

MAI VIE

Jan. 2025
Vol. 42

magazine

**SASHA
PUGACHEVA**

PHOTOGRAPHED BY
YULIYA DOROFEEVA

FEARLESS
FASHION

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*



Julia

MALVIE



Photographer: OLGA PROBATOVA @olya_pro_photo
Model: JULIYA TIMOFEEVA @julietimofeeva

MALVIE



MALVIE



MALVIE



MALVIE

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

Hair Stylist: Yingzi
Model: Xinuo Zhao
Set Designer/Photographer/Retoucher:
Xiaohan @haakonxiaohan
Set Designer: Haige Wu @cafangelle
Wardrobe Stylist: DanDan
Makeup Artist: Zhenzi
Photographer: Feier Cen @fcen
Creative Director: Vian

MALVIE







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.



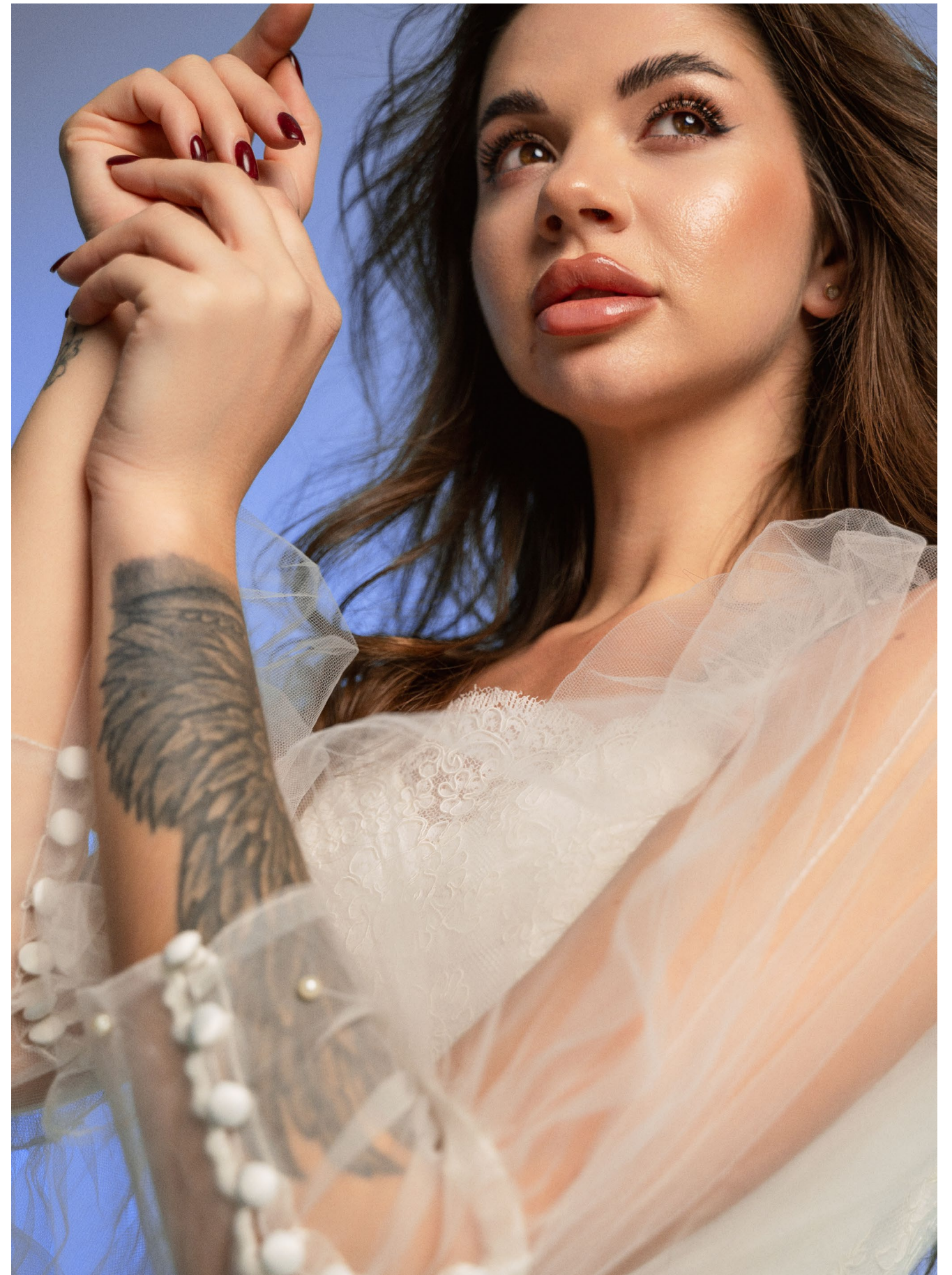


LITTLE WHITE DRESS

Photographer: NIKULNIKOVA ANNA @annanikphoto
Makeup Artist: DARIA SAVCHUK @savechuk.daria_mua







MALVIE

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

Casa PINK REVOLVER



Photographer: AKIRA KRASSO @akira.krasso
Model: CORA DOWNEY @PATTI FALCONER AGENCY @cora.downeyy



MALVIE



MALVIE

REVOLVER



MALVIE

FRENCH FASHION AND BEAUTY MAGAZINE

BODY Positivity
Jan. 2025



Photographer: Solovyov
Alexey Sergeevich



L'ATTIRANCE

SUBMIT NOW!

We wanted to personally invite you to be part of our second Fashion and Beauty Magazine - L'ATTIRANCE.

Getting your work published in fashion magazines is a great free marketing tool for you!



You can submit your work via Kavyar.
[Kavyar.com/l-attirance-magazine](https://kavyar.com/l-attirance-magazine)

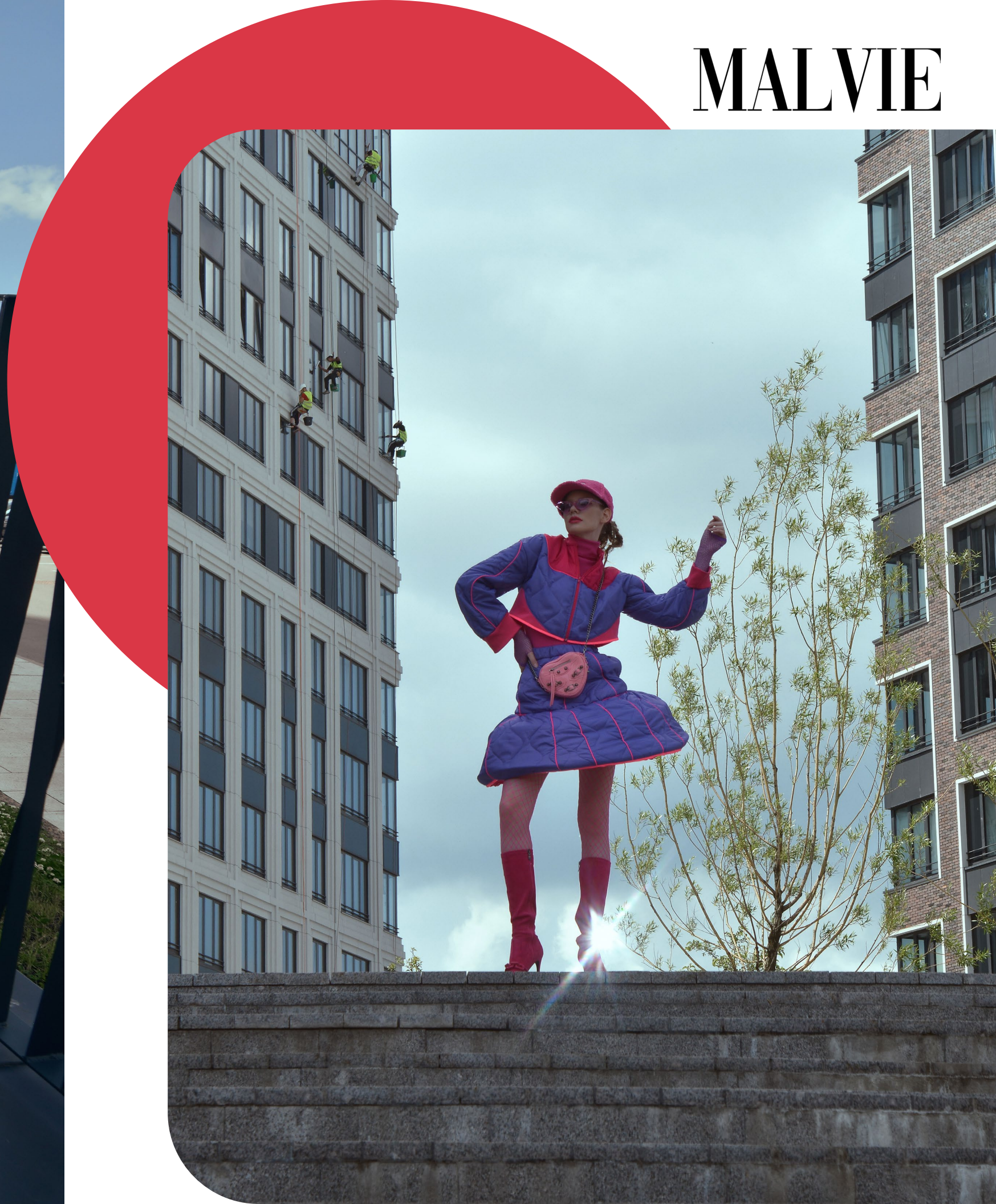


circus

Photographer: YULIYA DOROFEEVA @dorofeevayuliya
Model: SASHA PUGACHEVA @sasha_pugacheva
Fashion Designer/Wardrobe Stylist: MARIYA HANDOHINA
Makeup Artist: VALENTINA MUZYCHENKO @valentinamuz
Curator: Varvara ANDREEVA @varvara.andreeva
Curator: LANA BILYUGA @lundilana
Assistant: MIHAIL PRINCE @mihailprince

MALVIE





MALVIE



MALVIE

FRENCH FASHION AND BEAUTY MAGAZINE

BODY Positivity
Jan. 2025

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
SUBMIT Your Work NOW!

Photographer/Retoucher: RAÚL RODRÍGUEZ
PHOTOGRAPHY @raul.rodriguez.photography
Model: LARISSA GONZÁLEZ @eiprils_gz

DRESS *for* SUCCESS

MALVIE





MALVIE

FRENCH FASHION AND BEAUTY MAGAZINE

MALVIE





MALVIE



1950s

Photographer: ZHAO XIAOXUE @zxxuee
Model: EMILY ZHOU @ezmhioluy



MALVIE



MALVIE



MALVIE





ANGEL

Photographer: MARY ZAVARZINA @maryzateam
Model: ANGELINA @angel_revolution
Makeup Artist: KRIS SHAFIKOVA @shafikova_kris
Fashion Designer: VERS NO.1 @vers_no.1

MALVIE





MALVIE

FRENCH FASHION AND BEAUTY MAGAZINE

BODY Positivity
Jan. 2025



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.

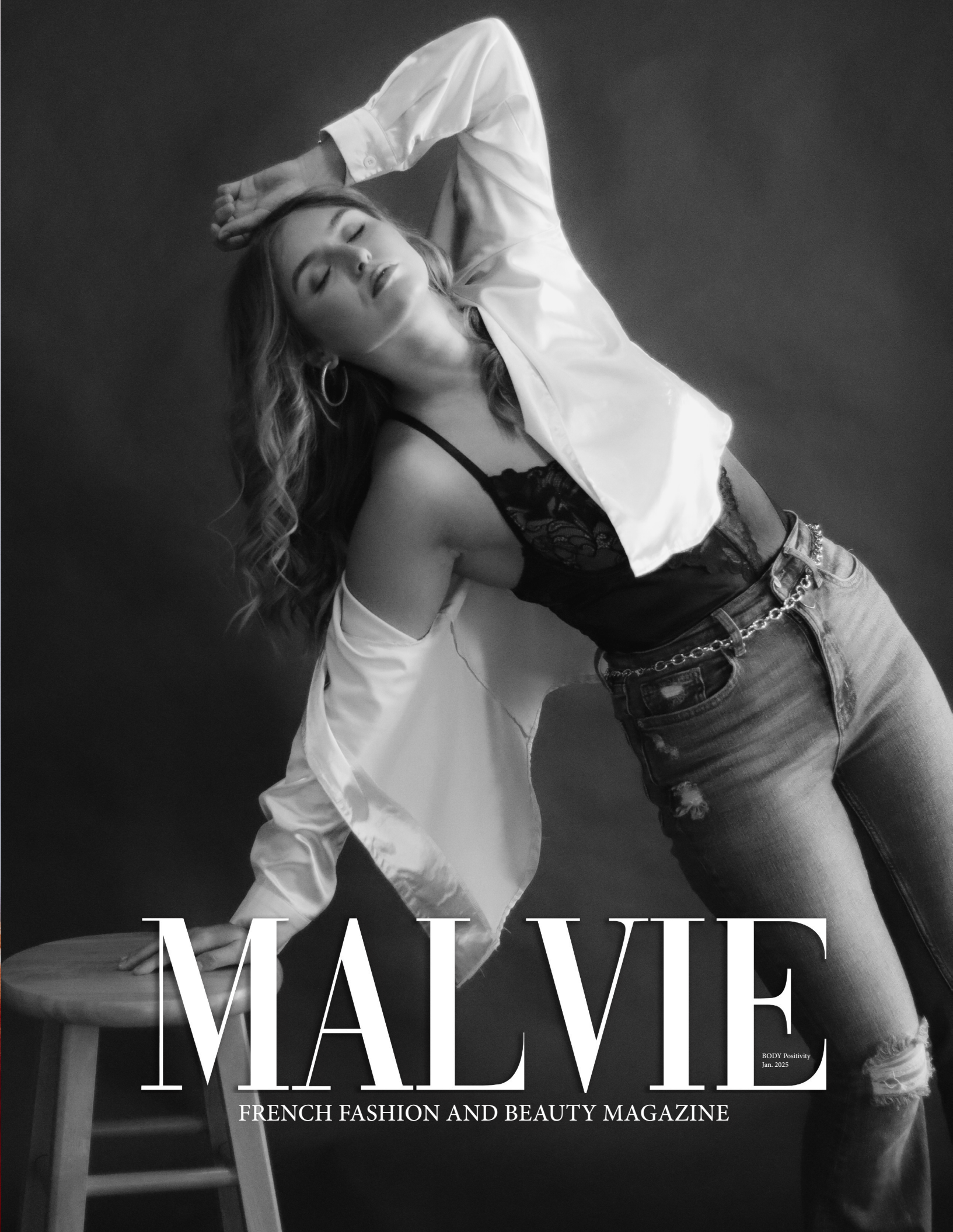


studio: Creative Studio @creative.studio.sandiego
Fashion Designer/Creative Director/Publication/Retoucher:
Viktoryia Miller @stylist_viktoryia_miller
Model: Chantelle Stasik @chantelle.talent
Model: @katerina.novaya
Photographer: Dzmitry Nikulin @creative.studio.sandiego
Makeup Artist/Hair Stylist: Viktoryia Miller @mua_miller_viktoryia
Fashion Designer: Dots @dotsbymiller



MALVIE





MALVIE

FRENCH FASHION AND BEAUTY MAGAZINE

BODY Positivity
Jan. 2025



CONFIDENT LADY'S DAILY ROUTINE

Fashion Designer/Stylist/Photographer: ELENA
SVIRIDOVA @fashion_designer_elenelen
Model: ARIANNA PERUZZI @arianna_peruzzi
Fashion Brand: ELENELEN @elenelenofficial







MALVIE

FRENCH FASHION AND BEAUTY MAGAZINE

BODY Positivity
Jan. 2025

SUBMIT NOW

To Our Artist Edition

The Artist Edition is an Open-Themed ISSUE.
We accept fashion, beauty, art, studio, fitness,
tattoo, sensual (implied nudity only) and more.

You can submit your work here: www.KAVYAR.com/MALVIE-magazine



MALVIE

FRENCH MAGAZINE

MALVIE

THE ARTIST EDITION
583

Mar. 2023
Vol. 583

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



MALVIE