

MATVIE

Sept. 2025
Vol. 09

magazine

THE ELEGANCE *of* MATCH POINT

STARRING ANTONIA
SOFIA SABATO AND
PHOTOGRAPHED
BY CALVIN CC

MICH

PHOTOGRAPHED BY
RAUL RODRÍGUEZ

ENERGY OF MOVEMENT

STARRING THE
MUSE ELIZAVETA
PHOTOGRAPHED BY
SVETLANA KARTINOVA

FOR *Passion*
Fitness

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

MARIUS CIOBANU - Chief Executive Officer
VALENTINA ROQUE - Fashion Journalist
ANNE MARIE - Head of Social Media
TEODORA ANDONE - Editor-in-Chief
MALIK AHTESHAM- Page Designer

Connect with us

FACEBOOK - facebook.com/malviemag
INSTAGRAM - [@malviemag](https://www.instagram.com/malviemag)
TWITTER: [@malviemag](https://www.twitter.com/malviemag)
EMAIL: contact@malviemag.com
www.MALVIE.fr

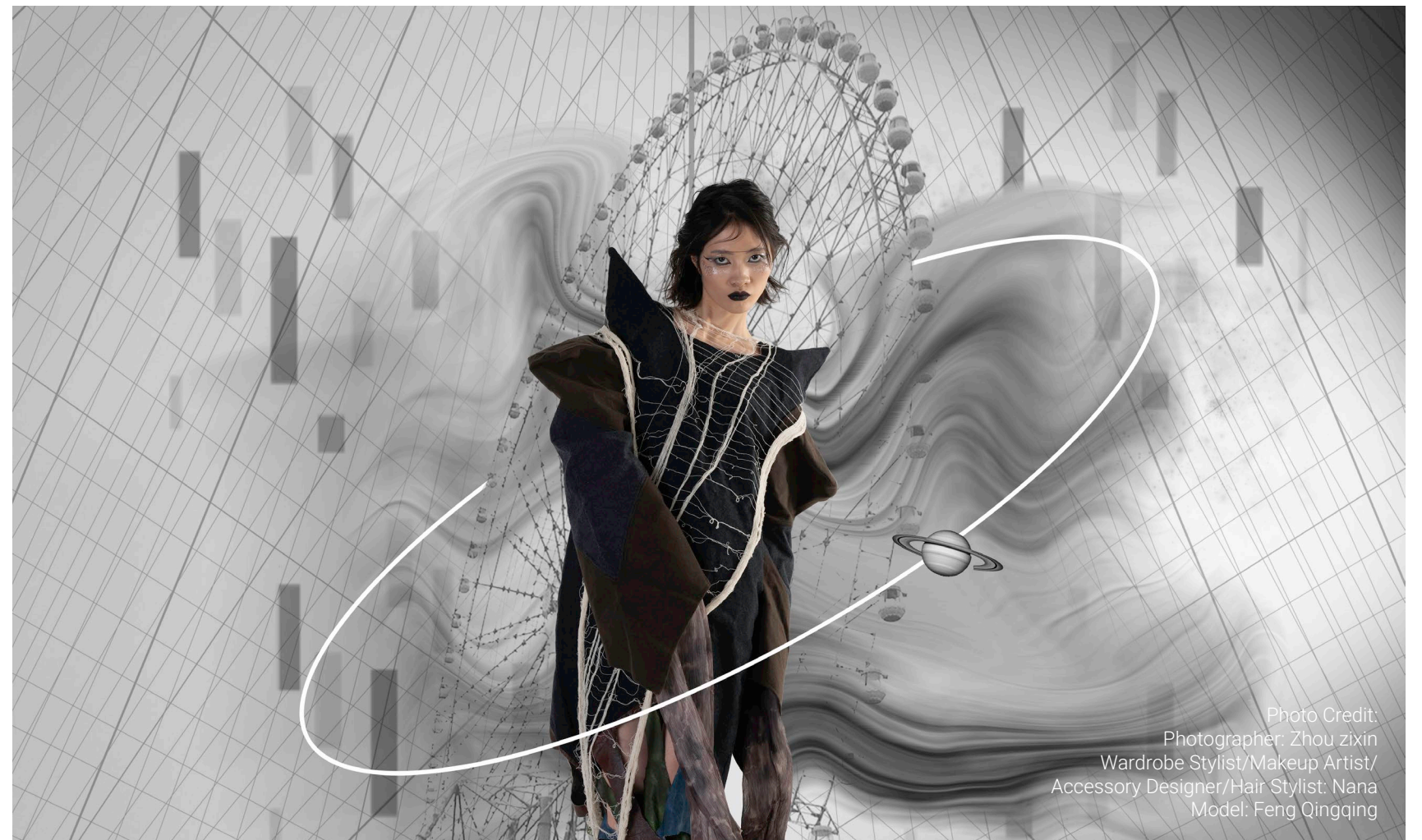


Photo Credit:
Photographer: Zhou zixin
Wardrobe Stylist/Makeup Artist/
Accessory Designer/Hair Stylist: Nana
Model: Feng Qingqing



FITNESS FASHION

#malvie
mag
2025 SEPT.
EDITION

CHECK OUR WEBSITE
MALVIE.FR



Letter from Valentina

September always feels like that delicate in-between moment. Summer is still in full swing, yet we can already sense the subtle shift toward something new. The light changes, the days stretch a little differently, and fashion, beauty, and culture echo this rhythm. For this month's issue, we wanted to capture that tension between basking in the present and anticipating what's ahead.

Our stories dive deep into the trends that are shaping this late-summer mood. From the undeniable rise of eco-luxury in fashion and beauty, where sustainability meets sophistication, to the fascinating conversation around style, we take a hard, honest look at the values guiding our wardrobes today. These are not just passing trends, but reflections of larger cultural dialogues—and they force us to ask: what does it mean to consume fashion responsibly in 2025?

We also turn our eyes to identity, exploring how everything can evolve into personal statements as powerful as clothing. As always, we wanted to weave together not only what's on the runways and beauty counters, but also what's happening in our lives, our cities, and our cultures.

August is about slowing down just enough to notice the details: the way a gingham dress catches the light on a terrace in Marseille, or how a salt-tinged scent can instantly transport us back to the coast. It's about savoring beauty in its truest, most personal form. I hope this issue inspires you to reflect, reset, and reimagine your relationship with style as we move into the next season.

Hair Stylist: 12 procent @12_procent
Model: Gabriella Yakub @Rush Models @hoktrus
Wardrobe Stylist/Creative Director: Ekaterina Paushkina @dr._kate_paushkina
Assistant: Photostudio "Sova" @sova.photo.chel
Model: Samandar Karimov @Element_model @dar._sam

Photo Credit:
Hair Stylist: Timur Zakirov @zakirov_hair
Makeup Artist: Ekaterina Mantsurova @katya_mantz
Photographer/Retoucher: Luba Arseneva @shuka_lubov
Makeup Artist: Tatyana Pipin @tatyana_pipin

MALVIE

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
via Kavyar.

Refined.
Visionary.
Irresistibly
captivating.

Photographer: Ren Xu



RAW GLAMOUR, UNFINISHED GRACE

WHY F/W 2025'S MOST POWERFUL LOOK IS REFUSING TO BE “PERFECT”

There is a reason the phrase I kept hearing backstage for this season was “raw glamour” when we first saw the shows, and I think it’s time we bring that talk back. Editors, dressers, makeup leads, we were all circling the same idea: beauty that doesn’t flinch at seams, a kind of elegance that lets the scaffolding show. As a reporter who lives for fashion’s pivot points (and, fine, sometimes cries during really good shows), I felt it most viscerally at Prada, where the runway staged a tug-of-war between polish and provocation. The mood wasn’t disheveled for effect, it was deliberate, constructed, studied. The effect? F/W 2025’s defining current, a glamour that rejects docility and embraces a compelling, lived-in truth.

THE EMOTIONAL ARCHITECTURE OF “RAW”

Prada’s collection is the clearest thesis statement for the season’s shift, and the house telegraphed it in craft choices: deliberate alteration of proportions, finishes that read “unfinished,” and garments that moved with a slightly contrary logic. Coats and dresses whose “behavior” on the body was part of the narrative. The clothes were “augmented,” as one review put it, letting creases, raw hems, and subverted shapes become the point rather than the error. That’s not sloppiness; it’s authorship. It reframes the wearer’s presence as the locus of glamour, less about immaculate surfaces and more about complexity. I can’t tell you how many editors I could overheard murmuring some version of “I want to feel this,” which is precisely the emotionality Prada and co-creative director Raf Simons pushed into the room.

The “raw glamour” arc continued across Europe. Wallpaper Magazine argued that designers

probed femininity as something powerful and a bit dangerous. Think slinky, sculpted silhouettes undercut by faux furs, animal textures, and thigh-high boots, a cocktail that fused danger and seduction into an unmistakably contemporary stance. The magazine’s seasonal roundup even framed the mood as a rejection of pristine mythologies in favor of energy and grit. From Paris to Milan, you could feel this in the staging: Prada’s maze of scaffolds, Miu Miu’s moiré greens, Saint Laurent’s hypnotic boots. Cinematic tension rather than placid elegance. It’s the kind of glamour that knows the world is messy and still chooses to shine.

At Valentino, where maximalist romances often bloom, the couture-adjacent flourish took a meta-theatrical turn: tea-stained lace, creased silk, and chromatic mash-ups that felt story-drunk and proudly excessive, another form of rawness, less industrial than Prada’s but equally anti-platonic. Meanwhile Fendi, celebrating its centenary, tangled the house’s Roman glow with tactility—shearlings engineered to mimic traditional pelts (ethically, via technique), firmed-up hourglass tailoring, and accessories styled to cinch reality into something cinematic. This isn’t rawness as ruin; it’s rawness as revelation, a mood board of intentionally imperfect finishes that insist on personality over protocol.

CRAFT, TEXTURE, AND THE POLITICS OF IMPERFECTION

Let’s talk materials, because the season’s politics live in the textiles. In place of tidy finishings and sterile surfaces, we saw mohair, shearling, patchworks, and deliberately wrinkled cottons, textures that register on the eye and, crucially,



Fashion Showroom: Ophelia Showroom @opheliasr
Fashion Designer: Non Nude @nonnude.brand
Photographer: Joy Chemonte @joychemontephoto

Wardrobe Stylist: Alejandro Romero @magnamodel @alejandroromero
Makeup Artist: Fer Espinoza Rivera @fernandaespinozarivera
Model: Olivia Giudice @olivia.giudice
Jewelry Designer: Gloria Sada @gloriasadamx

on camera. (Yes, runway is a screen-first experience now.) Designers leaned into the tension between “good” fabric and “bad” finish, which is another way of saying they trust audiences to handle paradox: silk that’s creased on purpose; tailoring with a factory-edge hem; eveningwear that carries the day’s memory. It’s not apocalypse chic, it’s a recognition that modern glamour has a heartbeat.

Fendi’s 100-year moment crystallized this in a particularly Roman way: earthy velvet tones and structured silhouettes sitting next to 1970s flare and 1920s lightness, echoes that resisted nostalgia’s embalming effect and read instead as a living archive. Reviews highlighted the collection’s kaleidoscope of faux fur, leather, appliqué, and marbled plissé, techniques used to mimic, to surprise, to conjure weight out of lightness and lightness out of weight. That playful deception is aligned with “raw glamour”

because it asks us to see the surface as thesis, not as cover-up.

Prada’s intellectual charge, as in clothes that pose questions, is hardly new, but the Fall 2025 execution felt timely. Critics noted how the brand resisted the obvious celebrity bait and “lowest common denominator” quiet luxury formula to offer challenging, sometimes austere choices that reward attention. It’s an ethics of looking: you have to meet the clothes where they are. That is, dare I say, the essence of contemporary glamour: less about being consumed and more about being encountered.

And then, of course, there is the season’s animal instinct. A powerful subtext that plugs into the theme. Thigh-high boots at Saint Laurent, plush “fur” coats that are actually engineered textiles, leopard and snake accents surfacing like exclamation points: all of this channels the body’s



latent drama without polishing it into passivity. When we gather the season’s key looks, the thread was unmistakable: seduction not as a fragile ornament but as agency. In a world fond of calling women “too much,” raw glamour answers: not enough yet.

If you’re wearing this, the styling is almost paradoxically simple. One strong piece, like a creased satin sheath, a structured shearling jacket, a skirt with a slightly off-kilter pannier, does the heavy lifting. Hair looks better when it isn’t “done” to photobook perfection; jewelry glints but doesn’t scream; makeup keeps skin alive rather than lacquered. It’s not a rejection of polish; it’s a refusal to let polish be the only vocabulary. That’s what made this season’s runways (Prada’s



“Raw glamour rejects docility, embracing lived-in truth, cinematic tension, and the politics of imperfection.”

especially) feel like an invitation. The message wasn’t “break the rules”; it was “write them on your terms.” And if that’s not glamorous, what is?

In the end, “raw glamour” is a season, yes, but it’s also a mood you can live in if you feel connected to it. It’s the tiny rebellion of a crease in a perfect dress, the thrill of a boot that climbs higher than “appropriate,” the honesty of a hem that tells the truth. For those of us who came of age with glossy perfection as the mandate, the shift feels like relief. We’re allowed to be complicated again. And fashion at its best always gives us back to ourselves, cut on the bias of the moment, seams showing, strong as ever.

Malvie

Photographer: RAÚL RODRÍGUEZ PHOTOGRAPHY
@raul.rodriquez.photography
Model: Mich Salcedo @polii.peer

MALVIE



MALVIE



MALVIE



MALVIE

MALVIE



MALVIE



MALVIE

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
It's RAW.
IS
POWER

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

SPORT *unites* GENERATIONS

Photographer: KAZAKOVA
ANNA @photo.kzk

MALVIE









MALVIE

FRENCH FASHION AND BEAUTY MAGAZINE



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

Submit via Kavyar. Not to us.
To your moment.

**UNCENSORED.
UNAPOLOGETIC.
UNFORGETTABLE.**



Model: ANTONIA SOFIA SABATO @antonia_sabato
Photographer: CALVIN CC @cal_the_pixel

MALVIE



WHEN PASSION TAKES OVER, EVERY FRAME TELLS A STORY WITH CALVIN CC

Can you tell us what initially inspired your passion for photography and how it evolved into your profession?

I jumped into photography as a hobby in 2008, but turned passionate about photography after visiting Iceland in 2011. The dramatic landscapes, striking light, and untouched natural beauty were unlike anything I'd ever seen—it sparked something in me.

When I returned to Hong Kong, I upgraded my DSLR camera, eager to start capturing the world around me in a more intentional way. That initial inspiration quickly grew into a deeper passion. I decided to pursue a professional creative diploma at a local university to strengthen my technical skills and artistic foundation.

During that time, I began submitting my work to international photography competitions. Receiving early recognition from those platforms gave me the confidence to take photography seriously—not just as a hobby, but as a potential career. From there, what started as a moment of awe in Iceland slowly evolved into a professional journey that continues to excite and challenge me every day.

You've worked across various photography genres — weddings, fashion, engagements, graduations, and family portraits. Which genre speaks to you the most, and why?

Fashion photography speaks to me the most because it's where creativity truly meets storytelling. I love the collaborative nature of it—working with stylists, designers, and models to bring a vision to life. It

allows for more artistic freedom and experimentation, whether that's playing with lighting, mood, or movement. Fashion is constantly evolving, and capturing that evolution while adding my own narrative makes it incredibly rewarding and inspiring.

You've had an impressive journey from Hong Kong to the UK. How has that transition influenced your creative approach or the stories you capture through your lens?

Before moving to the UK, I worked as a banker at an international investment bank. The fast-paced and often intense nature of that environment pushed me to seek balance through photography on weekends. It became my creative escape—a way to decompress and express myself outside the corporate world.

Over the past fifteen years, I continued shooting and developing unique ideas, constantly refining my style and pushing boundaries. Some of my projects were submitted to international photography competitions, including WPPI in the United States—often referred to as the Oscars of photography. In 2020, I was honoured to win 1st place in the In-Camera Artistry category, and two years later, I was promoted to Master of WPPI during the annual conference in Las Vegas.

Moving to the UK marked a turning point. I made the decision to leave the finance world behind and fully commit to my passion, establishing my own photography business. The cultural shift and the change in pace brought a new level of clarity and

inspiration. The UK's diverse landscapes, natural light, and rich architectural history added depth to my storytelling. I now find myself more attuned to capturing organic moments—those fleeting expressions and subtle interactions that reflect authenticity.

Whether I'm in the quiet countryside or among London's hidden corners, I'm constantly inspired to tell stories with a fresh and more intentional perspective.

What was it like to win your first British Photography Award just one year after moving to the UK? How did it feel to go on and win for three consecutive years?

Local experience is so important when it comes to integrating into UK daily life. People appreciate when you immerse yourself in the culture and show a genuine understanding of the society—it opens doors and helps you connect on a deeper level. For me, entering local photography competitions was a way to say, "I'm here, I'm part of this creative community."

"PASSION WAITS FOR NO ONE REWRITE YOUR STORY"

In November 2022, I attended the British Photography Awards ceremony in Central London. When the MC called out my name as the winner in the Wedding Category, it felt completely surreal—almost unbelievable. Knowing there is only one winner per category, chosen by a respected judging panel from over 10,000 entries and 380 finalists across 19 categories, made it even more humbling.

Winning again in the following years was both an honour and a powerful affirmation that I had found my creative voice in a new country. It gave me the motivation to continue evolving, to keep pushing creative boundaries, and to grow not only as a photographer but as a storyteller within a new cultural landscape.

As someone who's been honoured both locally and internationally, what do awards mean to you, and how have they shaped your journey?

Awards mean a great deal to me. Whether in the UK or anywhere else in the world, reputation is crucial for a photographer. Recognition—whether from esteemed organizations or satisfied clients—plays a vital role in building trust and credibility in this industry.

These honours have opened the door to incredible opportunities I never imagined when I first started—such as photographing at London Fashion Week, working with UK-based charities and NGOs, and even shooting inside Old Trafford stadium for a Premier League TV programme. Each award has not only expanded my professional network but also helped position my work within new, diverse circles. While awards are a true honour, to me they're more than just accolades—they

serve as meaningful checkpoints in my creative journey. They affirm that my work connects with others beyond the camera, and they continually inspire me to refine my craft, explore new ideas, and embrace creative risks that keep my work evolving.

How do your academic background and experiences at world-class exhibitions like those in New York influence your current work and style?

I hold a Master degree in Finance, a Professional Diploma in Creative Photography from Universities in Hong Kong, and have completed a short course in Sustainable Marketing, Media, and Creative from the University of Cambridge. This diverse academic background has shaped my approach in a unique way—blending analytical discipline with creative vision.

My formal training has given me a strong conceptual foundation, allowing me to approach photography with intention and structure.

Meanwhile, exhibiting my work internationally—especially in world-class venues such as those in Chelsea, New York—has exposed me to a wide range of visual narratives and cultural perspectives.

These experiences have challenged and inspired me to be more thoughtful in my use of composition, emotion, and storytelling. They've reinforced the importance of creating images that not only look beautiful but also communicate deeper meaning.

Being named a Master of Wedding by WPPI (now ICON Awards) is a huge honour. What does this recognition represent for you personally and professionally?

I first joined WPPI in 2012, while I was still working full-time at an international investment bank. Despite the demands of my corporate career, I continued to submit my work to WPPI competitions year after year, using the opportunity to benchmark myself against some of the best wedding photographers

from around the world. The journey wasn't straightforward—balancing both worlds was a challenge—but I remained committed to improving my craft and growing as a visual storyteller. When I attended the WPPI conference at Mandalay Bay Resort & Casino in Las Vegas in 2022, I remember many participants were surprised to learn that I wasn't a full-time photographer at the time.

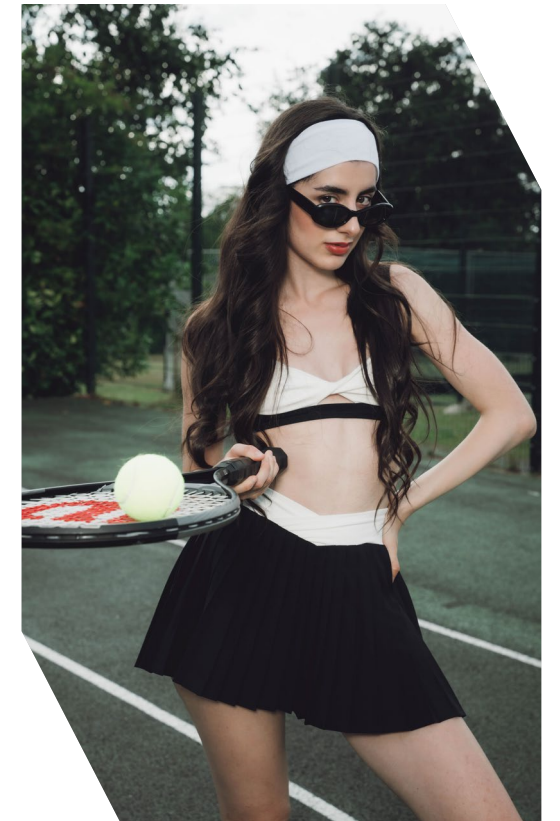
Being named a Master of WPPI after a decade of persistence made the recognition even more meaningful. This achievement is a tremendous personal milestone—it reflects years of dedication, sacrifice, and passion. Professionally, it places me among peers I've long admired, and serves as powerful validation that hard work and consistency truly pay off. It also motivates me to continue learning and to support and inspire other photographers who are just beginning their journeys.

You've mentioned your love for London's hidden corners and the UK countryside. How do these locations inspire your shoots and storytelling?

There's magic in places people often overlook—a quiet alleyway in London's backstreets, a misty field at sunrise in the countryside. These hidden corners offer a sense of intimacy and

authenticity that I find incredibly inspiring. They strip away distractions and allow the focus to shift entirely to the subject and the mood. Whether it's a pre-wedding shoot in a cobblestone lane bathed in soft golden light, or a candid portrait in the rolling hills of the English countryside, these settings help me create cinematic imagery that feels both timeless and deeply connected to place. I'm especially drawn to how natural light plays in these environments—filtered through leaves, bouncing off historic brick, or glowing softly through morning fog.

These locations aren't just backdrops—they're characters in the story. They influence the tone, the palette, and the emotion of each frame. For me, exploring and embracing these hidden gems across the UK has become an essential part of my creative process. It keeps my work fresh, personal, and grounded in real, lived beauty.



Photography is deeply personal for many clients. How do you build trust and connection with those you photograph?

People often tell me they find me very friendly and easy to connect with. Even clients meeting me for the first time often say it feels like we've known each other for years. That natural rapport is something I truly value—it sets the tone for a relaxed and enjoyable experience.

Communication is absolutely key. I always take the time to understand my clients' personalities, stories, and expectations. This helps build mutual understanding and allows me to tailor the session to suit their comfort and vision.

During shoots, I maintain a warm and open approach, and I often show clients stunning preview shots along the way. Seeing beautiful results in



real-time helps build their confidence and deepens the trust between us. Ultimately, I approach every session with empathy and attentiveness. When clients feel genuinely seen and understood, they feel safe to be themselves—and that's when the most natural, emotionally rich photographs are created.

Do you have a favourite shoot or moment that has stayed with you over the years? What made it so special?

One of my favourite shoots was taken place in London and the photo set holds a special place in my heart—not just because it won awards and was featured in a French online fashion magazine, but because of how spontaneously it all came together.

We originally planned a fashion shoot on the streets near South Kensington, focusing on reflections from shop windows. While photographing outside a traditional laundry shop, the owner unexpectedly came out and invited us inside. That simple gesture completely changed the direction of the shoot.

Once inside, I was inspired by the vintage character of the space—the washing machines, dryers, and nostalgic atmosphere became the perfect backdrop. The shoot quickly evolved into something more creative and bold than we had imagined. What was meant to be just one scene turned into the heart of the project.

This experience reminded me of the power of being present and open to the unexpected. The unplanned, unscripted nature of the shoot brought out a fresh wave of creativity. It reinforced my belief that great images can be created anywhere, at any time, if you allow yourself to see beauty and possibility in the moment.

With such a successful career, what advice would you give to aspiring photographers just starting out, especially those looking to transition between countries or markets?

I believe the most important qualities are passion, determination, and a never-give-up spirit. These are especially vital when you're transitioning from one place or market to another, where the rules, expectations, and culture may be entirely different. Don't be afraid to take a new path—one that others haven't walked before. Creativity often comes from thinking outside the box and embracing the unknown. Let unfamiliar environments shape your perspective and inspire fresh ways of seeing. Be observant. Every market has its own rhythm—listen closely, adapt to the local nuances, and stay open to learning. Network actively, build genuine relationships, and most importantly, trust that your unique voice and vision have value, no matter where you're starting

"VISION IS ABOUT SEEING WHAT OTHERS MIGHT MISS, AND TURNING IT INTO SOMETHING PROFOUNDLY MOVING."



from. Success doesn't come overnight, but with consistency and belief in your craft, opportunities will come.

Looking ahead, are there any new goals or creative projects you're excited to explore in the near future?

This year marks my fourth year in the UK, and I feel proud that my photography business is now fully up and running. I've built strong local connections—with clients, models, stylists, designers, makeup artists, and even studio owners—so the foundational infrastructure is now in place. Looking ahead, I'm focusing on expanding into

new business areas and streamlining post-processing workflows to operate more efficiently. I'm also planning to host more pop-up events and showcases to increase visibility and engage directly with a wider audience in the UK market. Creatively, I'm excited about a personal project that blends portraiture with nature-based storytelling. It will highlight multicultural love stories set against the diverse backdrops of the UK's landscapes—a visual celebration of connection and identity.

Additionally, I'm eager to mentor emerging photographers more formally, possibly through workshops or creative residencies. Giving back to the community and nurturing new talent is something I'm genuinely passionate about.

MALVIE

MALVIE



MALVALVE

Fitness Fashion
Sept. 2025

FRENCH FASHION AND BEAUTY MAGAZINE





"Cow print and snakeskin let the feet speak, adding playful confidence or grown-up texture, transforming minimalist outfits effortlessly."

TREND ALERT

Cow and Snake Prints Are the Fall 2025 Shoe Twist

If you've felt a sudden urge to put your outfit's personality entirely in your shoes, same. Fall 2025 is having a certified "animal moment," but not just the usual leopard roar. The freshest energy is coming from cow print and snakeskin, two patterns that couldn't be more different in vibe and yet land on the same thesis: let the feet speak. Editors clocked the shift as pre-fall street style started leaning into graphic black-and-white cow flecks and supple neutral python; by the time the season's boot stories dropped, the trend had a runway-to-real-life inevitability.

What makes cow print feel so right now is its graphic clarity. Against the season's raw-glamour palette, like shearlings, structured tailoring, and lots of inky tones, a cow-print ballet flat or retro sneaker slices through the look with playful confidence. On city sidewalks from Copenhagen to New York, we're seeing the print anchor minimalist uniforms (tailored black trouser, white tee, charcoal coat) with a wink. Reportedly, even mass-market editors are betting on affordability and fun here: retro-ish cow sneakers in under-\$50 ranges for fashion-curious shoppers. The point isn't subtlety; it's charisma.

Snakeskin, meanwhile, is doing something more grown. In tall boots, loafers, and pumps, neutral python reads like texture rather than noise, especially in those stone, sand, and tobacco palettes that slip easily from day to night. Glamour's shoe roundups flagged animal prints as a key 2025 current; other titles echoed the ascent of bold hides (real or faux) as the quickest refresh for classic pieces.

Honestly, it's the perfect cheat code if your wardrobe skews minimalist: add a snakeskin knee-high to a black midi and you've multiplied the outfit's attitude by ten with zero extra effort.

Runway context always seals it. Seasonal reports underscored an F/W 2025 mood of "dangerous glamour," with thigh-highs and power pumps threading through Paris and Milan; Saint Laurent's boots became an image you couldn't shake, even in the menswear lens. The bigger arc: animal prints cycling beyond leopard's long dominance into a fuller taxonomy. Zebra flirting with flats, snake slithering into loafers, cow charging into sneakers and boat shoes. The takeaway isn't that leopard is "out" (please, we all know it'll never happen), but that the ecosystem has diversified.

Even I, who consider myself a fashion enthusiast, see myself wondering and doubting the animal prints sometimes. It's not always easy to sneak it into day to day life, so I'll answer whay I think might be the bigger question: how to wear it without looking like a costume? And the answer is quite simple, just keep the rest calm. Let a cow-print boot meet denim and navy; let a python pump meet charcoal suiting; let texture be the spice, not the stew. As one British Vogue note put it when charting cow-print's rise, the trick is treating it as the sleek alternative to leopard: graphic, modern, unexpectedly versatile. Which is really the story of fashion right now. Small switches, big effect. And if we're all dressing with a little more personality in 2025 (guilty), I can't think of a better place to start than where we step.



Wardrobe Stylist/Creative Director: Alana Giraldo @dearlyalanaa
Photographer: Daniel Zarama @irreal_
Model: Penelope Giraldo @penelope_giraldo_r
Makeup Artist: Diana Isabel Zuluaga Jiménez @dianazulu_



ENERGY OF
MOVEMENT -
SPORT AND
STYLE IN
ONE FRAME

Photographer: SVETLANA
KARTINOVA @kartinova_stylist
Model: ELIZAVETA

MALVIE



MALVIE



MALVIE





FRENCH

FRENCH FASHION AND BEAUTY MAGAZINE

Fitness Fashion
Sept. 2025



MALVIE

FRENCH FASHION AND BEAUTY MAGAZINE

Fitness Fashion
Sept. 2025



How Europe's Regulatory "Drift" Is Rewriting Sustainable Fashion



Model: Borodina Snizhana @ggovlit
Makeup Artist: Valeria Baranova @gossipbrows
Photographer: Elena Rylina @photo.visual_cz

THE GREEN RULEBOOK IS MOVING

I'll start with a confession: I love a neat framework. Give me a directive, a timeline, a due-diligence checklist, and I will inhale it like new-book smell. Yes, I think it's a journalist thing. But the past year in EU sustainability policy has been anything but tidy, and fashion is feeling both the squeeze and the slippage. The headlines? The Corporate Sustainability Due Diligence Directive (CSDDD) has entered into force, with member states racing (or ambling) to transpose it by July 2026; the EU Deforestation Regulation (EUDR) has been delayed to late 2025 with added "simplifications"; and France is pushing a separate fast-fashion crackdown that could tax items and curtail advertising for ultra-fast brands. If that sounds like regulatory drift, it is. but "drift" doesn't only mean weakening. It means movement. And for European fashion, the map is being redrawn in real time.

A DIRECTIVE WITH TEETH AND TIMELINES

Let's get concrete. The CSDDD (Directive 2024/1760), which entered into force on July 25, 2024, requires in-scope companies to identify, prevent, and mitigate adverse human-rights and environmental impacts throughout their operations and value chains. Member states have until July 26, 2026, to transpose it into national law. The scope will bite hardest at the top: large EU companies (and certain non-EU companies operating in the bloc) with more than 1,000 employees and turnover above €450 million. For fashion, that implicates multinationals with complex, multi-country sourcing — exactly where abuses and environmental harms can hide. While industry voices cheered clarity, critics noted the final text was "watered down" after political wrangling in early 2024, sparking debate over whether its ambition match-

es its moment. Still, for brands, the message is: put due diligence on rails now. This isn't a label claim; it's a governance system.

Meanwhile, the European Union Deforestation Regulation (EUDR), one of the EU's most high-impact climate-biodiversity tools, moved from high-speed to cautious rollout. Initially set to apply by December 2024, the regulation was pushed to December 2025 for large operators, and to June 2026 for smaller entities, in response to feasibility concerns. The Commission also floated implementation "simplifications," including guidance on traceability and the country risk-benchmarking system that will determine how deeply goods are checked at the border. Environmental groups have warned that additional delays or dilution could undermine credibility; major Fast-Moving Consumer Goods (FMCG) — products that are sold quickly and at relatively low cost, often with high turnover. Think of things like food, beverages, toiletries, cosmetics, over-the-counter drugs, and cleaning products. In the context of fashion and beauty, cosmetics, skincare, and personal care items fall under FMCG — players are split, with some calling for pragmatism and others insisting that backtracking penalizes early movers. All of this matters to fashion because leather, rubber, and certain plant-based inputs intersect with deforestation risk, and the industry's next-gen traceability tech (geolocation, satellite monitoring, supplier mapping) will make or break compliance.

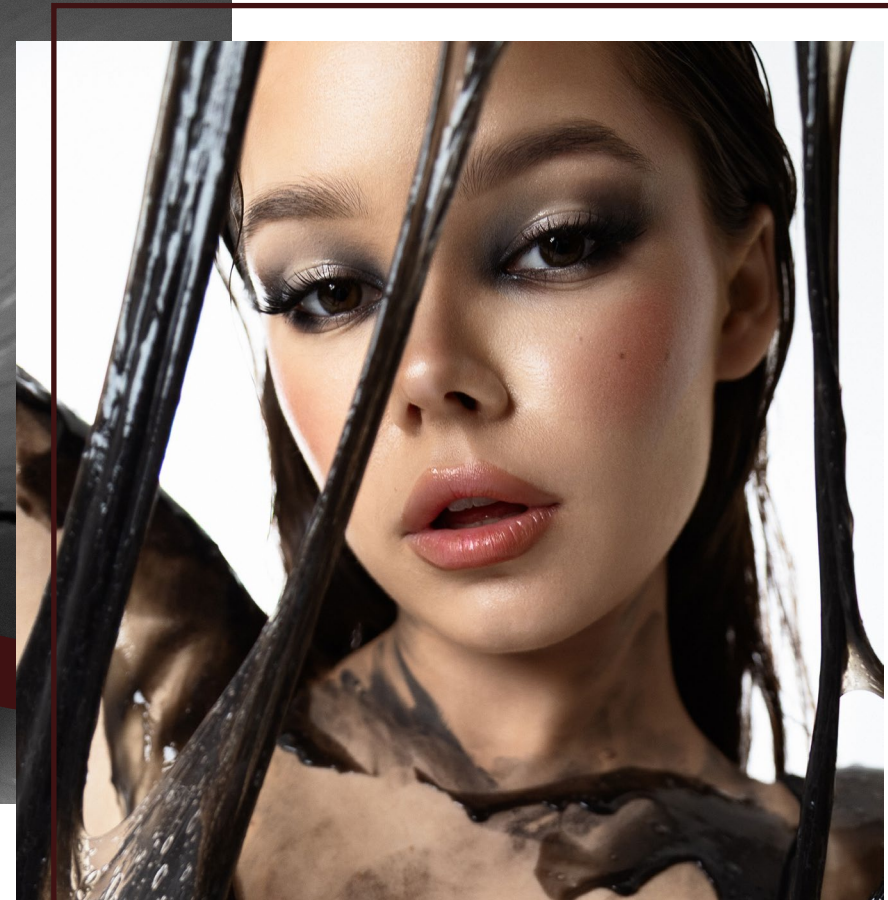
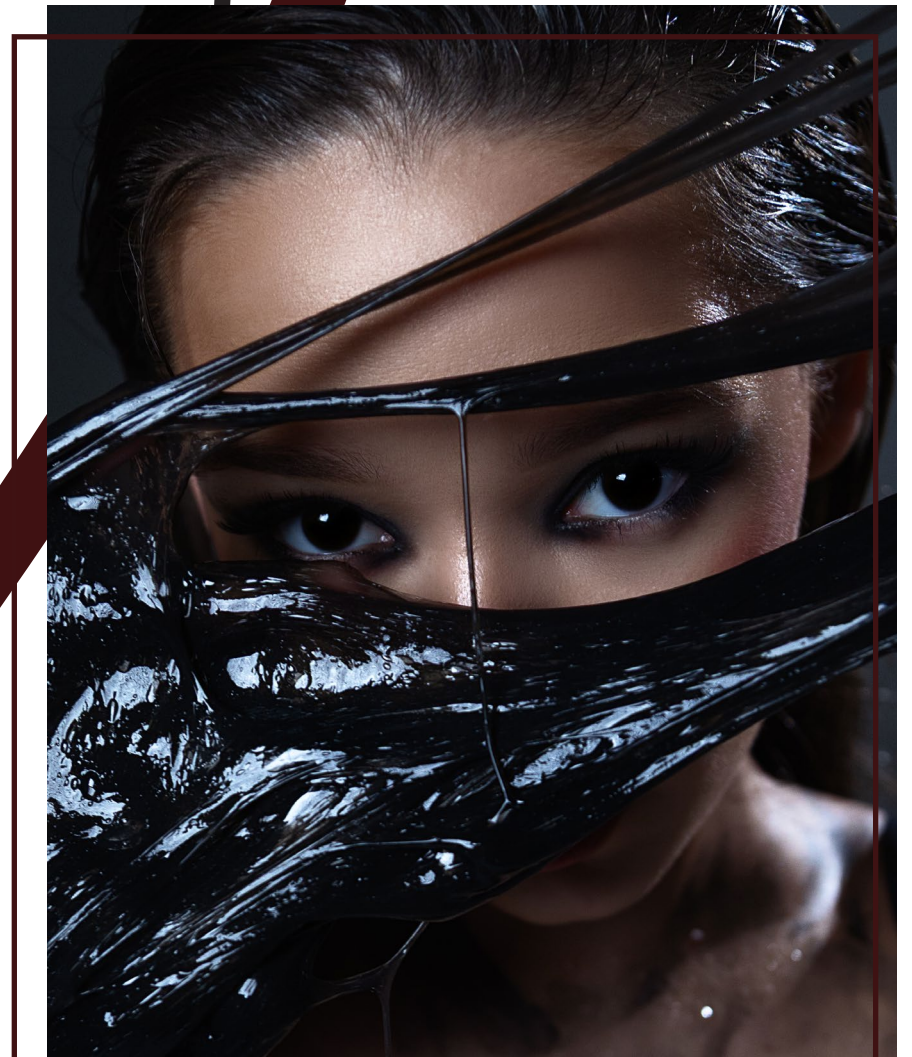
FRANCE'S FAST-FASHION GAMBIT AND WHAT IT SIGNALS

Enter France with a parallel push: a bill targeting ultra-fast fashion that advances eco-scores, advertising bans (including influencer content), and escalating per-

item environmental fees, reported as €5 from 2025 rising to €10 or up to 50% of price by 2030. The Senate approved amendments in June 2025; the measure still needs finalization, but the intent is unmistakable. For brands like Shein and Temu, the proposal is a potential body check; for European labels, it's a signal that the culture war over disposability is turning into policy. (And no, this isn't only about China: critics argue the bill risks selective scrutiny, while supporters see it as a lever to slow the churn.) Regardless, the behavioral nudge is clear: fewer, better, more durable garments. If that sounds like an old-school European value system, that's because it is, only now reframed for TikTok retail velocity.

So: is this drift good or bad? Honestly, both. The EU's policy constellation is wobbling with simplifications here, delays there, muscular national experiments elsewhere, and fashion has to navigate the wobble without losing direction. The way through, I'd argue, looks like a pivot from "compliance theater" to operational redesign: granular supplier engagement, real traceability (not just a QR code), science-based targets and transition financing, and product strategies that favor recyclability, repairability, and resale by design. The players who treat EUDR and CSDDD as business-model prompts, not mere hurdles, will win. You can see early templates. Luxury houses are leveraging leather traceability pilots and lab-verified origin data; mass brands are trialing digital product passports (DPPs) to structure end-of-life pathways; and European retailers are experimenting with take-back tied to refurbishment standards versus "dump and burn" optics. If the regulation carves the lanes, these moves pave them. And yes, it costs money. But as investors and even central banks point out, information scarcity about climate and supply-chain risk is its own systemic threat; transparency is capital's friend in the long run. Rolling back disclosures might feel like relief today, but it can easily translate into mispriced risk tomorrow.

What does this mean for you and me, as editors, shoppers, industry workers? I think it means embracing a different definition of "new." New isn't eight micro-drops a day; it's a dress that carries a passport, a boot whose leather can be traced back without tree rings of guilt, a shirt that's actually repairable. It's marketing that can withstand a regulator's question and a consumer's conscience. Fashion loves to declare eras. Consider this one named after a verb: to align. If Europe's green rulebook is moving, let's move with it, but let's do it smarter this time, and with receipts.



Article by
Valentina Roque



THE FORCE IS CALLING

Photographer: ANDRES LOPEZ @and.run_projects
Model: SARA ROBLES CERVERA @sararoblescervera

MALVIE

MALVIE







MALVIE

FRENCH FASHION AND BEAUTY MAGAZINE

Fitness Fashion
Sept. 2025

MALVIE





MALVIE