's the "*system*"!
The same "*system*" that "*shipped*" to America millions of Africans, as "*slaves for life*", who "helped" for the development of the colonies, then gave them "freedom" and "rights" and gradually absorbed them as "consumers" and "taxpayers", but never treated them equally!

These days, we witness the tale of *"The Emperor's New Clothes",* coming true!
According to the tail, written by *Hans Christian Andersen,* two weavers promised an emperor a new suit of clothes, saying it is invisible to those who are unfit for their positions, stupid, or incompetent, while in reality, they make no clothes at all, making everyone believe the clothes are invisible to them. When the emperor parades before his subjects, in his new "clothes", no one dares to say that they do not see any suit of clothes on him, for fear that they will be considered to be stupid. Till a child cries out loud, *"But he isn't wearing anything at all!"*

The new clothes of the emperor, are the Equal Human Rights, "*tailored*" by *few* and implemented in such a way, that only "*stupid*" and "*incompetent*", as the fairy tail describes, can't see!

We ended up realizing that:

"It is not important, what rights we are given…in paper,
but the way these Rights are implemented and actioned, in our daily lives"

We now understand very well, that this World is not made for everyone!
***"Nihilistic theories"* do not help!**
There is a great danger of submission to *"we are better than elsewhere or before…",* which leads to enslave us to *constant injustices*, without been historically recorded as *slavery*!
Certainly, there aren't ten people in a room arranging everything, but again, those who decide for the Future of Humanity … *on this planet* … are very few!!!

An Absurd World!

Our world has reached the boundaries of the absurd!!!

It is not new that we live in a world that is changing, often unpredictably and dangerously.
What has been happening lately, has crossed the limits of logic, over to the limits of the absurd.

"U-turns", transformations, unreliability and contradictions, from leaders, who are supposed to represent the world's ruling forces, are now a daily routine, reversing balances and alliances, often causing rivers of blood.

The wounds of History are ignored, and glittering leaders invest in nationalistic dreams, misleading and dividing their people, for temporary gains, in order to maintain the "chairs of power".
Disregarding or ignoring, that History can usually be written by the winners, but often the losers take their revenge, eventually.

Historic events, get manipulated or even falsely fabricated, as was suggested recently, by one of the World's Leaders, that Ancient Rome and American culture and values date back thousands of years!
What else, will we hear?

The opportunistic tooling of nationalism, is unfortunately a global threat.
It no longer concerns the countries of the old Eastern Bloc, nor some ruthless authoritarian leaders!
Propaganda and lies in all its glory!!!

The phenomenon, has expanded to countries that were supposed to be the foundations of the liberal and progressive World. On the other hand, the core of the West, Europe, watches the events as a disgruntled viewer, failing to even agree on the obvious.

We live in an age of multiple absurdities.

On the one hand, a globalized economy, a ruthless competition without morals, and on the other, the tendencies to re-nationalize politics.

All this is getting even worse, when it happens extensively in the metropoles of globalization, all the way from US, to cosmopolitan Britain, using such "methods" as a stepping stone to overcome economic and political "deficiencies".

The only thing we haven't seen yet is a… "Nationalist International", as in old communist version.

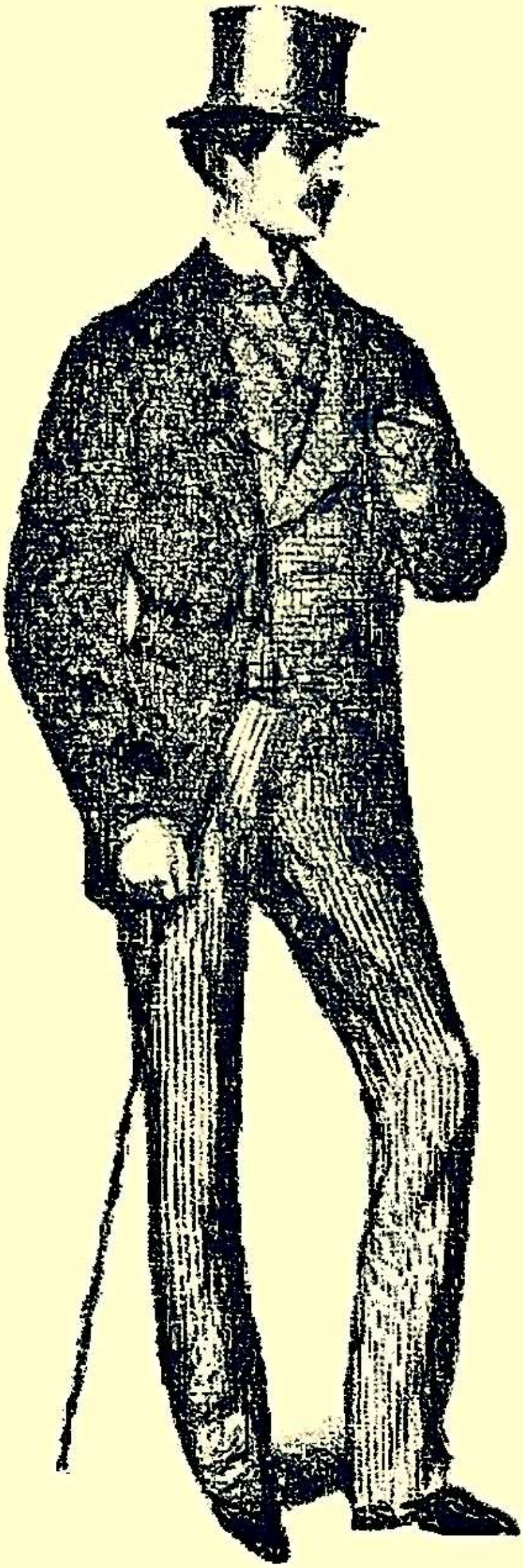
World's powerful leaders from East to West, and a number of other candidates for their "club", are obviously not identical, obviously serving different interests, but at the end of the day, it seems easier to talk to each other, as they have a lot in common.

What is their stronger link?

Their *authoritarianism* and their *totalitarianism,* coincide in one common resultant:
The disdain and vulgarization of Democracy!

This is the cohesive link, that unites them and threatens us ...

The Choice of Mr. More





Our story is entirely fictitious!

**All characters and other entities appearing in this work are fictitious.
Any resemblance or similarity to actual events or real persons, living or dead,
or other real-life entities is purely coincidental.**

- *“…But this is impossible.”*
- *“It's a fact!”*
- *“So you claim that in the past years, despite the general economic crisis, in a small town of ten thousand people you have only three poor people?”*
- *“Yes"* the Mayor yelled. *"One is a poor old guy, who lost everything in life. He has been living from the aid of the Social Welfare Office for ten years. The other two, are two sick women over eighty years old, who have no relatives.”*
- *“What if they die?”*
- *“We’ll be left with just one poor man in town.”*

This dialogue took place on February, 1938, between the mayor of the small town, who also owned the biggest grocery shop and a visitor. Nearly a year later, the visitor returned again.

- *“How are your three poor fellow citizens?”* he asked.
- *“We are experiencing the biggest embarrassment”* the mayor replied with a weak voice tone! *“I have just invited the Councillors, to an urgent council. Imagine our unpleasant position: The two old women died a month ago, the one shortly after the other. We are left with only one poor man, Mr. More! And this morning, I received a telegraph, that he has acquired a legacy, that will provide him, with four hundred US dollars monthly!”*
- *“But this is great!”*
- *“This is terrible!”* sighed the Mayor. *“When, our last poor man, stops being poor, chaos will erupt all over our city administration. Countless civil servants, will have to retire or be dismissed because of a lack of work. The prosperity we achieved over the years will be destroyed! The poor house, still inhabited by at least Mr. More, will be renovated by him and townhall employees working in the maintenance department, will be left without a job, as they will not be needed to repair the old water and sewerage pipes, nor the roof parts that fall on the pavement whenever it rains and will again be, a burden for the city, while hitherto they were taxed citizens and active consumers. The Social Welfare inspectors, who receive a very good monthly income, which already and with much difficulty, after the deaths of the two women were assigned to our last poor fellow citizen, will also be losing their employment legitimacy. We would get a large number of loungers, who would make more use of money, because of their excessive free time, but which they could not cover with their low incomes from the state. According to statistics, to date, eighty-seven employees, have been employed to support our poor, in administration, bookkeeping, inspections and general external services. All these people, because of this strange legacy, will be left unemployed and will become more or less a burden on the city and weaker consumers! Besides, I will lose theirs and their families' votes and even worse, they will start shopping from other grocery shops!”*
- *“And what are you going to do?”* the visitor asked.
- *“I have an idea. Lets go*” said the Mayor and waived to the Principal Councillor to follow them.

Mr. More, was sitting on the stairs, outside the door of his poor house. It was just after 01:00 pm when the civil servant, brought him a plate of soup.

- ***"Corn soup again!"*** **the poor man smiled.**

The official prohibited such objections.

- ***"You are fed by the Office of Social Welfare. Other people have to work for their food. Do you understand, old man?"***

Mr. More bowed his head and took his spoon silently. He ate it. Suddenly, he saw three gentlemen approaching him.

- **"*Good evening, Mr. More,"* the gentlemen greeted kindly.**
- **"*Good evening, Mr. Mayor,"* said the poor man, and he immediately took a posture, of complete submission, as he had learned in the years of his social welfare prosperity.**
- ***"But please, don't stand up, Mr. More!"*** **the Mayor said and gave him a hand of help.**
- ***"You are already an old man. Do you want to smoke a cigar? "***

Mr. More at first did not understand well. They had to tell him twice!

- ***"Thank you",*** **he said scared, while taking a whole cigar from the Mayor's cigar case.**

The Mayor then gave him his gold cigars cutter and the councillor helped him to cut it!

- ***"Would you like to light it, Mr. More?"*** **the Mayor asked and offered him his gold lighter. This was getting too much for a man who had been practicing humility for years.**
- ***"Okay, what do you want from me?" He burst out. "So what do you want? What have I done? I vote for you all along and I never said a word against you!"***
- ***"But my dear, my dear Mr. More…"*** **- the Mayor reassured him-** ***"…Why are you so upset? We bring you a pleasant message. You have received a legacy!"***
- ***"Who? Me?"***
- ***"Yes, Mr. More! A monthly pension of four hundred US Dollars!"***
- ***"Four hundred Dollars? In just one month? That's about thirteen dollars a day! Where's the money? When can I get them?"***
- ***"Anytime you want. Only ..."***
- ***"…Only? What only?"***
- ***"You see, Mr. More,"*** **the Mayor now took the telegraph out of his pocket,** ***"why do you need the money? You have been happy here for years now. We protect you from diseases and tensions, you have your beautiful room, your clean bed, your good food. We take care of you!"***
- ***"Yeah, yeah. Corn soup every day,"*** **the poor man interrupted.**
- ***"This only happens due to modern nutritionists opinions. This happens only for your own good. For your own good health! But you can have whatever you want in the future."***
- ***" Stakes too, Mr. Mayor?"***
- ***"Yes! Stakes the best cut, as often as you like."***
- ***"Every day?"***
- ***"Every day, Mr More, in case you give up the legacy!"***
- ***"But why should I resign? Why should I continue to burden the city when I can buy everything I wish, desire, anytime of the day by myself?"***
- ***"You will never understand this, Mr. More. These are internal political affairs. You, Mr More, represent an important person for the essence of our local community. We just need you poor! If you accept the legacy now, you're missing us. But if you give up, we will do our best to provide you with a graceful old age."***
- ***"But I need a new suit and a coat too…and new boots and socks for the cold winter days!"***

The Mayor smiled confidently!

- ***"I will secure you a lot more from the Social Welfare Fund, for the rest of your lifetime!"***
- ***"I would also really like to go to the cinema, sometimes, something that I couldn't do up to now, and they also say that there is something called 'radio' that one can listen to music."***
- ***"We will agree, to anything you will request Mr. More. We make the following suggestion: If you resign your inheritance and sign this documents, the city is committed to providing you with a new suit every season, a coat as well as shoes and shirts and a hat. You will also receive a free ticket to all the city's cinemas and a radio will be fitted in your room. Food will include steaks, fish, roasts and desserts. You just need to set your weekly menu in advance each time. Besides, you will receive a small weekly amount of thirty dollars, to buy whatever you want. We have calculated that the guaranteed and exceptional grants we give you, should exceed the inheritance, if you deny it, by a hundred dollars and we hope you agree."***

Mr. More thought for a while…

- ***"Will you give it to me in writing?"*** **He asked then.**
- ***"For sure. While signing the resignation statement, the councillor will prepare your contract."***

Then Mr. More said:

- ***"Gentlemen, I agree."***

The City Councillors and the Mayor breathed a sigh of relief…

- ***"But I still have one condition,"*** **Mr. More continued.**
- **"One more?"**
- ***"All these years, the social worker, who was bringing food here in the poor house, has made me feel that I was a poor nothing! To punish him, he must now greet me every morning and call me 'Mr. More'. He must be serving me at all times I wish, using his best efforts and endeavours and until his retirement! I require it in writing!"***
- ***"Okay, I have no objection Mr. More!"*** **the Mayor confirmed.** ***"Write it down Mr. Councillor!"***

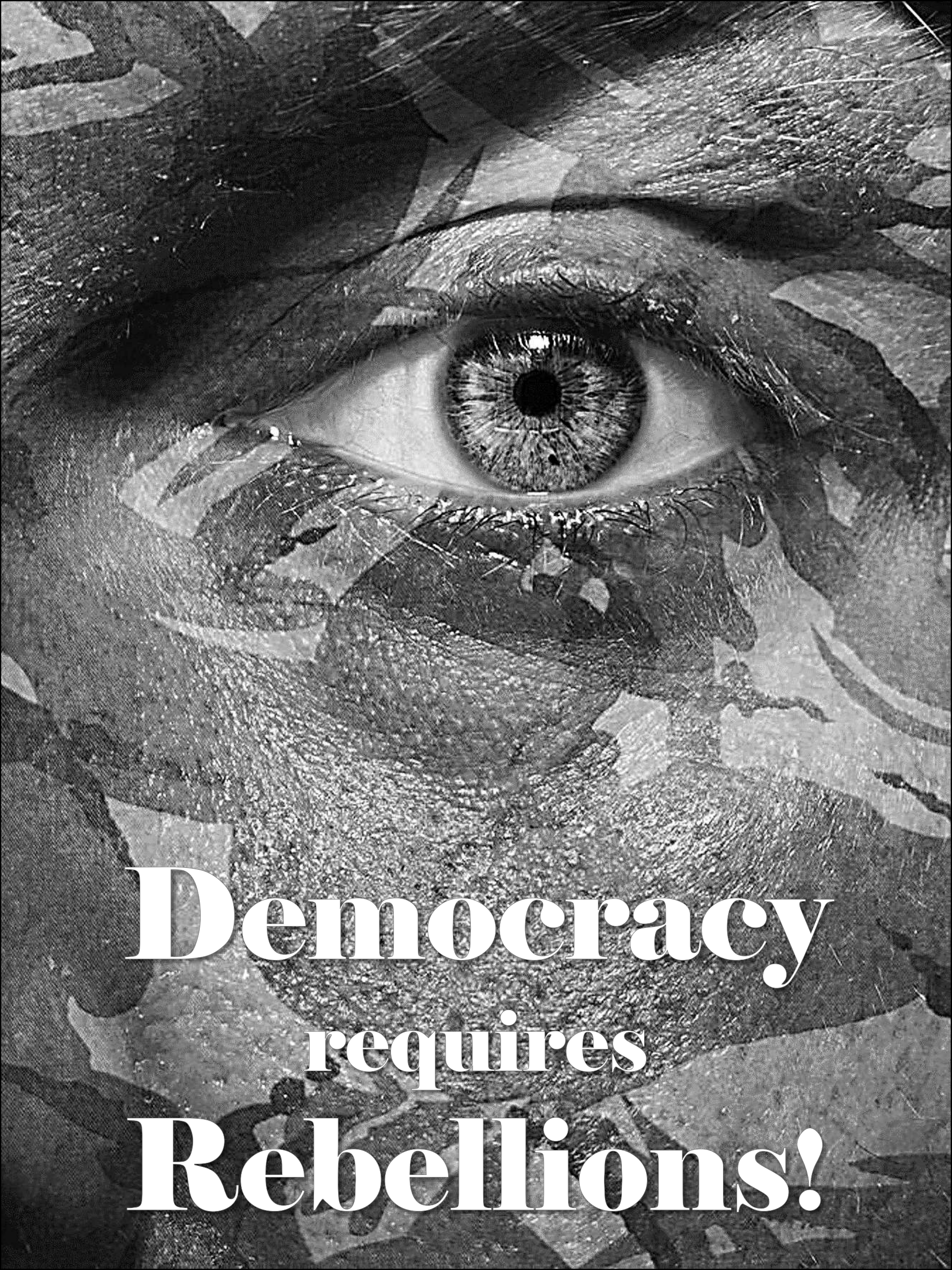
Eventually, Mr. More signed the renunciation of his inheritance, so the small town escaped chaos and kept its one poor, for the eighty-seven employees, employed in administration, bookkeeping, inspections and general external services…

"If you truly believe in the value of life,
you care about all of the weakest and most vulnerable members of society."

-Joni Eareckson Tada

Definitions:

- **ABUSE OF POWER:** A misuse of power by someone in a position of authority who can use the leverage they have to oppress persons in an inferior position or to induce them to commit a wrongful act.
  Source: https://dictionary.thelaw.com/abuse-of-power/
- **MISAPPROPRIATION OF PUBLIC FUNDS:** The aforementioned appropriation is defined as someone in public office, responsible for a certain fund, unlawfully misusing those funds. In most cases, the misuse is to unjustly benefit the public servant. An example of misappropriation is a mayor using public funds to buy gifts for him/herself or any other person.
  Source: https://www.lawadvocategroup.com/misappropriation-public-funds/
- **POLITICAL FAVOUR**: A political act or decision that helps someone.
  Source**:** https://www.merriam-webster.com/dictionary/political%20favor
- **DIGNITY:** The quality of a person that makes him or her deserving of respect, sometimes shown in behavior or appearance. The importance and value that a person has, that makes other people respect them or makes them respect themselves.
  Source: https://dictionary.cambridge.org/us/dictionary/english/dignity


Democracy
requires
Rebellions!

It seems like a natural law, an idiom of human nature:

"The less a person knows, the more certainty he has."

It may be one of the symptoms, that Freud, described as *"Reversal into the Opposite",* (Verkehrung ins Gegenteil"). Definitely, an expert could shed light on it.

However, the impulsive practice, in the society, seems to have a "contagious dimension".
The *ignorance* that arises as *knowledge*, the *irrelevance* that self-affirms as *personal experience*, the *suspicion* that is expressed as *belief*, the *reputation* that counts as *information*, are abundant symptoms, that one encounters them at every step!
We all, in today's society, claim to know everything, or we give this impression!

We also maintain some concern for establishing what we say, but usually pretentious or ridiculous. We seem to know the '*secrets"* of the economy and, above all, what needs to be done. We analyse, the characters of political professionals and evaluate them, as if we have mingled with them, as friends. We decide on how, the institutions should be organized and operate, we justify the entrenched inefficiency of Justice, the Penitentiary System, the Public Administration, the frantic waste of Social Product for the sake of the Political Parties State.

We suffer! Our lives and existence are poisoned by "misconducts", but the certainty that we "*know*" the "*causes*" and of course, with the inevitable differences in the so called "certainties" and "opinions" of each individual, disappears every margin of co-understanding, co-work, co-operation! The impasse becomes causality, an inevitable "fate".

> The problem of "*omniscience*" of every *"self-confirmed"* individual reflects our political problem: In "*progressive*", "*modernized*" Democracies, politics is simply "managerial", an easy skill for all. In political speech, parliamentary and journalistic, there is no requirement, not even an expectation for *Systematic Analysis and Strategic Planning*.
> Politics is exhausted in the search for a more intelligent and more impressive *management of existing institutions and functions*. For at least the past fifty years, there have been no reform cuts, no radical innovations, no daring to change direction. It is unthinkable for them to exist!

Fear of anything new, its methodical exclusion, perhaps to discipline us in the planning of *International Centres of Power*, remains, as a self-evident one-way street, the *managerial version and practice of politics*. No creativity, no innovation, no reforms!

A new terminology has also been established: "*Progressive*" policy, is one that only improves economic indicators, not the terms of survival and coexistence. Nothing related to the progress of the society as a total.
That is the reason for the *monomania* in developing economies titled as *"attracting investments"*:
To, supposedly, bring money into the country, from the sale of the country!!!

The call , plead, to *"come and invest"* means: "come buy us, we are sold cheaper than you pay elsewhere, or in your economy! Buy our resources, our infrastructure, our souls, at .discount!
Buy us, so that some money can buy votes for our re-election, by appointing lazy civil servants!
Buy us and we will be your docile messengers, regenerating your "*policies*"!
In other words, we will be the *"yes-system",* for *"your system" !!! Please Trust us for the delivery!!!*

Such *"realistic facts"* are not discussed by the supposedly, "*progressive*", political factions.

Everyone "*knows*", that these are "pseudo-problems", spurious, gossips, created technically by some *"conservative circles"*. The ones who oppose to "*change*" and "*reformation*", "*systematically*", because their "*interests*" are different.

Everyone got "*convinced*" that patriotism, is perfectly identical with "*extremism*".
Thus, the *"progressive oligarchy",* without shame or regret, continues its carefree autism, in order to "buy" as cheap possible, other countries, in the cover name of "*Globalization*" .

There is no party, no political formation that declares that the transition, reformation, from the *methodical impressions, propaganda,* to the realism of political reforms, can only begin with the radical change of any Education System.

We don't have the luxury of time, to wait for a "next generation mentality" to take shape,

but we need desperately a real reform, not decorating patches,

that will change the whole social mentality.

A government, which will dare to reform and not manage politics, can stop the now inevitable historical end of Nations on the name of Globalization.

The battlefield is dangerous.
In order to survive we need *educated warriors*!

"Education is the most powerful weapon which you can use to change the world.

No country can really develop unless its citizens are educated."

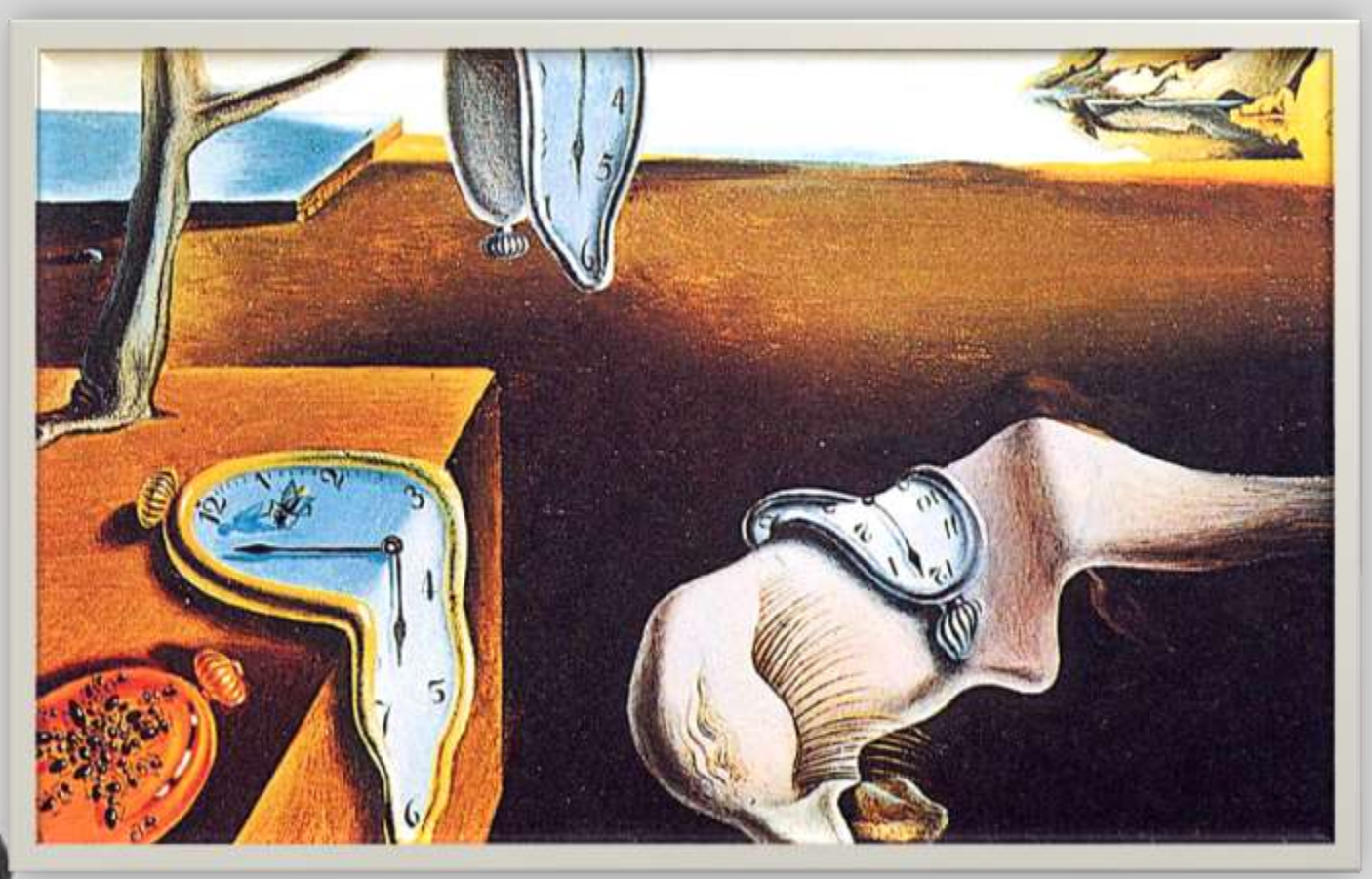
- Nelson Mandela -

Such governing, will never emerge, as long as, the governmening is indifferent, from the will of its people, as a monopoly of an *economic oligarchy* and families that minister for generations.

The insanity of coups, has now been eliminated from the horizon of truly Democratic societies!

However, there are *institutional possibilities,* for expressing and fulfilling the demand of many, against the *"few maniacs",* that hold the *Global Power*, selfishly and arrogantly!!!





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?

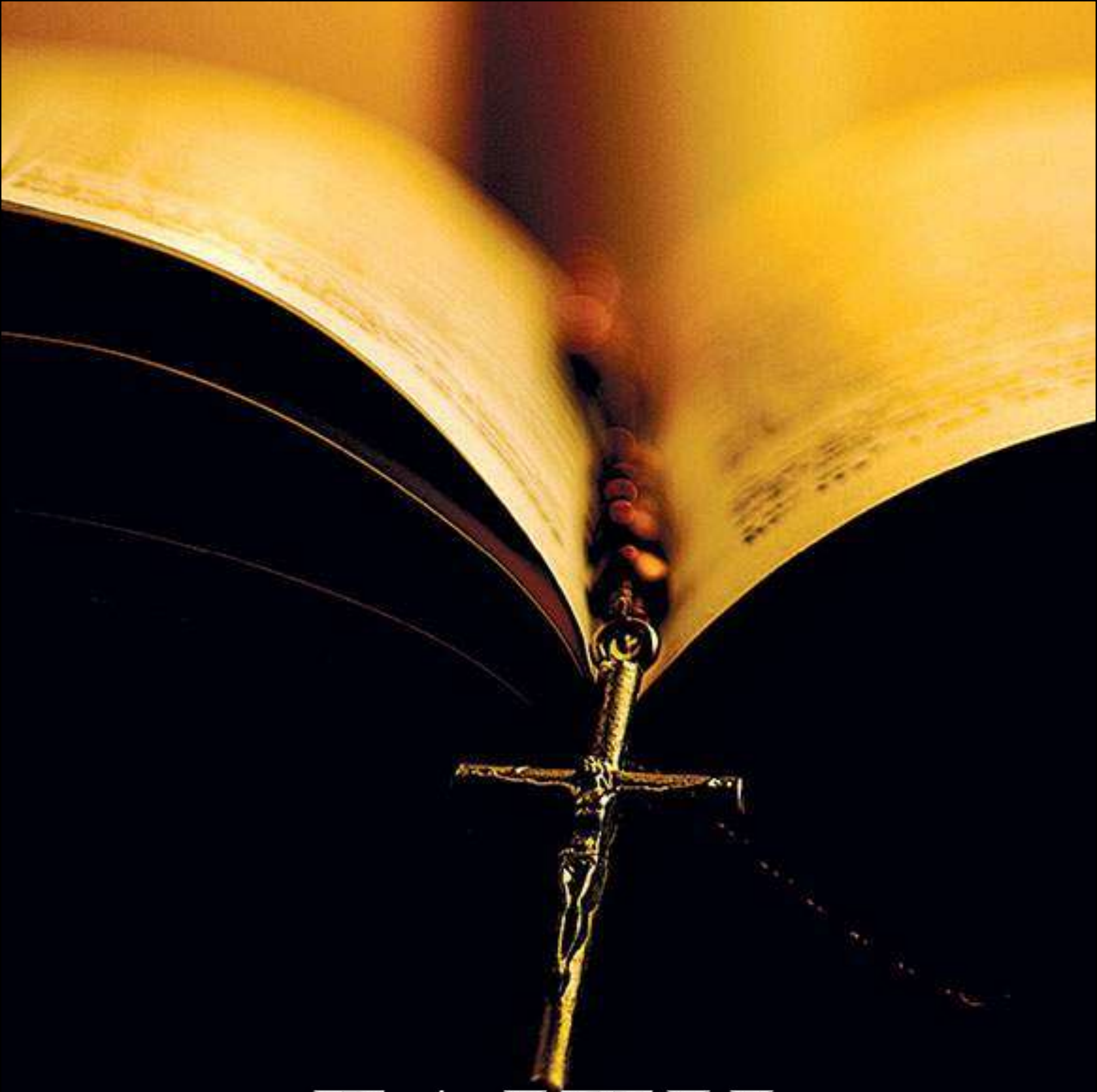
Any discussion of time, of its enigma, of our own perception and position over time, leads to a perpetual reflection on two key issues of human psychosynthesis:
***consciousness* and, conversely, the *unconscious* and *memory*, but also in oblivion.**
***James Gleick* in his book "*Time Travel : A History",* 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!



FAITH & SELF-CARE!

Is it, the result of a historical circumstances, that the birth of Modernity, took place in Christian Europe and then it was exported to other cultures? Or, is there something inherent in Christianity, that facilitates the emergence of the individual and offers the conditions, for questioning?

The "adventures" of *religious faith,* followed the course of the individual, during the three stages of Western civilization. For many centuries, it remains submissive, to the various collectives, family, village, religious community.
While *Enlightenment,* was on the forefront, "the individual", discovered his vast inner soul, the power of desires, the unconscious, the contemplation. For many recent decades, defined as the *"Era of Postmodernity",* the western-(ized) person consumes, individualizes, enjoys, contradicts and debates uninterruptedly, collects and forms experiences.

Thus, *Faith in God,* was undeniable and undebatable, during the "Era of Premodernity", when, there were no atheists. During the "*Era of Modernity*", rationalism is flourishing asking:
"Is religious faith compatible with logic?"
Some responded with atheism, sometimes militant and murderous.
In *Postmodernity* the "climate" changed:
"Faith is very good It doesn't matter how and what you believe, as long as you believe it, if it helps you psychologically, if it gives you peace and meaning in life."
That is why atheism, has been substantially reduced, with the consequent irony and disdain.
Our era, favours, the individuals, to compose their "dish" from the rich "buffet" of religious beliefs.
The truth in "*Era of Premodernity",* is indisputable.
In *Modernity* questionable. In *Postmodernity*, irrelevant.
What is interesting is that we see these developments mainly in the *Christian faith*.
Even when, they appear in other religions, as doubts, questionings, internal crises, divergences along the "conservative-progressive" spectrum, they do not appear, as strongly as, the rich nuances of the course of Christianity in the West.

Enlightenment, was developed exclusively, as a criticism and rejection, of Christianity. Doubts' about the *Historical Truth,* of religious events, has intensified the question, of whether, *faith* is compatible with the free development of logic.
Even today, religious syncretism, weaves its individualistic composition onto a Christian canvas, where it adds elements, both from other religions and from atheistic religious beliefs, such as Western versions of Buddhism, known as the *"New Era".*

Where does this distinct position of Christianity come from?
Is it, the result of a historical circumstances, that the birth of Modernity, took place in Christian Europe and then it was exported to other cultures?
Or, is there something inherent in Christianity, that facilitates the emergence of the individual and offers the conditions, for questioning?

The peculiar characteristic of Christianity as a precursor to *Modernity,* is set out in Frédéric Lenoir's book *The Christ Philosophe*. Indeed, the ability of a religion, to allow the "renewal" the revision, even the challenging and debating, indicates and proves its quality.

What is the stigma of a purely religious person today?
What influences of the three stages are still existent?
Is there an existent , unalloyed, type that dominates?

It couldn't exist! Humans are complex creatures to form them, in shapes!

Most of the modern religious Westerners primarily behave as *Modernists*.
They are free to think and contemplate, to consider self-evident, the free choice of partner and profession, to claim and challenge of their rights as citizens and, to enjoy their religious freedom.
At the same time, however, they may fall into the sirens of consumerism, fall victims of the spectacle society, be subject to addictions, and even have their emotions and desires, religiousized at the core of their morals. This is how they incorporate *Post-modern* elements into the *Modern-day "religious bearing structures".*

But for many, faith is indivisible. They have not allowed themselves to question, if and how, they exist in a *personal connection, with their personality*. What they received from their parents, or the community, has not been registered as being their own, embedded in their mental identity consistently. Not to mention the prejudices, superstitions and private theologies, that abuse the truth. *Pre-modern fossils* continue to influence religiosity.

For the first time in the history of mankind, multiple cultural layers, coexist in the psyche, as a subsurface of faith. What can be done? Should something be done?
Here the targeting of ecclesiastical and secular reflection should coincide.
The demand for constant re-purification of *faith* is legitimized, both for *religion,* which knows how to distinguish, between *healthy and morbid religiosity* and for the *secular thinker,* who expects to see and experience, an *honest inward faith* but *constructive* and *progressive in action*.
The river does not turn back - we will not return to *Pre-modernity*.
Although the conquests of *Modernity* prove to be fragile, they will remain a desirable goal in *modern societies*. It follows that *Christianity* needs to be reconciled with it, if it is to speak the language of *modern human*. This means facilitating contemplation within the churches, more integration of *Theology into church life* and *ingenuity in the participation of believers*.
In spite of the prevailing stereotypes, I will argue that *Postmodernity,* must be watched too.
To the amazement of some, I will argue that it has to contribute to an *existential evolution of religious faith,* in which *human becomes acquainted with the truth*, not as an external "garment", to which we must conform, but as an attachment to our *inner truth*.
Christian faith has this possibility of personalization, as *God* Himself could become a little man precisely because *He is Great*. The coexistence in the mental landscape of motile elements, which usually remain sealed together, awaits unification. Mental disruptions, favoured by *Postmodernity*, act as *idolatry*. In other words, they create many "*ectopic*" centres in the psychic world, each maintaining a relative autonomy.
Worse still: these centres, are not enough to influence and challenge their claims, but they sacrifice them, to their "*gods*". "*Monotheism*" is going through a severe psychological and existential crisis.
The mental conflicts and contradictions, have attracted the attention, of the important "*schools*" of psychotherapy from the outset. Often therapists find that these seals get created by a pathological need for control, in other words, because the individual has difficulty in trusting.

***Faith,* thus emerges, as an effective and necessary condition of *Self-care*.**



Missionaries without Mission

Lately, doctor, I wake up with nightmares, that I am not normal, stressing that things are heading from *bad to worse*, worrying about the future of my children, despite all the *official diagnosis,* from the world leaders, that our world improves.

This reminded me of the phrase of the great T. Adorno, who supports, that:
" … immature citizens choose to decorate as a moral imperative, the compulsions that lead to blind faith, as the asexual and ugly women defend virginity, not as a rejection, but as a moral stance..."
Ugliness, both internal and external, results in mathematical precision in morality, rigor and "regularity"… but I see the same recipe, I hear the same slogans defending, "nation", "cultures" "traditions", "family" and I start shivering, because this "normality", reminds me another famous phrase expressed by Nietzsche, *"the normality of abnormally".*

Concentration camps and "prisons of the mind", always had the same motive and inspiration.
The violence, generated by the supporters, of the "norm" and "rule", that condemns with *silence,* those, who disobey the "law and order" not to suffer the punishment of expulsion or elimination.

Nobelist*, Mario Vargas Llosa,* wrote in *"The notebooks of Don Rigoberto"*:
"I know of no lie more base than the phrase taught to children: "A sound mind in a sound body." Who ever said that a sound mind is a desirable goal? In this case, "sound" means stupid, conventional, unimaginative, and un-mischievous, the vulgar stereotype of established morality and official religion. Is that a "sound" mind? It is the mind of a conformist, a pious old woman, a notary, an insurance salesman, an altar boy, a virgin, a Boy Scout. That is not health, it is an impairment. A rich, independent mental life demands curiosity, mischief, fantasy, and unsatisfied desires, which is to say a "dirty" mind, evil thoughts, and the blossoming of forbidden images and appetites, that stimulate exploration of the unknown, renovation of the known, and systematic disrespect toward received ideas, common knowledge, and current values".

History has recorded cases of civilizations, where "free citizens" lived, at the expense of "slaves", taking oppressive decisions implementing rules and creating "ethics",
Historical events and religious beliefs, sufferings, have determined, the lives of major populations, around the globe.
The French Revolution would not exist without Louis and Luther without the Pope, without Christians ,without idolaters and history has no end.

All these events, were passed, from generation to generation, developing societies'' beliefs, cultures, perceptions, traditions, dividing or distancing the populations of humanity.

The human mind generates paradoxical meanings, to dispel the fear of the even more paradoxical events. This defect, of stupid thinking considering the eternity selfishly, also happens in real life.

This is how, religions, intelligently "modified" these historical events, and this is why, "dogmatic" and "normal" views and perceptions, have been around for centuries, with no visible end.

Humans, consider *mortality* as a prerequisite for resurrection as they have blindness, of vision, that often gets expressed as visualization, only to get re-blinded, in order to soothe their souls and not to face their unexplained thoughts. Like the sick, after exhausting the options to get cured as science did not help, they resort to rituals or prayers, depending on their beliefs and background, so the followers of "law and order" and "normality" there will happen, a magic, a miracle, where the frogs wake up as princes, after the Cinderella kiss.

Today's political developments, "political trends", such as the rise of the far right, all over the world would not have happened, without migration and refugees. Societies, instead of socializing and communicating, are simply worshiping, the basic instincts of survival, where *fear for the others*, becomes an *imprisonment of mind* and immense darkness of progressive thinking.

Otherwise it can not be explained how, vague and intangible concepts, such as nations, boarders, geographical unions, economic and military alliances, acquire and govern the subjective consciousness and lead their citizens to hysterical slogans and nylon flags.
At the Indian-Pakistani border, a 100-meter-tall flag expresses a phallus's envy. The cost of maintaining it as a symbol and keeping it in good condition, could feed a whole neighbourhood. The spending for the birthday celebrations that takes place every year for The Queen of England and other "traditional celebrations", might be enough to build a thousand apartments for workers.

But common sense is abolished, when a country is primarily in need of narratives and myths, rather than the truth of life.

The story of the past wants thousands of dead, to push wheels and carry building materials, not for building something, for the benefit of the community, but in order, to put the skeletons in its time capsule, that will be reminiscent, of heroic events, in order with their, glow and glitter, to shine the darkness of the useless dust, that accumulates in multi layers, hiding the truth, that will always be secret and unknown, from those who believed, this was the "normality".

It is true that, the more paradoxically is history described, the more believable it becomes.
***M. Mazower* and *Toynbee,* support that history is written by mythical, psychologically disturbed, or narcissistic war winners, who have remained as "great historic personas", such as, W. Churchill, who nodded that history would justify him, after writing it himself.**

The most inexplicable fact is that planet Earth is inhabited by human beings, who are happy to make their living hell, destroying what the wise nature, has endowed them, using ridiculous excuses, that will never be proven and will never prove to be true.

"God does not play dice"

Einstein used to say, expressing his personal views about religion and he believed in what he called "cosmic religion" where God's presence was evident in the order and rationality of nature and the universe in all its aspects and expressions.

***Chaos* and *randomness* are, therefore, not part of "*nature*", *"law and order*" and "*normality*"!!!**

BEAUTY & TRUTH

It is certain that *beauty* and *truth* exist and any human wants to conquer them!

There are several roads to follow.
Not only, scientists are dedicated to discovering the truth!
Not only artists are dedicated to creating beauty!
We all feel the magical allure, of the starry night sky! The colourful blooming flowers!

We know, though, that somewhere, somehow, there is an illusion, in the background.
We know that what we see in reality, are quite different.
Transformations and plays, are hidden behind the colourful flowers and that how life evolves.

Love and Passion, desire Beauty and hate the Truth!
That's why Eros, often comes out to be a loser, in the game of real life.
The more Eros conquers Beauty, the more Truth becomes distant and blurry.
And if Eros, makes the mistake of approaching the Truth, then Beauty goes away.

That's why I was moved by the lyrics of the poet *John Keats.*

"Beauty is truth, truth beauty..."

This is what we learn, during our earthy lives. What else to ask?

Aesthetics, as a part of Philosophy,
has been struggling, for centuries now, to determine exactly what Beauty is.
There is no definitive answer, however. Not only because the famous and powerful Taste, is subjective and changes from time to time and from person to person, which is used by fashion practitioners, but perhaps because strong emotions, cannot be expressed by our language.

But the scientific path to the conquest of Knowledge and Truth, has only been satisfying and resting our soul for some time, to be followed by questioning and subversion.
It is a fact, that often some scientific theories, have great Elegance and Beauty.
Likewise, great artists, create works of Great Beauty, that hide Supernatural Truths.

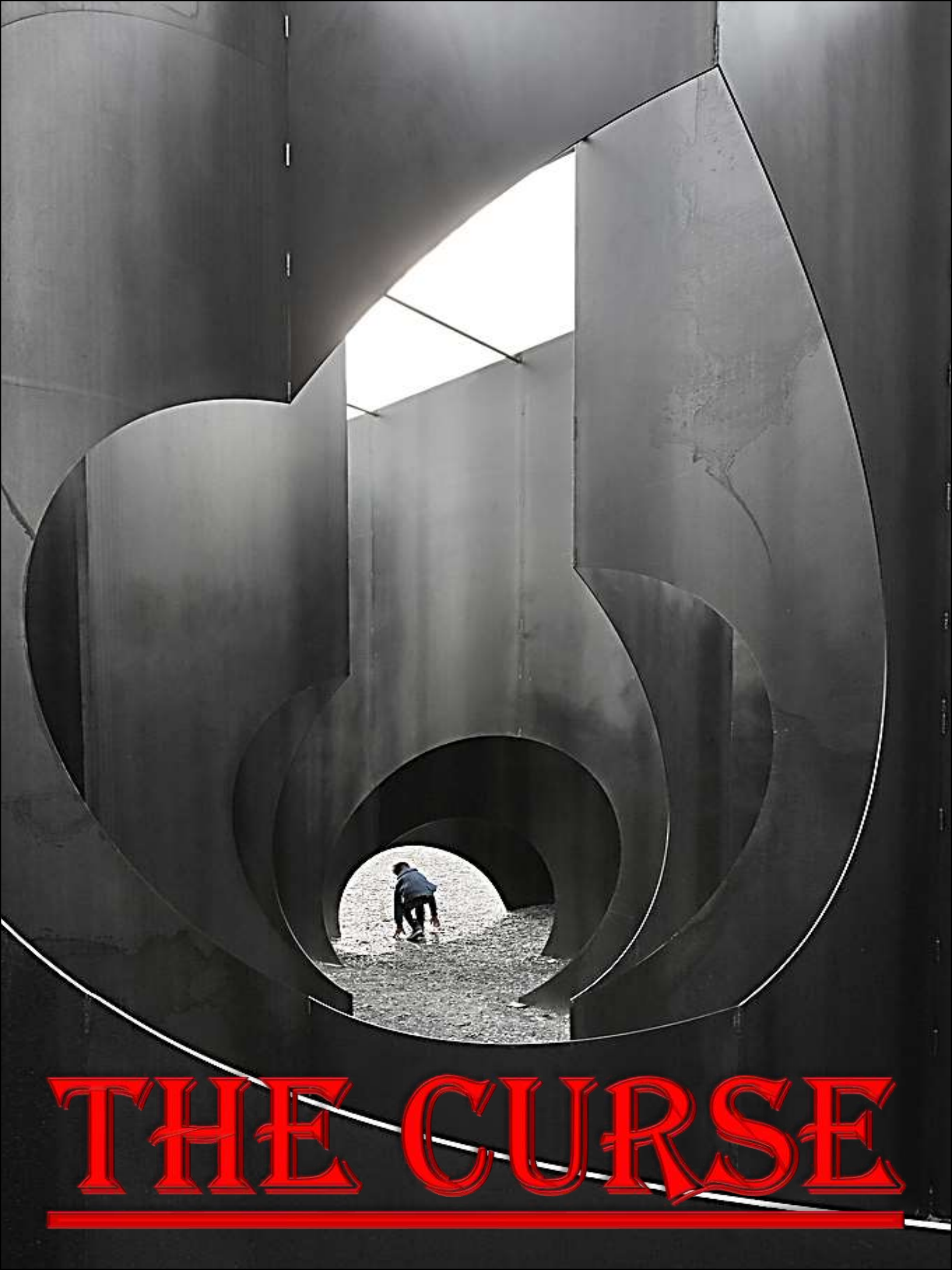
That is why the poet's lyrics no matter how much their Beauty is lost in translations or interpretations, manage to express, boldly and elegantly, another sense of the world.
Einstein's equation, *E = m.c2,* is not only a revolution in science, but also a charming Beauty.

Doomed to live a graceless day-to-day life, we are constantly striving to expand our boundaries and to make our lives meaningful.

The constant wandering in the world of art and science, satisfies our thirsty soul.

When we truly discover *Our Own Truth* in the *Journey Of Life*,
then the light of Beauty, will give us *Peace Of Mind*.

Credit: Cover Image, "*Face of Truth*", by *Teresa Cline.*


THE CURSE

By fighting negative emotions, we are actually fighting our own selves and existence!

Recently I was sitting, talking with some friends, talking about family, in general.
After a few minutes, of the conversation, I became…desperate.
One of the friends, had just asked, what we think, *constitutes a functional family…*
The answers started coming like a heavy storm.
Communication, love, understanding, respect, humour, acceptance, autonomy, teamwork, etc.
As my friends, continued to cherish all these beautiful qualities, of a functioning family, not giving me a chance to talk, I was getting more and more desperate and frustrated!
- *Anger*, I said!
They all looked at me… *"There is hope to talk. You are part of the conversation…",* I thought!
Only to realize, that they were unstoppable: *games, support, caring, warmth, companionship …*
I opened my mouth again:
-Boredom. Disappointment. Sadness, I added.
Once again, they looked at me and they continued, mentioning *positive qualities*.

I was really sad.
I thought, how shameful it is, to have such a denial, to accept such normal but unpleasant emotions, that will inevitably develop in a family. *They must be developed in any family.*
And not just in a family. Generally in our lives!

All of these friends and society in general, will go to their homes and they will experience, *some of the positive and some of the negative*.
But in their own minds, the negatives do not belong to a functional family, or functional life.
We have to be like those families in the butter-adverts, in order to be considered functional family!

The reality is very different!
We frustrate our children, we get frustrated with our partner, our parents get angry, with us.
The conclusion is one and is indisputable.
Our life is in trouble. It is not functional!
Because, in our *criterion of functionality, there are only positive qualities* and because, *the life we live, necessarily falls short of perfection*.
Because, *perfection is not normal*. There are so many *negative situations in our lives*.

There are no negative emotions!
There are only *feelings that are unpleasant*, but we have a very good reason, to feel them.
The curse of our time, is the demonization of negative emotions and situations.

A huge *industry of hope*, which sells *perfection* and advertises, *"how the perfection, can perfect itself",* makes us feel, constantly *incompetent, inadequate, guilty and in trouble.*
In beauty care and products, clothing, daily living goods, vacation packages, toys for kids, etc.

The only way to feel relatively calm, is to understand and destigmatize, our human nature.

A normal functioning life, will also have *loneliness*, *sadness, frustration, anger, boredom, stresses.*
All of this we should manage in a *functional way.* As far, as we can and sometimes, we simply can't!

Enough with the positivity, the illusions and our constant search for a romantic life, "as advertised".

"By fighting negative emotions, we are actually fighting our own selves and existence!"
… So even if we win, we will lose something …!

THE FUNERAL OF SOCIETY

Having fun during a funeral?

Inexplicable, unbelievable, a riddle!
Our passivity of today, for what is happening in our society…starting from ourselves and our family!

An "independent research" can easily conclude that "large proportion" of youth, graduates, Primary and High Schools (more than a decade of compulsory education) without being able to read and write, even more, without being able to understand what they are reading or establishing a proper conversation! They are *"functionally illiterate"!*
They get "promoted" from grade to grade and from "elementary" to "secondary education" without the "misfortune" of being able to read or write!
It is more than obvious, but nothing happens! No reaction, "no leaf shakes", no comments, from the politicians in charge of education, utter silence and indifference, from the universities and the loyalist unions remain speechless.
A matter of "life or death" for our society, while our reflexes are dead!

A symptom of passivity, that confirms that the sensors and the instincts of self-preservation are inactive is the aglossia, a linguistic defect and primitivism of expression.
In everyday life, tv and radio shows, language gets abhorred, abused, raped, impoverished, and no one takes action. There is no control, not even a comment for attention!
Illiteracy has marginalized the linguistic value and heritage of centuries, degrading public life.

The unimaginable "collective passivity" is a scandal, a "deadly sleep symptom", a naive, brutish tolerance, or a conscious "synergy" in the "alteration", of the society's habits and lifestyle!

Our society has developed a hedonistic "culture", influenced from the "freedom of markets".
An analysis of social media timelines, indicates our youth's interests, lifestyle and values…

And the big question is, why? Why is there, so much degrading meanness?
Who spread this "virus", without being accountable?

Inexplicable complacency, accompanies the mental dullness and education abstinence!
Abstinence that takes flesh and bones as: sloth, laziness of thought, illiteracy, stupidity, dogmatism. Dogmatism reproduces abstinence and dogmatism is the hedonistic narcotic, a powerful hallucinogen, for the unemployed, without hope or prospects, youth, while it is sinking in a historical materialism, that feeds it, with "canned mental-food".

Anyone with respect to the "foundation of society", an "old-fashioned" teacher, who would be very unhappy with the compromise, when standing in front of this "modern anesthesia", would take his hat off, like we do, when a coffin passes in front of us, at a funeral!!!

The game is over, it's lost! History, will probably save some images, of the funeral service!
Or… is it not?

"Without language, one cannot talk to people and understand them;
one cannot share their hopes and aspirations, grasp their history,
appreciate their poetry, or savour their songs."

"No country can really develop unless its citizens are educated."

– NELSON MANDELA

The Time of Silence!

“Patience, patience, because the great movements of history
have always begun in those small parenthesis that we call ‘in the meantime.”
-John Berger

What time is it, where everyone is silent?

“Our perception of time assumes a uniform and ceaseless passing of time, yet time is turbulent. It expands and contracts according to the intensity of the lived moment. We talk of time “saved” in a hundred household appliances; time, like money, is exchanged for the content it lacks.”

Time is created by events. In a universe without. events, there would be no time.
Different events, create different times. There is the galactic time of the stars, the geological time of the mountains, the lifetime of a butterfly. There is no way to compare these different times, unless you use a mathematical subtraction. It was the human, who devised this deduction.
He devised a regular time "out there," where it, more or less, fits everything.

***John Berger,* looks at anything related to time "as a changing philosophical concept" depending on political and historical periods, time as memory and mourning, as love and hope, as a biological body trapped in its relentless rhythms, the time of nature, the time of Capital, of dream and art, and of the eternal time of conscience.**

As we read *Berger’s* thoughts, lets realize, what we recently read on our mobile screens.
The news that the spacecraft Voyager II, has now traveled beyond heliosphere and crossed the threshold into interstellar space, 120 times the Earth-Sun distance and its signal transmission, takes more than 16 hours, to reach Earth.

Now, lets sit back and wonder…

Really, what time is it out there?
What time is it, in the lifeless interior of Voyager II, where there are no events, taking place?

My ultimate thoughts about time?
Time is running out for a dying man, when the events of his life finally stop, time stops for a relationship, or for a football match that has ended, but the time in Voyager II, may still exist, only because it keeps communicating with the Earth, sending signals, information, images.

Scientists estimate that Voyager I and II, will outlast Earth, traveling in our galaxy for at least five billion years. At some point, however, they will stop sending data to Earth.

Perhaps then, when the Voyagers are silent, the *notion of time,* will really make no sense at all.
It happens when every "speech", every contact, ceases.

Do you ever ask the silence *"What Time Is It"?...*

John Berger (1926-2017):
Storyteller, essayist, screenwriter, dramatist, and critic, was one of the most internationally influential writers of the last fifty years.

THE SECRETS OF TIME

Life runs faster than History!

Even though the past second, is already *History*, it takes a long time for it to be written, and its distances, are usually long. Either for reasons of inability to analyse it, as we can not describe the water we swim in, or out of fear of triggering tensions, all folders get locked in drawers and opened after years. When the chaining reactions of a current event are over, when all the fumes of are unleashed, those involved are either absent or tired enough to continue…

Time distance, on the one hand, is necessary for calmer views and valuations, but on the other hand, it is the fear of being measured with time, as it is born. The phrase *“time will tell”,* that we use for everything, a historical event, a work of art, or a personal relationship, is a confirmation.

Time will definitely show something, but not necessarily the whole truth, will be recorded.
If, for example, a movie or song is a great success, in its time and disappears in the years to come, what exactly does that mean? That it wasn't worth it in general, or that it was a hit, just for a short time and nothing in the long run? Was its influence, for such a short time, a lie?
How does something that has happened, and we have seen with our own eyes, be “baptized”?
After all, nothing has ever been made for eternity!!! Since birth, death is due to come.

Major historical events, get preserved with “serums” and “artificial means” and in most occasions History gets “manipulated”, in order to serve certain ideologies or particular interests.
It’s different, to know and respect History, and very different to pretend that you were a part of it, falsifying it, like fake images that have “pasted” someone, somewhere, sometime, while the “pasted face” was completely absent!
It is different, to “tamper” with new inclusions alterations and exclusions, the culture and the civilization, that you inherited as a “given”, because you believe that your ancestors, distant relatives, created it differently and different to make sure to preserve it, or if you can, to multiply it.

Because this is the oxymoron, which is very common, that the defenders of History, prove to be completely illiterate, of History, of movements, of populations’ relocations and shifts.

For what heroic ancestral History can a community boast, when knowing and sleeping peacefully, while hiding its “dirty secrets” related to minors’ sexual activities, to crime, or to young girls’ rapes? Will History "Talk" there too? Will we judge it from a distance?

We are all tangled in the net of contradictions!
Many times, these contradictions, take us to the “open” and expose us.
But as we face ourselves, in front of the mirror, on a daily basis, we must also “face” the events and the History, at the time it happens and when the sea is rough and the waves are high, we must make sure we get some fresh air, so we don’t “mess up”...

Face the events, at the time they happen and don’t wait for *History’s Time*, to change the reality!!!
In the end of the day, History only mentions those, who were actively involved,
with the events at the Time, they took place!
This is the only way to be a true part of *History*! The only way to live *Time*, without its *Secrets*!!!



VICIOUS CIRCLE!

What do we call a *"vicious circle"*?

The dictionaries say: *"It is the situation that is created when, by solving one problem, we are led to create another problem, which in turn leads us back to the original, that is, to a dead end."*

Example: Many societies attempting to become "*modernized*", end up becoming "*westernized*", driven by *imitation*, *vanity* and *arrogance*, that leads them to their collective disadvantage.

But how can a society, be *"culturally transformed"* and its "*transformation*" into "*modernization*", not to be a *"sterile imitation"*?

The logic states that "*modernization*" is: Deploying new solutions to meet your old and new needs more fully. The irrationality of a *vicious circle*, is created when you adopt solutions not to meet your needs, but only because they are new or because they are … "well polished". Then begins the pointless, vain attempt, to subdue our needs to solutions, instead of solutions to serve our needs. Then all the real "*cripples*" come on the surface.

Lets illustrate the example of this "*cripple*": It is evident from ancient scripts, art and institutions, the *"principal need"* for *social bonds.* The need to reify life, as a relationship. This desperate need, gives birth to the meaningful *life* or *culture*: first comes the "*state*" and the "*Democracy*", then follows the "*community*", the "*village"* and the *"self-managed collectivity*". *Civilized societies,* see the truth as participatory-socialized knowledge. Both in theory and in practice, these societies have always opposed to individualistic ethicism, puritanical or intellectual selfishness, but instead of perverted loneliness, they were promoting coexistence.

Today, due to "*modernization*", we see cultures and societies, buried beneath the urban concrete, surrendered to a "*leveling uniformity*", obeying passively to the *"hyenas of manic speculation".*

This "*uniformity*" gave space to constructions, made by untalented architects who create ridiculous, supposedly "*modernized*" accommodations, in order to satisfy the "*need*" for shelter, for the vanishing *"middle and working classes"*, serving, all together, the interests of the *"hyenas of manic speculation".*

Deliberately blind people in front of the stubbornness of other societies, the Germans e.g. who rebuilt their 2nd World War, destroyed cities, by restoring their old architectural beauty. On the contrary, "developing" countries and their societies have chosen to imitate the "post-colonial" societies: They did not "adopt" modern building techniques based on their own needs and aesthetics, but imitated the "*modern*", glorifying it as the "Goddess of Panacea", the solution to everything, *suffering from mimicry, vanity* and *primitive love for money*.

The same "*symptoms*" occur during the *Festive Season*, and the *"mimetic-simulated*" Christmas decorations, of Northern Europe, where the main characters, are an old man dressed in a red outfit, on a sleigh!

Plastic firs (Christmas trees) and plastic reindeers, puppetry mangers, exhibiting the *Birth of Jesus*, flashing lights to attract the eye, as they do in cheap shop windows, or pubs.

***Christmas Day, Boxing Day, New Year*, have become a tool "in boosting the markets and the turn overs", same as when "Black Friday" was applied, not to holiday shopping, but due to financial crisis caused by the crash of U.S. Gold Market (1869) and now it has been adopted across the world.**

With this "*unique*" idea, the "system" degenerated Christmas, into a feast, when everyone buys gifts, for everyone, money move faster than in casinos and the man dressed in red, makes the rich even richer and those who joined this *"sterile imitation race",* are simply hoping and exchanging wishes, for a *"Healthy and Prosperous New Year"…*

This is the time, that the *"systemic wealth",* also wishes them the same… as next Christmas, is coming soon!

This is when a Religious Festival, looses its significance, due to *"modernized imitators"*!

This is when the true message of Jesus' Manger, gets distorted!

The cares of this world and the desire for wealth, choked out the gospel.

We live our lives for more and bigger and better, but the more we have, the less we get satisfied, like some with a disease that leaves them always hungry, and though they eat and eat and eat, they are never filled.

Our hearts, hunger to know that we are loved, that our lives have meaning and purpose, that we can be forgiven and find grace, that we are not alone, that there is always hope. We hunger for joy, and peace, goodness, and grace.

Lets break these *"vicious circles*" of *"sterile imitations"!*

THE GOD

THE BISHOP & THE SCREEN



It is amazing that people in the era of the *"global village of face"* and all the other social media platforms, of meretricious and artificial thinking, become irrationalized bodies... with no desires and wills, usually with bulimic habits to meet thousands of friends, who follow them faithfully, like fanatic followers, follow their religious leaders! Two billion *loyal followers,* use a *speechless conversation,* a fake without "face" networking.

Platform's *guru,* published his manifesto to blame the fake news, that blossom on his platform and defended the idea of a *movement,* that will change the world... implying for the better...as I strongly suspect, that he diagnosed the worst is coming...

All internet giants are serving one single doctrine, in addition to their nice words that do not usually cost anything to them... This doctrine today has become almost a religion with three basic principles: let the business make money, the government to watch as a viewer and the rest of us to believe that market forces, know our own needs better than us...

Really, why not knowing them, since the computer-bound citizen has provided, with nothing in return, all the valuable information related to his habits and needs, after being convinced that he is buying cheaply, the time these nice platforms sell to him, and then they will sell expensively this data in the world markets with consumers ready to buy even goods they do not need, as they get brainwashed with the idea that:
"I buy, therefore I exist".

The *big brother*, has become the *new worldwide religion,* but with a huge difference:
The old religions took centuries and sacrifices to prevail, while this "magic cloud", that common mortals, deliver and store their souls, appeared just a few decades ago.
Christianity has prevailed for two thousand years while *face-ism* life has been less than a decade and with almost the same faithful followers: two billion citizens worshiping its "miracles".

Just as all religions gave answers to the incomprehensible mystery of *life and death,* giving hope and exculpation of the sinful passions of human nature, so this new Dadaist "church", gives solace to lonely, keyboard and screen bounded souls, not with psalms and rituals, but with "likes".

Before in order to go to worship, you had to at least walk, even kneel, today you are just "*typing*". Many times you do not even need the "touch", as now there are screens can read your eyes, your genes and your illnesses...your desires and your secret thoughts.
Societies have had to "commune" in order to "communicate". They had to organize metaphysical doctrines and political parties to form tribes, nations and states, they had to love but also to hate... *"Love your neighbour",* but also *"an eye for an eye".* They were forced to think and talk to municipalities and parliaments. They took to the streets for rights, killing enemies for borders, both real and metaphysical, like the *doctrines of the religions*.

The "*platform*" provides you with a "magic carpet", that travels at light speed, makes you forget the real world, where your real friends can be up to five or ten in a lifetime...
On the "*platform*" and in the "*clouds*", friends are millions and if it happens that you get bored of some, you can "*delete"* them. Without asking them and without being misunderstood.

Once upon a time, many years ago, enlightened people, sought for a god, a master, a king ... and they were afraid that the deposition of the divine fear, would leave a gap in the wilderness of human nature. The Enlightenment has historically been accused of giving birth to fascism, since it has given man the alibi to become a god, in the place of God. The crimes of the two World Wars testify that the judges may have had some justification.
But the difference now, is that in this "new religion" the faithful are neither tormented by inquisitions to believe in, nor burned in the fire when they do not submit, since everyone is voluntarily anchored in this chariot of faith that seems so innocent and benevolent, like a *Little Red Riding Hood* without a *Big Bad Wolf*!

The contemporary believers of the *on-line world,* do not think of an *off-line life* because real life simply does not hide surprises, has habits that deprive someone to claim being the inventor of life, or even as a narrator of the unique adventure he has chosen for his short life. Perhaps only in this light, free and unique people will eventually choose the absolute submission to an adventure, that their "big brother" has promised as a forgiveness given by the monks to the sinners during the Middle Ages ...
At minimal cost, as much as one subscription to the *platform*...

ThReE in oNe

Right you are, if you think, you are!

The quote is borrowed from the title of the well-known book and play by Luigi Pirandello, a famous progressive writer and Nobelist.

Of course it refers to an absolute subjectivity and to the *Relativity Of The Truth*.

Each one of us is, actually, three persons at the same time:
We are what we thinks we are, what others think we are, and what we really are.
There is no absolute and generally accepted truth!

What we believe today will be untrue after some years.
Not only in the theoretical sciences, but also in the practical.
This is much more evident, in the moral values and religions, that each one aims to comfort, their believers in a different way.

I will limit my topic to the area of politics.
Unfortunately, in our days, the foundation of democracy, which its fundamental principles are Liberty, Equality, Justice, Rule of Law, Popular Sovereignty, Respect of Human Rights, Freedom of Speech and Freedom of Expression, Active Political Processes, Enlightened Citizens and…more, expressed through dialogue and consents, is in a serious crisis!

In everyday conversations and political debates, not only politicians do not respect and listen to their interlocutors, but as soon as the first word is expressed, they get interrupted rudely and sometimes, aggressively! This automatically violates the right for Freedom of Speech and Freedom of Expression as well as the Right for Enlightened Citizens!

We talk a lot and we listen a little! Often, by the time a politician answers, we have already forgotten what was the initial question. The established meanings of words get distorted, in order to deny and reject self-evident views.

Most of the distortions have been applied to the values and principles of Democracy.
***Direct* or *Representative*, *Presidential* or *Parliamentary*, regardless the type of Democracy, the view that the state is perpetrating violence is considered to be a disgraceful one! …Legalized violence…!**
The words *"left"*, *"right"*, and *"center-left", "center-right",* that classify the political positions and ideology of the political spectrum, are also in a serious dispute!

Some argue that the truth is like onion.
Remove one sheet after another and there is nothing left at the end!

In spite of the difficulties and repeated denials, knowledge goes on. Many *false perceptions* and *ignorance,* have been overthrown. The world is evolving and the quality of human life is improving!

We have overcome epidemics, we are better fed and the expectation of human life has grown. The power of a human has multiplied.
I hope and believe that we will eventually use it for the benefit of mankind!!!

Maybe this means that somewhere in the depth there is truth waiting for us, only to be gradually revealed with time and effort so that its glow, like the thunderbolt, will not be destroyed.

It may look like… *Salome*. Only It has infinite veils, while Salome had only seven!
She removed them, in order to be rewarded,
with the head of *John the Baptist* on a silver platter!

The Power of Pure!

Pure is everything that is simple, untainted or innocent!

Simple but not simplistic. Simple and not complex or composite.
Simple, but not cheap. Solid and not volatile.

Immaculate and clean.
Immaculate, because nothing can affect or damage its essence.
Its purity helps it defend its intrinsic nature, against anything that attempts to modify it!

When pure, objectively identifies, that can receive a benefit, immediately and in the long term, without harming himself or anyone else, then it tends to action it.

Pure is naïve and genuine without malice, hatred and wickedness.

Pure does not plot, intrigue, conspire, snitch at the expense of others!

Pure does not envy others, but continually strives to attain quality and true knowledge.

Pure shares everything willingly and without ulterior motives, without expecting anything in return and without manipulating.

Pure is also certain! Certain goals for own self and those around.

Pure is also transparent.
You can easily distinguish both its composition and the rules of its structure and its raw materials. So you have no trouble understanding its functions.

Pure is glowing.
Pure's light does not blind you, but it illuminates and heats you all night and year long.
Pure, after all, is strong and durable.

Pure derives power from being genuine, undefiled, and uninfected, as pure does not get affected by the external environment, being self-sufficient and self-powered!

Pure is rare, difficult to find… but remember:

"All that glitters, is not gold"

–William Shakespeare



WEALTH & FAME!

Many people denied wealth, but no one denied glory

How true is it?

Our "Ego" has three functions.
It is the *Material Ego*, all of which can be observed from our natural environment.
It is the *Social Ego*, the image that my rational environment has for me, the society in which I live.
It is also the *Spiritual Ego*, directly perceived only by the self, while others can only indirectly perceive it, infer from the behavior of the *Material Ego* or the confession of the self.
The Material Ego includes all the physical needs: the need for food, liquids intake, urination, love, sleep, etc. The wild animals, as soon as they feel such a need, attempt regardless tiredness, or danger, to satisfy it. In contrast, social animals, such as bees, ants, etc., create "warehouses" of goods and supplies, to meet their immediate needs whenever they arise.
Humans have the privilege or the curse, of being able to choose how "wildly" or "socially", we want to live! We are "political animals.
Treasuring of goods is therefore in our nature, but selectively!

Biologically, inadequate food intake necessarily leads to diseases and death. But too much food intake leads to obesity causing illnesses and premature death.
The same applies to the acquisition of goods.
Their inadequacy: *poverty*, leads to unhealthiness and misery. Their excess: *wealth*, is creating comfort and joy, but not necessarily happiness and bliss. Securing the supplies you need, takes a lot of effort and hard work, but it is even harder to maintain them is even more difficult!
The need for riches is endless and insatiable!
It is in our nature, to keep a storehouse of supplies for the "difficult" times. But both its creation, which has constant difficulties, and its maintenance, that the difficulties are increasing in accordance to its size, require extreme efforts and labour. There is a constant risk of losing it, from someone who sees and covets it, or from unforeseen or accidental events.

What happens then?
Rich men are fortunate to have wealth, but they are constantly living in fear, guarding their property or hiring bodyguards for their own life. But the desire for treasure is insatiable.
Like bulimia, as obese as anyone is.

Let's talk about the "*glory*" now.

This, of course, concerns our *Social Ego*. Generally, the motives of the *Social Ego* are superior to those of the *Material Ego*. That is, when I choose to satisfy the *needs* of my *Social* Ego rather than the *Material Ego*, provided that they are met at least elementally. As long as I'm not dying of hunger, I prefer to be honest rather than being a thief. *Glory* is in accordance to the size of the community I am admired from, but also with the importance of the act I am valued for.

***"Man is, a political animal, unable to live outside his society, unless he is a god or a beast",* says Aristotle. Without any element of *glory*, and/or social recognition, it is impossible to live. *Glory* is the result of heroic deeds, wealth, beauty, intelligence, success, in general, whatever makes a person stand out from other members of his society.**

So the question is:

- ***"Okay, glory is needed, but can it be excessive?"***

Like wealth, yes, it can be exaggerated. It triggers jealousy and that's not bad.
Others grieve that they are not *glorified* and try to imitate the glorified. But so does the envy.
Others hate others, because of their *glory*, wishing, seeking or plotting their extinction.

Being glorified, I feel happy to receive jealousy, but not to be envied.

Is there anything more than *Wealth and Glory,* that has no limits or boundaries, above which, anyone ceases to be prosperous, happy, blissed?

The athletes in the sport fields have felt this!
They could win, finish first, or jump higher or longer than others. That gives them the applause, the cheers of the crowd, the *glory*. It can also give them a whole lot of personal satisfaction.
Whether champions or not, they could have achieved a record that no one else, had never had before. This is a personal satisfaction, independent of the cheers of the crowd.
It is due to self-determination by the athlete himself and not to self-determination by others.
It is a satisfaction of self-fulfilment, regardless of any other pursuit.

***Epicurus* puts it better than me. *"Live unnoticed",* he says.**
In other words: "Do not seek for publicity to satisfy your *Social Ego*!"

His exhortation is misunderstood, as he encouraged the pursuit of happiness and bliss, but It was distorted in the pursuit of pleasure, which, with the prevalence of Christianity, was a sin. Unacceptable censorship!

Often, we paraphrase the above by saying: *"Live away from the lights"…*
This means to live in the dark, to hide from others, to be ashamed of what we do or what we are.
But this "error", means that we choose to ignore, what others say about us and we focus on what we say/believe about ourselves.
It is a very difficult choice… It does not stop us "worrying" for others, but that is not our purpose.

Politics is also a sport.
The majority of politicians, seek to become prime ministers, ministers, parliamentarians and in the most vulgar way to become rich. For some, their *wealth*, lasts longer than the time, they hold office, or at best case, for the *glory* and the *honour*, they receive from the public.

Most of those who occupied such offices automatically proved, that all along they had the intention to receive one of the two or both: *Wealth and Glory!*

However, *The True Leader,* is not so much concerned, about how he will take over the *leadership and the glory*, and to use it as the medium to achieve *wealth*, but about what needs to be done, when he will become a *Leader!*

How many leaders do you recall, who have shaped their vision, into a feasible goal, developing a solid and successful plan, and they have achieved it?

The Dilemma

The dilemma, any dilemma, even more the ones that touch the core of political power, have their self-worth and a query, that seeks its own answer.

Sometimes the questions are more complex, others simpler.
In any case, this personal challenge, in order to obtain a clear position, requires consistency and awareness, of the specific weight that it carries, while performing the needed calculations, before giving the final answer.

The suspicious contemplation and intensification, of political power in recent years has gained prominent proportions. Not inevitable, but not with the appropriate way terms.
The culture that has been shaped, the social conditions and the defining stigma of historical immaturity, have brought strongly to the forefront that:

"Power corrupts,
absolute power corrupts absolutely."

It is necessary to keep in mind that after each degradation of the "*at the time conditions*", or *institutions*, the immediate next period is decisive. Impending "wear and tear" or successful performance, are the opposing forces that appear in the battle field.
In many cases, the exercise of *political power,* is the scapegoat, as long-running, main part of the game of incrimination.

It is a mainstream characteristic of our *mentality*, the easy and trouble-free, attribution of an identity to things. It's a "*label*" and one of the "*syndromes*" of modern times.
Its "*beneficial*" action, lies in having the unique inherent privilege, of such an *over-simplified categorization*, that it sets us free, from any further search, relieving us from the most inquisitive concerns. To be precise, we stick and follow the frame of the impressions.
Sometimes we believe that it is more than enough, or maybe we haven't been shielded with the right guarantees, to do otherwise.
To create and accept an "*alibi*", never posed as a particular problem, as we found it quickly, with concise procedures, in the face of *political corruption.*
All along Its has been used, as a cynical treatment of political affairs and events.
Even today the "*alibi*" survives and prevails.

The development of an integer conclusion, is formed by the affliction of evaluation and somewhere between facts and reflections, experience shows, that the scale, weighs on the wrong side.
The fact that we have reached to the point that every concern or concept, gets questioned and compared, by positioning another, creating a fake debate, without preceding the appropriate critical process, is what we can define as the "real corruption".
This corruption is more dangerous than any policy, as it is internal and illusional.

Being *lovers of certainty*, we have tolerated the barbarism of reflection
and we have completely forgotten the fundamental "*Whys*" that exist behind all the lines!



Self-denials?

“Honour is decency without vanity”

- Arthur Koestler

If we “exsanguinate” the idols of our youth, to whom will we lower our heads with respect?

It is remarkable that years pass while we are doing the same old things.
We are tired and tired of asking, when new things will come for us!

I have long been convinced.
We are and at the same time, we are not, in complete agreement... with ourselves.
We disagree, for example, with *legality*, only when it harms our personal-private interests.
Otherwise we shout loud, that the *law* must be implemented.
We support and invest, in ideologies, but deeply we, only, trust in science.
We believe in the personal power, but we denounces the power… of others.

Some, mainly intellectuals, are fighting the class to which they belong (bourgeoisie), using the means and ideologies, that their class origin provides them and at the same time they “build” special relationships with the (class?) System!
Others like to appear as *“deviant personalities”,* especially artists, because they don’t like or hate, to be considered as a normal person.
They all claim *“the right to difference and diversity”,* but when it conflicts with *equality,* they prefer not to be equated or compared, with the ones who have accepted and compromised with the system, religion, social status, employment conditions, traditions, old fashioned ideas.

Finally, some, perceiving themselves as carriers of *“new values”* (?), declare that they are neither bound by History, nor by Civilization or Culture and thus can go ahead “untouched”, deposing values, confuting and rejecting, others’ rights and liberties, they do not like.

The big question is whether *Democracy* has the institutional power to operate,
in such conditions and with such mindsets.

Or, is it also affected by secondary, derivative self-victimization and believes that Democracy itself is to be blamed for the “derogations” of the citizens...

Soon we will see the results of the actions of the double-faced people, who “claim” to be *“the agents of Democracy and it’s Values*”, while they are abusing and misquoting them both, extorting the Rights, that the Democracy itself gave them, looking elsewhere avoiding to see honesty and truth in the eyes!

It happens to be the ones who claim to be “infallible”,
and believe that they are “untouchable” and “immune”,
denying to see their own tragic compromises and denials!!!



THE HEART!

Our heart is invisible, and we cannot grasp it!

It is the organ of the human body that keeps us alive.
Some don't value it, s much as they should. They act as if it doesn't exist.

Yet, it is there at all times, beating, directing us, with its own rules, which do not resemble the laws of society, always responding to our dreams.

It reminds me the stars of the sky, which, even when they are overshadowed by black clouds, they are always there, as lighthouses, fellow travellers,
in our life journey, so that no day, will look like the others, and will never be monotonous.

And when, our lives have labyrinths, stench, dark tunnels, human nature, from the time we are born, is looking for anything, that will color our heart, fragrance it and illuminate it…

Lucky, therefore, whoever finds it…
Lucky and therefore blessed is the one, who protects it, and keepeth it,
pure , immortal, an indefinable watchtower, a rare amulet!

But everything is lost, only if people get confused and lose it, because of their daily troubles, or lose themselves in their darkest labyrinth of life, egotism, misanthropy and vanity...

So do not search in the moon, for what precious you have lost,
or what you let go from the earth ...

If honey spilt, from your open hand palms, fell in the soil and no longer sweetens you, if the sunbeams pass you through and do not illuminate you,
If the moonlight will not give you peace, then look for your heart!

Yes! Your heart! You owe it to yourself!
Dig deep into your heart, to always find the strength and the wisdom,
to be careful, not to lose it, ever again!!!



Welcome!

As soon as, you arrive naked in this world, born from a white, black, red, or yellow mother, instinctively, all you want is the nipple of your mother's breast, and the first beats you listen to are her heartbeats, while the warmth of her body, gives you the security, you desire.

This is the welcome to a new life.
The wonders about the new world you found, you express them with crying, trembling and by keeping your fists clenched fists. Your hands, which is the first thing you learn to use, catch whatever you come across and as the time passes you relax them, more and more.
Years later, you will use these hands, with all the power of your soul, to express your anger or frustrations, against those who you think, even yourself, that they are responsible for the quality of your life and your misfortunes. There will be times that you will clench your fists, either from anger, or when you are extremely happy from an achievement.
It is the only part of the fairy tale of life, that is true, and that you enjoy physically and mentally.
Right now, you are not interested in anything… You sleep and your future is waiting…

Every man is a different variety, a different kind, a different spice of life.
Some have a regular dose of "spices", others come with a lower dose, others with a higher dose and others, with …fake spices! In some cultures they even put salt in the first bath of the new-born!

The one is salty, the others are bitter, sour, sweet, and there are some that don't give water even to their angels! Eventually, you start wondering if the ingredients of your mix, are fake, or well balanced and tasting yourself, you make facial expressions, depending on the taste and then you start dong your own adjustments, that firstly satisfy your own preferences!
Eventually you re-adjust them in order others to like the taste too!
This is the grandeur of creation, which satisfies even the most difficult customer…

So after you have imagined yourself, being a part of all the tales, The Princess and the King, Cinderella, Spiderman, Barbie, or Power-Ranger, kicks in your DNA, the place you grew up, the status of the family and the immediate society, then you start living the fairy tale of life.
Everyone, then is starting to look around….observing and building new blocks of beliefs!
Some with their minds and others with their imagination. What is bothering you?
What are your anxieties, challenges and stimuli? How will you manage them?

Just know that: In life, whatever you are looking for, is looking for you too.
You're looking for small, you will find small, you're looking for big, you will find big!
Its like a mirror. In order to find pearls, you have to dive deep. To get to the spring, you have to swim upstream. Maybe after a turn, a new road awaits you, etc…

You begin to set goals, repent failures, make decisions, for your life, for your business.
Sometimes you stop where you are, you get tired of standing on one foot or both, you take the serious face, as if you were praying, because you think you have found the idea, or the solution, for the issues that are bothering you. You found the way to kill the "Big Bad Wolf"… I don't think so...

What are you doing here? Are you looking for a way to travel, wings to fly, God, adventures, drowning in shallow water, new paths, joys, even borrowed, read books, popularity, hope, kissing, love, sex, humanity, fairies, dreams or you are walking like a blind person without a stick?

You will always seek for what you don't have, what you are missing, what others have, because you are unhappy, because you are greedy, not good enough and you do not appreciate what you have.
The others, will always have what you go for and regardless how many manoeuvres you can do, you are doomed like *Sisyphus* rolling the rock to the top of the mountain and roll it down again, when it reaches near the top… Heavy heritage, big curse.

Enjoy your walk in life and its every single moment, share love with those who truly love you and accept you, as you are and not for what you have, because you will leave as you came!

Wow … the more a man gets older, he becomes a philosopher…

the Future of the Present



Statues were always a symbolic role in peoples lives.

They never conveyed the objective and impartial truth of events. Besides their material content, or their art work, they carry the power of symbolism. They are expressing the beliefs ideas and values, of a specific community regarding its past, as captured at a particular point of time.

In the other hand, the removal or vandalism of statues, has always been a self-evident act of rupture and upheaval. What is happening in some parts of the world, is not new, either as an outburst of anger or as a symbolic reaction from a deeply frustrated society.

The relativism of history ,emerges as an acquired right of a new mass that is moving dynamically, albeit in a minority, to declare its presence in a world of inequality.

Human societies, always had been unequal, and perhaps today they are less unequal than ever.
That doesn't mean that societies are "happier". It does not mean that the "nominal progress", has satisfied the "battle for equality". It does not mean that the instituted "promises" for equal rights, have been met satisfactorily. That is happening, besides the fact that a large percentage, the largest in history, has the ability to produce *public speech* and to express *public opinion*.

This can be called liberty, but also creates complexities.
The major problem is the confusion of *ideologies and beliefs*, the strengthening of *narcissism* and the misleading notion that *every opinion is of equal value*.

Every opinion is free, but every opinion is subject to the obligation of composition, analysis and documentation.

These days, the new intolerance, opposes to the old intolerance.
Hate cannot motivate, nor generate, nor establish freedom.

The inability to understand the complex and contradictory way, in which societies are formed and constantly mutate, weakens the monolithic arguments of the "*absolute truth"* supporters.

Societies are multifaceted and produce institutions of freedom and repression, at the same time.
In order to organize these, there are *institutions*, in order to regulate, there are the controls by the *regulators* and the *training procedures* and in order to destress, there are the mass sports, mass spectacles and the protected cells of individual contemplation.

The tendencies and the movements for new revolutionary changes, is acceptable and necessary.
However, we observe that the waves of the new ideological intolerances, are spreading without gradations and without the awareness that this may also be subject to criticism.
The vandalism of statues clearly raises questions. The distortion of the criterion can be generalized and the time interval, for example, from the 1940s, facilitates any revision.
A generalized confusion, a *destruction of the attention* from the core of the problems, can also be the desirable goal, of those who hold the power and the advanced "*propaganda tools*".
In "*keyboard democracy"* everyone has "*space*" and the ability to express views.
Claiming the *"absolute truth"* is the basis for the new conception of *history*.
Contemplation has been exiled.

How will our days, be read in fifty years from now?

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

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

The use of *fear,* by the *elites* may stem from the belief that people are incapable of grasping the *truth*, a perception that is so concentrated in the words of *Irving Kristol*:
"There are different kinds of truths for different kinds of people. There are truths appropriate for children; truths that are appropriate for students; truths that are appropriate for educated adults; and truths that are appropriate for highly educated adults, and the notion that there should be one set of truths available to everyone is a modern democratic fallacy. It doesn't work."
As well as Kemal Ataturk *"…for the people, in defiance of the people".*

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

In closing,
I believe that I have managed to analyze "*fearmongering*", in the best possible way from a utilitarian perspective.
Personally, I see this *manipulation technique,* as a necessary means for the survival of states in an anarchic international system, where the state of *bellum omnium contra omnes,* outlined in describing the physical state of humans by *Thomas Hobbes* finds its real application.

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

Literature:

John Mearsheimer: "Why Leaders Lie"
Niccolò Machiavelli: "The Prince"
George Holland Sabine: "A History of Political Theory"



Developed Industrial Society

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

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

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

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

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

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

According to *Marcuse:*

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

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

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

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

> *The Industrial and Technological Society, is the one that manipulates its needs and shapes its expectations, its hopes, its fears and its values.*
> *The expensive price we pay for our consumer pleasures, is the renunciation of our freedom and his individuality.*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

They challenged the model of generalized competition and they rejected unrestricted growth and accumulation as a measure of social progress.

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

More than half a Century later,
we are still "One-Dimensional Humans"!!!



THE MANIPULATION OF MODERN SOCIETY!

THE QUESTION: Do Reality Shows, manipulate the modern society?

There is a need through education to have positive messages for our human society whose cohesion will be based primarily on human values!

Despite the public criticism that often sees the light, the acceptance of *reality shows* seems to be gaining ground in modern society, especially among young people, at least as evidenced by the high ratings.

The sociological researches of the past decades, that focused on the catalytic social impact of the *media* through *advertising*, today focuses on the study of the new and multifaceted *social phenomenon* that literally sweeps modern societies and is attributed as *Reality Show*.
However, the main component of sociological research has not changed, on the contrary it has been strengthened, as the prevalence of reality shows is mainly due to the *advertising space* they attract due to the increased viewership.
The huge profits from the ads shown during the reality shows confirm the unbridled *consumerism* that is dominating and methodically maintained by the *globalized system* of the *free market.*
A *system* that created the *"Alienated Consumer"*, who is literally driven and carried by a *"consumer-mania",* that has nothing to do with the *real needs of humans*. This is the person who, in order to deal with the anxiety from the innumerable *problems of life,* constructs an *own way of life,* expressed as a *consumption without logic, without critical thinking*, as the British sociologist *Anthony Giddens* characteristically states.

So, in addition to the *profit* that is one side of the coin of *reality shows*, there is another side that is more important and extremely critical! This is the *social, moral and values,* dimension of the issue, as the questions that arise about the impact of *reality shows* on the *moral and value system of human society* are relentless.

As a result of globalized society, reality shows introduce new *morals, ethics, attitudes and perceptions*.
Their rapid development worldwide, proves that this is one of the *most effective mechanisms* of the *free market*, which aims at its increasing *power*, with the aim of constantly increasing its *profits*.
And in order to achieve this continuous and uninterrupted accumulation of *profit*, it is necessary to formulate *new standards, new morals and behaviors*, that will overcome the *traditional values, norms, attitudes and perceptions,* that stand in the way of *global domination of the free market*.
Thus, *human-focused values and perceptions* are deliberately ignored and given way to constructed concepts that project *individuality* versus *collectivity*, the "*ego*" versus "*us*", with no respect for the *protection of privacy* and *personal data*. The anxious effort of the *protagonists of reality shows,* to gain temporary *publicity,* in combination with the *illusion of individual prestige*, leads to verbal and practical behaviours, that sky-rocket the *viewing-ratings*, which in turn boost *profits from advertising*. A vicious circle!
Most important, of course, are the consequences for the *evolution of human society*, given that the influence of *reality shows* on the establishment of new *behavior patterns,* is a catalyst in *young people,* especially in the social stratum of teenagers, who are the *citizens of tomorrow.*

In other words,

"if today our society lags behind in the promotion of its *human dimension*,
the defence of *human rights* and especially *human dignity*,
how will it be shaped in the near future if the traditional model of our society is largely eliminated?"

In the light of these facts and with the ultimate goal of dealing with an extremely worrying emerging *social reality* that is not in line with the *moral and value system* of the traditional society, perhaps the only option that can be a bulwark, is *The Education System* and, above all, this of secondary education.
There is a need to re-evaluate the curricula by introducing *well-designed social and humanities modules*, which will sensitize our youth's thinking and trigger a dialogue and critical approach to all aspects of the problem, so that, even in the long run, there are promising messages for a *human society whose cohesion* will be based primarily on *human values*.
Finally

"It is necessary, the modern man, to come out of the *mental and moral misery,*
that is caused by the pursuit of *profit* and ever-increasing *consumerism!*"


KILL THE MONSTER

The one who killed the monster, first of all realized that there is a monster in his life and accepted this situation. Then he decided not to look like a monster, then he took care not to accept to live with a monster anymore as cohabitation brings identification, then he took out of his mind all the images he had of the monster, in order to break the commitment, and then he fought to get a life without it!
Nothing is given away, and in the habit is hidden the forgetfulness of the dream.
Life does not end when we close our eyes, but when we get used to living with what we do not want and feel comfortable with it!

Remember who you are! Remember your dark hours of your past and that now they are a distant memory without any load.
Remember that any new difficulty will pass like the previous ones did!
Remember your brightest and strongest moments, of your past. Remember the certainty, the strength, the confidence that you had inside, and how such future memories wait for you in the future!

Get strength from your “before and after” and from those moments!
Take the positive load from your past and bring tit to your present.
Remember your hidden strengths. You are omnipotent!

There are only two options:
Either adapt to what you can not change,
or change what does not fit inside you!

One person alone has the power and energy of an atomic bomb!
And you as an individual, consist of trillions such atoms!

Millions of sperm started the journey to the egg and you alone was the strongest of all!

But you also survived from any traps, difficulties, lived through joys and traumas, risks and emotions and disappointments and celebrations, and you are still here.

Look up and then inside you.
Unlock the power of the trillions of suns that is waiting for your action, inside each of your atoms. Hold your fists tight and feel the Power!

Get up and continue! Remember who you are!

You owe it to your self…



WHEN ENOUGH IS GREED?

While the gap between the rich and the poor is deepening, the *global elite* is competing in authoritarianism, a scary scenario seems more realistic than ever!

The paternity of the phrase *"when the people have nothing to eat, they will eat the rich",* which became a subversive slogan along the way, belongs to *Jean-Jacques Rousseau,* the *Enlightenment* philosopher and although the standard of living of mankind appears statistically improved over the past decades, *socio-economic inequalities* and *the gap between richer and poorer* has widened so much, that it is rightly compared to the previous feudal period of Rousseau and the Enlightenment.
Around sixty, rich people on the planet, now own as much as half the global population!

As simple as the slogan *"they are 1% - we are 99%"* sounds, we certainly cant say it is unfounded. Somewhere 7.6 trillion, US dollars of personal wealth rest in offshore tax havens, an amount that, "if" was taxed, would bring in more than $ 190 billion a year, according to estimates by the famous economist *Gabriel Zucman*, author of *"The Hidden Wealth of Nations: The Scourge of Tax Heavens"* co-Author of *"The Triumph of Injustice: How the Rich Dodge Taxes and How to Make Them Pay".* Aaccording to Oxfam, an *NGO* international confederation, fighting injustices that cause poverty, among the "swindlers" are 188 of the 201 largest companies in the world.

Usually, the current *social-class winners*, tend to write not only *history*, but also the dominant *morality*, as well as the dominant *sense of law and order*, the next step is the attempt to "influence" the above terms. The *Paradise Papers scandal,* involving a respectable section of the global elite-politicians, businessmen, heads of state, bankers, stars, etc. whose class consciousness and solidarity proved to be narrower and more international, was not the only one of its kind, it is not the first, it will not even be the last.

Tax havens are intertwined with the very nature and function of the dominant economic and political system. They accumulates tax-free billions, enough to live for five lives like a king and queen of the richest kingdom, in an offshore bank and then they reprimand the poorer, without hesitation, while sitting in the full comfort of their comfortable armchairs, blaming the lower socio-economic classes, as a destabilizing factor of the economy, because they dared to strike for a higher salary that at least they will not be ashamed, or because they live beyond their financial abilities.

Who says and who defines all that? Of course the ones who hold the wealth and the …knives.

> Yes, we are the destabilizing factor in the economy, according to these "wise-men"!
> It is not even a matter of some corrupt governments, businesses or individuals: the whole system is built on this basis and no one will ever impose any measures etc. and if some measures are ever taken to hunt for dirty money they are clearly a way to blind us!

If the world's plutocrats and power-holders, really wanted it, they would solve the issue in zero time, as they do when they feel they are really threatened, but that way they would cancel themselves since globalization, capitalism and especially its nihilist, "casino" version is completely inherent in scandals, corruption, swindling.

Some of them would characterize me as an anarchist!

Anarchy:
A state of disorder due to absence or non-recognition of authority or other controlling systems.

Hm … *"controlling systems"…* What systems?
The ones that make the rich, richer and the poor, poorer?
The ones that humiliate the human nature, ignore human lives and believe in the gods of wealth?

"When people have nothing else to eat, they will eat the rich"
-Jean-Jacques Rousseau, Great Enlightener

The "*paradise of the blind elites", o*f course, refer "academically" and consciously ignore, to tackle issues such as the increased unemployment and the constant deforestation of wages and labour rights, the effects of the pandemic, the violation of Human Rights across the glob. No sensitivity!
Anything expressed *against their system* gets framed as *"anarchy", "hate speech", "irrational"…*
Never *"anti-systemic"*!!!
Simply because this will be an acceptance of a "*system*", the existence of which has not been "constituted" - officially - anywhere in the world, as all l Constitutions, express Equal Rights, Equal Opportunities, Isonomy etc. etc. etc.

> **If a normal citizen avoids, "forgets", to pay taxes, gets punished!**
> **If the multi billionaires pay peanuts, they are legalized, through the "*tax avoidance tools",* they created… that strangely are only applicable by the *global system,* only for billions!**

All the above have nothing to do with what *Marx* wrote in "*Capital*" (1867)!

Also, It may not, adequately explain, the complex spectrum of human exploitation by a human.

Nevertheless, it is "irritatingly" present and will remain so, as long as, there are societies and "*systems*" with authoritarian and exploitative relations.

> **One of the most popular movies of 2012 was *"The Hunger Games"* which portrayed a post-apocalyptic nation called *Panem* in which a super-rich, super-pampered, super-callous 'elite' lived in high-tech luxury while the rest of the population daily battled to survive in abject poverty, locked away behind prison fences in intensively-populated 'people zones'.**
> ***Panem* comes from the Latin phrase *panem et circenses* or *'bread and circuses'.* a term derived from Rome and meaning to give the people diversions and distractions to hide what is being done to them. Exactly what is happening today! Any candidate "immigrants" who do not meet the "criteria" are not welcome! Only at some point all the walls are torn down and all the winter palaces are occupied, even if they are... in space.**
>
> **In the science fiction film *Elysium* (2013), a wealthy and ruthless, painless elite, who enjoy all the *economic and technological luxuries,* live isolated and well guarded in a huge space station-city, a few hundred kilometres above Earth, on the brink of humanitarian and ecological disaster and …from there they control everything here!**

History has shown that social upheavals often occur in times of apparent calm, frustration and resignation. As long as the rich remain greedy, draining people and resources, blaming those who live daily with misery ,as solely responsible for their fate, let them not be shocked if they find themselves as the *"main course"* tomorrow.
They, themselves, are the first to work for their complete moral and social decriminalization!
Did they also "predict" the pandemic and they became even richer??? …



THE CHOICE OF QUALITY!

38 As Jesus and his disciples were on their way, he came to a village where a woman
named Martha opened her home to him. 39 She had a sister called Mary, who sat at the
Lord's feet listening to what he said. 40 But Martha was distracted by all the preparations
that had to be made. She came to him and asked, "Lord, don't you care that my sister has
left me to do the work by myself? Tell her to help me!"
41 "Martha, Martha," the Lord answered, "you are worried and upset about many
things, 42 but few things are needed - or indeed only one. Mary has chosen what is better,
and it will not be taken away from her."
Luke 10:38-42

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

It is true that today, especially the new generation, we are bombarded from everywhere with all kinds of messages,. Messages that come from all areas (consumption, politics, sports, sects, etc.) and are transmitted from all types of media. And what do they ask from us?
To make our choices. That is, to choose them and of course those who broadcast them!
No other generation in the past was bombarded with so many messages like today!
And it had nothing to do with all the charm and all the spectacle they always broadcast!
Is it the cause of all the confusion of our era and even more of the youth, due to this? Let's think!

What else does one notice? That all this, in order to attract us, what do they do? They promise! What exactly? How they will quickly make our life better, comfortable, happy! What a lure!
In other words, they are addressed to our greatest desire. That… to have a good time!

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

Are you not impressed by all the talk today about "*smart*" devices, such as cell phones, computers, televisions, etc. , "*smart cards*", *"smart solutions*" to our problems?
So you are "*smart*" only when you are armed with all this, when you embrace them and follow them with passion, no matter if one day they even lead you, to these terrible paths of sin!
You see, these days the *path of sin* is not only spacious, but it is also presented as impressive and majestic and for all this "*smart*"!
Very "*smart*" in fact, when it is adorned with all the "*smart*" technological achievements!

Yes, this is the *modern reality*…
What do we do? But what else but to have the wisdom and prudence to choose the truly *chosen*?
And here's why… When we choose *quality*, then God is always with us!
When we choose the elect, we attract His grace! When we choose the exquisite, we become wiser.

And where is the quality one?
Our answer is very clearly given in *Philippians 4:8* with the following wonderful words:
"…whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable--if anything is excellent or praiseworthy--think about such things."

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

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

University research and studies with titles like these are becoming more and more public: *“Smart devices damage the brain”, “Sms cause insomnia”*, *“Smartphones are dangerous for mental health”, “See what Twitter and Google knows about you”,* etc.
These are just a few , regarding the well-known "*smart*" devices and technological applications…

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

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

“Solid food is for those adults who are mature, who through training have the skill to recognize the difference between right and wrong”. Hebrews 5:14
In other words, we see that the one who chooses quality life is really smart, that is, the one who always performs the good and remains intact from the bad.

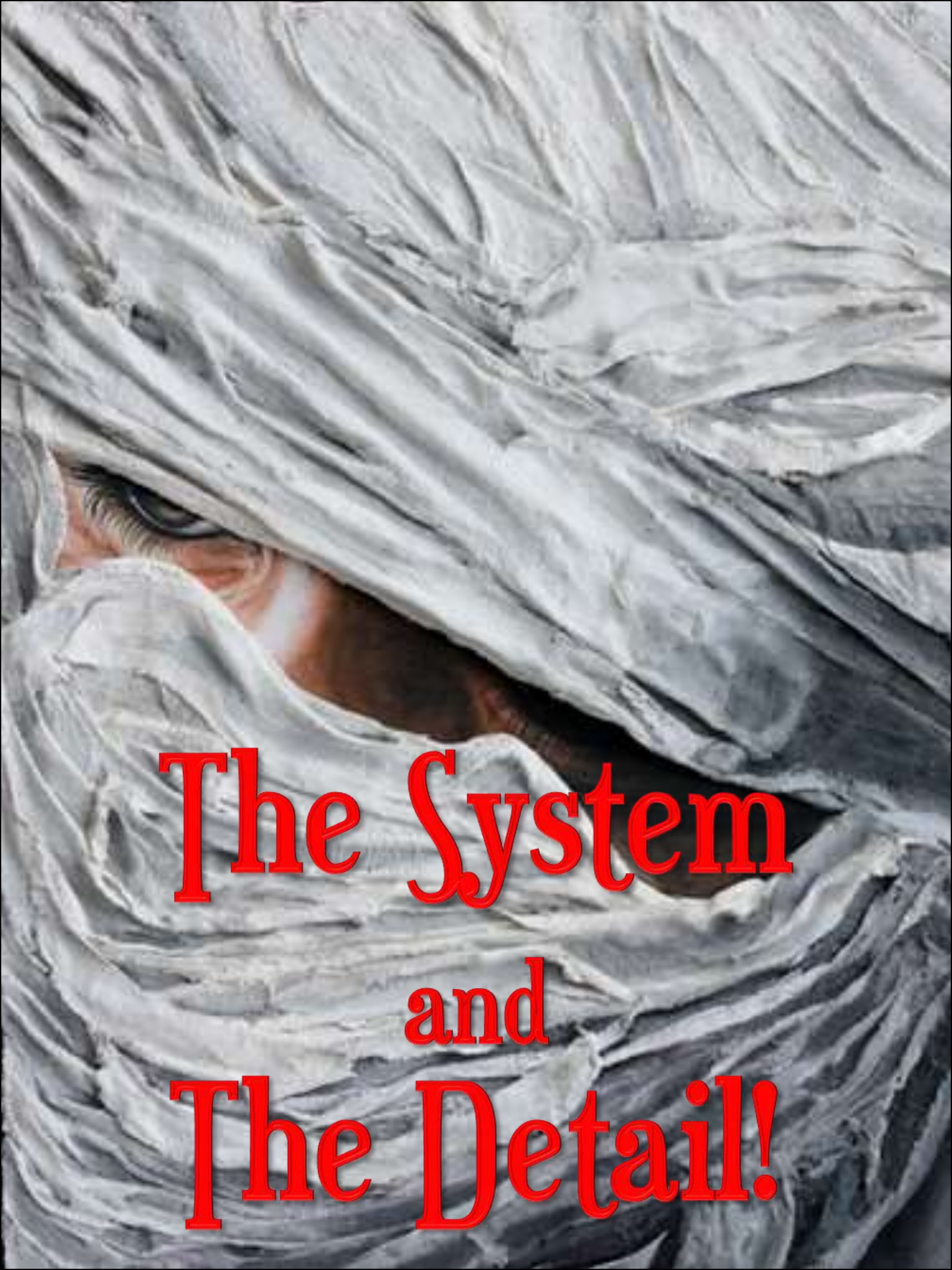
Those "who can and can distinguish good from evil, are *smart*”. How important this is!

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

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

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

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


The System
and
The Detail!

“God is in the detail”

-Ludwig Mies van der Rohe-

It is very important to learn from wise people. I was very fortunate in that…

During my very young age, I was very lucky to watch many masterpieces of world cinema, such as: *“The rules of the game”, “The 400 Blows”* and *"Citizen Kane".*

I stand in the last film, to tell a story that will be the occasion of this article. My “wise-man” made the basic analysis *(analysis: detailed examination of the elements of structure of something)* of this shocking film, focusing on the elements of *power*, *corruption* and *politics,* that overwhelm it. At one point, making a stop frame, a “pause”, in a scene that contained a crowd, a scene that contained an “overload” of crucial information, a scene that one would say was itself a "*system*" that unlocked the film, the wise-man asked: *“Do you see this date in the bottom right of the shot?”*
Indeed, at the bottom right corner there was a date, that I forgot over the years.
For anyone, of course, it meant nothing, and he explained that the date is by no means accidentally placed there by the director of the movie Orson Welles.
This was exactly the year that the philosopher *William James*, brother of the great writer *Henry James,* formulated the theory of “*Pragmatism*” that essentially defines the worldview, of the film’s central hero.

Later, I became interested in this theory and discovered that while it does provide some answers to *Citizen* Kane's motives and desires, it also raises many other questions….
What fascinated me per se, is not this camouflaged encyclopaedic knowledge!

The point is that in a Work of Art, one can install some signals that reinforce its importance in places that may not be obvious, thus creating a perpetual creative game, that has to do with attention and perspective.

> ***It's all a matter of attention:*** **Looking, watching the greater picture**
> **and to be suddenly transported to a detail, that can illuminate all the things,**
> **perhaps even better than the general plan.**
> **In other words, learning to see the reality, the truth, the facts,**
> **without emotions or other influences!**

This quality is, in my opinion, a very powerful weapon of understanding things and does not apply only to the cinema, or consequently to art, but also to life.

Being able to operate *macroscopically* and *microscopically* at the same time, to perceive the big picture and through the minimal, possibly humble, but not insignificant detail, to confirm, or cancel meanings that it emits, gives to one’s attention ability, an extra strong verifying power!

When we look at the whole scene, is it certain that what is presented to us, is complete?
Can we ever "*see*" the "*whole*"? Of course not.
We can, however, have macroscopic vision, that will capture things in their entirety, beyond the *"current topic"!*

Yet again in an initially *unsuspecting*, *unimportant*, *temporary* or even *misleading detail,* may be the key to the "system", which may also lead to a new space, to a new dimension that requires another "key", in order to unlock the truth.

Here the major question arises. *"Is there a system after all?"*

The French philosopher Michel Serres in his masterpiece "The Parasite" (1975) wonders:

> *"I […] thought that […] the bridge connected two banks, that the path went from the origin to the goal. But there are no instances. Or more correctly, instances, systems, banks, and so forth are analyzable in turn as exchangers, paths, translations, and so forth. […] The only instances or systems are black boxes. When we do not understand, when we defer our knowledge to a later date, when the thing is too complex for the means at hand, when we put everything in a temporary black box. […] When we can finally open the box, we see that it works like a space of transformation. The only systems, instances, and substances come from our lack of knowledge. The system is nonknowledge…"*

If one thinks about the above, one can consider that the *system*, as we know it so far, the structure, the organization, is the *last gesture before opening the black box*.

The resulting ignorance, otherwise, the *"system would solve everything*", accumulates in this box, which in turn closes and waits for a new cycle of approaches until it reopens.
Ignorance, contrary to what the word usually means, is an extremely attractive feeling.
It's a challenge, it's an invitation! *"What I do not know shines in me"…*

How, however, does this relate to the initial remark for pointing out the date detail in the scene of *"Citizen Kane"*?
It is connected, if one considers that either in the *system of a work of art,* or *science,* or in a *socioeconomic system*, one can always discover small nests, small alternating hiding nests, without end. Their resurfacing, their study, will reveal more about the eternal transformation of the total.

> *"Our world is full of copiers and repeaters, all highly rewarded with money and glory […] As soon as the world came into being, its transformation began […]*
> *What we take as an equilibrium is only a slowing down of metabolic processes."*

It is this deceleration of flow-change, that creates the vital space of our life, the one we receive as duration, as an "organized experience". However, if we look at some of its elements, carefully, we will notice that everything, is constantly transmuted.

So are, our hopes and actions, for a harmonious and fair society!



Change the System

What does it mean?

Changing systems...

A long conversation that concerns people throughout their history, consciously or subconsciously.
A topic that I discuss very often, either in the context of my work or on a personal level.
A conversation that takes place when we seek to find, what can be the positive impact of the *projects* we implement, because we essentially aim to change a *system* through our *actions*.

But to understand *how we can change a system*, we must first define the meaning of the *system* and see how a system made up of people, of living organisms, works.
Each system is an organized set of parts, that interact with each other to achieve a *specific goal*.
A *system* to operate, requires *resources* with which it implements a *series of processes* and produces specific results-products, which all together manage to fulfil the purpose of the *system*.
If a part of the *system* changes, then the whole nature of the *system* changes and the necessary *adjustments* are made, so that it continues to exist and to pursue the *goal* it has set.

***Systems*, whatever their form is, whether natural or artificial, can be considered machines that determine *probabilities*, always according to the *goals* they set because they are simply the sources of these *probabilities*. These probabilities are produced as products of their operation.**

A *system* that exists in an effective way can be said to help its parts to *develop*, to *evolve*, to continue to *exist* as a whole.
That is: the *opportunities* it creates for its parts-members, are *in favour* of its parts-members.

But there are also *systems* that, unfortunately, are not well designed and through the *opportunities* that are created only some parts-members, are favored and not all. In other words, in order to achieve their *goal*, they *sacrifice* some of their *elements*, some of the *entities* that *constitute* them.

When we say that we want to *change a system*, then basically what we mean is that we want to change the chances it creates for the elements that make it up and turn them *all* into favorable for the benefit of *all parties*. Or we could say, that what we are trying to do is to *eliminate those chances that create problems for some parts of it*.

To change a *system* we must change the *rules* that govern it, or change the *culture* that affects the *system*, when it comes to *human systems*, for our *society* (Heath, 2020).
In the poorest countries of the world, we will not solve the *problem* created by this *system* that exists and works for the benefit of the *few*, by providing *education* to people on how to manage money effectively, because quite simply the *chances created by the unjust system* will not be reduced by a measure like this. *We need to change the rules of this system*. We need to find a way to turn the odds, that are not in favour of the many people living there, into odds that will favour these people making money. To *develop* means, that create *opportunities*.
It is not a question of educating a farmer on how to manage his business when he has nothing to eat and no money to pay. Nor is it a solution to give him some money as a "*support*", because that way you do not mobilize him. You always hold him in your hand, as a "toy" of greater "game"'.
The *solution is to change the system* in such a way as to create opportunities for the farmer to make money. To sell his crop at a good price, to buy his raw materials at good prices and after that happens, then go and train him on how to more effectively manage the resources he has.
The imaginary change of a system through the so-called impact.

What is happening with many *projects* or *programs*, that are currently running, is to *maintain the sick system and not to change it*. All those organizations that think they are doing *social work*, or all those big organizations that proudly post how many people have helped them learn more than they knew, *without following their progress*, not only they *do not change the rules of the system* , not only do *they not turn destructive conditions into favourable ones*, but they approve of them and *reinforce* them. They *do not change any system*, as we see in their value proposition. What they do is treat the *sick system* and to be part of it. Their existence is linked to its existence.

The so-called *impact* for which they are cut is fumaroles.
If you will identify, what is going on inside a big *project* that aims to help a *section of people in society* move forward, so that they can manage to have a decent job and live in a well-being situation, you will see that from the manager to and support staff, they are all paid.
They have a salary and in fact the senior executives, are well paid and have other incentives too.
The only ones who are not paid, but get trained to be able to make some money, while *starving*, are the people who are called *beneficiaries* in the terminology of these *systematic projects*.
I am not saying that these *projects* are not needed. The point is that as *projects* they have a specific beginning and end, and after the end comes chaos. *No system change*, *no creation of favourable opportunities for all parts of the system*.

> **A change in the system could only take place if all the parts of this *system*, together, collectively, demanded fundamental changes in the way the country was governed.**

Too many people across the Globe, now say that this our world is for the *few*, that the is *unfair,* that the odds are always in favour of the *financially strong*. We are also part of this *system*. We are those "chips"-"parts", whose lives are defined by those odds, that act in *favour of the few*.

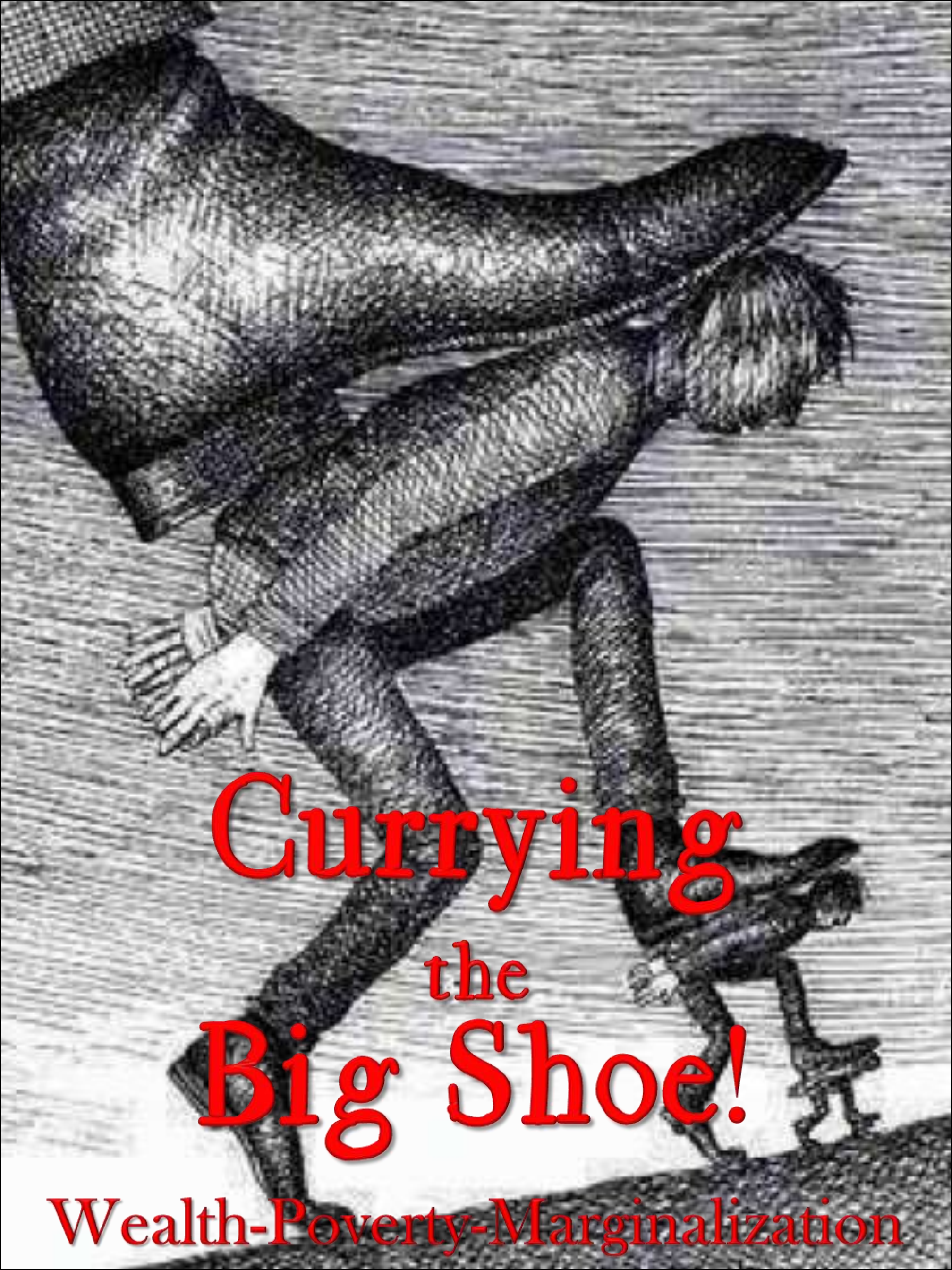
But what do we do to change these chances? We sit on our couch, upload some insulting comments on FB and we are done! It is not good enough just to have good intentions.

> **The *system changes* when there is a *will*, when there is *strength*, but most importantly, when the *parts of the system that get extorted* or living in difficult conditions, realize that they must *take action to change the system*.**
> **Every *system* changes from the inside, not from the outside and always collectively, but based on the *power* of each part.**

Let us all ask ourselves what we are doing, to change the unjust system in which we live.
What do we implement daily, *individually* and *collectively* to change the chances in our favour.
If we want to *change the rules* in order to change the *opportunities* in favour of the disadvantaged parts of the *system*, then we must *change the inputs of the system* with other stronger and more dynamic ones, so that after the necessary *processes* we have the *desired result*.
Sit down and record these *inputs*, the resources that are currently entering the *system* you want to change and next to them make another list, of those most *empowered and effective resources* that can *cause change*. Then make your plan of *action*, but ask the right questions, trying to provide *solutions,* to questions that begin with "*Why*". If you do not do this then *you are feeding the system*, giving more power to the existing *sick system* you want to *change*.
You give more power to the odds that do not work in your favour!

Don't you think that it is time to wake up from the lethargy that any *unjust system* has inflicted on us and in which *we voluntarily remain active, with the role of the unfavourable parts of it*?

Don't you think it's time to *change* our odds?


Currying
the
Big Shoe!
Wealth-Poverty-Marginalization

The initial title of this article was intended to be: “Wealth – Poverty – Marginalization”.

I decided to change it after my youngest son looking at the cover image, yelled:
“He is currying the Big Shoe”!

From the exercise of *world power,* to *racism*, *gender discrimination* and *wealth inequality*, a complex cyclone of inequalities, threatens our prosperity and our future.
We desperately need a *New Way of Thinking* to stop it and reverse it.

We often hear the saying *"a tide of economic growth that rises, lifts all boats“, b*ut in reality, *“a tide of inequality is sinking all boats”.* High levels of inequality have contributed to the creation of a global fragility, which is being exposed and exploited due to COVID-19.

The virus sheds light on all *inequalities* of all kinds.
It puts the most vulnerable at higher risk and its social and economic consequences are concentrated on those, who are less able to cope. If we do not act now, another +100 million people could be plunged into *extreme poverty* and see *famines of historic levels*.

COVID-19 has been described by many as a *"democratic virus"* that affects both the rich and the poor, even princes. However, the consequences of this pandemic are not the same for everyone. If you are uninsured, if you have no choice but to travel by public transport, if you do not have the luxury of losing your day job to quarantine, you are more likely to be exposed to the virus, or even more to be the *big loser* of this crisis, even if you come out victorious in the battle with it. So Covid may not discriminate, but it certainly magnifies the already existing inequalities, that range at outrageous levels around the globe.

Billionaires' wealth rose and keeps rising to record high, during the pandemic, breaking the $ 10 trillion barrier. The report, which deals with more than 2,000 billionaires, who control about 98% of the wealth of this group of people, shows that their wealth increased by 27,5% in the first months of the pandemic, reaching 10.2 trillions of dollars in July. The previous record was $ 8.9 trillion and was set at the end of 2019. This minority, holds as much wealth as 4,6 billion people, which is 60% of the global population!
Speaking to the *Wall Street Journal* about the economic impact of the pandemic and the widening of inequalities, *Jamie Dimon, CEO* of investment bank *JP Morgan Chase*, supports that the current crisis is leading to *Wealth Inequality* and *Increasing Gaps* between minorities, while creating *Structural Barriers* to *Opportunities*!
In an interview with *Business Insider, Ernst Young’s CEO, Carmin di Sibio*, stressed that every child should have *Opportunities*, but government programs fail to address the issue of *Inequality*.
Noting the *Rapid And Uncontrollable Widening of Inequalities* in the midst of the pandemic, *Melinda Gates, Bill Gates's* wife and partner at their charity organization, pointed out that *“…History teaches that disease outbreaks, from AIDS to Zika to Ebola, play out with a certain grim predictability. As they infect societies, they expose and exploit existing forces of Marginalization, seeking out fault lines of gender, race, caste, and class…”*

However, this outrageous accumulation of *Wealth in the hands of the Few*, a product mainly of the last decade, does not seem to shake enough most governments in the world, that still have as their first concern the *"rescue of the economy".* But what does saving the economy mean, and why is it more important than the millions of lives lost and a planet being destroyed?

Covid, did us the favor of showing us, how wrong the *Development Model* we follow is.
How wrong it is to consider that investing in *Public Services*, such as health and education, is *part of the problem* and not *part of the solution*.

How wrong was the choice of governments in the last economic crisis to bail out banks and big business, *maximizing the profits of a small minority* and leading the *vast majority into impoverishment!*

Considering *Poverty as a Violation of Human Rights*, we *must not* let Covid-19, become the new excuse for *budget cuts* for public health and education, for *regression of social conquests*, for restrictions on the *action of civil society*.

This pandemic must become the occasion to demand more *transparency* and *accountability* from the *decision-making centers*.
To impose *tax increases on companies* that allowed millionaires to become billionaires.
To push governments to adopt *social and economic policies* based on respect for human life and the environment.

This pandemic must be the *opportunity* to move forward and not to retreat.
No more wishful thinking for the people who are on the front lines of *poverty*.
COVID-19 is a human tragedy, but it has also created an opportunity for generations to build a more *equal, fare* and *sustainable world* based on two central ideas: a *new social contract* and a *new global agreement*.

A *New Social Contract* will unite governments, people, civil society and others for a common goal.
***Fair labor income* and *wealth taxation* and a *new generation* of social protection *policies*, with safety nets including *universal health insurance* and a possible *universal basic income*, that will apply to everyone, is now more needed than ever before.**
To enable the *new social contract,* we need a *new global agreement* to ensure that *power, wealth* and *opportunities are shared more widely and fairly internationally*.
A *new global agreement* must be based on *fair globalization*, *respecting the rights and dignity of every human being*, promoting a *balanced coexistence with nature*, *respecting and pre-establishing the rights of future generations* and *development measured in humanitarian* rather than *economic terms*.

Our world is at a critical juncture.
Tackling inequality, based on a new social contract and a new agreement, can lead to better days.

The more we delay to face the reality and take action, the more the gaps, the absence of equal opportunities and the marginalization will grow and we will reach the point that there will irreversible and the solution will be difficult to be implement through a *peaceful social agreement*.

History has proven, that Humans don't have unlimited patience,
to keep currying the "Big Shoe", forever!



Brainless!

"Fascism is not the prohibition of saying things,
it is the obligation to say them"

-Michael Foucault

How would you describe someone who *speaks without having anything to say?*

U*nfortunately, this happens in most of the broadcasts, where *"queens without a crown"* and with their *"tank of spiritually"*, running empty, are "baptized" *TV Presenters* and with this authority they develop "*entertainment*" creating *"ethics", "lifestyle", "culture", "civilization".

The *morning zone,* attempts to serve a "*cocktail breakfast of happiness*", mostly viewed by the lazy and the unemployed, as people with work obligations and students, are already on their ways to school and work. Anyone, who is interested to get an update, of what is happening, has already watched or heard the news, a lot earlier.

The *mid-day zone,* fills the *landscape of stupidity,* with some *"unknown, upcoming celebrities"* who are *"thirsty for publicity",* narrating their "*unknown*" and completely "*useless*" achievements, or how the learnt to hold the "mic". Sometimes, they "spice", their "*nothingness*", making the viewers feel like the *"Big Brother", as they* "promote", "advertise", "disclose", parts of their private and bedroom life, which, most definitely influences, the IQ development of the viewers.

"If you want to tell people the truth, make them laugh,
otherwise they will kill you"

-Oscar Wild

…So the *"Media Barons",* decided they would never tell viewers the truth, because *humour*, requires intelligence and creativity, which is absent from both *"media barons"* and "*presenters*".
You see, *humour*, comes from within a person, as another *sense*.
This is why it is called *"sense of humour".* It is not a "script", one can memorize and repeat, like a parrot, never mind their *"acting talent".*

For years now, this "*magical recipe"* turns *human brains* into *"empty mind tanks"*, where "*unsuspected*" and "*unwary*" people, *talk* without *communicating*, as they have *nothing to say*.

The *"happy neighbourhood"*, not of the *dreams* of the *poets*, but of the *hungry viewers,* are *hungry all day long*, so *cooking* begins in the *morning zones,* where instead of coffee, pots and frying-pans, confirm that the *raw material,* that converts humans, from an *intelligent creation*, to a *hungry glutton*, is a synagogue of chefs and presenters, eating, all sort of *"delicious bites".*
Chefs preparing the sauce, the sweet presenters tasting them, with *orgasmic compliments,* distribute happiness and glam, while, throughout this festival of joy, genius advertising, that sells Aloe Vera longevity products, or life insurance policies, that will make the family happy, when the policy holder dies, are onverting the night's darkness, to a bright sunshine...

***Speech* and *joy*, in the *zones of virtual paradise,* are compulsory and almost exclusive!**
***Misery, crime* and *poverty*, as well as, *thinking,* are non existent, and probably rightly and contrary to what the great Miller would say *".. thinking is curse, but if you want to cut it, it is like cutting off your limbs, by putting artificial limbs, in order not to hurt your joints*", confirming the founders of the *"Revolution of Normality",* who are hiding the, cat shit under their carpets!!!**

Social conflicts, ***class differences***, the "desperate" and the "cursed" of this society, ***refugees of real life,*** but also bankrupted, from any ***constructive and critical thinking***, must disappear, because they tarnish the ideal image of a ***civilized society***, forgetting that ***culture*** is also a ***source of misery***, as the great Freud diagnosed, almost two hundred years ago.

It seems like, the fate of humans is repeated, dragging all the ***"old sicknesses",*** into a "***gift box***", forgetting and purposely ignoring, that anyone who moves forward, ***hiding the past,*** is actually dragging the ***convict's chains.*** The ***old fascism,*** with the ***caricatures***, the ***muppets*** and the ***puppies***, with the ***squeaky voices,*** that led the ***crowds*** to parade as soldiers, it was easy to be recognized, in the aftermath, when everyone became wiser, but life has proven that we are all standing ***blind*** , in front of the ***dark future***, so that is why, the ***"useless", "unknown", "brainless"*** celebrities talk about their hydrogel and silicone buttock treatments, while the astrologers, accompany the chefs and the presenters, since early hours, in the morning zones.

Fascism is not born in the closed rooms of ***power***.
It may have resided there, after it has already grown and spread widely, with the use of "engines of desire", which "***the system",*** invented, in order to satisfy its "***egos***" and as an extension to distribute only ***"a few to the many"*** and ***"many to the few",*** by keeping the "***many***" in a "***brainless mode***"!
Modern fascism, needs no tanks, no concentration camps, no extermination and Gulag .
It requires ***"brainless family environments"***, where the ***idiots***, will consume the trash, produced by the wonderful ***capitalism*** and ***globalization,*** will be the vehicle, to penetrate the markets, while the ***porte-parole, mouthpieces, mass media presenters***, will be introducing you to them, inviting you to try …***"The Hallucinogens Of Life"***!

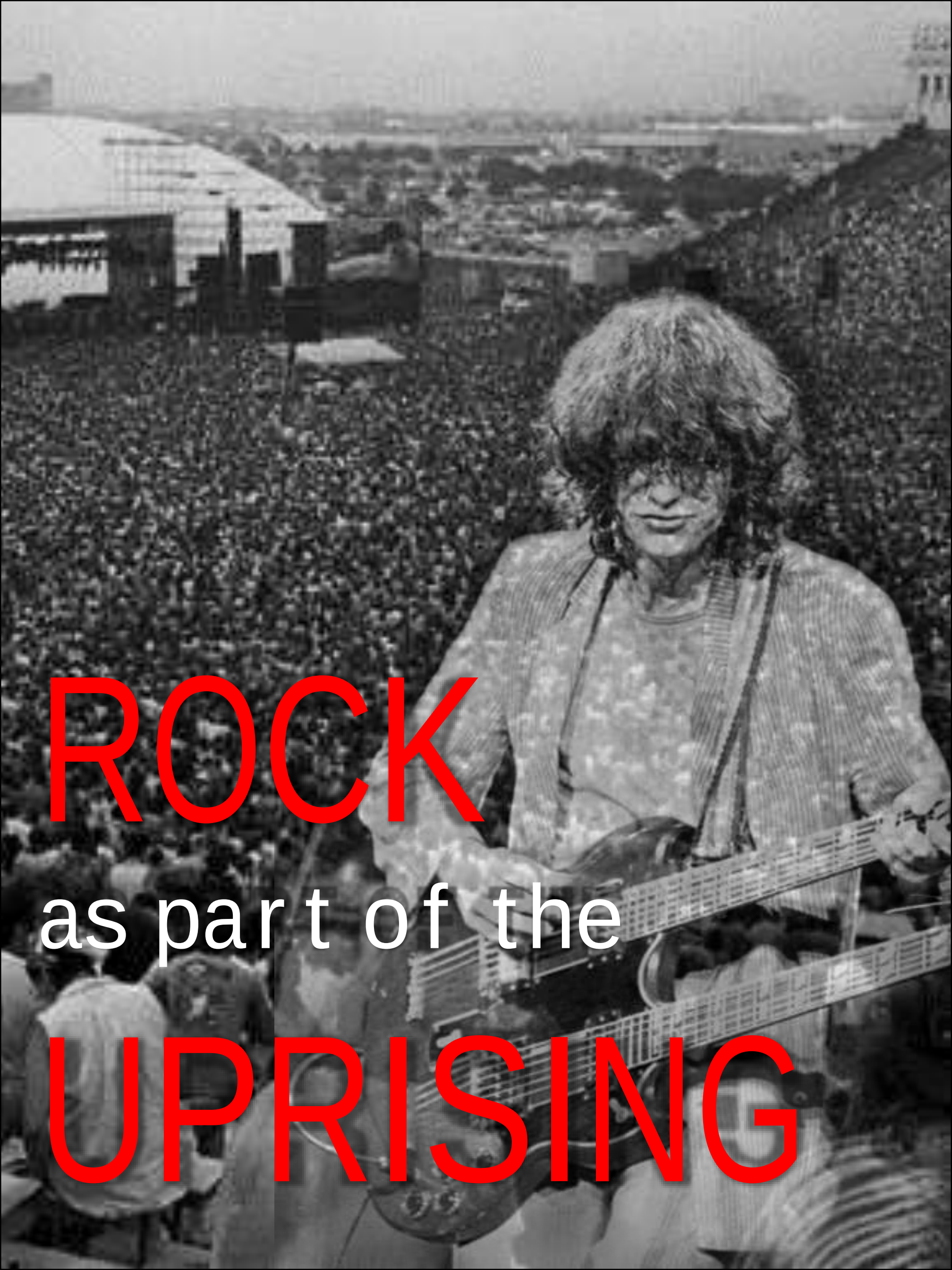
Consume to exist and do not think, to live!!!
After all, in the many good days of happy and glamorous heroes of the past and the present, the lives of others, are copied and imitated, so easily, with the click of a button.

In this ***cheerful, brainless and greedy society***, everything is allowed, with smart devices, making you feel like ***"The Maids of Honour",*** of "***brainless TV queens***", while, the… "***Lords***", watch and worship some naked bodies, with long legs, rapped in gold ribbons.

In addition to cooking competitions, that promote and brain wash, initiating the top phallocratic expression, there are many other "***entertaining***" shows, that are "eliminating" the "feministic movements", with all the ***anti-feminist*** and ***sexist stereotypes,*** promoting and suggesting, that the ***body***, is a much more powerful "***tool***", than the ***brain***!

There are so many examples, in any zone, where, the one imitates the other, coping pasting and trending ***"useless"*** and ***"brainless"*** trends, developing a ***general cultural direction***, of how things "should be", how people ***"should look***", how people ***"should talk and move", should change*** their eating habits, to what a ***TV presenter***, a ***chef*** and an ***"unknown celebrity",*** of choice and taste in strong doubt, are eating in the screen, but most importantly, suggesting that:

Humans, "should not think deeper" and remain "brainless".


ROCK
as part of the
UPRISING

Why *Rock Music* "rocked" during 60's and early 70's?

Lets talk about the *Rock*, that was heard at Woodstock, more than half a century ago…
When all those bands started out, like the famous *Beatles*, *Rolling Stones, Led Zeppelin, Pink Floyd, Doors*, other well known ones like, *Jefferson Airplane, Grateful Dead, Cream, Fleetwood Mac, Greedence,* but also less well known, like *Quicksilver Messenger Service, It's a Beautiful Day, Doobie Brothers, Blue Oyster Cult, Uriach Heep* and many more.
When I refer to *Rock*, I mean a "wave", in which not only fast but slow songs flow, as in its folk version, we include artists, such as, *Joan Baez*, but also *Bob Dylan* and *Janice Joplin,* as well as, songs like: *Leonard Cohen's: "*Marianne", the Animals': "House of the Rising Sun" or Lennon's utopic: "Imagine".

What is the reason, that *Rock* is what it is today?
Have you noticed young people hear, know, sing about it?
Just think the young people of 60's listening, knowing, singing 1910's songs…
Rock, half a century ago, was part of the *60's Uprising*.
An *Uprising* that had *political*, *social* and *cultural* characteristics. During the decade of intense controversy in US, all anti-war demonstrations, began or ended with *Rock Music*.
And when there was no music and the police were chasing the demonstrators, the sound *Rolling Stones'* song *"Street Fighting Man",* was playing over and over, in their minds!
The *uprising* of that time, the challenge, the objection, was holistic.
It was against the Vietnam *war*, against *racism*, against the *discrimination of sexuality*, and *conservative stereotypes*, supporting *gender equality*, *social solidarity*, *freedom of expression*.
Within them was *Rock!*
Rock, was not only music, or a sound beat, but it was an active part of the challenge: *The Uprising*.
Youth, of all genders of that time - and not only - may have had some individual priorities, but eventually accepted and participated in everything, including demonstrations against the *Vietnam War, anti-racist* and *feminist events, Mexican land workers rights*, and… of course, the *Uprising Movement* was expressed massively during *Rock concerts*, which were also a debate against the *old music*, the *conservatism* of previous generations, but mostly against the *social structures* and "*compartmentalization*" .

On August 2019, half a century later, was the 50th anniversary of *Woodstock's famous concert,* where hundreds of thousands people, were listening to the *Rock* bands of the day and practically questioning the *morals* of their *parenting society*, expressing their *freedom!*
On December 2019 were the 50 year anniversary of *Altamont*, *California* concert, that was also attended by hundreds of thousands, with the same intentions, but tarnished by the deadly brutality of the…*"security forces"* of the *"Hells' Angels"* motorcycle club. So, if the 3 day long *Monterrey Pop Music Festival,* in summer 1967*,* was the epitome of the *"Summer of Love"* and in August of '69 the multileveled *Youth movement*, was strongly affirmed, in December '69, it was considered to be the… *"end of innocence"*…

But not the end of *Rock*!
With *Rock,* continued the great marches of *Peace* and the demonstrations against the proliferation of the war in Cambodia in 1970. With *Rock* artists like, *Crosby*, *Sills*, *Nash* and *Young* expressed their grief and indignation over the murder of four protesters by the National Guard in Ohio, on May '70.

ROCK at that time was the artistic expression of the challenge: THE UPRISING!!!
It was the expression, with *music* and with *words!*
This ROCK remains *new*, *wild*, *untamed* and its topics are… MODERN!!!

ЕЛЕГАНТНЫЙ

ЭЛЕГАНС



СЛОЖНЫЙ

СТИЛЬ

www.faicedeonline.com