

# MALVIE

Apr. 2024  
Vol. 753

magazine

FLOWERS  
FOR LUNCH?

ANASTASIA  
KLEPTSOVA

PHOTOGRAPHED BY

ARSENIY  
MENSCHIKOV



# TIME TO SHINE



# MALVIE

MALVIE is so much more than a fashion magazine, but is an art piece that takes you through a transformative aesthetic journey. MALVIE is a reference guide for personal style and is expected to inspire rather than dictate. We encourage people to pursue individuality and uniqueness therefore we give our contributors the freedom an artist deserves.

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## Letter from Valentina

*Dear Readers,*

*As the vibrant blooms of spring emerge, we are delighted to welcome you to our April issue, bursting with the latest trends in fashion, beauty, and culture. This season, we are embracing renewal and reinvention, both in our personal styles and in the world around us.*

*In our fashion pages, discover the freshest looks translated into wearable ensembles for every occasion. From playful florals to sleek minimalist designs, our curated collections offer inspiration for expressing your unique sense of style as we transition into warmer days.*

*In the realm of beauty, we delve into the transformative power of self-care rituals and innovative make up looks. Explore our photos and tips and get inspired to experiment and embrace your natural radiance this spring.*

*Furthermore, our cultural features celebrate diversity, creativity, and the intersection of art with fashion. From spotlighting emerging designers to exploring the influence of global traditions on contemporary aesthetics, we invite you to broaden your horizons and immerse yourself in the rich tapestry of cultural expression.*

*As we navigate through these uncertain times, we remain committed to uplifting and inspiring our readers. In the pages of our magazine, may you find moments of joy, connection, and empowerment.*





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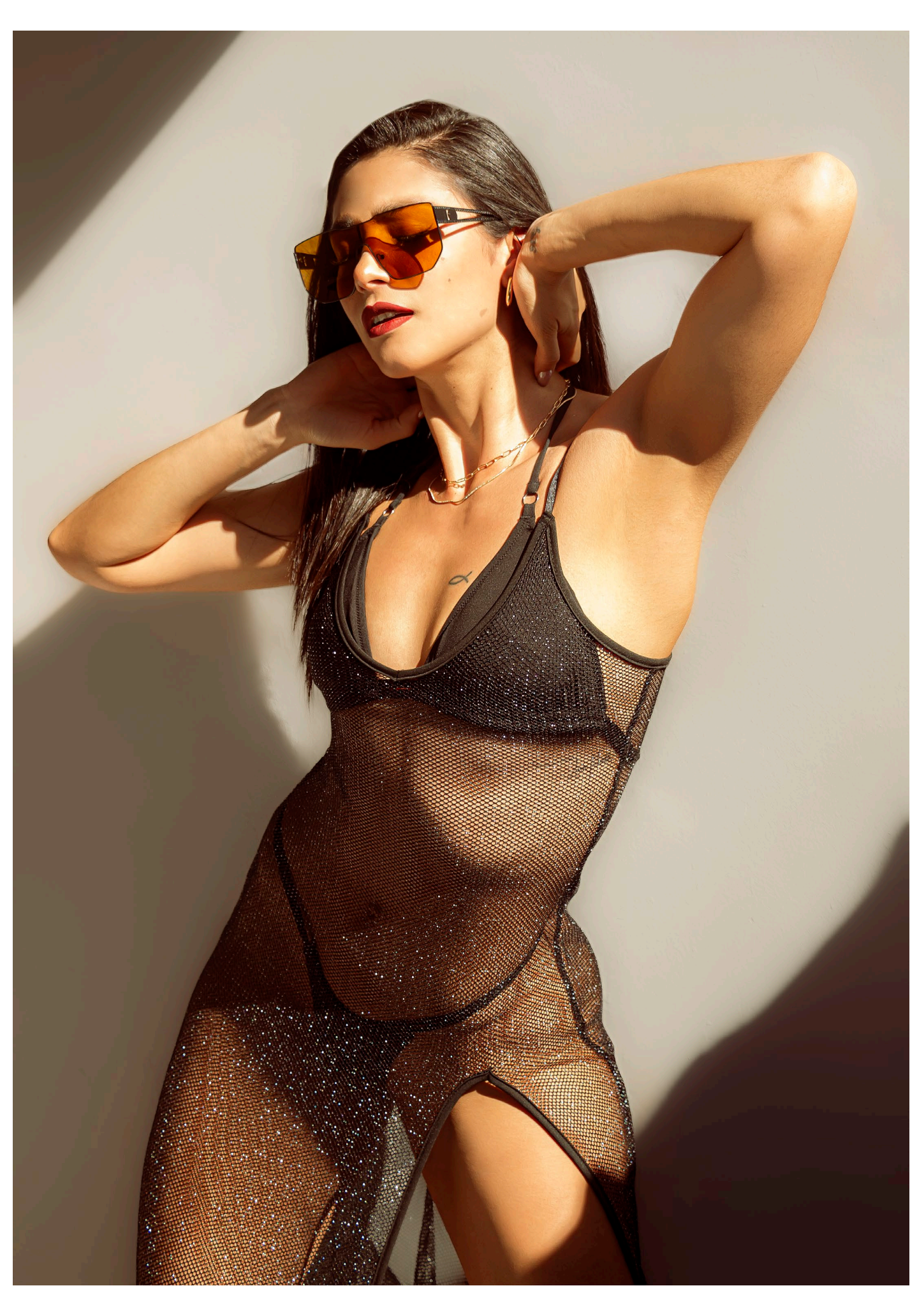


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# ROMANTIC COMEDIES

## THE INFLUENCE ON CAREER CHOICES

In the vibrant era of the 1990s and early 2000s, romantic comedies reigned supreme, captivating audiences with their whimsical plots and relatable characters. Amidst the plethora of films, a recurring motif emerged – the portrayal of protagonists, often women, navigating careers in the field of communication. Movies like “How to Lose a Guy in 10 Days” and “13 Going on 30” and “The Devil Wears Prada” showcased protagonists working as journalists, editors, or in other facets of the communication industry.

These on-screen depictions not only entertained but also resonated deeply with viewers, particularly the Gen Z demographic. As this generation matured, many found themselves drawn to careers in communication, influenced by the romanticized portrayals of these professions in their formative years.

The phenomenon of young individuals, predominantly women, pursuing careers in communication due to the influence of romantic comedies reflects a

multifaceted intersection of media, societal norms, and personal aspirations. This trend underscores the profound impact that popular culture can have on shaping career choices, especially during the developmental stages of adolescence.

Romantic comedies served as more than mere entertainment for the young people of Gen Z; they served as a mirror reflecting their aspirations, fears, and desires. The protagonists, often portrayed as ambitious yet relatable individuals, inspired viewers to envision themselves in similar roles. Whether it was Kate Hudson’s character striving for success in journalism in “How to Lose a Guy in 10 Days” or Jennifer Garner’s portrayal of a magazine editor in “13 Going on 30,” these characters became emblematic of professional fulfillment and personal growth - I know I wanted to be both Andrea and Miranda everytime I watched The Devil Wears Prada, and if I’m being honest I still do.

The appeal of these career paths extended beyond the silver screen. The fast-paced, glamorous world of communication depicted in romantic comedies offered a tantalizing glimpse into a realm where passion intersected with professionalism. The characters’ workplaces were often depicted as vibrant, dynamic environments where creativity flourished, deadlines loomed, and every day brought new challenges. Such portrayals fueled the imaginations of young viewers, instilling within them a sense of excitement and possibility regarding careers in communication.

Moreover, the characters themselves embodied traits that resonated deeply with Gen Z. They were portrayed as intelligent, witty, and unapologetically ambitious – qualities that aligned with the values and aspirations of many young individuals. The on-screen struggles and triumphs of these characters mirrored the real-life experiences of navigating the complexities of adulthood and career advancement.

The influence of romantic comedies on career choices can also be contextualized within the broader socio-cultural landscape of the time. The 1990s and early 2000s witnessed significant strides in gender equality and women’s empowerment, with increasing opportunities for women in the workforce. Against this backdrop, the portrayal of strong, independent women pursuing successful careers in communication resonated deeply with audiences, reinforcing the message of empowerment and self-determination.

Furthermore, the accessibility and ubiquity of media during this period facilitated widespread exposure to

romantic comedies, amplifying their impact on societal perceptions and individual aspirations. With the rise of cable television, DVDs, and later, online streaming platforms, romantic comedies became a ubiquitous presence in the lives of Gen Z, shaping their worldview and influencing their career aspirations.

However, it is essential to acknowledge that while romantic comedies played a significant role in shaping career and personal aspirations, they were not the sole determining factor. Personal interests, aptitudes, and external influences also played crucial roles in shaping decisions. Additionally, the romanticized portrayal of careers in communication in these films may have glossed over the challenges and realities of these professions, leading to idealized perceptions among viewers.

For many young individuals, these films served as catalysts for self-reflection and exploration, igniting a passion for communication and media that continues to shape their professional trajectories. As they embark on their careers, the influence of these iconic films will endure, serving as a reminder of the transformative power of storytelling and the enduring impact of cinematic representation on individual aspirations.

The phenomenon of Gen Z gravitating towards careers in communication due to the influence of romantic comedies underscores the far-reaching impact of popular culture on societal norms and individual aspirations. As the torchbearers of a new era, these young individuals are poised to redefine and reshape the landscape of communication, inspired by the timeless narratives and iconic characters that captured their imaginations during their formative years.

As Gen Z continues to carve out their paths in the professional world, the influence of romantic comedies serves as a testament to the enduring power of storytelling and its ability to shape perceptions. While the landscape of communication may evolve, the impact of these cinematic narratives on career choices will remain an indelible part of the generational experience.

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# Racism goes against everything we believe here in MALVIE

In a world of boundless diversity and untapped potential, it pains us to witness the lingering specter of racism casting a shadow over countless lives.

This malevolent force takes on many guises, from overt acts of cruelty to the subtle sting of biased humor.

Now, more than ever, it is imperative that we recognize racism as more than a difference of opinion; it is a violent assault on human dignity. Its intent is clear and unyielding: to oppress, to divide, and to stifle. Yet, this is a force we are determined to reject.





# You are not alone!

In a world where discrimination persists, whether glaringly obvious or insidiously subtle, from hurtful slurs to veiled "jokes", it is crucial to understand that racism is a form of violence. Its singular purpose is to subjugate and suppress fellow human beings, a reality we can no longer tolerate.

We find ourselves at a critical juncture, where individuals are unfairly singled out and subjected to violence based on their skin color and genetic makeup. It is our solemn duty to work towards a world that is less daunting, a world where every person is treated with grace and respect.

You, as a distinct individual, deserve unwavering reverence and acknowledgment for the person you are. No one possesses the right or authority to claim otherwise.

While we understand that we cannot single-handedly rectify the systemic issues at play, we are devoted to contributing in any way we can. Our aim is to provide support in the pursuit of a society where everyone feels secure, valued, and given the opportunities they rightly deserve.



We acknowledge that effecting sweeping global change will take time, but we believe in starting somewhere.

This belief inspired us to create MALVIE Noir, a special edition dedicated to empowering individuals of color and amplifying their voices through art. Additionally, in the immediate term, we are directing proceeds towards black-led organizations actively combating racial injustice.

Let us remember, in the face of adversity, that unity and compassion possess the transformative power to pave the way towards a more inclusive and equitable world. Together, we forge a path towards a brighter future.







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*The*  
**BLACK  
SWAN**

Fashion Designer: **ERGASHEVA ANASTASIA TULISOVNA** @tionik\_

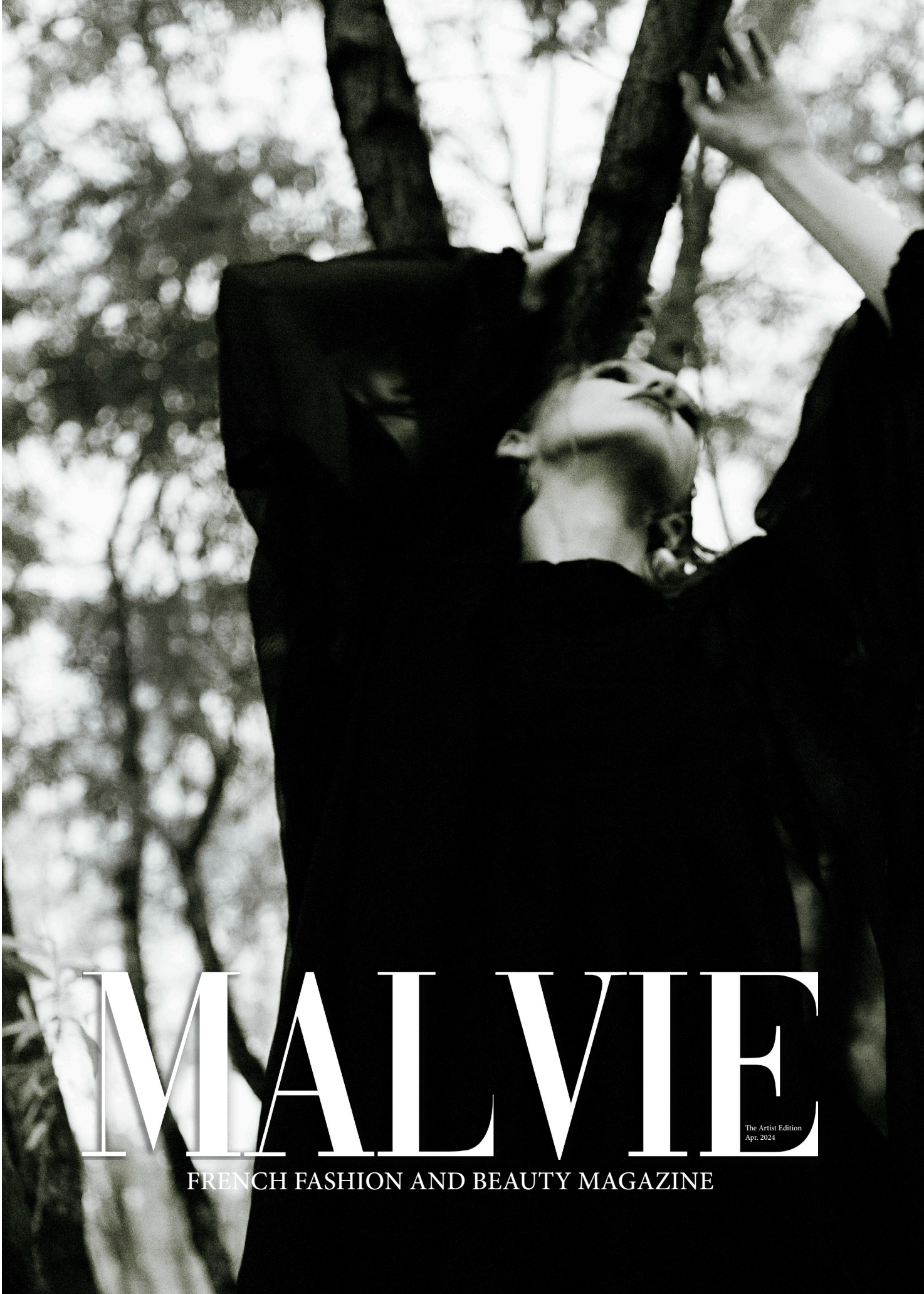




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# BEHIND EVERY GIRL THERE'S A MOTHER, AND BEHIND EVERY TREND, THERE'S TIKTOK

Social media platforms, particularly TikTok, have emerged as powerful catalysts shaping trends in fashion, lifestyle, and entertainment. One of the current trends gaining momentum on the platform is the notion that “behind every girl, there’s a mother,” where the mother figure can be a famous personality or even a fictional character. Examples range from Carrie from Sex and The City to Hailey Bieber, and from Em Rata to Taylor Swift. The selection is based on the identification of style or personality.

TikTok’s meteoric rise to prominence cannot be overstated. With over a billion active users worldwide, the platform has become a cultural phenomenon, particularly among younger demographics. Its algorithm-driven content delivery system ensures that trends spread rapidly, making it a breeding ground for viral sensations. This unparalleled reach and influence have transformed TikTok into a trend-setting powerhouse.

The trend “behind every girl, there’s a mother” exemplifies TikTok’s role in shaping contemporary cultural phenomena. By associating individuals with iconic figures, whether real or fictional, users on the platform celebrate and emulate the styles, mannerisms, and personalities of these figures. Through creative content creation, users showcase their interpretations of these influences, sparking conversations, and fostering a sense of community among like-minded individuals.

Unlike traditional media channels, TikTok offers a democratized platform where anyone can participate and contribute to the cultural zeitgeist. This inclusivity fosters diversity in perspectives, resulting in a rich tapestry of trends that resonate with various audiences globally.

At the heart of the trend lies the concept of identification with a particular character or personality. Whether it’s admiring Carrie Bradshaw’s bold fashion choices or emulating Taylor Swift’s timeless elegance, individuals find resonance with figures that embody traits or qualities they aspire to possess. This identification transcends mere admiration; it becomes a form of self-expression, allowing individuals to construct and communicate their identities through the lens of their chosen icons.

The phenomenon of identification with celebrities or fictional characters is not new, but TikTok amplifies its impact exponentially. Through immersive content formats such as lip-syncing and skits, users can embody the personas of their favorite figures, blurring the lines between fiction and reality. This immersive experience deepens the connection between individuals and their chosen icons, fueling the propagation of trends both on and off the platform.

Moreover, TikTok’s algorithm plays a pivotal role in amplifying the visibility of content related to trending topics. By analyzing user behavior and preferences, the algorithm ensures that relevant content reaches the right audience at the right time, exponentially increasing its reach and engagement. This mechanism accelerates the spread of trends, facilitating their adoption across diverse demographics and geographic regions.

Furthermore, the trend serves as a platform for inter-generational dialogue, bridging the gap between different age groups through shared cultural references. Whether it’s a Gen Z user paying homage to a beloved character from their parents’ generation or a millennial rediscovering a childhood icon through a modern lens, the trend fosters connections across temporal and generational divides.

TikTok’s influence extends beyond mere entertainment; it has become a driving force in shaping societal norms and values, particularly in the realm of fashion and lifestyle. The platform’s emphasis on short-form, visually engaging content has revolutionized how trends are disseminated and adopted, democratizing the process and empowering individuals to express themselves authentically.

The “behind every girl, there’s a mother” trend encapsulates the nostalgic reverence for influential female figures who have left an indelible mark on popular culture. Whether it’s the iconic fashion sense of Carrie Bradshaw or the empowering aura of Beyoncé, these figures serve as aspirational role models for millions of TikTok users worldwide.

Moreover, the trend reflects a broader societal shift towards inclusivity and diversity in media representation. By showcasing a diverse array of mother figures, ranging from different ethnicities and backgrounds to varying socio-economic statuses, TikTok fosters a more nuanced understanding of womanhood.

At its core, the “behind every girl, there’s a mother” trend celebrates the bond between girls and their icons, highlighting the profound influence that role models and inspirational women wield in shaping their identities and aspirations.

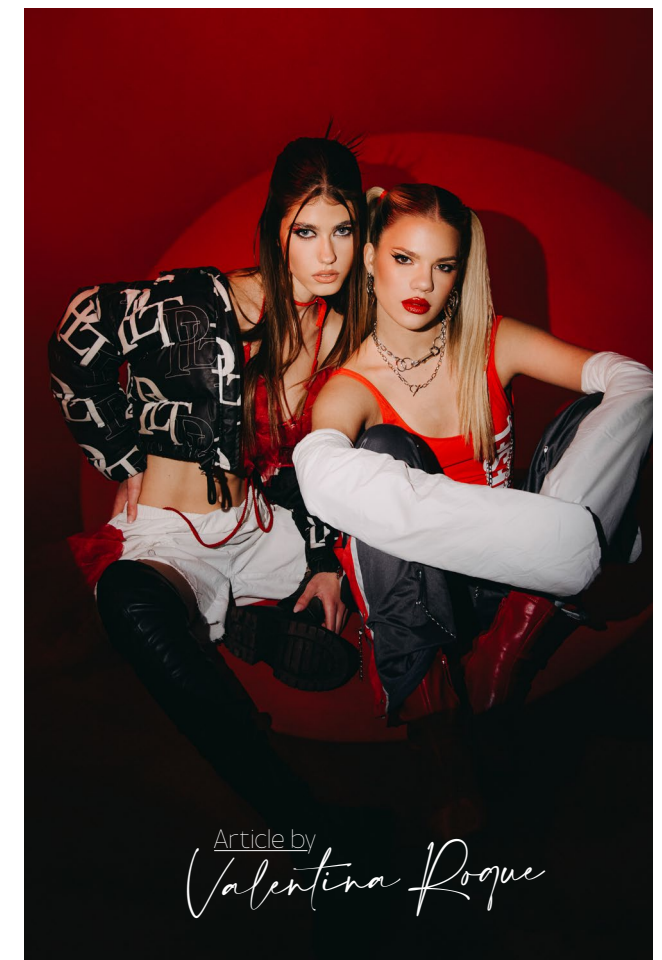
Furthermore, the trend serves as a vehicle for self-expression, allowing individuals to reclaim narratives surrounding femininity. By reimagining those figures as symbols of strength, independence, and resilience, TikTok users challenge traditional stereotypes and redefine societal expectations. This subversion of norms empowers individuals to embrace their identities authentically, free from the constraints of conventional gender roles.

In addition to its cultural significance, the “behind every girl, there’s a mother” trend has significant implications for brands and marketers seeking to tap into the lucrative Gen Z market. By aligning their products and messaging with the values and aesthetics associated with iconic figures, brands can resonate with younger consumers on a deeper emotional level. From fashion brands embracing the retro-chic style of Carrie Bradshaw to beauty brands championing the beauty style embodied by many others, there is ample opportunity for brands to leverage this trend to drive engagement and sales.

In conclusion, the TikTok’s trend exemplifies the platform’s ability to shape cultural narratives and influence consumer behavior. By celebrating iconic figures and their enduring influence on popular culture, TikTok users reaffirm the timeless bond between girls and powerful women on the media, while challenging conventional stereotypes and expectations.



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Photographer: Gajic Mina Ph @gajic\_mina\_ph  
Model: Anja Zubovic @anjazuboviic  
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Article by  
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# FLOWERS Lunch?

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Photographer: Solovyov  
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Model: CHELSEA HENRIQUES @TRUE MODEL MANAGEMENT

# SAMURAI





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The Main ISSUE is a SINGLE and UNIQUE ISSUE that contains the most creative and well-executed editorials.

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Stylist: **Olena Romanova** @helena.romanova.tm  
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Model: **Viktoria Apanasenko** @crystal.viktoria



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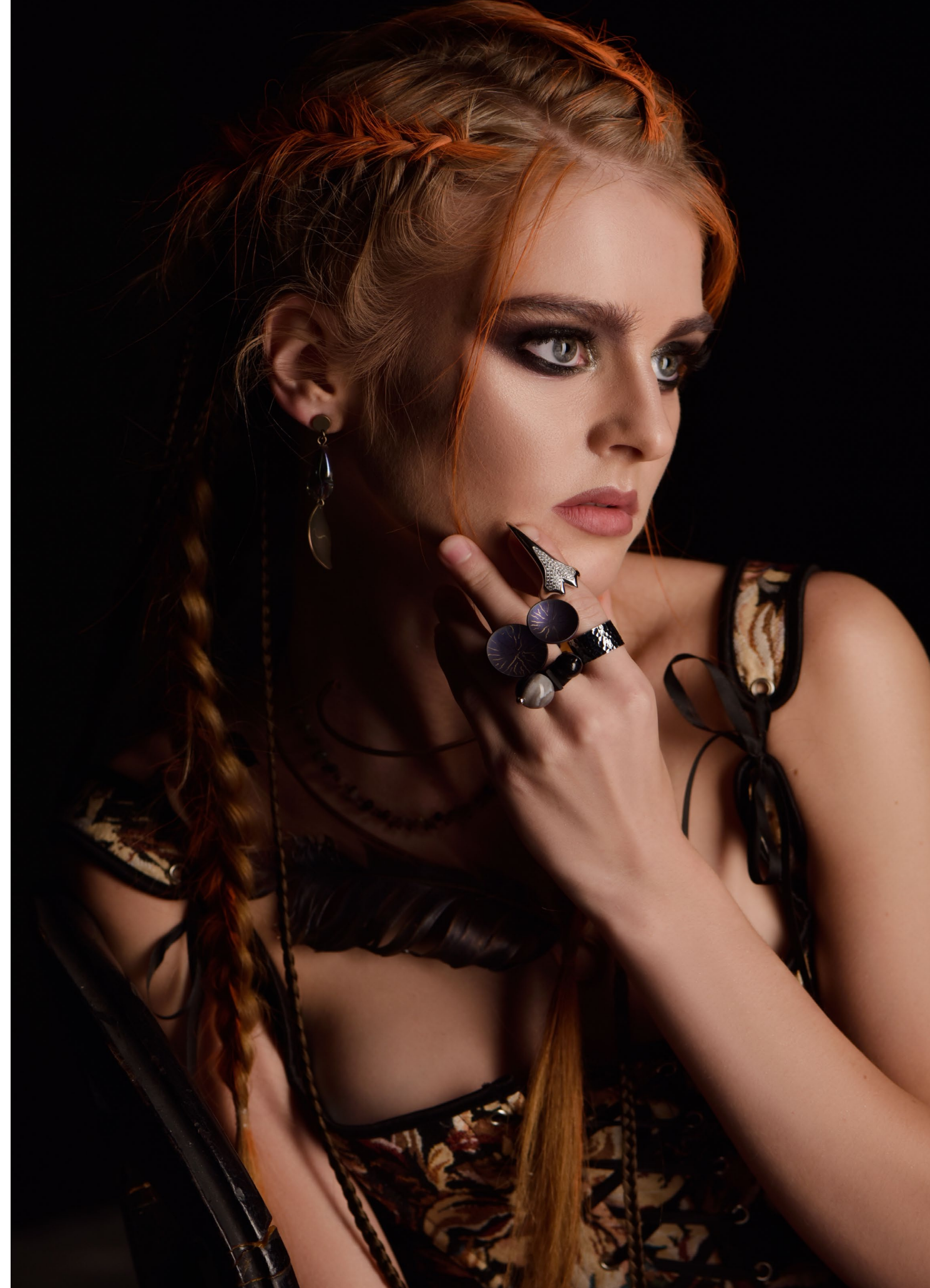


# OCTOBER MOOD

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Model: @hekfidn  
Hair & Makeup: @\_art\_visage\_  
Accessory Designer: @max\_orli

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*Il*  
**SOGNO**  
**ROSSO**

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# TREND **ALERT** THE TRENCH COAT

The timeless allure of the trench coat has once again taken center stage in the fashion world, captivating designers, influencers, and consumers alike. From the runways of Paris to the streets of New York, this iconic outerwear piece has made a triumphant return, solidifying its status as a perennial favorite in every wardrobe.

During the latest fashion weeks, the trench coat emerged as a standout trend, gracing the collections of renowned designers such as Burberry and Max Mara. Each brand put its unique spin on the classic silhouette, showcasing its versatility and enduring appeal. From oversized designs with exaggerated proportions to sleek, minimalist iterations, the trench coat proved to be a canvas for creativity and innovation.

One of the key reasons behind the trench coat's enduring popularity is its unparalleled versatility. Whether dressed up or down, this timeless piece effortlessly elevates any ensemble. Pair it with tailored trousers and a crisp white shirt for a polished office look, or throw it over a casual t-shirt and jeans for an effortlessly chic vibe. The trench coat transitions seamlessly from day to night, making it a wardrobe staple for modern individuals with busy lifestyles.

The trench coat's timeless appeal lies in its ability to transcend fleeting trends and remain relevant season after season. Its origins can be traced back to the early 20th century when it was originally designed for military use, but it wasn't until the post-war era that it gained widespread popularity as a fashion staple. Since then, the trench coat has undergone countless reinterpretations, yet its core design elements – double-breasted front, belted waist, and storm flaps – have remained largely unchanged.

In addition to its aesthetic appeal, the trench coat also boasts practical features that make it a practical choice for inclement weather. Constructed from durable fabrics such as cotton gabardine or waterproof nylon, it provides protection against wind and rain without sacrificing style. Its lightweight construction and breathable fabric make it suitable for layering during transitional seasons, ensuring both comfort and functionality.

The trench coat's timeless appeal extends beyond its sartorial significance to embody a sense of heritage and tradition. It evokes images of classic Hollywood icons like Audrey Hepburn and Humphrey Bogart, who immortalized the garment on the silver screen. Today, it continues to be favored by fashion-forward individuals seeking to emulate the effortless elegance of bygone eras while embracing modernity.

As society becomes increasingly conscious of sustainability and ethical consumption, the trench coat's enduring appeal as a wardrobe staple has only been further cemented. Unlike fast-fashion trends that come and go, investing in a high-quality trench coat is a timeless investment that transcends fleeting fads. Its durability and longevity ensure that it remains a cherished piece for years to come, reducing the need for constant replacement and minimizing environmental impact.



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Photographer: Blazhenkova Anna  
@blazhenkova.anna  
Model: @xenia.parshikova  
Hair Stylist: @stylist.arina





# ETUNA BEKAURI

Photographer: RAFI BENATAR @studio1203rb  
Model: ETUNA BEKAURI @GENETICSMGMT @etunabekauri

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# Red FLOWER

Photographer: NADEZHDA SUKHOMESOVA @nadi.sux  
Model: @rabotabezgrani  
Makeup Artist/Hair Stylist: @lali.guseynova\_\_

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Ces chignons de  
stars qui nous  
inspirent...

What A DREAM  
MAY COME  
STARRING  
Solène Bramme  
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# REBELS

BE THE CHANGE. TIMELESS BEAUTY





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