

# MALVIE

Dec. 2024  
Vol. 26

magazine

TOUT CE QU'IL FAUT  
**MODE**  
Ces chignons de  
stars qui nous  
inspirent...

DONNELL  
CLAYTON  
PHOTOGRAPHED BY  
BOSWELL HARDWICK

LADYDIABOLIKA  
CELEBRATE 10 YEARS  
OF CREATIVITY  
**LORENZA  
BACCHIERI**  
WITH THE PHOTOGRAPHER  
**CHRISTOPHE  
MOURTHE**

# Style to Embrace

HEARTWARMING BOUDOIR  
INSPIRED by TRUE ROMANCE

# 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

*As the new year unfolds, I find myself reflecting on the remarkable ways fashion and beauty evolve—not just as trends, but as mirrors of our collective emotions and individuality. January is often seen as a time for resolutions, for clearing out closets (both literal and metaphorical), and for embracing what feels true to who we are right now. It's a chance to refine our personal style, whether that means sticking to the minimalist path or venturing boldly into new, colorful territory.*

*This month, as I wrote about the return of vibrant makeup and the timeless appeal of Pantone's "Mocha Mousse," I couldn't help but marvel at the beauty of contrasts. We live in a world where clean, understated aesthetics coexist harmoniously with bold, artistic self-expression. Both approaches have a rightful place in our lives and on our vanities, offering endless opportunities to tell our own stories through the hues we wear.*

*What I've come to love most about these moments of stylistic duality is how they invite us to explore. To play. To embrace change without fear. A swipe of daring blue eyeliner or a cozy brown knit can be as powerful as a fresh start, each choice reflecting a version of ourselves we wish to share with the world.*

*So, here's my invitation to you: As you turn the pages of this edition, let it inspire you to take a little risk. Mix that colorful palette into your makeup routine, or invest in that earthy statement piece you've been eyeing. Because if there's one thing I've learned from covering the fashion and beauty industry, it's that the most timeless trends are the ones that make you feel like your truest self.*



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# GLASS HOUSES

Photographer: CURT PITTER @sleepymongrel  
Model: AXEL SKYE @axelskye2.0

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# EMBRACING THE SPRING/SUMMER 2025 FASHION TRENDS: A FRESH START FOR YOUR WARDROBE

As we usher in 2025, the fashion landscape is poised for a vibrant transformation. The Spring/Summer collections are not merely about clothing; they represent a renewal, a chance to reimagine our personal style narratives. This season, designers have unveiled trends that blend nostalgia with innovation, encouraging us to reflect on our wardrobes and align them with our evolving identities.

### Boho chic in suede

The bohemian aesthetic makes a triumphant return, with suede emerging as a standout fabric. From accessories like larger bags to skirts and outerwear, suede's versatility is on full display. Matching sets, such as suede blazers paired with skirts or trousers, epitomize this trend. Suede loafers are expected to see a 30% increase, mainly adopted by the edgy consumer.

### Shades of yellow

Yellow, in its myriad hues, is set to dominate the color palette. From soft vanilla to vibrant saffron, this uplifting shade embodies the optimism of the season. The vanilla yellow trend is projected to rise by 11%, while saffron yellow will see a 6% increase from April to June, compared to previous years.

### Hot pants

Hot pants are poised to replace mini skirts as the daring choice for the bold fashionista. Styled with bare legs or paired with stockings, these shorts come in various fabrics, including cotton, knit, sequin, denim, and leather.

### Aquatic influences

Drawing inspiration from the depths of the ocean, designers are introducing aquatic themes that transcend traditional nautical motifs. Expect vibrant tiles reminiscent of swimming pools, tropical blues, and mermaid-inspired dresses. This trend caters to the edgy, fashion-forward consumer, infusing a touch of extravagance into mainstream fashion.

### Elevated and cute sportswear

The fusion of fitness and fashion continues, with a shift towards softer, more feminine sports like yoga, pilates, and ballet. Designers are reinterpreting activewear in luxurious fabrics and playful color palettes, emphasizing the feminine side of sports fashion.

### Asymmetrical skirts

Asymmetry takes center stage, with skirts featuring uneven hems and unexpected cuts. This trend adds a dynamic element to outfits, offering a modern twist to traditional silhouettes.

### Floral dresses

Florals, a perennial favorite, return with a fresh perspective. Designers are experimenting with bold patterns and vibrant colors, making floral dresses a must-have for the season.

### Layers on layers

Layering transcends seasons, becoming a staple for Spring/Summer 2025. Lightweight fabrics and sheer materials allow for creative combinations, adding depth and texture to ensembles.

### Sporty separates

The athleisure trend evolves with sporty separates that blend comfort and style. Think track pants paired with blazers or sporty tops combined with tailored trousers, offering a chic yet relaxed look.

### High-volume silhouettes

Voluminous designs make a statement this season, with puffed sleeves, oversized dresses, and billowy skirts dominating the runways. These silhouettes add drama and flair to any outfit.

### Mod squad revival

A nod to the '60s, the mod trend features mini skirts, A-line dresses, and geometric prints. This nostalgic style is reimagined for the modern era, offering a playful yet sophisticated aesthetic.

### A New Year, A New Wardrobe

The dawn of a new year presents an ideal opportunity to reassess our wardrobes. Fashion is a reflection of our personal evolution, and as we grow, so too should our style. Embracing the trends of Spring/Summer 2025 allows us to align our outward appearance with our inner selves, offering not just an updated look, but a renewed sense of confidence.

**Start by taking inventory of your closet. Which pieces truly resonate with your current personality and lifestyle? Are there items you've been holding onto simply out of habit or nostalgia?** The beginning of the year



is the perfect time to part ways with what no longer serves you and make space—both physically and emotionally—for garments that excite and empower you.

One of my favorite approaches when refreshing a wardrobe is to focus on versatility. Many of this season's trends, such as sporty separates, quiet luxury, and asymmetrical skirts, offer pieces that can transition seamlessly from casual outings to more formal occasions. Think about how new additions can complement what you already own—those high-volume silhouettes or aquatic-themed accessories, for example, might bring an unexpected spark to your existing staples.

### Investing in quality over quantity

As we lean into quieter luxury and timeless staples, 2025 is shaping up to be a year of thoughtful consumption. Rather than chasing every trend, many of us are seeking well-crafted pieces that stand the test of time. Investing in fewer, higher-quality garments can help create a more sustainable and cohesive wardrobe, while also cutting down on the overwhelming decision fatigue that comes from owning too much.

Consider fabrics that are not only durable but also feel luxurious against the skin—suede for spring jackets or soft ribbed knits for polo tops. Pay attention to details like stitching, buttons, and overall construction. And don't shy away from tailoring; the perfect fit can transform even the simplest of garments into a statement piece.

### Experimenting with color and texture

Spring/Summer 2025 offers a kaleidoscope of hues and textures to experiment with. If you're someone who typically gravitates toward neutral tones, this is the season to dip your toes into brighter shades like vanilla or saffron yellow. Accessories are a great way to ease into these bolder trends—imagine pairing a beige outfit with a sunny yellow bag or sandals for a subtle pop of color.

Textures, too, play a significant role this season. Suede, sheer fabrics, and layered materials offer plenty of opportunities to play with contrast. For instance, you might pair a sheer asymmetrical skirt with a structured blazer for a look that's both edgy and polished.

Ultimately, fashion is about more than just following trends—it's about storytelling. Each piece we wear communicates something about who we are, what we value, and how we see ourselves in the world. As we step into 2025, let's embrace the opportunity to rewrite that story, infusing it with creativity, confidence, and a touch of whimsy.

Whether you're drawn to aquatic influences, sporty separates, or candy-colored outerwear, the trends of Spring/Summer 2025 offer something for everyone. Use them as a guide, not a rulebook, and don't be afraid to reinterpret them in ways that feel authentic to you.

Fashion is, after all, deeply personal. So, as you curate your wardrobe for the year ahead, remember this: wear what makes you feel alive. Because when you feel good in what you're wearing, it shows—and that's the ultimate style statement. Let's step boldly into 2025, ready to turn heads, make statements, and most importantly, feel like the best versions of ourselves. After all, isn't that what fashion is really about?

Article by *Valentina Roque*  
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Model: Xinuo Zhao  
Set Designer/Photographer/Retoucher: Xiaohan @haakonxiaohan  
Set Designer: Haige Wu @cafangelles  
Wardrobe Stylist: DanDan  
Makeup Artist: Zhenzi  
Photographer: Feier Cen @fcen  
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## AMBER HOUR

Photographer/Retoucher: JASON MOODY @jem.visual.media  
Model/Makeup Artist/Hair Stylist: ANNA HAMMOND @shvroom56

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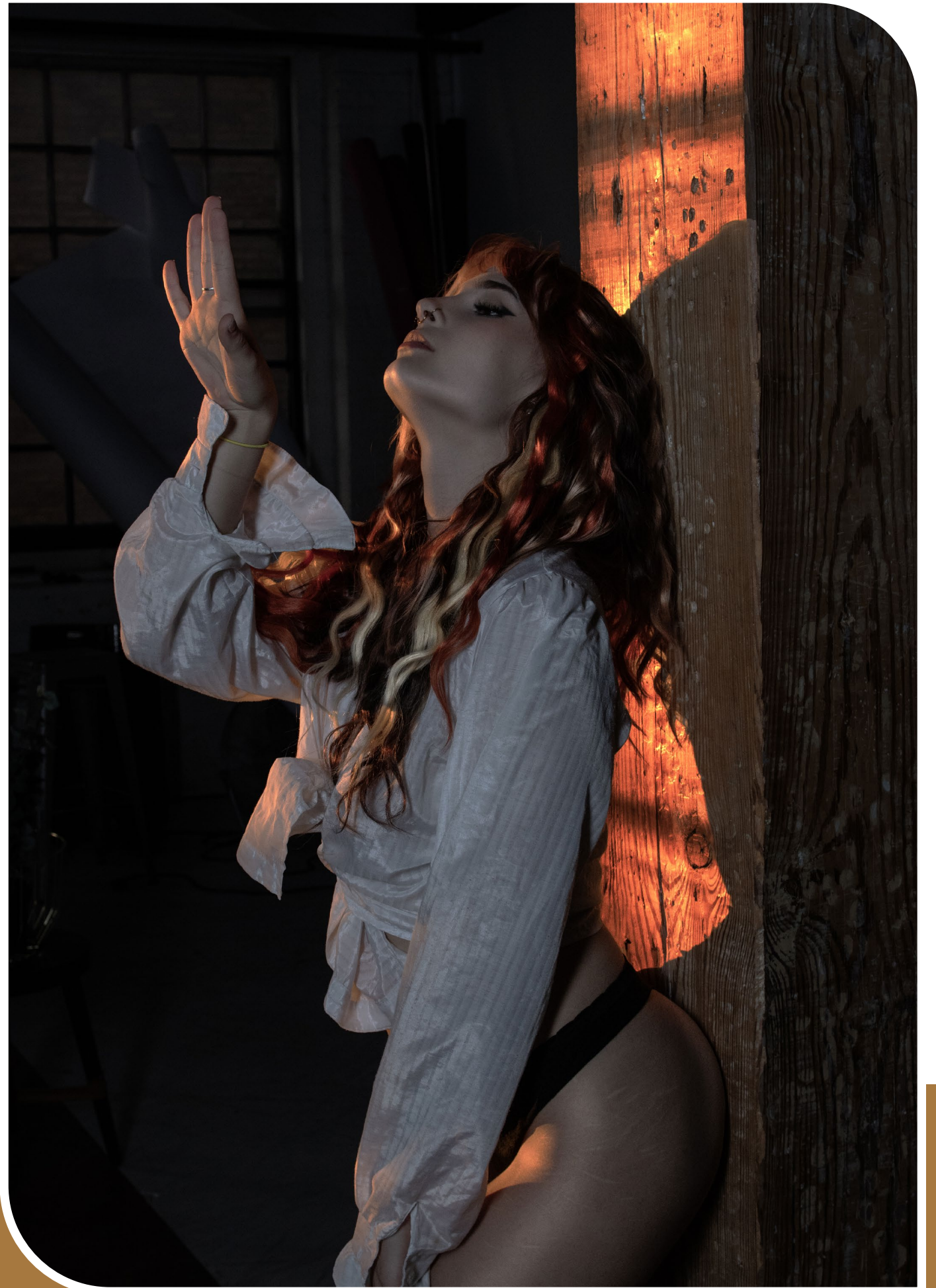


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BOLD Boudoir  
Dec. 2024















# 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.







# BLOOM

Photographer: @bach\_inblack  
Model: JUNO @gnatfyuchsia

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# MOCHA MOUSSE: PANTONE'S COLOR OF THE YEAR 2025 AND ITS TIMELESS VERSATILITY

As we step into 2025, the fashion world is abuzz with Pantone's announcement of "Mocha Mousse" as the Color of the Year. This warm, muted brown exudes a sensorial richness that resonates with our collective desire for comfort and understated luxury. But beyond its contemporary appeal, brown has a storied history in fashion, symbolizing everything from humility to sophistication.

### The historical significance of brown in Fashion

In ancient Rome, brown was associated with the lower classes; the term "pullati" referred to the urban poor who donned brown garments. Similarly, during the Middle Ages, Franciscan monks wore brown robes as a testament to their vows of poverty and humility. These early associations positioned brown as a symbol of modesty and simplicity.

The 17th and 18th centuries witnessed a shift in brown's perception, particularly in the realm of art. Masters like Caravaggio and Rembrandt utilized brown pigments to create chiaroscuro effects, adding depth and drama to their paintings. This artistic application elevated brown's status, showcasing its versatility and emotional range.

By the late 19th century, brown had found its place in military attire. Major armies adopted khaki and light brown uniforms, recognizing the practicality and camouflage benefits these hues offered. This utilitarian use further embedded brown into the fabric of societal norms.

Fast forward to the late 20th century, and brown began to symbolize naturalness and health. Its earthy tones were embraced by movements advocating for a return to nature and simplicity. In contemporary fashion, brown has shed its humble beginnings to become a staple of quiet luxury. Designers and consumers alike appreciate its ability to convey both warmth and sophistication.

### Mocha Mousse: a reflection of 2025's aesthetic

Pantone describes Mocha Mousse as a "mellow brown hue whose inherent richness and sensorial and comforting warmth extends further into our desire for comfort." This selection mirrors a broader trend towards

embracing colors that offer both aesthetic appeal and emotional resonance.

The fashion industry has been quick to incorporate Mocha Mousse into its offerings. From plush sweaters to chic accessories, this shade is celebrated for its versatility. It pairs seamlessly with other neutrals, enhancing a minimalist wardrobe, yet also complements brighter hues like cornflower blue or lavender, adding depth and balance.

### Incorporating Mocha Mousse into your wardrobe

One of the remarkable qualities of Mocha Mousse is its adaptability across various styles and occasions. Here are some ways to integrate this hue into your fashion repertoire:

**Layering with neutrals:** Combine Mocha Mousse pieces with other neutral tones such as beige, ivory, or charcoal to create a cohesive and sophisticated look. For instance, a Mocha Mousse sweater paired with cream trousers exudes effortless elegance.

**Accentuating with color:** Use Mocha Mousse as a grounding element alongside more vibrant colors. A Mocha Mousse blazer over a lavender blouse offers a harmonious balance between subtlety and vibrancy.

**Textural play:** Experiment with different fabrics in Mocha Mousse to add depth to your ensemble. A suede Mocha Mousse skirt paired with a silk top creates a tactile contrast that is both intriguing and stylish.

**Accessorizing:** Incorporate Mocha Mousse through accessories like bags, shoes, or scarves. These touches can tie an outfit together and introduce the color without overwhelming your look.

### The psychological appeal of brown

Brown, as a color, evokes feelings of reliability, stability, and warmth. Its earthy undertones connect us to nature, providing a sense of grounding and comfort. In a fast-paced world, incorporating brown into our attire can subconsciously communicate a desire for balance and authenticity.

I must admit, when I first heard that Mocha Mousse was

the Color of the Year, I was intrigued. Brown has often been overshadowed by more vibrant hues in the fashion spectrum. However, as I explored the myriad ways this shade can be styled, I found myself appreciating its understated elegance and versatility. It's a reminder that sometimes, the most unassuming colors can make the most profound impact.

Mocha Mousse's designation as Pantone's Color of the Year 2025 is a testament to brown's enduring appeal and versatility in fashion. From its historical

associations with humility to its modern embodiment of quiet luxury, brown has continually reinvented itself to remain relevant.

As we embrace this warm, comforting hue, let's appreciate not only its aesthetic qualities but also the rich history it carries. Whether through a statement piece or subtle accessory, incorporating Mocha Mousse into your wardrobe offers an opportunity to connect with a timeless color that speaks to both tradition and contemporary style.



Makeup Artist: Flawlessly You Make Up Artistry  
@flawlesslyyoumakeupartistry  
Model: Akisha Robinson @akishar.284  
Photographer: Ricki Richardson @rickirichphotos  
Model: Erykah Renae @brwn.skn.goddess

Article by  
*Valentina Roque*



*A* DECADE *of*  
SOPHISTICATED  
GLAMOUR



Photographer: CHRISTOPHE MOURTHÉ @christophe\_mourthe  
Stylist, sartorial outfit creator, make - up artist, hair stylist, model: LADYDIABOLIKA @ladydiabolika\_official

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# LADYDIABOLIKA: A Decade of Glamour and Artistry with Christophe Mourthé

**Can you share how your collaboration with Christophe Mourthé began and what makes this partnership so special?**

First of all, I should say that I have always admired Christophe Mourthé's photographic style and his way of portraying a powerful, sensual, and free woman through his lens. I've always loved his attention to detail and his sophisticated Old Hollywood-inspired glamour, reminiscent of the divas of the past.

In 2010, while I was in Paris for an event, I learned about the presentation of Christophe Mourthé's biography, "La femme est un Art", which included a meet & greet with the artist. A mutual friend introduced us, and from that moment, we stayed in touch through social media, back then, it was Myspace. In 2014, we had our first opportunity to collaborate on an artistic project and it was fantastic! The beauty of our very first collaboration was discovering that Christophe Mourthé and I shared a natural understanding on set, despite my rudimentary French. This is because we share a cultural background that naturally aligns our creative visions. This aspect is both unique and wonderfully magical.

**What can you reveal about your upcoming fourth book? How does it differ from your previous three collector's editions?**

We are currently preparing our fourth collector's photographic book, which will be released in 2025. I'm excited to share a preview of some of the photos that will be part of it. Each book features a curated collection of our best works, distinguished by the unique atmospheres and characters I embody under Christophe Mourthé's direction. Moreover, the books showcase works captured over different years, reflecting my artistic evolution over a 10-year timeframe. The first book covers the period from 2014 to 2018, marking the beginning of our collaboration. The second book collects images taken throughout 2022, while the third features a selection of photos created in 2023.

**What is your creative process when working with Christophe Mourthé to bring his dreamlike vision to life?**

When Christophe Mourthé and I dive into our creative process, it usually starts with inspiration from a book, a movie, or even a song from the past. We rarely over-plan; instead, we let ourselves be guided by the inspiration of the moment. Whenever I travel to France to work with him, I bring an almost embarrassing number of outfits and accessories, many of which I've tailor-made myself, to

allow us the flexibility to bring our ideas to life. Christophe Mourthé also has an extensive collection of original vintage clothing and accessories. The magic happens when we combine our resources to create worlds that are often unexpected, even for us.

**How has your career evolved since you began working as a stylist, make-up artist, and hair stylist in 2007?**

I began my career by collaborating with various photographers to build my portfolio. Like many starting out, I experimented with different genres before finding my passion for glamour. I love creating images of sensual and sophisticated women, and even my tailoring naturally gravitates in that direction. I enjoy celebrating femininity and beauty in all their forms. As a makeup artist and stylist, I'm also familiar with visual languages beyond glamour. Since 2007, I've gained substantial experience across various fields, including fashion, commercial photography, and video. Currently, I work with photographers, fashion brands, filmmakers, and private clients. For about ten years, I was also the go-to stylist, makeup artist, and hair stylist for Nikon Italia's live events and photography workshops.

**How do you approach creating sophisticated glamour shoots, and what do you think sets your work apart in this genre?**

When creating a glamour shoot, I always start by understanding the client's style and needs, then consider how I can contribute with my own taste to create something truly special. Blending different influences often results in captivating shots, and I'm continually amazed by the creative synergies that emerge on set. I believe my style reflects influences from my cultural background. While it may not appeal to everyone, I think it resonates with those who share a sensitivity similar to mine.

**Can you tell us more about your custom-made outfit designs under Ladydiabolika? What inspires your creations?**

My tailoring skills predate the creation of the Ladydiabolika brand. I learned the basics of sewing within my family, which allowed me to bring Ladydiabolika's custom outfits to life. Currently, these are limited-edition clothing and accessories created exclusively for my photo shoots and styling wardrobe. I replicate them only on commission, tailoring each piece to the client's specific measurements.

Inspiration for my designs often comes from the divas of the past, as well as iconic figures from cinema, photography, music, and entertainment.

**How do your designs complement Christophe Mourthé's photography style? Could you share an example where this synergy truly shined?**

My custom creations are designed for a confident, sensual, and free woman, a "femme fatale" who knows how to wield her powers of seduction. This is the type of woman who also inhabits Christophe Mourthé's dreamlike vision. I've included images to illustrate the seamless union between my tailored designs and Christophe Mourthé's artistic vision.

**What challenges have you faced in your artistic journey, and what do you find most rewarding about your work?**

Life as a freelancer is not always easy, and it's easy to lose enthusiasm along the way. It's important to maintain a positive attitude and use free time to focus on creativity and professional growth. Creating beauty is a great gift for me. When my work helps women feeling beautiful and sensual, it's an immense source of satisfaction.

**As you celebrate 10 years of collaboration with Christophe Mourthé, what milestones stand out for you?**

Reflecting on these 10 years of artistic collaboration, I'm struck by the fact that we always find something new to create together photographically. We inspire each other always with new challenges and I'm deeply honored by the trust Christophe places in me, even when I assist him as a make-up artist and hair stylist on shoots with other models in his studio.

**What advice would you give to aspiring stylists and designers who wish to work in glamour art photography?**

My journey has been unconventional because, as a model, I've had the opportunity to bring my creations to life firsthand. My advice is to collaborate and experiment as much as possible in the beginning. This will help you understand the dynamics of the field and identify your direction. This is a profession built on connections, so getting out there and creating them is essential.

**How do you approach visual storytelling in your designs and photography collaborations?**

For me, visual storytelling always begins with a dialogue to understand what we want to convey through a shoot. If there is a strong connection with the person you're working with, everything transforms into creative harmony. Speaking the same visual language makes it much easier to align and pursue the same vision.

**Beyond the fourth book, what future projects are you excited about, and how do you see your artistic journey evolving?**

This fourth collector's photography book with Christophe Mourthé, set to be released in the new year, represents a significant milestone for my creative work in 2024. It's amazing that, in a fast-paced world focused on fleeting content, we're creating something enduring and timeless. Beyond this, I'm pursuing exciting collaborations in Italy and exploring new creative opportunities. Who knows, perhaps even more exciting projects are on the horizon. In conclusion, I want to extend my heartfelt thanks to Malvie Magazine for giving me the chance to share my story. Here's to a decade of creativity with Christophe Mourthé! I look forward to connecting with you all on my social channels.  
www.ladydiabolika.com  
IG ladydiabolika\_official  
FB Ladydiabolika.official

www.christophemourtheartphotography.com  
IG christophe\_mourthe  
FB christophemourthephotographe













Photographer: Solovyov  
Alexey Sergeevich



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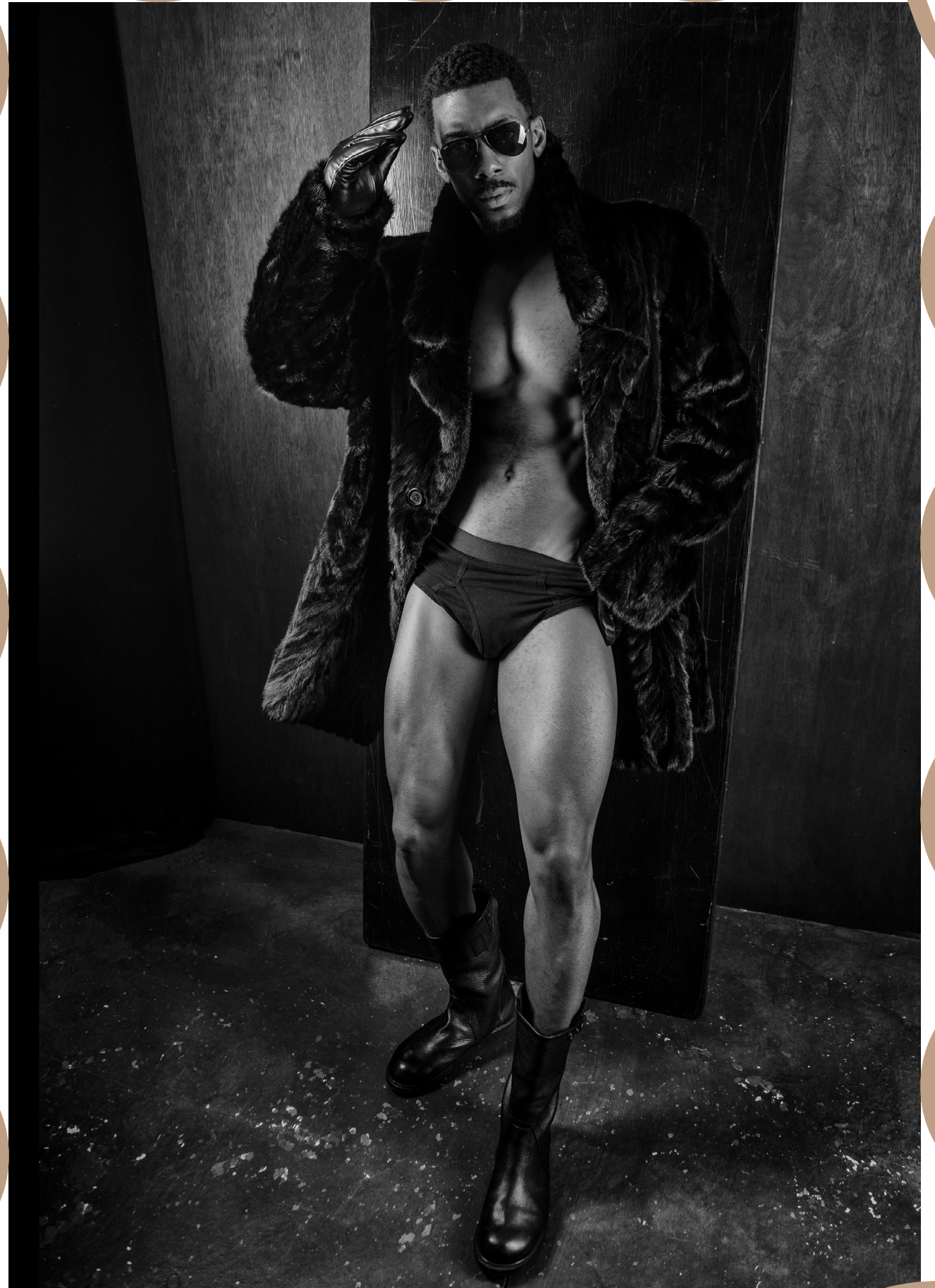
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# BET

Photographer: BOSWELL HARDWICK @boswellcreative  
Model: DONNELL CLAYTON @RGA MODEL MANAGEMENT @donnelljclayton  
Wardrobe Stylist: MARV NEAL @marvneal

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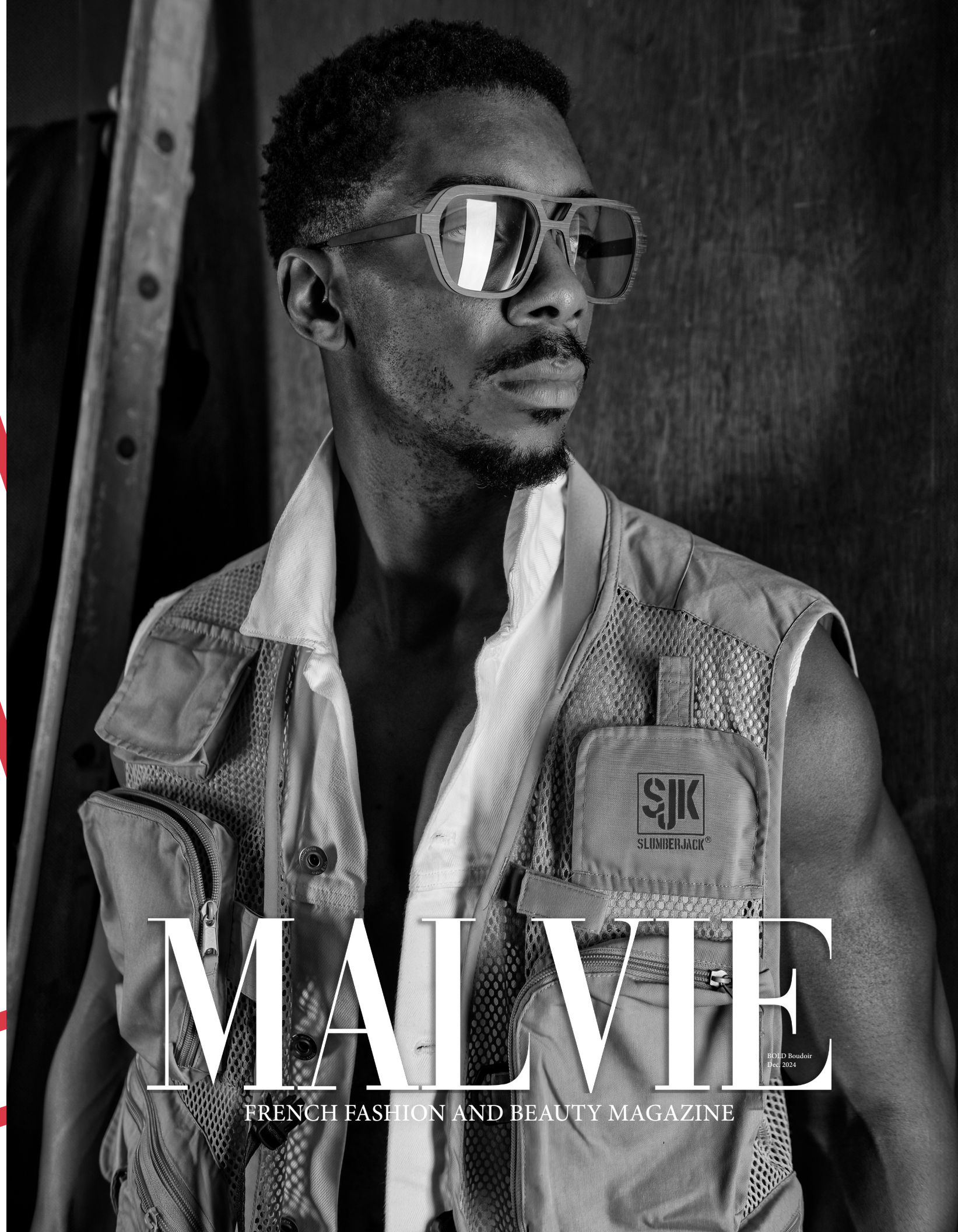
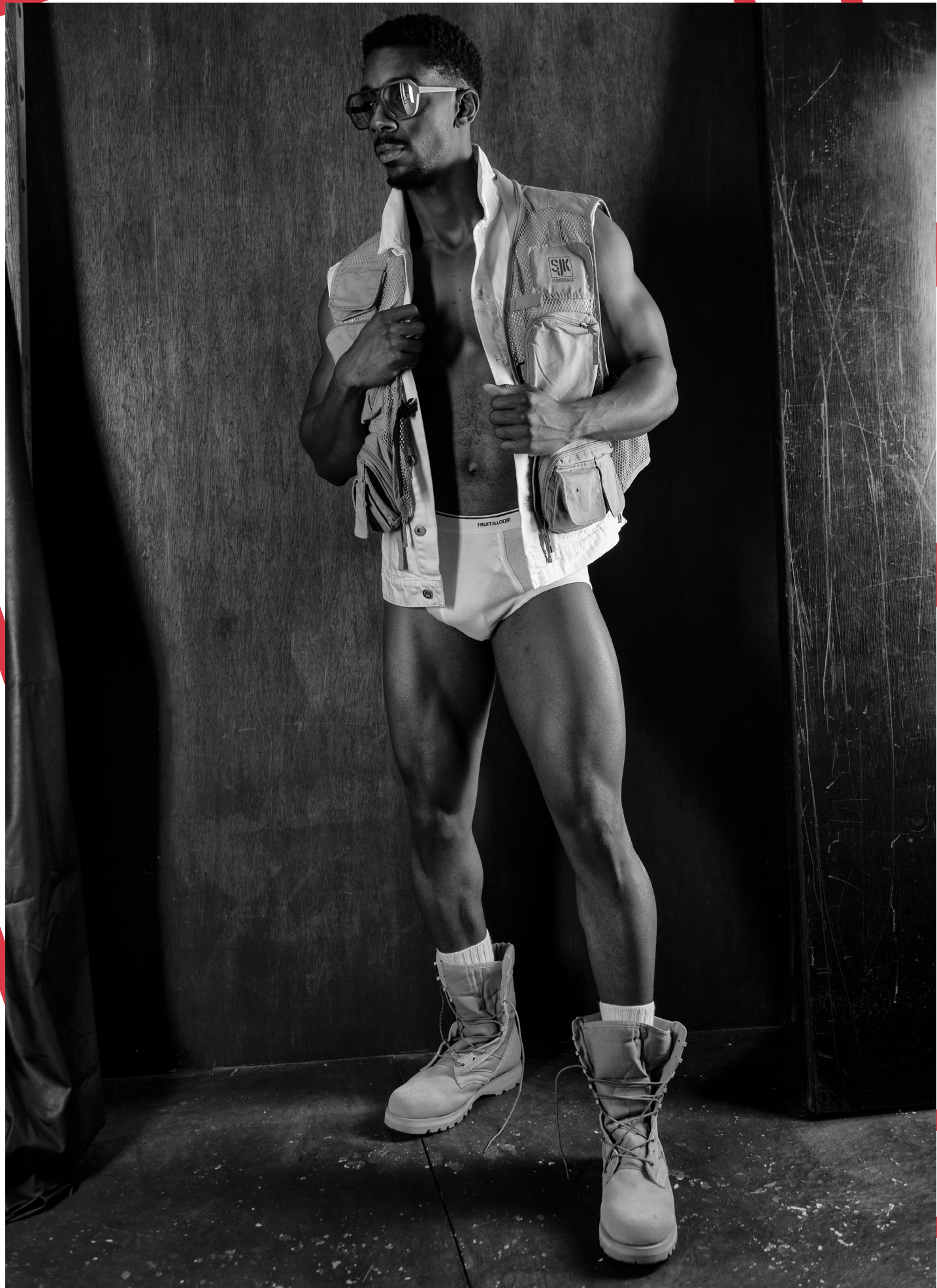




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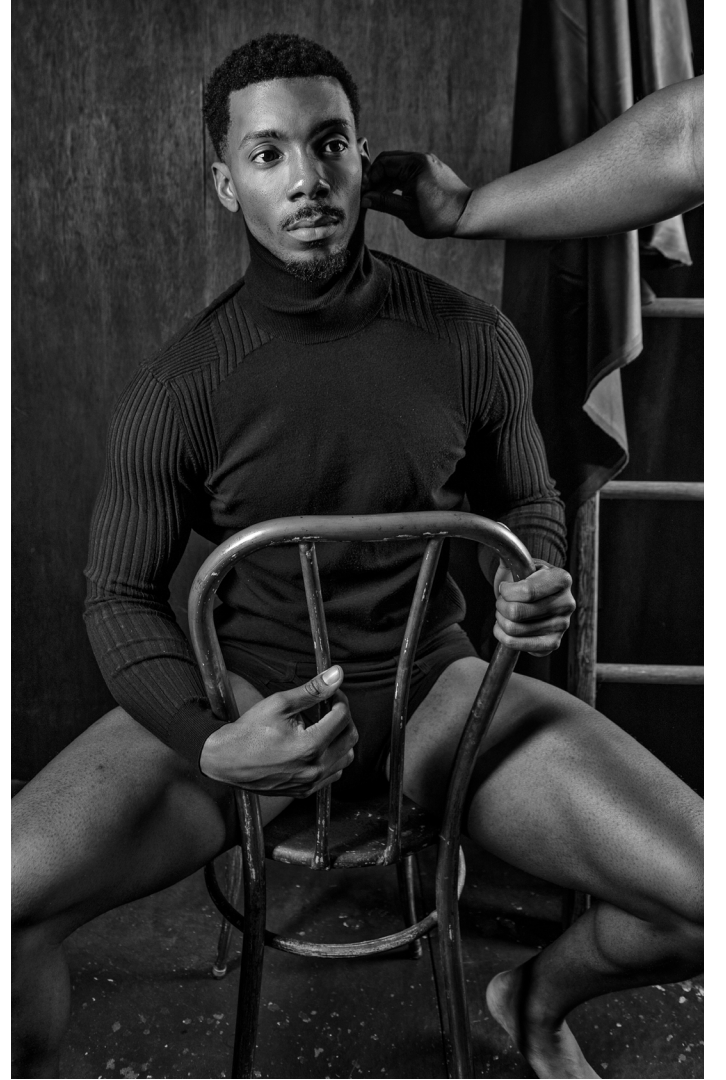


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Dec 2024







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



Photographer/Retoucher: **Yury Romanov** @yury\_romanoff  
Stylist: **Olena Romanova** @helena.romanova.tm  
Makeup Artist/Hair Stylist: **Julia Dzhulay** @juliadzjulay  
Model: **Viktoria Apanasenko** @crystal.viktoria

[www.MALVIE.fr/submissions](http://www.MALVIE.fr/submissions)  
SUBMIT Your Work NOW!



Photographer: EVGENIA MUZHEVA @emuzheva  
Model: ANNA KINSHOVA @annie.kinshova

# COLOR OF MY LIFE

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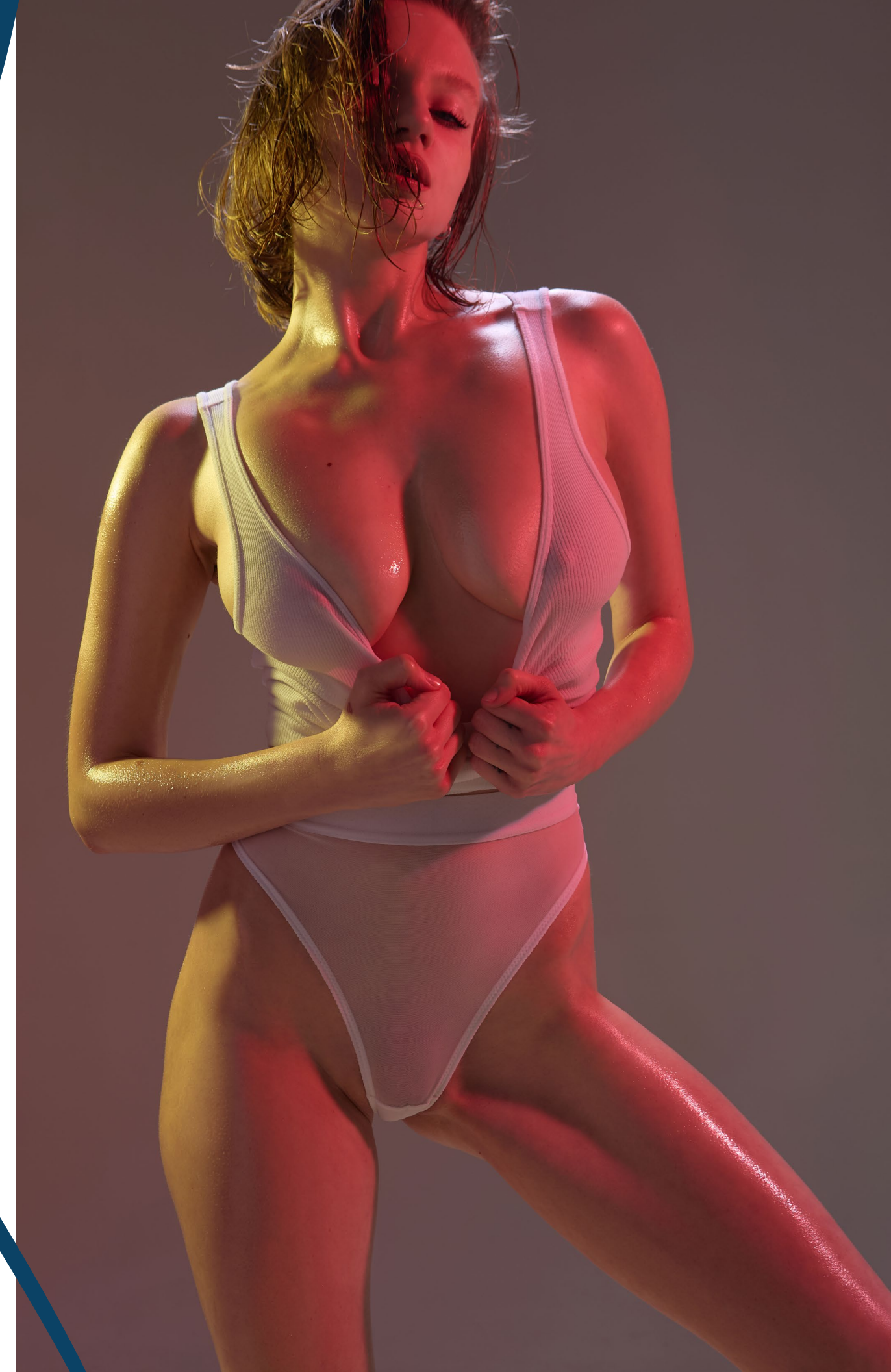
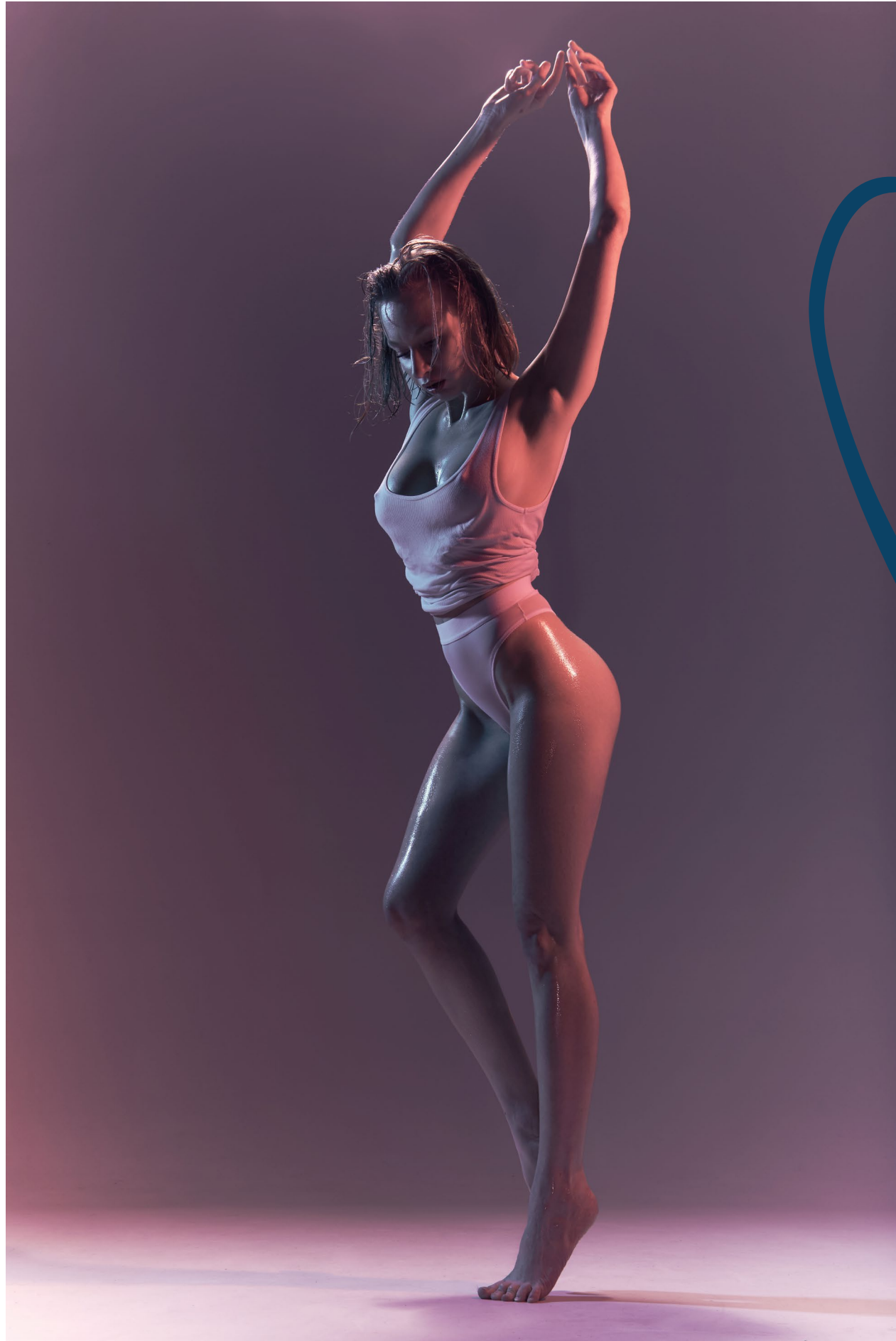
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# DRIVE MY SOUL

Photographer/Retoucher: RAÚL RODRÍGUEZ  
PHOTOGRAPHY @raul.rodriguez.photography  
Model: EMILY FERNANDA VILCHIS FRANCO @sonora\_model







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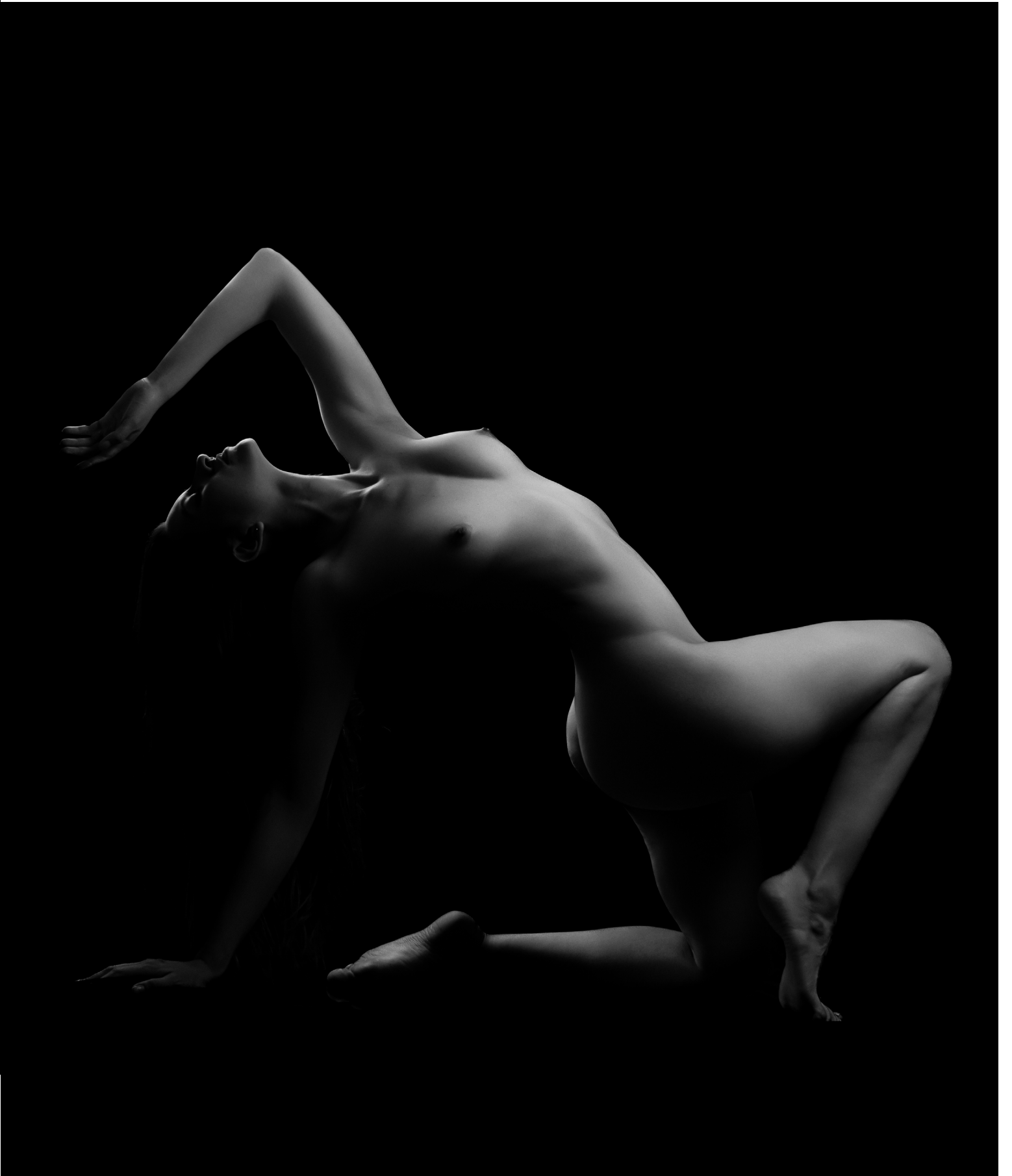




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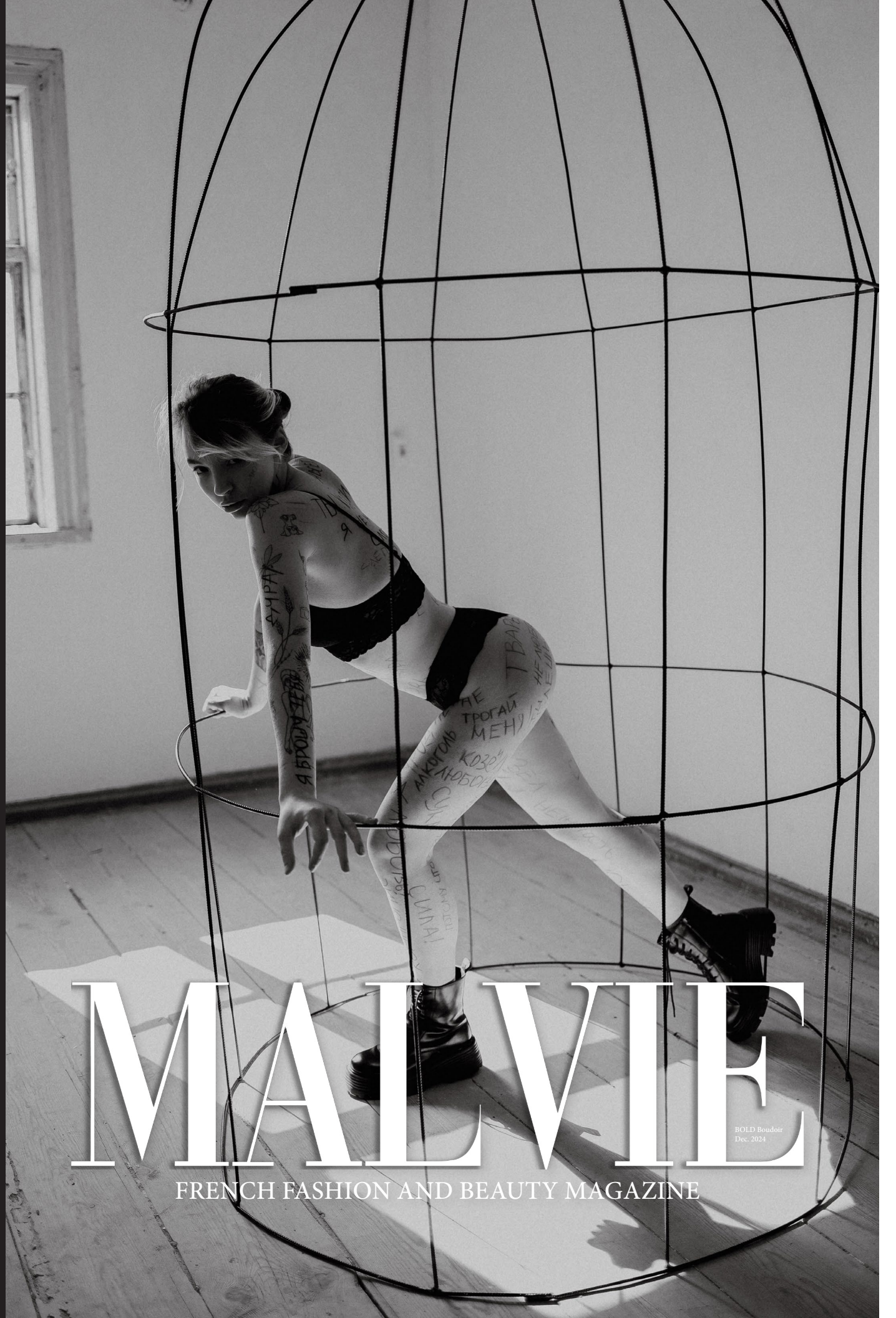
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# TREND ALERT

## A VIBRANT REBELLION AGAINST MINIMALIST MAKEUP TRENDS

In recent years, the beauty industry has witnessed a significant shift towards minimalist makeup, emphasizing natural, dewy skin and subtle enhancements. This "less is more" philosophy has dominated runways and social media platforms, promoting an aesthetic of effortless beauty. However, as we approach 2025, a vibrant counter-movement is emerging. Bold, colorful makeup is making a triumphant return, allowing individuals to express their personality and authenticity through vivid hues and creative designs.

The minimalist makeup trend, often associated with the "clean girl" aesthetic, focuses on enhancing natural features with minimal products. Think sheer foundations, neutral eyeshadows, and nude lip colors. This trend gained momentum as consumers gravitated towards simplicity and skincare-focused beauty routines. The appeal lies in its accessibility and the promotion of a fresh-faced, youthful appearance.

### A colorful resurgence

Despite the prevalence of minimalist beauty, there's a growing appetite for bold, expressive makeup looks. This resurgence is not merely a fleeting trend but a reflection of a broader cultural shift towards individuality and self-expression. Platforms like Pinterest have reported a 365% increase in searches for "full-color eye makeup," indicating a significant rise in interest.

Makeup artists and beauty enthusiasts are embracing vibrant eyeshadows, neon eyeliners, and unconventional lip colors to make personal statements. This movement challenges the notion that beauty must be understated to be sophisticated. Instead, it celebrates creativity and the courage to stand out.

The oscillation between minimalist and bold makeup is not new. The 1960s, for instance,

saw the rise of dramatic eye makeup with heavy liners and bright shadows, symbolizing rebellion and the breaking of traditional norms. In contrast, the 1990s favored a more subdued, grunge-inspired look with muted tones. The current resurgence of colorful makeup mirrors past cycles, where societal shifts influence beauty standards and practices.

The embrace of colorful makeup can be seen as a response to the constraints of minimalist beauty standards. In a world that often values conformity, bold makeup offers a medium for individuals to assert their uniqueness. It's a form of empowerment, allowing people to convey their moods, emotions, and identities without uttering a word.

### Incorporating color

For those accustomed to minimalist makeup, venturing into the realm of vibrant colors can be intimidating. However, integrating bold elements doesn't require a complete overhaul of your routine. Here are some approachable ways to embrace this trend:

**Statement eyes:** Introduce a pop of color with a bright eyeliner or a wash of vivid eyeshadow. Shades like electric blue or emerald green can add intrigue without overwhelming your look.

**Bold lips:** Swap your nude lipstick for a daring shade. Deep berry tones or even unconventional colors like aqua green can make a striking impact.

**Colorful mascara:** Experiment with jewel-toned mascaras in shades like purple or blue to subtly incorporate color into your makeup.

**Blush draping:** Apply blush in a way that extends to your temples, using vibrant shades to create a lifted, youthful appearance.

Social media platforms have played a pivotal role in popularizing colorful makeup trends. Beauty influencers and makeup artists showcase innovative looks, providing tutorials and inspiration for their audiences. This democratization of beauty allows individuals to experiment with confidence, knowing there's a community that celebrates diversity in expression.

As a fashion journalist, I've observed the ebb and flow of beauty trends over the years. The current embrace of colorful makeup feels particularly significant. It represents a collective desire to break free from the confines of conventional beauty standards and to celebrate

individuality. Personally, incorporating a bold lip color or a vibrant eyeshadow has become a delightful form of self-expression, reminding me of the transformative power of makeup.

While minimalist makeup continues to hold its place in the beauty world, the rise of bold, col-

orful looks signifies a dynamic shift towards authenticity and personal expression. This trend encourages us to explore beyond neutral palettes and to embrace the full spectrum of colors that reflect our unique identities. After all, makeup is not just about adhering to trends; it's about expressing who we are in the most vibrant way possible.



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# MOMENTS IN THE MIRROR

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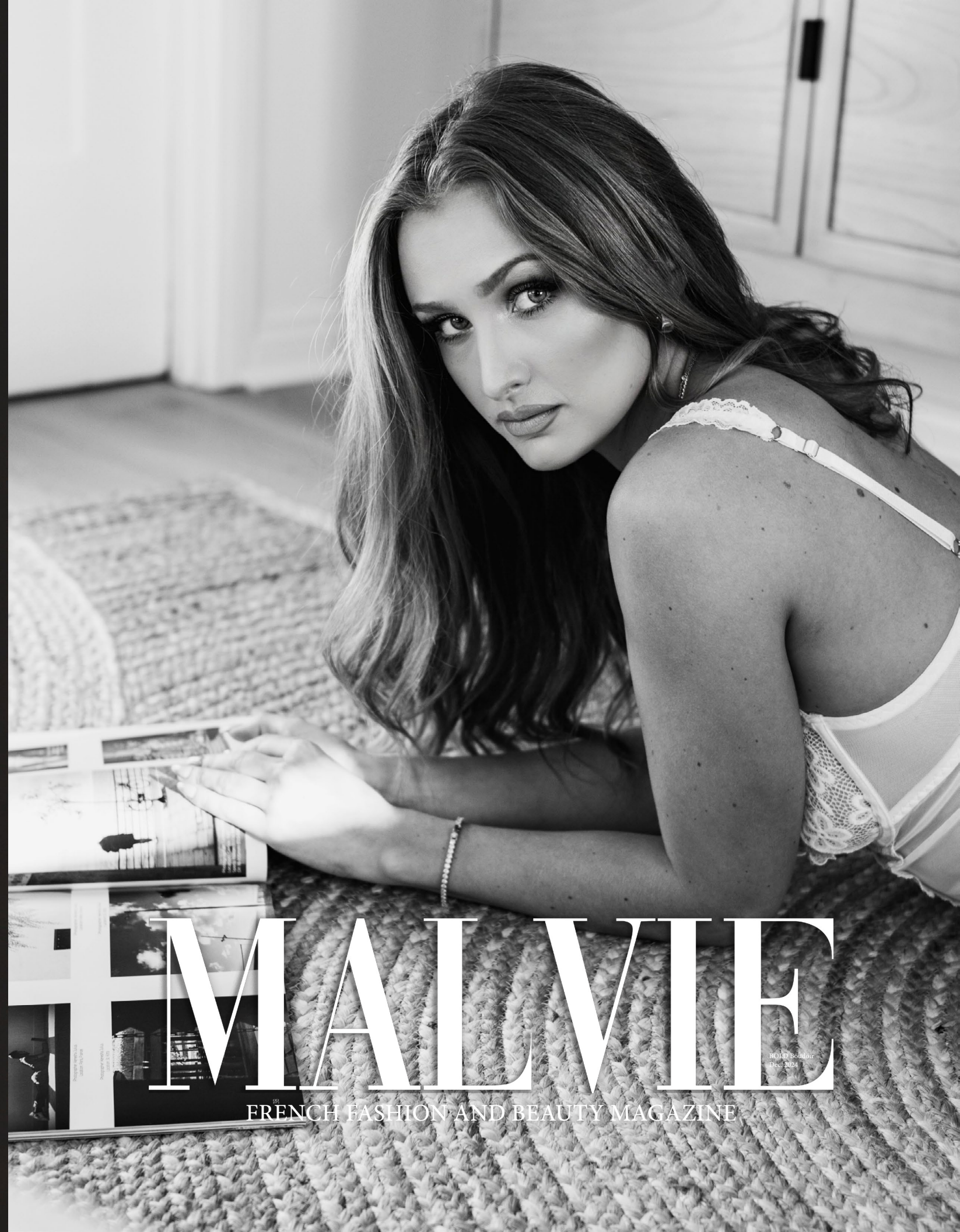




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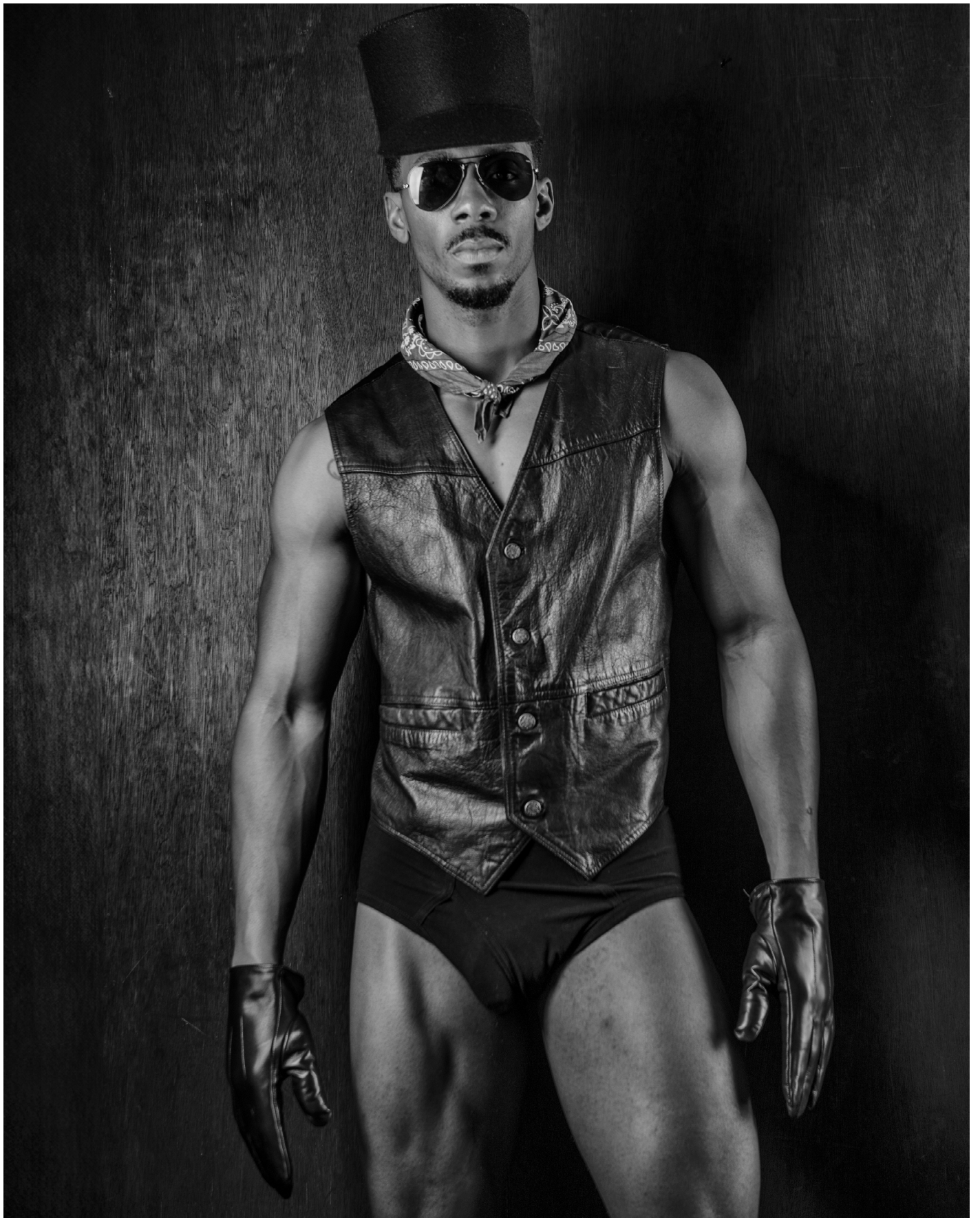
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