

MALVIE



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magazine

AKIRA
LIANG

PHOTOGRAPHED BY
HONGSHENG JIN

BRAVE NEW
WORLD

LIFE IS THE NEW ART

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.

FOUNDER

*

Marius Ciobanu @creative.marius
EMAIL: marius@malviemag.com

FASHION JOURNALIST

*

Valentina Roque @valentinaroque
EMAIL: valentina@malviemag.com

HEAD OF SOCIAL MEDIA

*

Anne Marie @anne_amp_
EMAIL: anne@malviemag.com

SOCIAL

*

FACEBOOK - facebook.com/malviemag
INSTAGRAM - @malviemag
TWITTER: @malviemag
EMAIL: contact@malviemag.com

WEBSITE

*

www.MALVIE.fr

Letter from Valentina

As the year draws to a close, the December air feels alive with celebration, reflection, and a touch of glamour. This is the season when fashion tells stories not just of trends, but of memories—woven into sparkling fabrics, bold colors, and the unmistakable allure of the holiday spirit.

For me, fashion has always been more than just what we wear. It's a language—a way to express who we are, where we've been, and where we're headed. December's wardrobe carries a unique power: it allows us to shimmer in the present while nodding to the past year and dreaming of what's next.

In this issue, we embrace the magic of the season. As always, we've added a sprinkle of escapism, with editorial shoots that transport you to dreamy wonderlands.

But this time of year is also about heart and connection. Beyond the sequins and heels, December reminds us to pause, to cherish those around us, and to step into the new year with purpose. Let's think about the impact our choices—whether in fashion or life—have on the world and how we can create beauty that lasts in more ways than one.

Here's to celebrating yourself, your style, and your story. Let's finish this year in bold, unapologetic color and stride confidently into a bright new chapter.

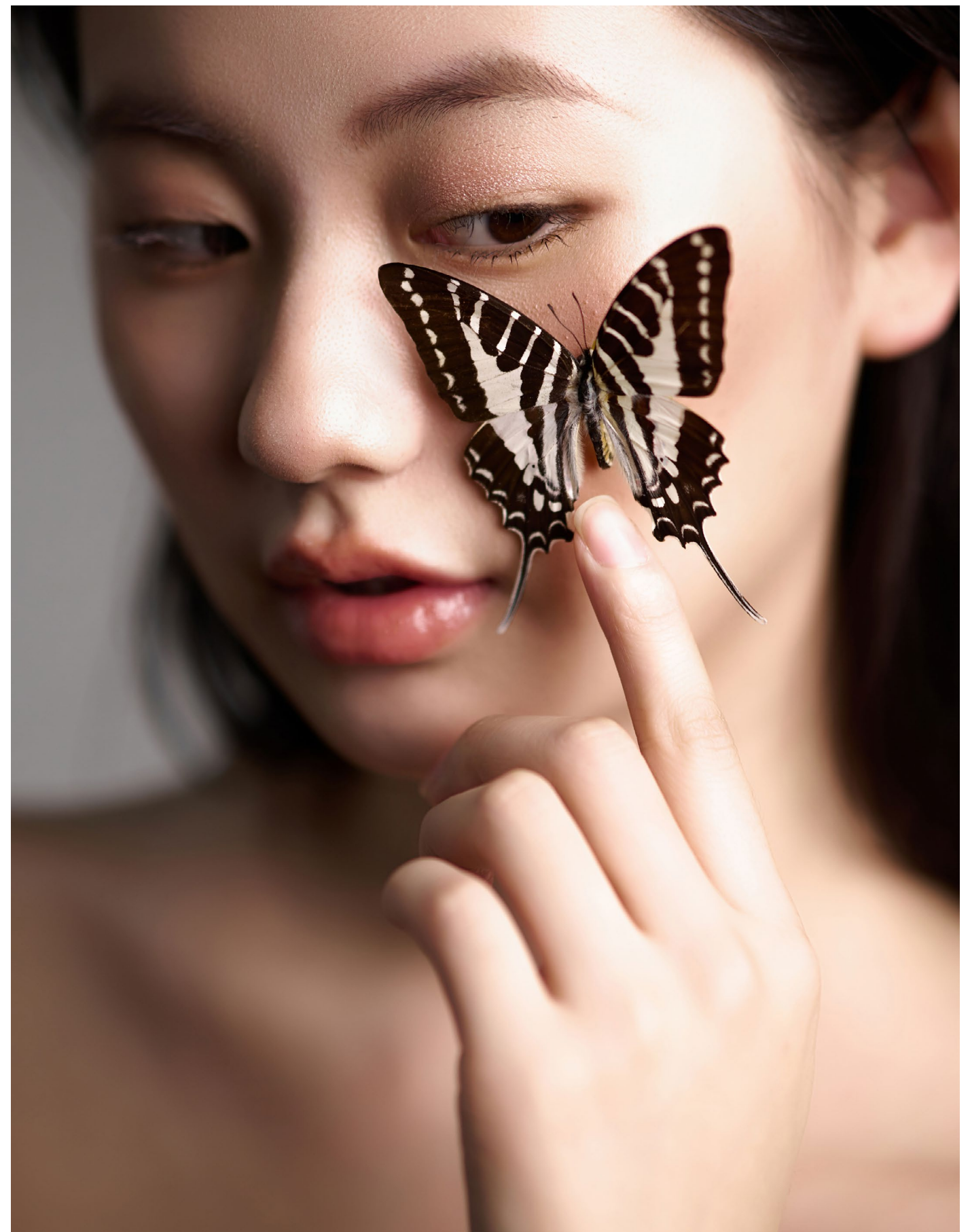
*With love and sparkle,
Valentina*



Girl

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Model: TANGYUAN
Makeup Artist: ZHEN ZHEN

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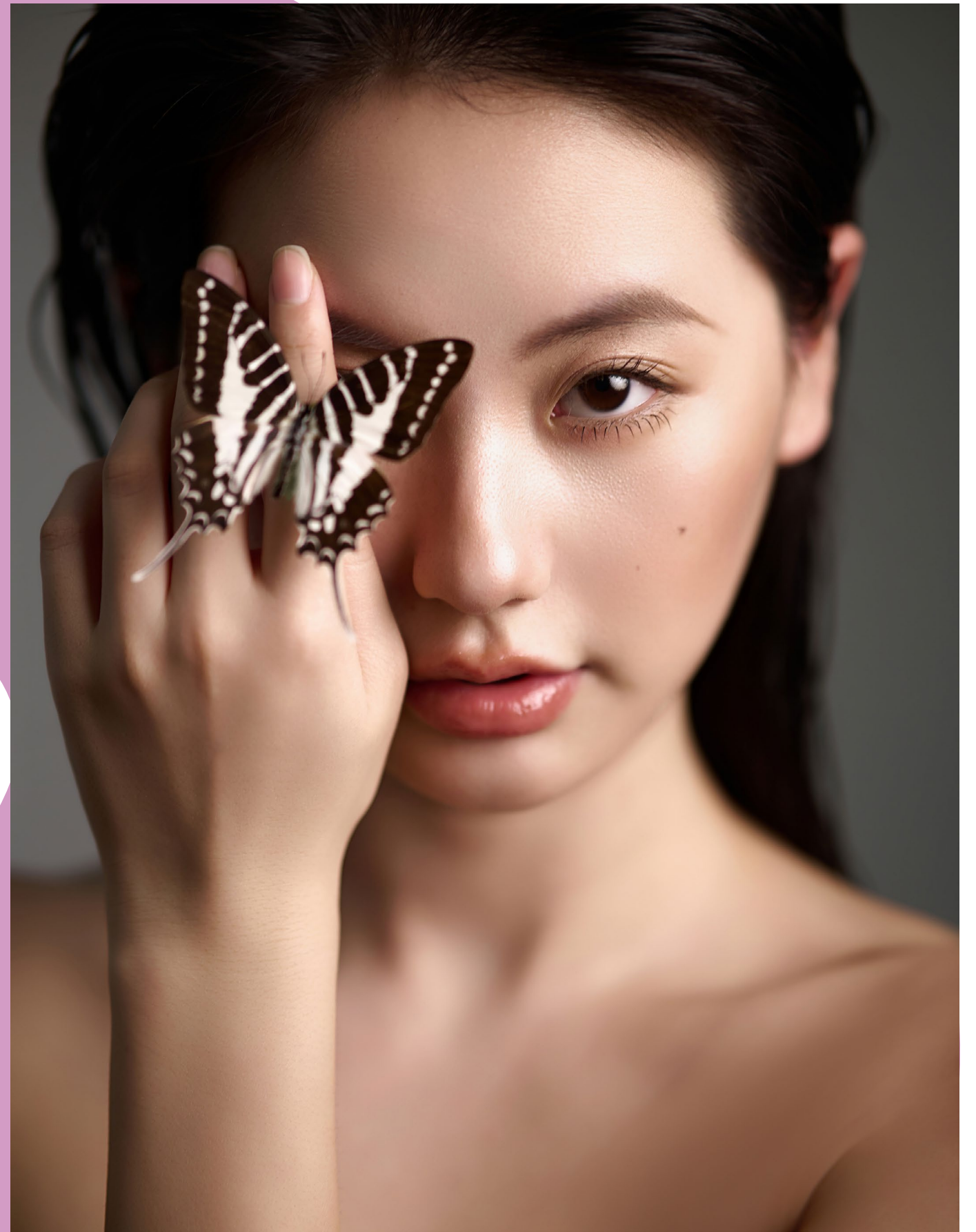


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BAGGY IS THE NEW BLACK: WHY OVERSIZED IS REPLACING CROPPED AND TIGHT TRENDS

In recent years, women's fashion has been ruled by one mantra: the smaller, the better. Cropped tops, mini skirts, and body-hugging dresses were staples of any trendy wardrobe. But if your TikTok feed looks anything like mine, you've probably noticed a seismic shift in the fashion scene. Baggy is back, modest is chic, and tight little numbers are starting to feel like a thing of the past.

Scroll through TikTok, and you'll find video after video of young women explaining why their once-beloved short skirts and tiny crop tops are gathering dust in their closets. Instead, they're reaching for oversized T-shirts, flowy tube tops, and stylish wide-leg pants. These posts often come with captions like, "I can't believe I ever wore this" or "This is your sign to embrace baggy fashion!" It's not just an aesthetic shift—it's a full-on movement.

The Death of the Mini Skirt?

Let's be clear: fashion is always evolving. What's trendy today might feel outdated tomorrow. But this current shift feels different. It's not just about a new silhouette; it's about redefining what it means to look good and feel comfortable.

Take oversized T-shirts, for example. Once relegated to lazy days at home, they've become a cornerstone of many women's wardrobes. Paired with sleek jeans, cargo pants, or even skirts, they're proof that comfort and style can coexist. Similarly, wide-leg trousers have surged in popularity, offering a refreshing break from the skinny jeans that dominated the 2010s.

And then there's the modesty angle. While previous trends leaned heavily into the "less is more" approach, today's styles are about embracing ease and practicality without sacrificing personality. That doesn't mean people are covering up entirely—it's not about prudishness. It's about wearing clothes that make you feel like you, rather than dressing for someone else's gaze.

TikTok's Role in the Revolution

If there's one thing driving this change, it's TikTok. The platform has become a virtual runway where young women share their evolving style preferences. Many TikTokers have posted "be-

fore and after" videos showing their transformation from ultra-revealing outfits to baggy yet fashionable ensembles. The comment sections are often flooded with support, with viewers expressing how relatable the shift feels.

One viral trend involves users showing two drastically different outfits: one from their "tight and cropped" era and another from their current "loose and layered" phase. The message? People are over squeezing into uncomfortable clothes for the sake of a trend. The vibe now is all about practicality, individuality, and comfort.

For Gen Z especially, this shift isn't just about aesthetics. It's tied to broader cultural conversations around body image, self-expression, and rejecting outdated beauty standards. Baggy clothes offer freedom—from the pressure to flaunt a certain body type, from the discomfort of restrictive outfits, and from the idea that looking good has to come at a cost.

Influencers Catch On

Where TikTok leads, influencers follow. Some of the internet's biggest fashion creators are adjusting their content to reflect this new wave. Influencers who built their platforms around tight-fitting, hyper-feminine outfits are now showcasing oversized fits, mixing patterns, and experimenting with looser silhouettes.

Take Sophia Bailey (@SophStyleFiles on TikTok), who recently pivoted her content to focus on baggy, layered looks. "I used to think oversized clothes were lazy or boring," she admitted in a recent post. "Now, they're my go-to. I've never felt more confident or creative." Her followers seem to agree—her videos have racked up millions of views and sparked countless recreations.

Other influencers are spotlighting how baggy fashion doesn't mean sacrificing boldness or edge. Think clashing prints, funky accessories, and unexpected textures. It's a reminder that oversized and modest doesn't have to mean plain or dull—it can be as dynamic and experimental as any mini skirt or crop top combo.

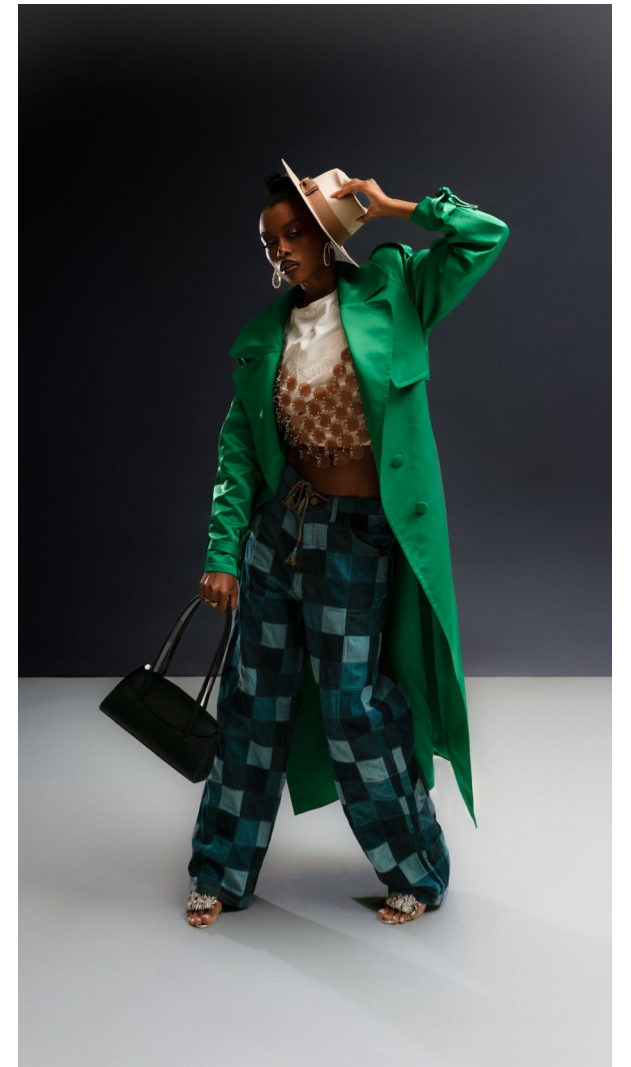
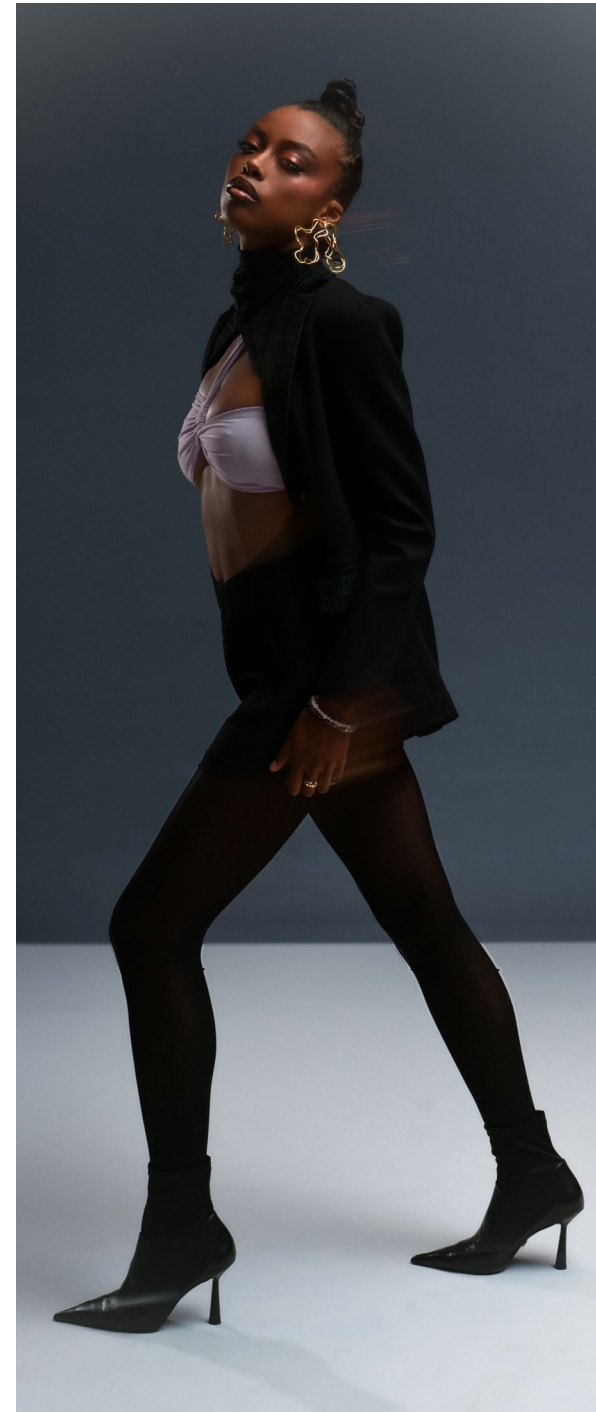
What's Driving the Shift?

So, why now? Part of it might be pandemic-related. Two years of working and studying from home made a lot of us rethink our relationship with fashion. Why wear something uncomfortable when you could rock something loose and comfy instead?

There's also a growing sense that fashion doesn't need to cater to others' expectations. Baggy and modest styles represent a rejection of the male gaze in favor of dressing for oneself. In a world where people are reclaiming their autonomy in every aspect of life, this trend feels particularly empowering.

It's not that crop tops and mini skirts are dead—they're just no longer the only options. The rise of oversized and modest fashion is proof that style can (and should) evolve to meet our needs and priorities.

Whether you're pairing an oversized graphic tee with chunky sneakers or layering a tube top over a loose button-up, there's no wrong way to embrace this new wave of fashion. So, next time you're staring at your closet wondering what to wear, take a cue from TikTok: go big, go loose, and above all, go comfortable.



Article by
Valentina Roque

Model: Chloe Cook @Select Model Management
Showroom: Flying Solo
Photographer: Alice Cipriano
Wardrobe Stylist: Ashlyn Brooks
Hair Stylist: Lilian Mejia
Makeup Artist: Marci Saucedo

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PORTRET

Photographer: ANASTASIA ANDREEVNA
ZINUKHINA @zinukhina_photo
Model: MARINA @dobraya_devochkaa

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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.



TASSELS

Wardrobe Stylist/Creative Director/Photographer/Retoucher:
HONGSHENG JIN @stephjinphoto
Model: AKIRA LIANG @etfashion.co





FROM MODEL TO VISIONARY: HONGSHENG JIN ON CRAFTING ART THROUGH THE LENS

What inspired your transition from modeling to photography, and how did those backstage moments with your phone shape your journey?

My transition from modeling to photography was born out of serendipity. While modeling, I spent countless hours backstage, observing the intricate work of stylists, makeup artists, and photographers. During those moments, I often helped by taking photos of fellow models on my phone. To my surprise, these casual snapshots were met with enthusiastic praise, with comments like, "I really love the pictures you take" and "You should become a photographer."

This encouragement made me realize that I had an eye for capturing the nuances of beauty and emotion. Those backstage moments shaped the foundation of my journey, sparking a passion that soon became a calling. I began experimenting more intentionally with photography, blending my experiences as a model and fashion designer into a new creative outlet.

How has your experience as a fashion designer influenced your approach to photography, particularly in terms of styling and visual storytelling?

Before my modeling career, I worked as a fashion designer, which instilled in me a deep appreciation for the interplay of colors, textures, and silhouettes. This background has profoundly influenced my photography. I approach each shoot like a designer crafting a collection—carefully considering how every element contributes to the overall narrative. From styling garments to coordinating hair, makeup, and props, I ensure that every detail enhances the story I aim to tell through the

lens. This meticulous attention allows me to create visuals that feel not only beautiful but cohesive and meaningful. My design experience also gives me an instinctive understanding of how clothing interacts with movement and light, adding depth and vibrancy to my photographs.

Your modeling career gave you a deep understanding of posing and working with the camera. How do you use that expertise to guide your photography subjects?

Years of modeling gave me an insider’s perspective on what it feels like to be in front of the camera—the excitement, vulnerability, and sometimes uncertainty. This empathy allows me to connect with my subjects on a personal level, creating a comfortable environment where they can express themselves authentically.

I guide my subjects using my expertise in posing, focusing on small adjustments in posture, angles, and expressions to bring out their best features. My goal is to highlight their natural beauty and help them feel empowered during the shoot. Whether it’s a slight tilt of the head or a shift in body language, I use my modeling background to direct them in a way that feels organic and effortless.

Can you share your process for collaborating with your subjects to highlight their unique beauty and create a style that reflects their essence?

Collaboration is at the heart of my creative process. I begin by getting to know my subjects—what inspires them, their personal style, and how they perceive themselves. These conversations help me tailor the

shoot to celebrate their individuality. From there, I bring in elements of styling, hair, makeup, and location that resonate with their personality. I aim to create an environment where they feel seen and understood, which allows their confidence to shine through. My goal is to craft images that not only capture their physical beauty but also reflect their essence, telling a story that feels authentic and personal to them.

Your work has been featured in prestigious magazines and contributed to your models' success in international competitions. How do these achievements motivate and shape your craft?

Seeing my work published in prestigious magazines and helping models achieve success on international stages is incredibly rewarding. These milestones validate the effort and passion I pour into my craft and reinforce my commitment to excellence.

These achievements also push me to constantly improve and innovate. Knowing that my photography can open doors for others motivates me to create images that are not only visually stunning but also impactful. Each recognition serves as a reminder of the power of collaboration and storytelling, driving me to continue evolving as an artist.

Having participated in global fashion events like New York, Paris, and Milan Fashion Weeks, how have these experiences influenced your artistic vision?

Participating in global fashion events like New York, Paris, and Milan Fashion Weeks exposed me to the cutting edge of creativity and design. These events are a masterclass in artistry, showcasing the work of some of the most talented designers, stylists, and photographers in the world. These experiences broadened my perspective on what is possible in visual storytelling. They taught me to appreciate diverse

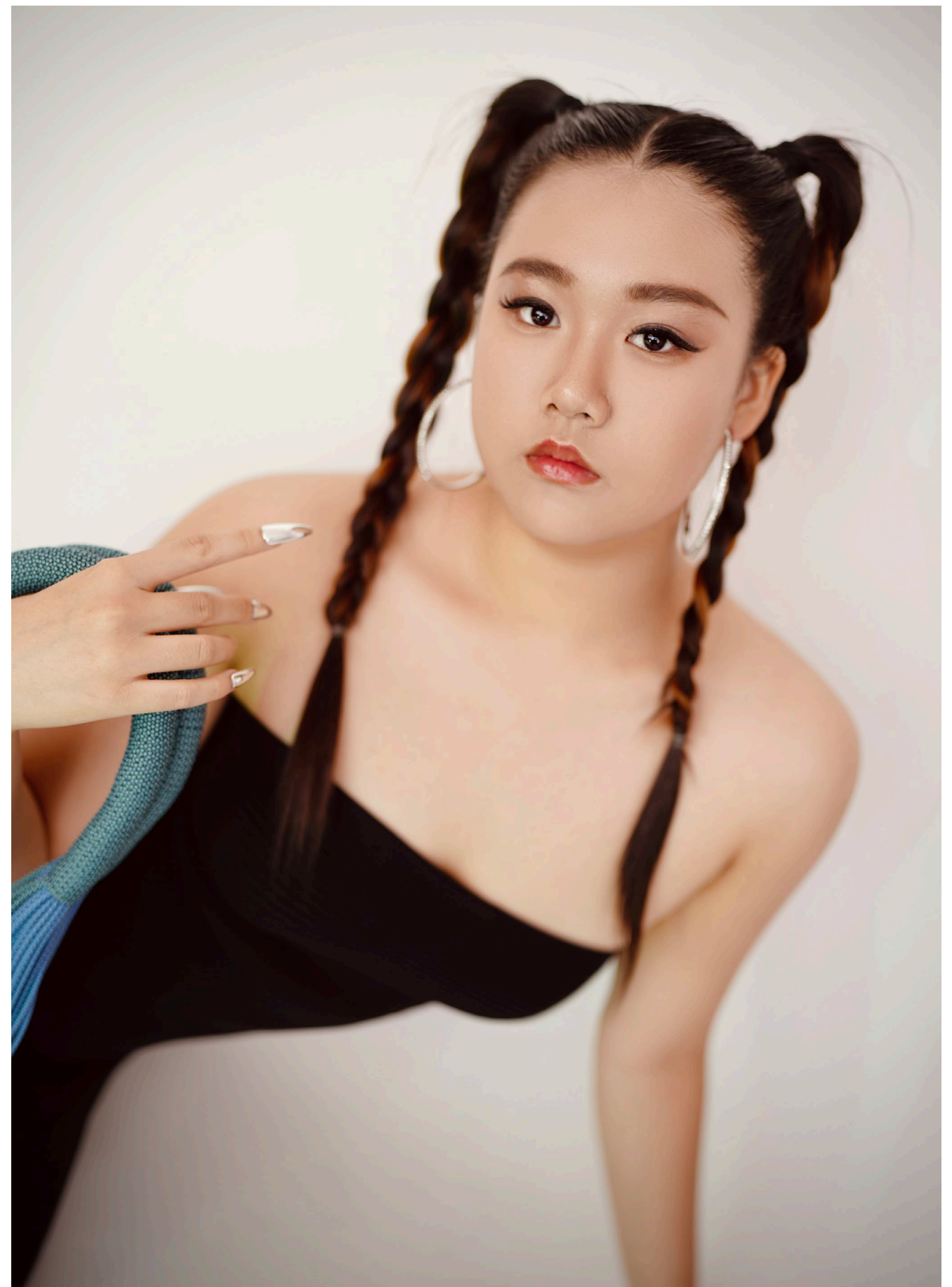
aesthetics, from the avant-garde to the classic, and to draw inspiration from unexpected sources. Witnessing the collaborative energy of these events has deeply influenced my artistic vision, encouraging me to take risks and push the boundaries of my own creativity.

What do you find most fulfilling about combining your skills in modeling, fashion design, and photography to create a cohesive creative process?

Combining these skills allows me to approach my work with a unique and holistic perspective. As a model, I understand the importance of posing and body language; as a fashion designer, I have an eye for styling and composition; and as a photographer, I bring these elements together to tell a complete story. What I find most fulfilling is the synergy between these disciplines. I can guide a subject through every aspect of the creative process, ensuring that each detail aligns with the overall vision. This seamless integration allows me to create work that feels both authentic and impactful, celebrating the beauty of collaboration.

Looking ahead, what are your goals or aspirations in the photography world, and how do you plan to continue evolving your craft?

Looking ahead, my aspiration is to continue exploring the intersection of art, fashion, and photography. I want to expand my portfolio by working on more conceptual and fine art projects that delve into themes of identity, culture, and human connection. I also hope to collaborate with diverse creatives from around the world, drawing inspiration from different cultures and perspectives. To evolve my craft, I plan to keep experimenting with new techniques, technologies, and storytelling approaches while staying true to the authenticity that defines my work. My ultimate goal is to create imagery that resonates with people on a deeper level, inspiring them as much as this journey has inspired me.



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GLOW ON! HOW THE RADIANT SKIN TREND CONTINUES TO SHINE BEYOND THE FACE

For years now, the “glow” trend in makeup has dominated beauty culture. From red carpets to casual outings, radiant, dewy skin has become the ultimate beauty goal. What started with skincare and the quest for the perfect “glass skin” — that luminous, almost poreless complexion — has now evolved into something even bigger. The glow has moved beyond just skin, making its way to lips, cheeks, and even eyes, with glitter and shimmer leading the charge.

But where does this obsession with glow come from? Why are we so hooked on shiny, light-reflecting products? And more importantly, how has it managed to stay relevant in such a fast-moving industry? Let’s dive into the glimmering world of glow.

Makeup brands quickly caught on, flooding the market with products designed to amplify that luminous aesthetic. Highlighters became a non-negotiable step in routines, with formulas ranging from subtle sheens to blinding metallics. The idea was simple: mimic the natural radiance of glass skin but with the help of a high-lighter pen, palette, or liquid dropper.

Now, the trend has transcended the skin. Lips are getting in on the action, and they’re not just glossy — they’re glittery. Products like glitter-infused glosses and shimmering lipsticks have surged in popularity, offering a playful, high-impact twist on the traditional pout. The goal isn’t just hydration or shine anymore; it’s sparkle. It’s unapologetic fun, a little disco, and a lot of confidence.

Glitter and Glow Everywhere

It’s not just lips that are embracing this glow revolution. Cheeks have also become a canvas for light. Blush formulas now often include fine shimmer particles, creating a radiant flush that catches the light just right. Think of it as the love child of blush and highlighter — blighter, if you will. These hybrid products ensure that even your “no-makeup” makeup look feels radiant and dimensional.

And we can’t forget the eyes. Shimmery eyeshadows have been around for decades, but now they’ve evolved into even more sophisticated formulas. Glitter toppers, liquid metallic shadows, and sparkly pigments

are stealing the show, allowing makeup lovers to create dazzling eye looks with minimal effort. Whether you’re opting for a subtle shimmer across the lid or going full sparkle, the options are endless.

Tools have also risen to the occasion. Sponges and brushes designed to blend highlighters seamlessly, setting sprays with micro-pearls for an all-over glow, and even skincare-makeup hybrids with light-reflecting properties have become staples. The industry isn’t just giving us products; it’s giving us a lifestyle.

Why Matte Is Out and Glow Is In

The rise of the glow aesthetic can be seen as a reaction to the hyper-matte trends of the early 2010s. Back then, Instagram was flooded with full-coverage, matte foundations, bold contours, and perfectly baked concealers. While striking, this look often felt heavy and overly polished.

In contrast, today’s glow trend feels lighter, fresher, and more relatable. It taps into the growing demand for natural beauty — or at least the illusion of it. Even though achieving glass skin or applying a radiant face of makeup requires technique, it appears effortless. And in a world where authenticity and self-expression are highly valued, glow feels like the right fit.

This trend also aligns with a broader cultural shift towards embracing imperfection. Dewy finishes and shimmering products celebrate texture rather than masking it. They make skin look alive, not flat, which feels more modern and in tune with current beauty values.

The Rise of Multifunctional Products

A major factor in the sustained popularity of the glow trend is the rise of multifunctional products. Beauty lovers today want items that work double (or even triple) duty. Brands are delivering glow-boosting products that blur the line between skincare and makeup, offering both instant results and long-term benefits.

Illuminating primers, for example, don’t just create a radiant base for foundation — many also include skincare ingredients like hyaluronic acid or vitamin C. Tinted moisturizers with pearlescent pigments provide coverage, hydration, and glow in one step. Even set-

ting sprays now come infused with micro-shimmers to lock in makeup while enhancing luminosity.

This multitasking approach not only saves time but also fits perfectly with the ongoing push for minimalism in beauty routines. Why use three products when one can do it all?

Glow for Everyone

Perhaps one of the most exciting aspects of the glow trend is how inclusive it is. Unlike some beauty trends that cater to specific skin types or tones, glow is universal. Highlighters, blushes, and glitter-infused products come in a wide range of shades and finishes, ensuring that everyone can find their perfect match.

Brands have also started to expand their ranges to accommodate different preferences. Whether you love a barely-there sheen or a full-on sparkle, there’s something for you. The diversity of options allows makeup enthusiasts to experiment and express themselves without limitations.

A Reflection of Joy

Ultimately, the enduring appeal of glow makeup comes down to one thing: it makes us feel good. There’s something undeniably joyful about catching your reflection and seeing your skin sparkle in the sunlight or watching your cheekbones gleam under a soft light.

In uncertain times, beauty trends that bring a little joy and light are more than welcome. Glow makeup is playful, empowering, and often nostalgic, reminding us of childhood glitter obsessions while letting us indulge in a grown-up version.

The glow trend shows no signs of slowing down. If anything, it’s evolving. As technology in beauty improves, we can expect even more innovative products that enhance radiance while caring for the skin. Advances in sustainable glitter (goodbye, microplastics!) and cleaner formulations are already paving the way for a more eco-conscious glow movement.

At the same time, we might see the glow trend take on new dimensions. Iridescent finishes, holographic pigments, and even UV-reactive products are starting to gain traction, offering fresh ways to play with light. Glow is becoming more interactive, encouraging beauty lovers to experiment and have fun.

The glow trend is more than just a passing phase; it’s a reflection of how we want to present ourselves to the world. Radiance is about more than makeup — it’s about confidence, individuality, and embracing what makes us shine. Whether you’re reaching for a glittery gloss, a shimmery blush, or a highlighter that

could double as a disco ball, remember: it’s your glow, your rules.

So, let your skin breathe, let your lips sparkle, and let your eyes shine. Because going into 2025, the glow is still the goal.



Wardrobe Stylist/Photographer: Lyubov Belyavtseva
Retoucher: Aleksandra Sazonova
Makeup Artist/Hair Stylist: Yuliya Nazarova
Model: Ksenia Lapshova @SELECT MGMT

Article by
Valentina Roque

A MODERN E^{XP}RESSION



Photographer: LAURA GROSS @lauramariagross
Model: MARC MAURER @maegli_
Makeup Artist: NAOMI DÄSCHER @makeupdesign.bynaomi



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 Makeup Artist/Hair Stylist: SOFIA ULCHAK @makeup_hairstyle_rome
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HIDDEN GRACE

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PHOTOGRAPHY @raul.rodriguez.photography
Model: VIANEY SOLÍS @gingervy

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GLOOM OF BLOSSOM

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Model: YASHI
Makeup Artist: CHENG XINYI
Creative Director: JIANG YU
Retoucher: JIAN WEN

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FRENCH FASHION AND BEAUTY MAGAZINE

BEAUTY Edition
Dec. 2024



FASHION AS A STATEMENT

HOW VISUAL IDENTITY SHAPES PERCEPTION IN ENTERTAINMENT

In a world where branding speaks louder than words, fashion plays a starring role in how stories and characters are brought to life beyond the stage or screen. Whether it's bold green gowns or sleek black suits, what we wear—or what is worn on our behalf—becomes a declaration of identity.

Let's dive into an example currently making waves: *Wicked*, the wildly popular musical, which is more than just a story of misunderstood witches. The promotional strategy for its 2024 film adaptation has leaned heavily on color-coordinated outfits worn by its stars, Cynthia Erivo and Ariana Grande. From red carpets to Instagram posts, the actresses have embraced the signature colors of their characters, Elphaba (green) and Glinda (pink).

While this might seem like a minor fashion statement, it's actually a masterclass in crafting visual identity. It's not just about looking good—it's about being remembered.

Fashion as Visual Identity

Let's face it: We're visual creatures. Research shows that humans process images faster than text, and we're more likely to recall a color or pattern over a tagline. That's where fashion comes in. Clothing is one of the first things we notice about a person, real or fictional, and it creates an instant impression.

For decades, marketing campaigns in film, theater, and music have used fashion to establish a clear identity for characters and their stories. Think of Marilyn Monroe's iconic white dress in *The Seven Year Itch* or Harry Potter's instantly recognizable round glasses and Hogwarts robes. These items aren't just costumes—they're symbols.

When stars step off-screen or off-stage, wearing clothes that echo their characters, they reinforce this connection. And in today's social media-heavy world, where every outfit is a potential post, it's a genius move for engagement.

The Wicked Effect

Enter *Wicked*. The musical adaptation, directed by Jon M. Chu, has a dedicated fan base, which means the stakes for promotion are sky-high.

Cynthia Erivo, playing the green-skinned Elphaba, has fully embraced her character's essence. At events and press conferences, she's been spotted in everything from emerald-green gowns to subtle olive blazers. Her fashion choices scream Elphaba without saying a word, making her the visual embodiment of the character.

Similarly, Ariana Grande, portraying the bubbly Glinda, has leaned heavily into soft pinks and shimmering fabrics. Whether it's a floor-length pastel dress or a rose-hued suit, she's signaling Glinda to fans before she's even said "popular."

This strategy isn't just for show—it's a clever way to prime audiences. Every photo of Cynthia in green or Ariana in pink reinforces the connection between the actors and their characters, making the transition from real life to the magical land of Oz feel seamless.

Why This Works

The genius behind this strategy lies in how our brains associate color with emotion and story. Green has long been associated with envy, ambition, and nature—all key elements of Elphaba's journey. Pink, on the other hand, evokes femininity, sweetness, and charm, perfectly aligning with Glinda's persona.

When these actresses step out in these hues, they're not just promoting the movie—they're telling a story without words.

This extends beyond *Wicked*. It's a tactic used across the entertainment industry. Take the *Barbie* movie, for example. Margot Robbie wore dozens of Barbie-inspired outfits during its press tour, from hot-pink jumpsuits to sparkling heels. The result? An explosion of interest that made the movie not just a film, but a cultural moment.

Or think back to *The Hunger Games* promotions. Jennifer Lawrence's outfits often channeled Katniss Everdeen's strong yet vulnerable vibe, from sleek gowns to leather jackets.

Bridging Fantasy and Reality

The beauty of using fashion to build a visual identity is that it bridges fantasy and reality. It

allows fans to see a piece of the fictional world they love reflected in real life. For *Wicked* fans, seeing Cynthia and Ariana dressed in their characters' colors sparks excitement and anticipation. It's a reminder that the story is coming to life in a new way.

But this tactic isn't limited to stars or big-budget productions. Fashion is a universal language, and anyone can use it to craft their own identity.

Take a Page from Broadway

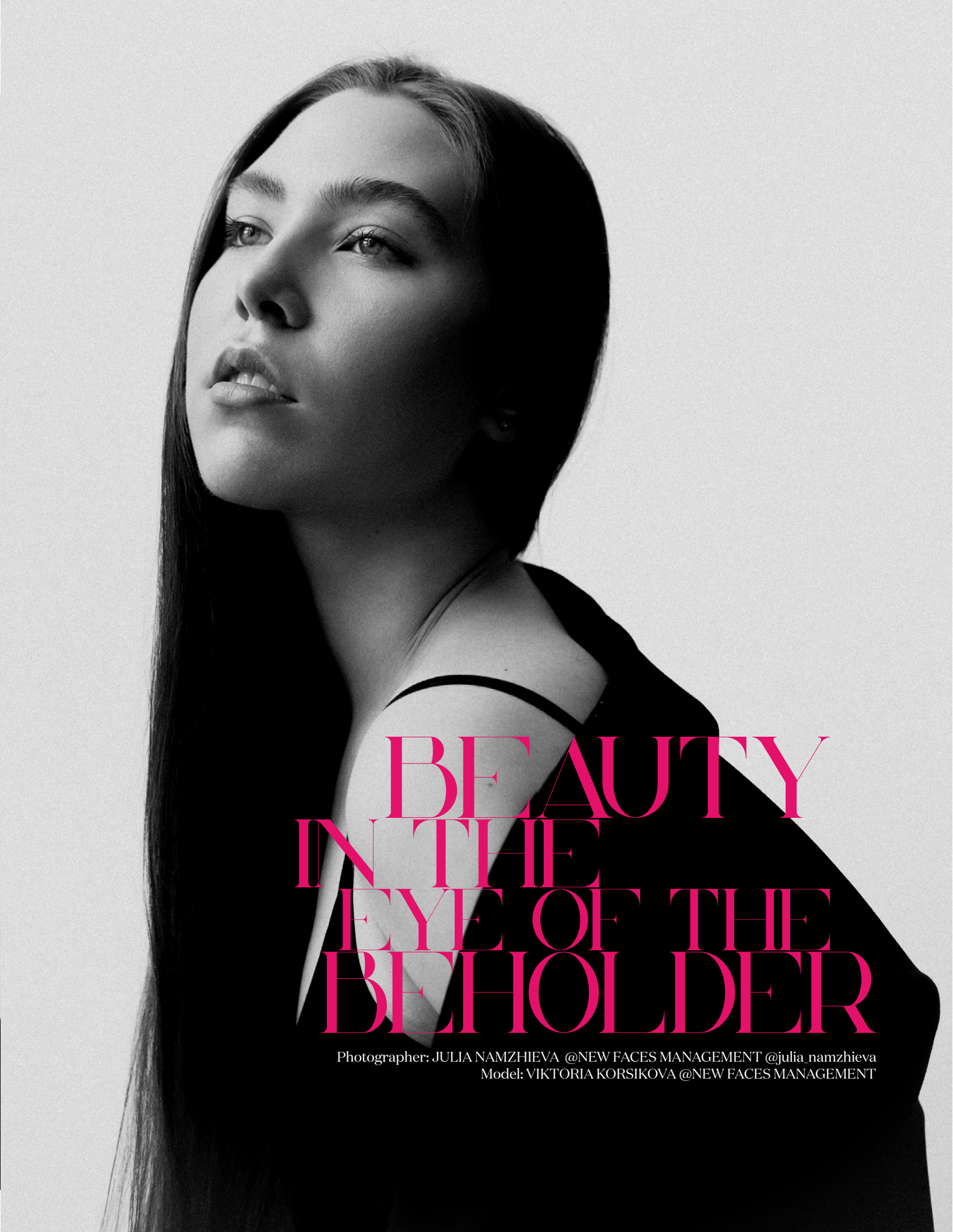
While we're not all starring in musicals, we're constantly telling stories about ourselves through what we wear. That blazer you wear to an interview? It's saying, "I'm professional and put-together." That band tee at a concert? It's screaming, "I'm a loyal fan."

Brands, especially in entertainment, have mastered the art of using fashion as a storytelling tool, and there's a lot we can learn from them. If *Wicked* is teaching us anything, it's that clothes can be more than just outfits—they can be part of a narrative.

Fashion's role in visual identity isn't new, but its impact is growing. In a digital world saturated with images, a carefully chosen outfit can speak volumes. Whether it's Cynthia Erivo in emerald or Ariana Grande in pink, these choices are strategic, creating a lasting impression in the minds of fans.

The lesson here? Never underestimate the power of what you wear. In the end, fashion is more than a statement—it's a story. So, whether you're strutting down a red carpet or heading to class, ask yourself: What story are you telling today?





BEAUTY IN THE EYE OF THE BEHOLDER

Photographer: JULIA NAMZHIEVA @NEW FACES MANAGEMENT @julia_namzhieva
Model: VIKTORIA KORSIKOVA @NEW FACES MANAGEMENT

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BEAUTY Edition
Dec. 2024



WHITE DREAMS

Photographer: MIDUO MEI @U WILL STUDIO @u.will.studio

Model: YASHI

Makeup Artist: CHENG XINYI

Creative Director: JIANG YU

Retoucher: JIAN WEN

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Mood
ELSA SAMITOVA
PHOTOGRAPHED BY
Vera **TSYNSKAYA**
MAKEUP ARTIST
NAUMOVA LARISA

CITRUS DREAMS
Janna Quynh
MAKEUP BY HANYU ZHOU
AND PHOTOGRAPHED BY
HYEONYOUNG YANG

—
LOST with
SHEN SI
PHOTOGRAPHED BY
WEIYAN WU

MODE
Ces chignons de
stars qui nous
inspirent...

—
What A DREAM
MAY COME
STARRING
Solène **Bramme**
& PHOTOGRAPHED BY
MAIRA RAY

REBELS

BE THE CHANGE. TIMELESS BEAUTY



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