

MAI VIE

July 2025
Vol. 64

magazine

OCEAN IS A Woman

PHOTOGRAPHED BY
NITESH CHAUBEY

SHE SINGS IN WAVES,
WEEPS IN STORMS,
AND CRADLES LIFE IN
HER ENDLESS DEPTHS

The New Beauty

THE QUIET POWER OF MINIMALIST FASHION

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

Meet the team

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ANNE MARIE - Head of Social Media
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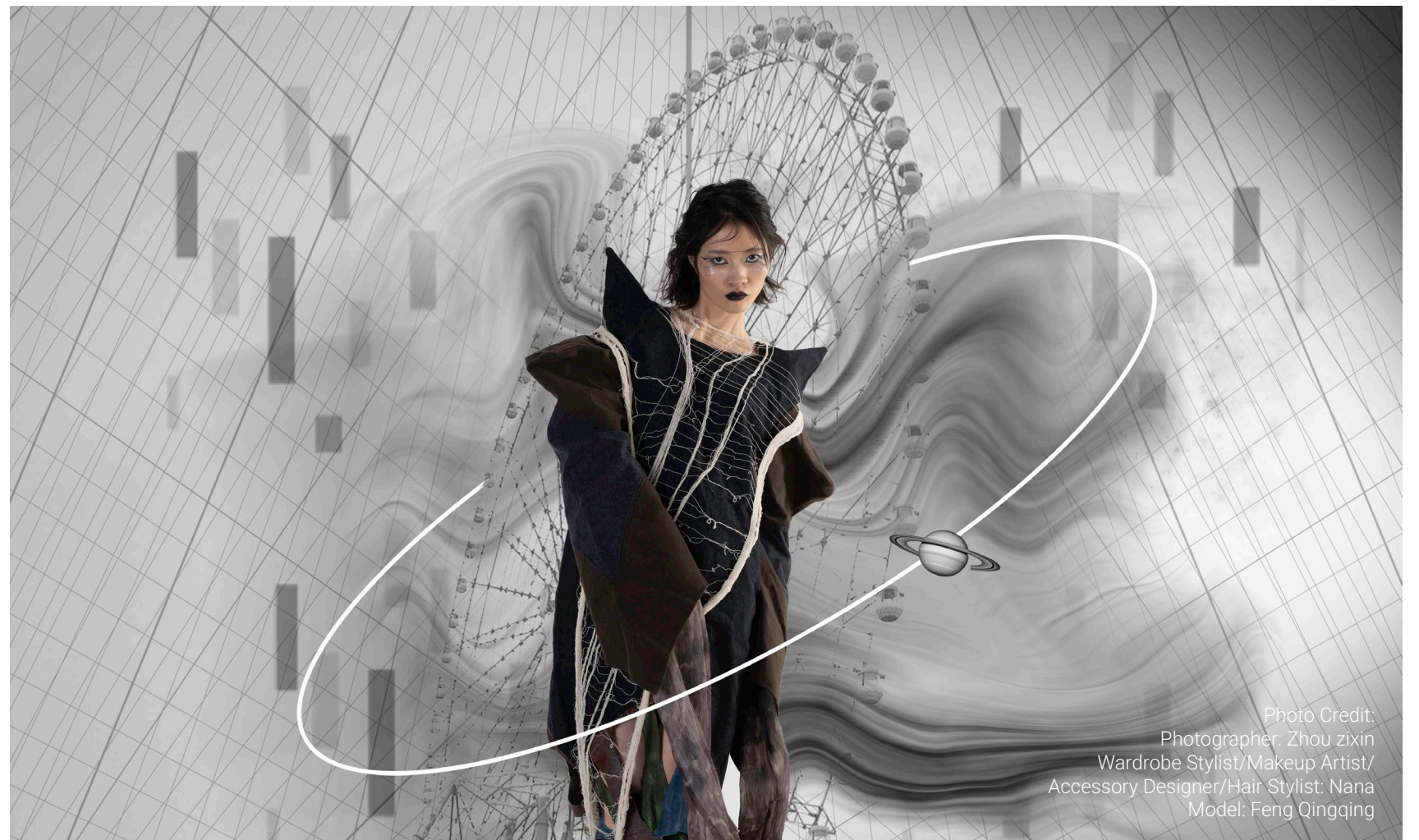


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Photographer: Zhou zixin
Wardrobe Stylist/Makeup Artist/
Accessory Designer/Hair Stylist: Nana
Model: Feng Qingqing





Letter from Valentina

There's something about July that feels like both a breath and a spark. Maybe it's the height of summer across Europe - and even though it's winter in my country, social media makes me feel like I'm living the euro-summer - with long golden evenings and that unmistakable feeling that anything is possible. Or maybe it's just me, embracing this season of change with more awareness than ever.

Lately, I've found myself reflecting on pace. How fast the fashion industry moves, how quickly trends come and go, and how often we're all chasing the next big thing without taking time to really absorb what we've just lived through. This July issue feels like an invitation to pause and observe. To appreciate the beauty of transition.

We're in the middle of a year that's been marked by contrasts. On the runways, I've seen everything from unapologetic maximalism to stripped-down minimalism. In beauty, the conversation is shifting between bare-skin authenticity and the return of unapologetic glam. And as always, the undercurrent of social responsibility and conscious creation is present and stronger than ever, actually.

Personally, this time of year reminds me why I chose this path in the first place. To tell stories. To decode moods. To capture moments that might otherwise slip through unnoticed. Working on this issue, I've had the privilege of diving into pieces that explore craftsmanship, color psychology, the emotional language of textures, and the ways we use fashion not just to dress, but to speak, sometimes loudly, sometimes in whispers.

So wherever you're reading this, whether it's on a sunlit terrace in Lisbon, on a train crossing Germany, or curled up indoors with a much-needed break from the heat, I hope this edition brings you inspiration. I hope it reminds you that style isn't just about what we wear. It's about how we choose to show up, every day, in every season.



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Makeup Artist: Ekaterina Mantsurova @katya_mantz
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Be published.
Be remembered.

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.

L'ATTIRANCE is more than a magazine — it's a signature.

SUBMIT your work
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Visionary.
Irresistibly
captivating.

Photographer: Ren Xu



NEO-ROMANTICISM IN MODERN FASHION

EMBRACING EMOTION, HISTORY,
AND INDIVIDUALITY

In an era dominated by rapid technological advancements and minimalist aesthetics, a counter-movement is gaining momentum in the fashion world: Neo-Romanticism. This trend is not merely a nostalgic revival but a contemporary reinterpretation of Romantic ideals, blending historical influences with modern sensibilities to create a style that resonates deeply with today's desire for authenticity and emotional expression.

The Roots of Romanticism in Fashion

Originating in the late 18th century, the Romantic movement was a reaction against the rationalism of the Enlightenment, emphasizing emotion, nature, and individualism. In fashion, this translated to designs that celebrated the natural form and evoked a sense of ethereal beauty. Garments featured flowing silhouettes, delicate fabrics like lace and chiffon, and intricate details such as ruffles and embroidery. The aim was to create an aesthetic that mirrored the Romantic ideals of beauty, emotion, and a connection to nature.

Designers like Norman Hartnell in the early 20th century embraced these principles, crafting gowns that exuded elegance and romantic allure. His designs often featured fluid lines and ornate embellishments, capturing the essence of Romantic fashion.

The Emergence of Neo-Romanticism

Neo-Romanticism in fashion emerged as a response to the stark minimalism and utilitarian trends of the late 20th and early 21st centuries. It seeks to reintroduce emotion, storytelling, and historical references into contemporary design. This movement is characterized by a fusion of past and present, where traditional Romantic elements are reimagined through a modern lens.

Key features of Neo-Romantic fashion include:

- **Voluminous silhouettes:** Echoing the grandeur of the Romantic era, designers employ exaggerated shapes, such as puffed sleeves and billowing skirts, to create dramatic, yet wearable, pieces.
- **Delicate fabrics:** Materials like tulle, lace, and silk are used to evoke softness and femininity, often layered to add depth and movement.

- **Pastel and muted tones:** A color palette dominated by soft pinks, butter yellows, and earthy hues reinforces the gentle, nostalgic feel of the style.

- **Historical references:** Designs often incorporate elements reminiscent of bygone eras, such as corsetry, ruffled collars, and poet sleeves, blending them seamlessly with contemporary cuts.

"EMOTION MEETS
ELEGANCE IN
NEO-ROMANTIC
FASHION."

Several modern designers have embraced Neo-Romanticism, each bringing their unique perspective to the movement:

Simone Rocha: Known for her ethereal designs, Rocha combines traditional craftsmanship with modern silhouettes, creating pieces that are both romantic and avant-garde.

Pierpaolo Piccioli for Valentino: He's been recently announced as Balenciaga's new creative director, and while we're all excited about it, we're still not over his work for Valentino - and I fear I'll never be. Piccioli's collections often explore the balance between strength and gentleness, using Romantic elements to convey empowerment through softness.

Guillaume Henry at Patou: Henry reinterprets historical garments with a modern twist, focusing on fluidity and transparency to challenge traditional gender norms in fashion.

The resurgence of Neo-Romanticism reflects a broader cultural shift towards valuing emotion, individuality, and a connection to the past. In a world where digital interactions often overshadow personal connections, this style offers a tactile, expressive outlet. Moreover, Neo-Romantic fashion challenges conventional gender norms by embracing fluidity and softness, allowing for a more inclusive and diverse expression of identity. Designers are increasingly creating pieces that transcend traditional gender boundaries, emphasizing the universality of Romantic ideals.

Styling Neo-Romanticism Today

Incorporating Neo-Romantic elements into everyday wear can be both accessible and versatile:

- **Layering:** Pair a ruffled blouse with a structured blazer or a lace dress with a leather jacket to balance softness with edge.
- **Accessories:** Opt for delicate jewelry, vintage-inspired handbags, or lace-up boots to add romantic touches without overwhelming the outfit.

"Whispers of history, worn with pride"

- **Textures and fabrics:** Mix materials like silk, velvet, and lace to create depth and visual interest.

My take on Neo-Romanticism is that it stands as a testament to the industry's ability to adapt and reflect societal shifts. It's a celebration of emotion, individuality, and the timeless allure of romance.

In embracing Neo-Romanticism, we're not just revisiting the past; we're reimagining it, infusing it with contemporary relevance and personal meaning. And in doing so, we're crafting a fashion narrative that's as heartfelt as it is stylish.





Caribbean

Poolside mid July

Photographer: HUGO @hugo_jr
Model: JENNIFER DYER @solymargoddess
Wardrobe Stylist: FASHION NOVA @fashionnova
Creative Director: THE RIVIERA MODELS @therivieramodels

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FRENCH FASHION AND BEAUTY MAGAZINE

Fashion Across
Cultures
July 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.

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

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.

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

The Future
is **NOIR**



NOIR
IS
POWER

It's RAW.

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

Photo Credit:
Photographer: Darryl Cobb
Jr. @studiobydc2
Model: Fano Raine @fanoraine

QUEEN
is A WOMAN

Wardrobe Stylist/Creative Director: RUHANI @ruhaniiii
Photographer: NITESH CHAUBEY @nitesh.chaubey92

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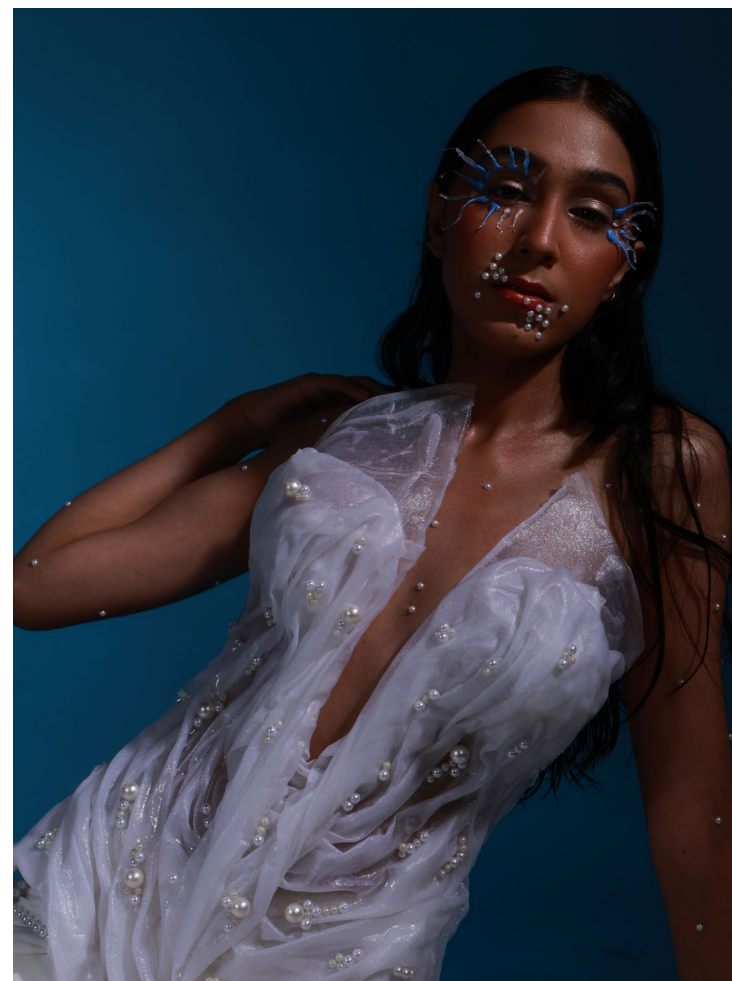




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SUBMIT NOW TO DOMINANTE



Model: Sofie
Photographer: Mustafa Çağrı Üstün
Wardrobe Stylist: Sevdâ 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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Model: AADITYAM MODGAL @addym2316
Makeup Artist: VISHWA KHATSURIA @lookyoulove
Wardrobe Stylist: HYACINTH EDELL @byeacinth
Photographer: ANTONIO LUNA @luna.aphotography
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Model: RODAS AYENNEW @rodasmulu



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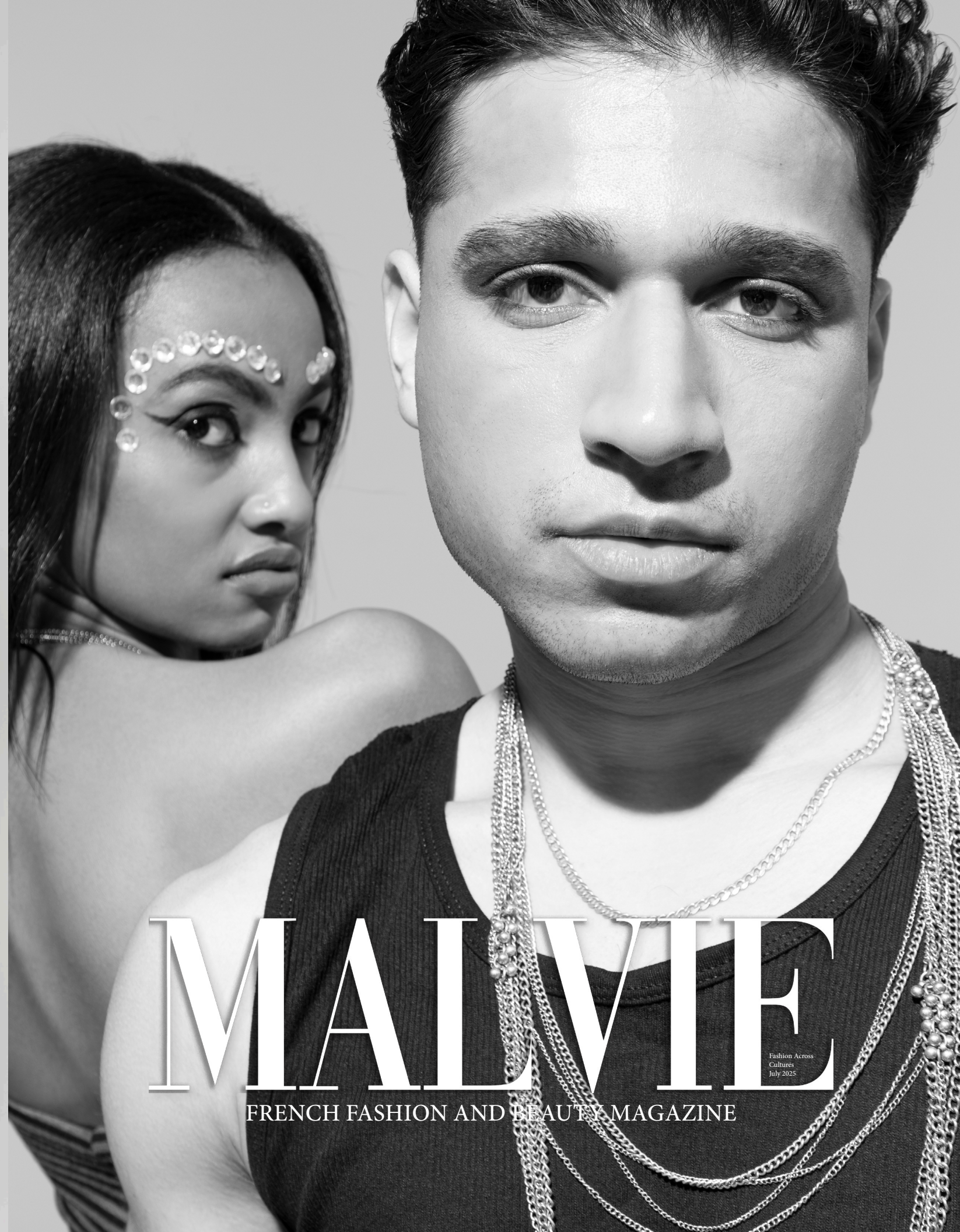




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Powder Pink

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.

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.

THE NEW EVOLUTION OF BEAUTY



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



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CULTURAL FUSION AND GLOBAL INFLUENCES IN FASHION

Photography Studio: Fame Lights Studio
Art Director: Dmitry Taiga
Videographer: Sergei Dzusov
Photo Editor/Retoucher: Roman Terekhov
Makeup Artist: Beam
Makeup Artist: Maria Proskurina
Visual Effects Artist: Evgeniy

Model: Nina Nani
Producer/Photographer: Gleb Wantosleep
Male Model: Model: Nipitchawat Tantivongsakij
Hair Stylist: Armaladyy
Stylist/Creative Director/Producer: Polina Saraeva
Male Model: Ivan Makushev
Makeup Artist: Makeup Artist - Lung Seng Lamung
Model: Alexa



A Tapestry of Identity

Let's start with this simple fact: fashion is not created in a vacuum. It's a living, breathing, evolving language that speaks of where we come from—and where we're going. In 2025, there's a glimpse of hope where global fashion is not just about aesthetics anymore, but it's about meaning. It's about identity. And it's increasingly about a beautifully complex fusion of cultures.

What Exactly Is Cultural Fusion in Fashion?

Cultural fusion in fashion refers to the blending of elements from multiple cultural backgrounds to create new, hybrid styles. This might sound familiar—after all, the fashion world has always borrowed (okay, stolen, in some cases) from global traditions. But the contemporary take is more intentional, more conscious, and (hopefully) more respectful.

Instead of appropriating styles for the sake of "exoticism," today's designers are often working collaboratively with artisans, respecting cultural heritage, and elevating traditional techniques in modern ways. And this shift is long overdue.

How Did We Get Here?

The rise of cultural fusion is a direct result of globalization. Migration, digital connectivity, and the influence of diasporic communities

have led to cultural cross-pollination like never before. From Paris to Lagos, Tokyo to Berlin, fashion is embracing the mash-up mindset.

Let's not forget that the fashion capitals themselves have diversified. London and Paris are no longer just Western strongholds. Their fashion weeks now showcase talents like Priya Ahluwalia, who explores her Nigerian-Indian heritage through upcycled streetwear, or Thebe Magugu, the South African designer whose work is rooted in post-colonial narratives.

The Rise of "Third Culture Fashion"

There's even a term for this new wave of globally inspired fashion: "third culture fashion." It represents designers who grew up between cultures—and whose work reflects that layered identity.

Take Peter Do, for instance. Raised between Vietnam and the U.S., his collections blend East Asian minimalism with sharp, Western tailoring. Or look at Sindiso Khumalo from South Africa, who combines storytelling, sustainability, and textile heritage with a modern sensibility. These designers don't just "mix" aesthetics—they challenge norms, confront histories, and redefine beauty. But let's dive deeper into this subject.

In our increasingly interconnected world, fashion has become a powerful medium for expressing complex identities. One of the most compelling developments in this realm is Third Culture Fashion. This movement is driven by designers who have grown up navigating multiple cultures, often blending elements from their diverse backgrounds to create innovative and meaningful designs.

The term "Third Culture" originates from the concept of "Third Culture Kids" (TCKs), individuals raised in a culture different from their parents' or the culture of their country of nationality. These individuals often develop a unique cultural identity that is a blend of their upbringing and experiences. In fashion, Third Culture designers channel this hybrid identity into their work, creating pieces that transcend traditional cultural boundaries.

Third Culture Fashion is not merely about aesthetic fusion; it's about storytelling, heritage, and challenging conventional narratives. Designers in this space often use their platforms to explore themes of migration, identity, and

belonging, offering fresh perspectives that resonate with a global audience.

Let's spotlight some designers who exemplify the ethos of Third Culture Fashion:

Rahemur Rahman

A British-Bengali designer, Rahman is known for integrating traditional Bengali block printing techniques into contemporary menswear. His collections often reflect his dual heritage, blending South Asian craftsmanship with British tailoring. Rahman's work not only celebrates his roots but also addresses broader themes of diaspora and identity.

Duro Olowu

Born in Nigeria to a Jamaican mother and Nigerian father, Olowu's designs are renowned for their vibrant prints and eclectic patterns. His multicultural upbringing is evident in his work, which often combines African textiles with Western silhouettes, creating a distinctive and globally appealing aesthetic.

Angela DeMontigny

A Canadian designer of Cree-Métis heritage, DeMontigny incorporates Indigenous motifs and materials into her fashion line. Her work is a testament to the richness of Indigenous cultures, blending traditional elements with modern design to create what she describes as "Indigenous luxury."

Kenneth Ize

Nigerian-born and Austria-raised, Ize is celebrated for his use of Aso Oke, a traditional Nigerian fabric, in contemporary fashion. His designs pay homage to his heritage while appealing to a global audience, exemplifying the essence of Third Culture Fashion.

Third Culture Fashion is a reflection of our globalized society. As borders become more fluid and cultures continue to intersect, the fashion industry is witnessing a surge in designs that encapsulate diverse experiences. This movement not only enriches the fashion landscape but also fosters greater understanding and appreciation of different cultures. Moreover, Third Culture Fashion challenges the industry to move beyond tokenism, advocating for authentic representation and collaboration. By embracing the narratives of Third Culture designers, fashion becomes a platform for inclusivity, innovation, and meaningful dialogue.

The Role of Gen Z: More Than Just the Audience

Here's where it gets spicy: Gen Z isn't just passively consuming these styles—they're demanding them. According to a 2023 McKinsey report, 73% of Gen Z consumers value "authentic representation of culture and heritage" in fashion. They want brands to show receipts—not just sell pretty clothes. This generation grew up seeing the world in one scroll and expects fashion to reflect that multicultural reality.

Plus, TikTok and Instagram have become spaces where subcultures from around the world gain visibility—and go viral. That means that Peruvian embroidery, Punjabi phulkaris, and Moroccan kaftans can all trend simultaneously (and rightfully so).

When Fusion Becomes Confusion: The Fine Line

Of course, cultural fusion isn't free from controversy. The line between inspiration and appropriation is razor-thin. We've seen it before: white models in Native American headdresses, mass-market "kimono" robes made in factories, African prints with zero African designers behind them.

The key difference today lies in credit and collaboration. Brands like Wales Bonner (British-Jamaican designer Grace Wales Bonner) and Kenneth Ize (Nigerian designer known for Aso Oke weaving) are working with cultural custodians, not just their imagery. That's the model: honor, don't harvest.

Europe, with its colonial past and multicultural present, plays a critical role in shaping how cultural fusion evolves. The challenge—and the opportunity—is for European brands and institutions to embrace diversity from within, not just from a distance.

Some progress is being made. The British Fashion Council's NewGen program, for instance, supports emerging talents from diverse backgrounds. Meanwhile, cultural institutions like Palais Galliera in Paris are beginning to interrogate their own Eurocentric curatorial lens.

Still, there's a long way to go. But the presence of Middle Eastern influences at Copenhagen Fashion Week, North African designers making waves in Milan, and Ukrainian craftsmanship being highlighted in Berlin all point to a hopeful, hybrid future.

"FASHION IS A LIVING, EVOLVING LANGUAGE REFLECTING IDENTITY AND CULTURE."



Cultural fusion isn't a trend—it's a paradigm shift. As migration continues, as borders blur, and as younger generations assert their multifaceted identities, the fashion industry will have to evolve—or be left behind.

In a world where identity is layered, fashion must be too. And thank goodness for that.

Because honestly? The world's just too interesting for boring clothes.



Article by
Valentina Roque



FACES OF GODDESS

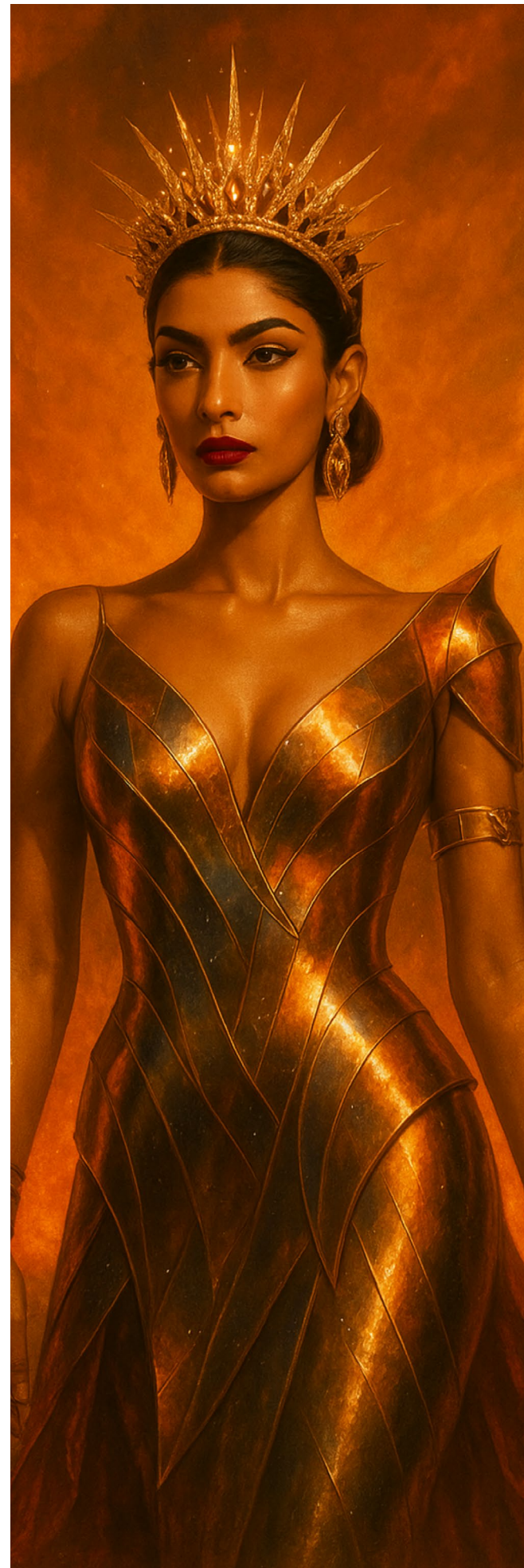
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