

MA VIE

magazine

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UN PAS UN
EMPIRE
LA CONQUÊTE COMMENCE
PAR UN SIMPLE GESTE



MALVIE

There's something timeless about a photograph that stops you mid-breath — a gaze, a gesture, a fabric in motion, captured just so. At MALVIE, we live for those moments. We are shaped by them. And we are here to make space for them — fiercely, fearlessly, and with purpose.

Built by artists. Powered by vision. Made to be remembered.

What began as a passion project rooted in the heart of France has grown into something larger than us: a global stage for beauty, fashion, and artistry that refuses to be ordinary. MALVIE was never meant to simply document style. Our purpose is to define it — to give voice to creators whose work pulses with emotion, rebellion, and soul.

This magazine is built by artists — and it shows. Every edition is a carefully crafted gallery of vision: bold editorials, thoughtful design, and storytelling that lingers long after the page turns. We seek out the dreamers, the rule-breakers, the ones who know that beauty isn't just surface — it's a form of truth.

MALVIE exists for those who dare to express. Whether you're an emerging photographer capturing raw honesty through your lens, a model telling a silent story with your presence, or a stylist turning clothing into character — this is your space.

Over 40,000 creatives have shared their art with us. And every single one has left a mark. We believe in authenticity. In intuition. In the power of perspective.

MALVIE is not just a magazine — it's a curated experience, a living archive of what happens when creativity is met with courage. So to the artists who fill these pages and the readers who return to them: thank you. You are the movement. You are the mood. You are MALVIE

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Introducing L'ATTIRANCE Magazine — a curated celebration of fashion, beauty, and the art of allure. Born from the creative minds behind MALVIE, L'ATTIRANCE is a bold new platform for emerging visionaries, timeless style, and untamed expression.

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GINGHAM REIMAGINED FOR SUMMER 2025

THE PRINT THAT BLOOMED AGAIN

Something beautiful is happening to gingham this summer: the modest check pattern, long-associated with picnics and vintage Americana, is undergoing a serious style revival. But this isn't your grandmother's gingham, it's reborn for 2025, reinvented by top designers and embraced on European streets with playful new forms.

A classic revived! From Staffordshire to Runways Gingham dates back centuries, originating in Southeast Asia before becoming popularized in 18th and 19th-century Europe. Its simple, two-color checked pattern was once beloved for both its practicality and charm. Who could forget classic gingham picnic blankets or Dorothy's blue gingham dress in *The Wizard of Oz*? Historically, it symbolized home, tradition, and a certain timeless quaintness.

Flash forward to now: the pattern is being deconstructed, played with, and turned into something unexpectedly chic. At Paris Fashion Week Spring/Summer 2025, Ami Paris presented breezy gingham shirt-dresses, some in pastel blues, others in soft pinks, modernizing the rustic charm with relaxed cuts, puffed sleeves, and side vents that danced in the breeze. The patterns weren't always symmetrical, veering into oversized checks on one panel and micro-gingham on another.

Meanwhile, Shushu/Tong took the checks to new heights in London. Their collection featured bubble-hem skirts in bold red-and-white gingham, paired with delicate crop tops, sweet but edge-tinged. The fluidity of their designs gave gingham a youthful, confident energy.

Even pop culture it-girls like Hailey Bieber and Olivia Rodrigo were seen stepping out in gingham midis and gingham crop tops, often styled with slight glimpses of bare midriff and white sneakers. Hailey, in particular, partnered her gingham pieces with delicate pearl necklaces and minimalist gold hoops, signaling gingham's lethal combo: innocence meets confidence.

Key elements of the Gingham Rebirth The transformation of gingham in 2025 is less about reinvention and more about elevation. Designers aren't simply bringing the print back, they're rethinking its proportions, color palettes, and the very silhouettes it's tied to. Color, in particular, plays a huge role this season.

While traditional red-and-white remains beloved in nostalgic looks, the spectrum has expanded dramatically. We're seeing gingham in soft pistachio greens, powder pinks, butter yellows, and even metallic silvers woven into silk blends. Some versions look sun-faded,

GINGHAM ISN'T PLAYING IT SAFE. IT'S PLAYFUL BUT INTENTIONAL.

evoking days spent in Mediterranean towns; others are vivid and hyper-saturated, commanding attention in urban settings.

Equally important is the scale of the pattern. Instead of uniform small checks, designers are playing with contrast, oversized panels clashing with micro-gingham, or even distorted asymmetrical checks that feel almost hand-drawn. This unpredictability gives the print a modern edge and makes it feel less like a safe choice and more like a statement.

Cuts and garment choices are part of the shift too. While gingham was once locked into fit-and-flare dresses and buttoned-up tops, it's now appearing on everything from sculptural skirts to oversized blazers, corseted bustiers, boxy waistcoats, and puffed minidresses with exaggerated volume. Shushu/Tong, for example, has taken gingham into a rebellious space with bubble-hem silhouettes and subversive tailoring. Elsewhere, gingham has been stitched into panels on cargo trousers, or layered with mesh to blur the lines between structure and softness. In essence, it's gone from sweet to sharp, from pastoral to powerful.

And then there's the unexpected pairing with fabrics like leather, tulle, PVC, or even raw denim. When gingham is appliquéd onto unconventional materials or used to frame edgier textures, it becomes something far more dynamic. It stops being a print associated with picnics and becomes a canvas for experimentation.

In this moment, gingham isn't playing it safe. It's playful but intentional. Romantic, but never naive. And that's what makes its return so exciting: it's not just a revival, it's a revelation.

In short: it's coming back because it resonates. Across Europe, summer is synonymous with forests, terraces, and idyllic weekends. Gingham symbolizes these moments: unfinished, unfiltered, carefree days, even when reworked into gallant fashion statements.

Cultural versatility is key to its appeal. In Amsterdam's art scene, large gingham canvas tote bags and oversized tailored jackets carry minimalist craftsmanship. In France, gingham poplin midis mirror garden fête style. In Germany, gingham wrap blouses meet techno nights with layered knitwear, translating rural nostalgia into modern urban energy. The pattern also aligns with sustainability ideals. Its minimal contrast dyeing and simple weaving process make it less resource-demanding. As consumers increasingly demand eco-friendly and ethically produced



clothes, gingham becomes part of that solution. Brands like Everlane and People Tree are releasing organic cotton gingham lines, plain tees, midis, and sweatshirts, catering to conscious wardrobes.

Styling Gingham today

When it comes to styling gingham in 2025, the magic lies in how effortlessly it blends into both statement-making and everyday dressing. The key is balance: allowing the print to shine without overwhelming the look. One of the most refreshing approaches we've seen this summer is letting a single gingham piece carry the entire outfit. A voluminous midi dress in a pale lilac check, for instance, becomes the protagonist of a look when paired with clean accessories and soft, undone hair. There's no need to overcomplicate; the print itself does the storytelling.

But gingham isn't confined to dresses anymore. This season, it finds new life in separates - skirt suits, wide-leg trousers, fitted crop tops, and even oversized button-downs worn open over swimwear. And it's all about how you layer and contrast textures. Think a gingham bustier worn with crisp white linen pants, or a cropped gingham shirt layered under a leather jacket. These combinations give the pattern dimension and allow it to move between daytime and evening with ease.

"In this moment, gingham isn't playing it safe. It's playful but intentional. Romantic, but never naive."

There's also a playful undercurrent in how gingham is being styled with athleisure elements. Gingham biker shorts with white sneakers and a simple tank top, or a gingham cap styled with an oversized hoodie. These pairings reflect the fluidity of modern wardrobes. The print's nostalgic energy adds a softness to sportier aesthetics.

Color play has been another major theme. Fashion enthusiasts across Paris, Berlin, and Copenhagen are pairing pastel gingham with solid-toned accessories in complementary hues like powder pinks with lavender mules, butter yellow with sage green, sky blue with tangerine. These combinations feel spontaneous and sun-soaked, perfect for terrace lunches or strolls through art galleries.

In all its forms, the styling of gingham this summer is a study in contrast: polished but relaxed, sweet but bold, vintage but current. It's not just about wearing a pattern, it's about embracing a mood. And this season, gingham is whispering: be soft, be strong, and don't be afraid to stand out.

To call gingham "quaint" feels outdated. This reimagined pattern carries emotional resonance, creative texture, and summer's spirit. It speaks to weekends in terrace cafés, festivity, and nostalgia, but updated for city dwellers, creatives, and anyone embracing high-low hybrid fashion. By 2025, gingham isn't just a lightweight print, it's a conversation piece, a sartorial bridge. It reminds us that small checks can have a big style story.



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Model: [TEA EMERALD](#) @tea_emerald

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FRENCH FASHION AND BEAUTY MAGAZINE

BODY Positivity
Aug. 2025



At MALVIE, we believe in the unapologetic power of art, identity, and truth.

We live in a world rich with culture, color, language, and legacy — yet still haunted by the disease of racism. It hides in silence, shouts through violence, lurks in everyday comments and laughs disguised as jokes. It thrives in systems built to protect, yet designed to exclude.

We refuse to normalize it.
We refuse to accept it.
We refuse to be silent.

The NOIR Edition was born not from trend, but from truth. Not from obligation, but from fire. It is a bold act of acknowledgment — and of defiance.

NOIR is not just a shade. It is the rhythm of survival. The echo of voices long silenced. It is Black brilliance, Black beauty, Black power — carved into history and bursting into the future.

But this story is not only Black. It is Brown, Indigenous, Asian, Middle Eastern, mixed, and marginalized. It is every person who has been judged by their skin before they've even spoken. It is every artist who has had to scream just to be heard. Every model who has had to fight just to be seen. Every soul who has been told, again and again, "you don't belong here" — and still rises anyway.

This edition is for them. For us. For you! This is more than a magazine. It's a declaration. A celebration.

We stand for visibility. We stand for dignity. We stand for the right to be seen — not as tokens, but as creators, leaders, innovators, icons.

We believe in the beauty of every shade. We believe that



difference is not a threat — it is a gift. We believe the future does not tolerate color — it is built by it.

The Future
isNOIR

NOIR
IS
POIS
POWERS

It's raw.

Photo Credit:
Photographer: Darryl Cobb Jr. @studiodbydc2
Model: Fano Raine @fanoraine

NOIR is not just a color.
It's history. It's power.
It's struggle. It's VOICE.
It's LIFE.

JAZAE

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Model: Sofie
Photographer: Mustafa Çağrı Üstün
Wardrobe Stylist: Sevda Kanalcı
Makeup Artist: Meriç Kanca

Welcome to DOMINANTE – a realm where rules are rewritten, and presence is everything.

We don't just feature images. We exalt them. Fashion, beauty, boudoir, nude – we embrace it all. Not for shock. Not for trend. But for truth. For artistry. For the electric power of a gaze that doesn't flinch.

DOMINANTE is where couture meets skin, where raw becomes regal, where shadows kiss spotlight – and nothing is ever too much.

We are the magazine for the fearless. The polished and the undone. The quiet storm and the loud whisper. The visionaries who turn their lens, their body, their makeup, their voice into an offering – bold, intimate, and unforgettable.

If your work lingers. If your art dares. If your story demands to be seen

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**UNCENSORED.
UNAPOLOGETIC.
UNFORGETTABLE.**



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SOMETHING OF THE
CELESTIAL ABOUT
• HER SILENCE

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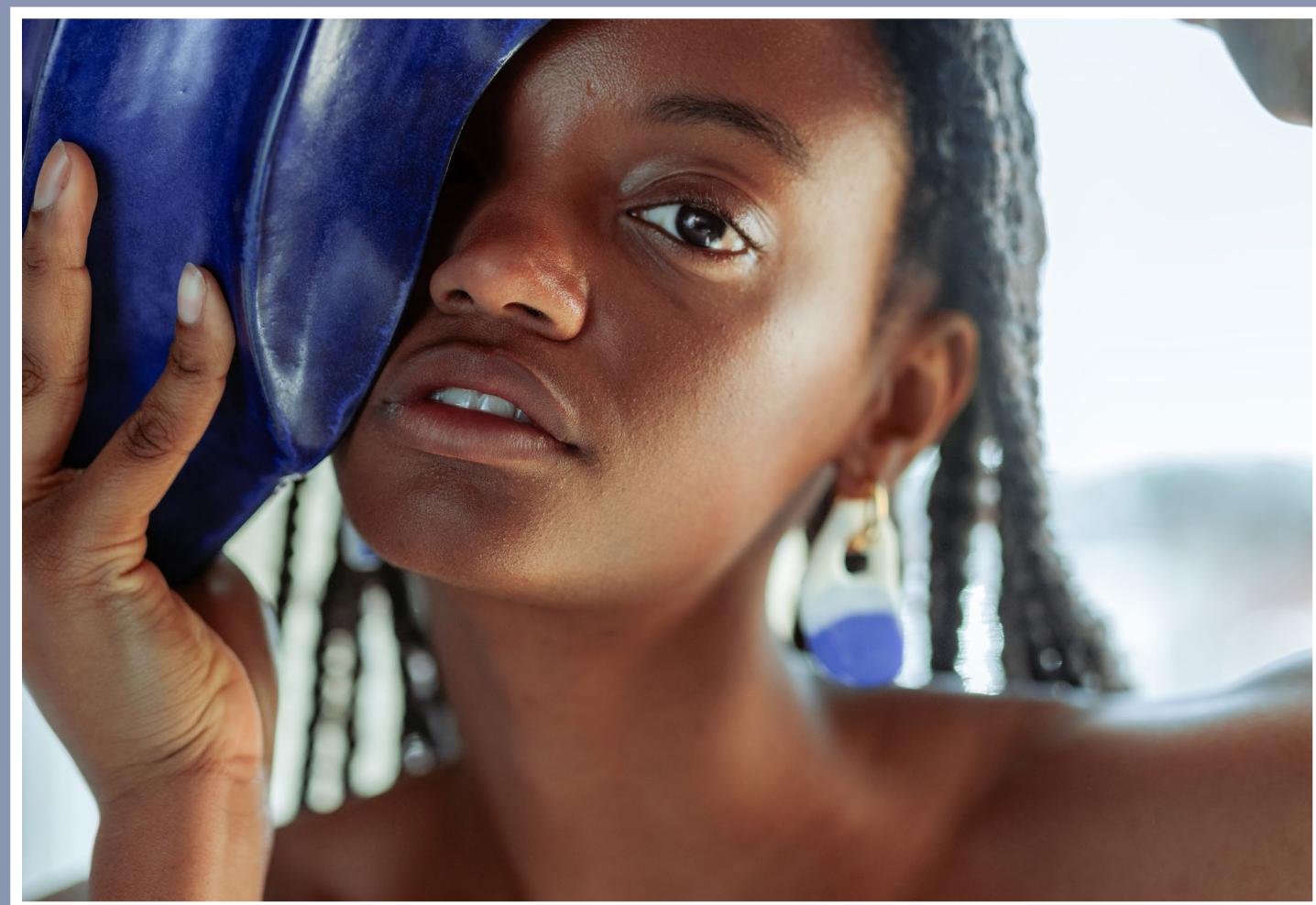


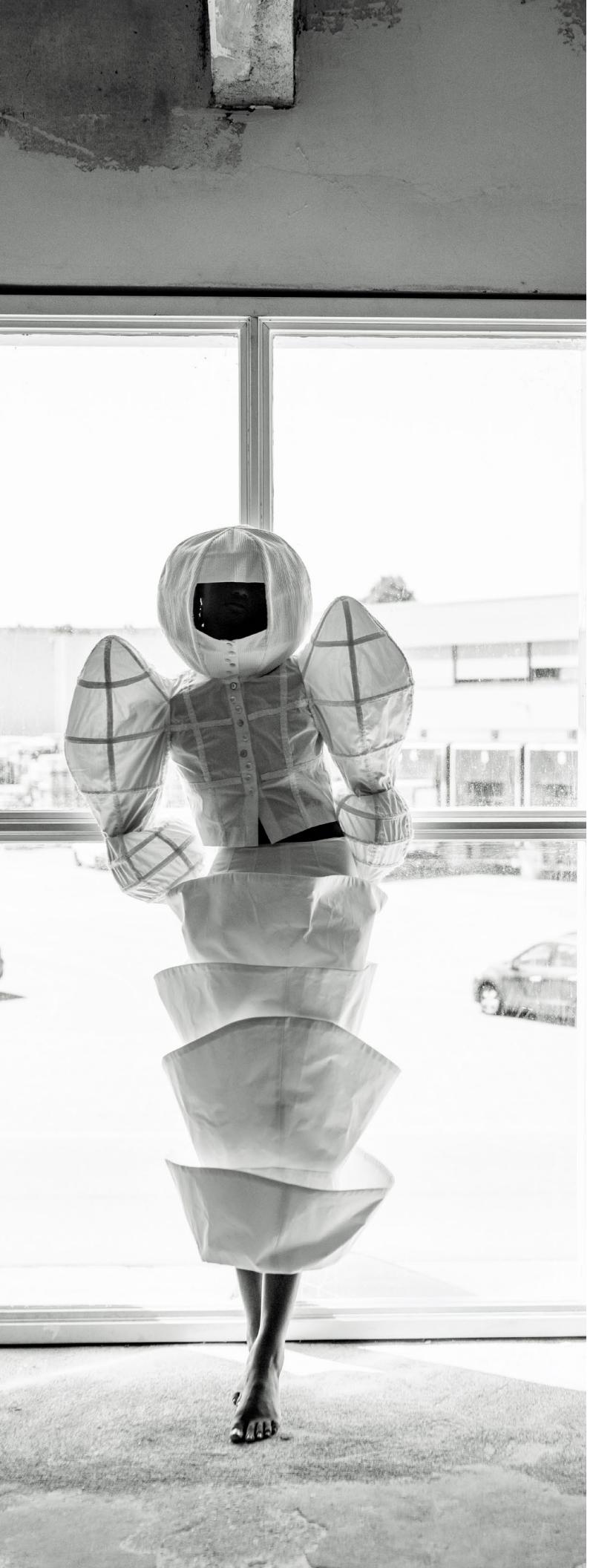


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Aug. 2025

Powder Pink

THE PASTEL POWERHOUSE OF 2025

If there's one hue that's gracefully taken over the fashion scene this year, it's powder pink. This soft, muted shade has transitioned from being a mere romantic accent to a bold statement of sophistication and versatility in 2025. Traditionally associated with femininity and delicacy, powder pink has undergone a transformation. Designers are now embracing this hue to craft pieces that exude strength and modernity. From tailored suits to flowing gowns, powder pink is proving its mettle on runways and streets alike.

THE NEW EVOLUTION
OF BEAUTY



Styling the Shade

One of the reasons powder pink has garnered such popularity is its adaptability. It pairs seamlessly with a range of colors—think crisp whites, deep navies, or even bold reds. Whether you're aiming for a monochromatic look or a contrasting ensemble, powder pink offers a canvas that's both fresh and timeless.

The Sister Shade: Butter Yellow

But powder pink doesn't reign supreme, it's impossible to ignore the emergence of butter yellow as its complementary counterpart. This gentle pastel has been spotted on numerous runways, bringing a touch of warmth and optimism to collections.

Designers like Jacquemus and Bottega Veneta have showcased butter yellow in various forms, from structured coats to delicate dresses.

The shade's versatility mirrors that of powder pink, making it a versatile addition to any wardrobe.



der pink, making them a dynamic duo in the pastel palette.

Embracing the Trend

Incorporating powder pink into your wardrobe doesn't require a complete overhaul. Start with accessories—a pair of shoes, a handbag, or even subtle jewelry. For those feeling bolder, a powder pink blazer or dress can serve as a standout piece, especially when paired with neutral tones.

Similarly, butter yellow can be introduced through statement pieces or layered with other pastels for a harmonious look. The key is to balance these shades to suit your personal style and the occasion.

Powder pink and butter yellow may seem like just one more seasonal trend—and who knows, maybe they will be—but it looks to me like they represent a shift towards embracing colors that evoke emotion, confidence, and individuality. And as fashion continues to evolve, it's good to have these pastels remind us that softness and strength can coexist beautifully.



Model:
Lan Anh

Photographer:
Dmitry Derkach

Makeup Artist:
Kryvenko

Ivanna

HIGH

OCTANE

GLAM

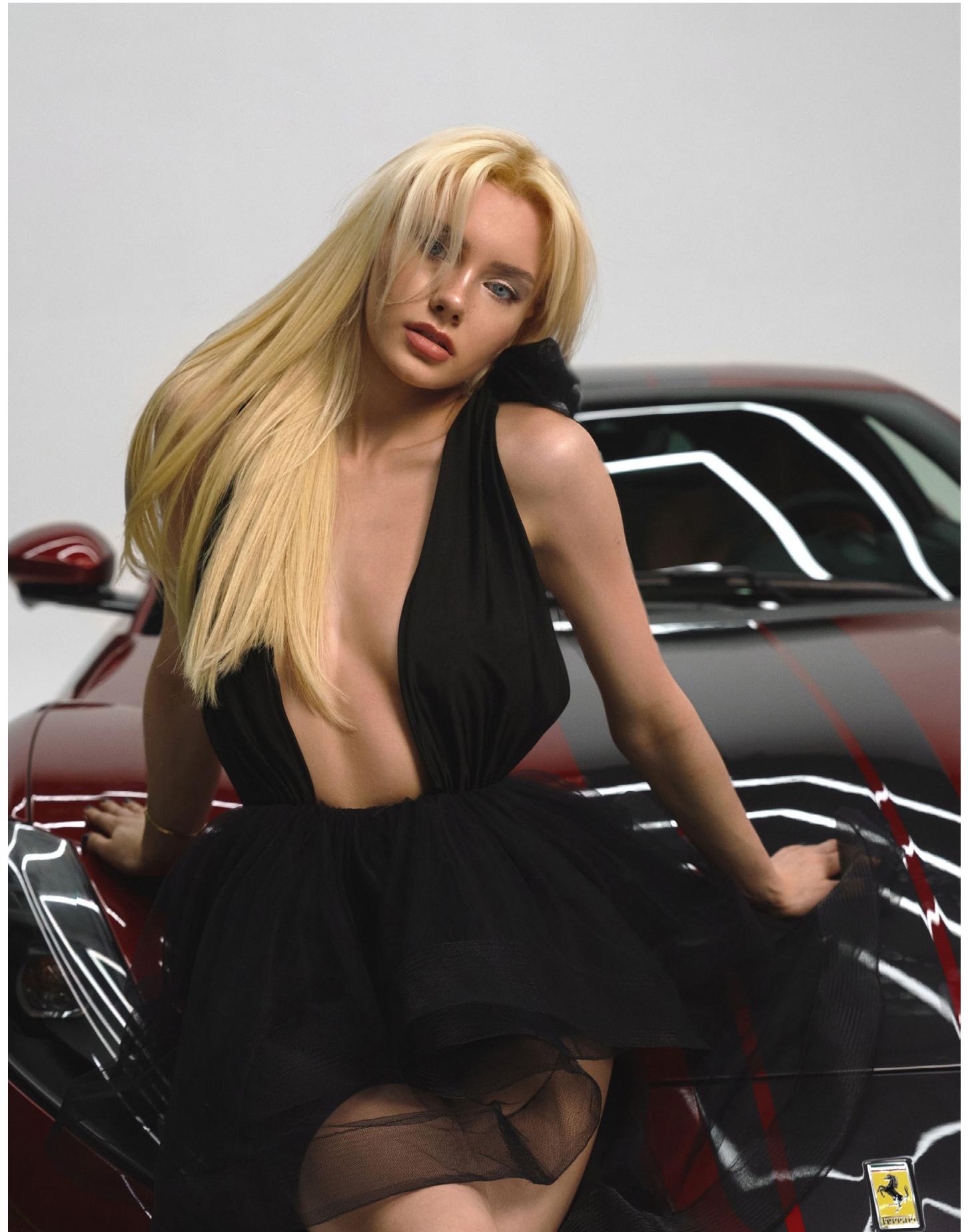


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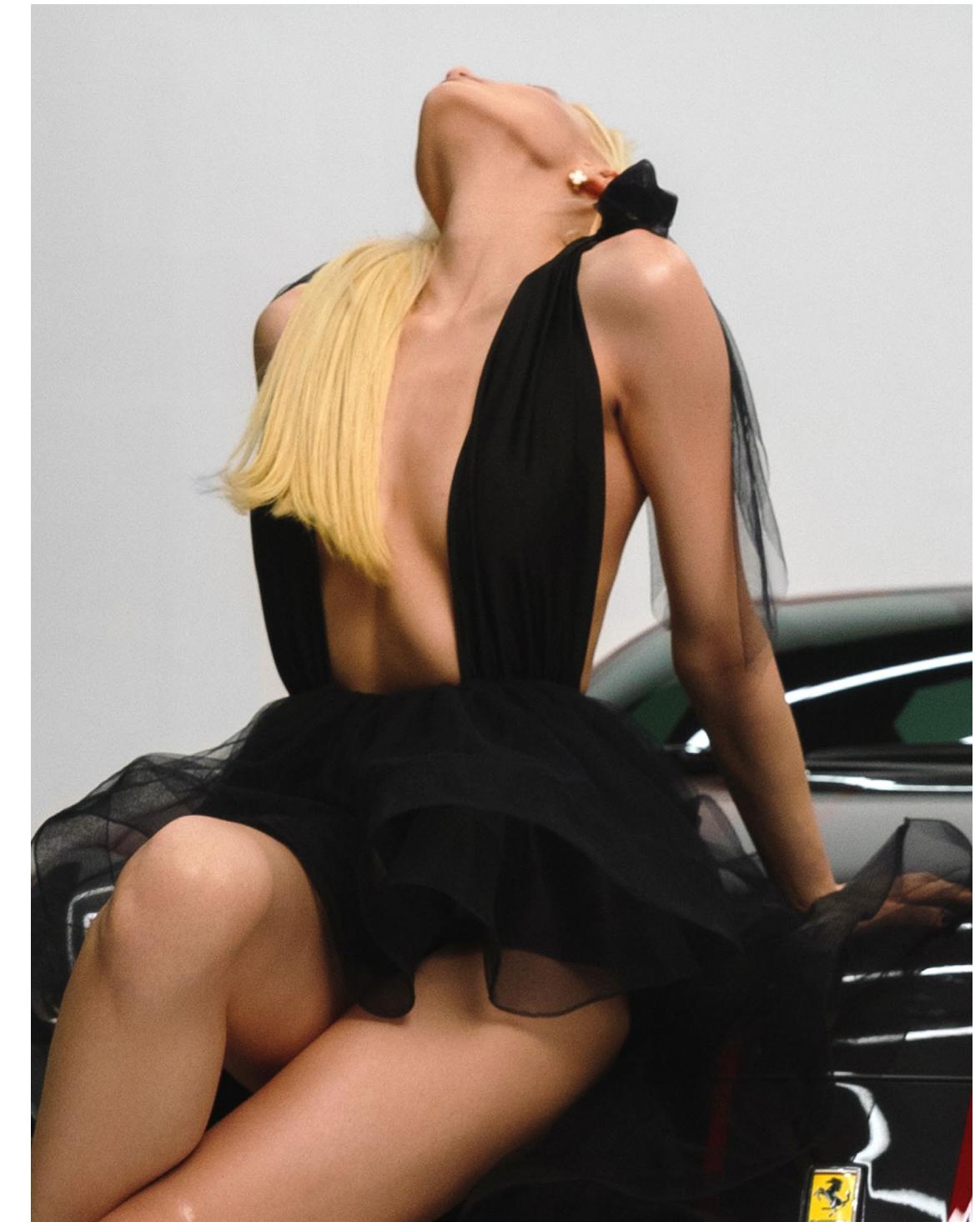


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FRENCH FASHION AND BEAUTY MAGAZINE

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BODY Positivity

Aug. 2025

SEA-INSPIRED COASTALCORE FASHION



A Deep Dive Into Summer's Splash

Mermaids, sardines, and seashells

The coastalcore movement isn't limited to fabrics and accessories, it's influencing beauty trends too. Enter "mermaidcore" glowing skin, wet-look waves, and shell-adorned hair clips. Jennifer Behr's shell crowns and Lele Sadoughi's pearl-studded barrettes are topping the trend charts, layering mermaid whimsy over everyday styles.

When summer hits, fashion tends to reflect sun, sand, and sea. But in 2025, this coastal calling has evolved beyond pastel flip-flops and oversized straw hats. What we're calling "coastalcore" is a cultural moment where seashell necklaces, starfish prints, and shell-embellished accessories are becoming defining elements in both fashion and beauty, especially across Northern Europe's trend-conscious scenes. It's not just a passing fancy, it's a movement infused with nostalgia, artistry, and personal storytelling.

Marina Romance meets high-end elegance
Let's rewind a bit. Seashell jewelry once evoked flashback vacations - think flimsy neon necklaces picked up for a few euros. That era has passed. In 2025, the transformation is real. Luxury brands like Chloé, Dior, and Isabel Marant have taken organic shapes like shells, starfish, and even lobster accents, and reworked them into sculptural, wearable art. At Chloé's Spring/Summer 2025 show, polished shell pendants, spiral earrings, and cuff bracelets added sophisticated boho flair to breezy linen looks. Dior followed up with starfish earrings and shell-studded chokers, still deeply beachy, but with grown-up elegance.

What's intriguing is the cross-market embrace. From high street retailers like Farm Rio, Tu Clothing, and NA-KD, who are launching shell-coord sets and crocheted totes, to supermarkets offering affordable versions, the sea-inspired wave has genuine breadth. It's summer's sweet spot: joyous nostalgia grounded in accessible style.

Even swimwear is catching the tide. The 2025 Swim Report highlights a move away from minimalism. Swim pieces are being styled like mini wardrobes with skirts, trousers, accessories, and yes, shell appliqués, romantic florals, and metallic hardware, making swimwear equally suitable for beach and city escapes.

Makeup sees similar shifts, with soft sand-hued eyeshadows with shimmering aquatic accents create an ethereal "sea-siren" effect. And let's not overlook nail art! Tiny shell stickers and pearl tips are popping up all across social media. Open that Instagram; you'll find influencers layering pearl drop earrings with textured seashell necklaces and switching regular handbags for shell-shaped clutches or crocheted bags lined with conch shells. These visual mashups fuse maritime symbolism with high-fashion sensibilities - a coastal fairytale, retold for today.

A meaningful twist to this trend? Its alignment with eco-conscious values. Shell and pearl pieces crafted from reclaimed materials or responsibly sourced shells are becoming mainstream. Brands like Atolea Jewelry and ShellVibe are finding demand for accessories that combine oceanic aesthetics with environmental responsibility. And even major houses are getting involved. Chloé's seashell jewels, crafted in Europe with certified materials, appeal to consumers seeking both style and substance.

But why is this aquatic wave cresting in summer 2025? Culturally, it taps into a collective craving for grounding. The ocean symbolizes calm, depth, and renewal, much-needed metaphors in our post-pandemic, climate-anxious world. As Vogue UK put it, shell jewelry offers "sculptural, grown-up" simplicity paired with nostalgic authenticity.

There's also a travel-driven influence. Northern European getaways, from the Greek Isles to the Baltic

coast, have booming summer tourism. Beachside brides are swapping diamonds for shell anklets; seaside cafes have crocheted shell handbags on every table. These images populate feeds daily, reinforcing the trend's momentum. Pop culture helps too. At London's Serpentine Gallery summer party, Cate Blanchett created a shimmer storm in a shell-and-pearl corset top, sculpted by Dilara Findikoglu, transforming TikTok's "Sardine Girl Summer" into haute couture commentary. Sardine leather totes (via Bottega Veneta) and fishbone necklaces (via Schiaparelli) joined the beach belle brigade, blending high-end fantasy with coastal motifs.

Even Reddit is talking: one user predicted way-more fringe on sea-themed pieces, while others praised sheer layering for Edwardian-inspired seaside styling .

Making coastalcore work for you

If your wardrobe's ready for a summer refresh, consider these accessible starting points!

Shell jewelry: start simple, a conch hoop here, a shell drop earring there. Works both for a seaside day or a yacht-casual moment.

Shirts and dresses: gingham and shell prints are trending across beach-to-bar looks alongside crocheted shell swim covers .

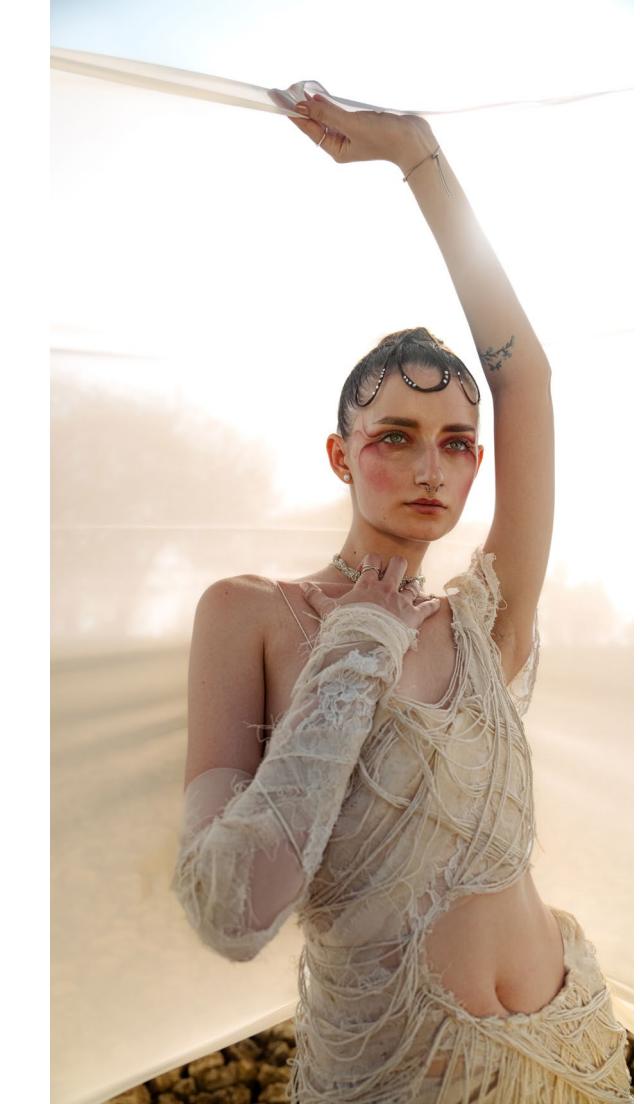
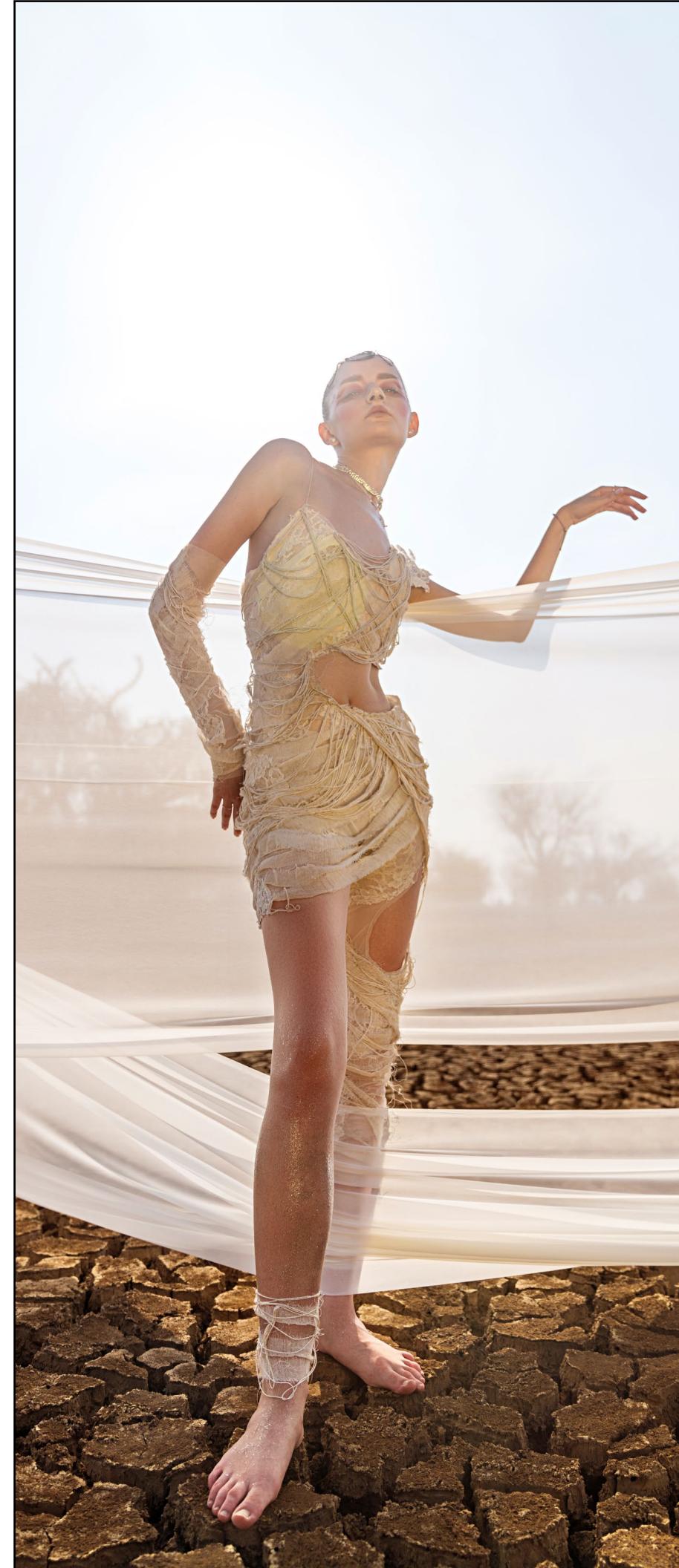
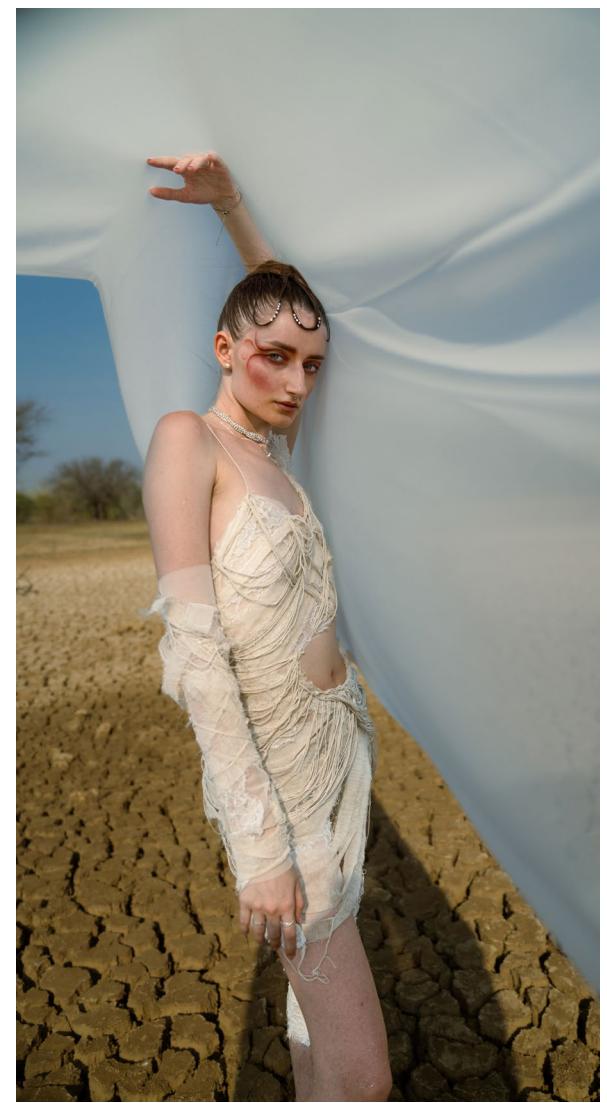
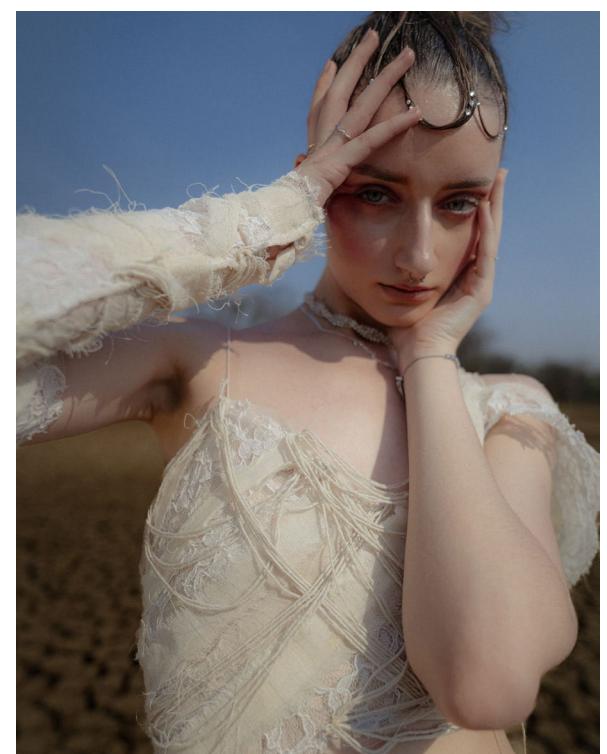
Hair accessories: clips, pins, crowned accents, carnival-ready or café-elegant. They'll make even greasy hair look dreamy.

Bags and footwear: crochet tote, shell-studded sandals, pearl slides. Expand coastalcore beyond jewellery!

Beauty ties: soft waves, wet-looking gloss, pearl eyeshadow are simple, elegant nods to mermaid-core.

Trends come and go, and coastalcore has been building a slow-burn legacy. It's part nostalgia, part escapism, part sustainable storytelling. Beachwear isn't just for vacation, it's woven into daily life, an emotional echo of currents, tides, and timeless coastal beauty. From Stockholm coffee shops to Lisbon boardwalks, from Copenhagen canals to Cannes festival streets, this sea-inspired aesthetic is uniting Europe through texture and tone. It's more than kitschy seashell garb: it's a mood, a mindset, and yes, an elegant reclaiming of summer's sensory story.

So next time you see a shell necklace or a sea-foam dress, remember: you're not just wearing beach vibes. You're channeling centuries of myth and memory. You're part of a summer that's equal parts nostalgia and artistry.



Article by
Valentina Roque

WILD GRACE

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