

# DE FACTO



The Real Magazine for Real People

JUNE 2018  
£4



**CHANEL**



*YOUR BEST  
SHAPE EVER*  
LEVI'S SHAPING JEANS

DISCOVER THE RANGE IN STORES



# CONTENTS

## MONTHLY

- 09 Editor's Letter
- 11 COOKING CLUB: Garlic King Prawns
- 15 6 OF THE BEST: Yellow Dresses
- 31 Jewellery and Watches Edit
- 46 STREET STYLE: Brighton
- 70 TREND ZOOM: Polka Dots

## FASHION

- 16 TREND: Tropicana Garden
- 32 TREND: Kindred Spirits
- 48 CULTURE CLUB: Creole Climate
- 72 DESIGNER SHOWCASE: When in Greece

## VOICE

- 12 OPINION: Selena Says
- 28 THE CONVERSATION: Sexualisation of Teenage Fashion
- 42 REPORT: Sloggi's Zero Feel Campaign
- 62 INTERVIEW: Jessica Blair
- 82 REPORT: Misguided Mannequins

## BEAUTY

- 88 TREND: Tropical Tangle
- 94 INTERVIEW: Sebrina Oli
- 98 THE TRUTH ABOUT: Stretch Marks
- 99 Q&A

## VOYAGE

- 102 The Seychelles
- 106 MEET ME IN: Toronto
- 108 Picnic in the Park
- 110 #DEFACTOflys



**SAINT LAURENT**  
PARIS



# DE FACTO

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## Next Issue

*Interview with  
Ruth Rose*



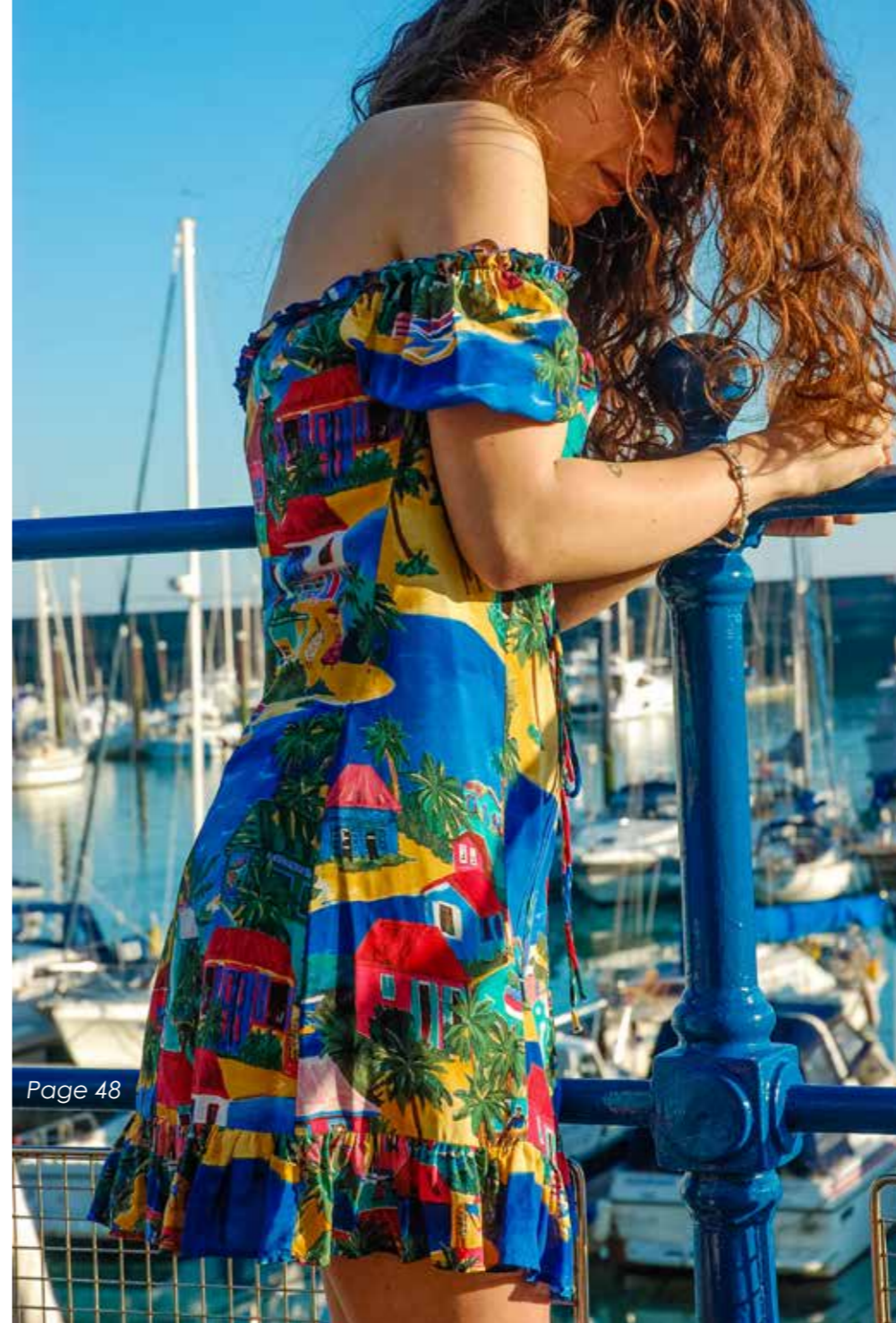
*Focus on  
Japan's culture*



*Report on the  
Plus-size Protests*



*10 of the best  
Pencil Skirts*



**W**elcome to the first issue of DE FACTO! The name is defined as 'in reality', and the reality is that there is a lack of representation of *real* people in fashion magazines. This diversity problem needs tackling now, as while fashion magazines are increasingly featuring race, they are a token in a magazine, who act as if they are ticking it off their list. This publication aims to tackle this lack of diversity, and promote and encourage inclusivity either openly or unconsciously.

This is the real magazine for real people. The people you see, and who have contributed to this issue are not models or authors. They are real people who live real lives. They are everyday students, graduates, workers and parents. They have different cultural backgrounds, and are based in a variety of countries.

In this June issue, we report on the latest campaigns from Missguided and Sloggi, as well as investigate the sexualisation of teenage fashion. We were super excited to interview social media sensation Jessica Blair and international make-up artist Sebrina Oli. Our cultural focus this month is on the Seychelles and the Creole culture, which is reflected in our cultural editorial and its travel feature.

I hope that you enjoy this issue and you join me in the effort to break this stereotype boundary!

*Louise x*

## Editor's Letter



# DE FACTO

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## cooking *club:*

### GARLIC KING PRAWNS

**ANTHONY ANTAT** gives us an insight into the secrets of his kitchen with this month's recipe that will sizzle in the heat of summer

*Photography* LOUISE JONES

**Makes:** 2 servings  
**Prep time:** 5 minutes  
**Cooking time:** 5-10 mins

**160g cooked king prawns**  
**5 grated garlic cloves**  
**2 tsp olive oil**  
**30g butter**  
**Parsley**

1. Heat oil in frying pan on a low heat, evenly spread until sizzling hot

2. Melt 20g of butter in the pan

3. Add the garlic and increase heat slightly

4. Add prawns and stir for 1 minute

5. Add another 10g of butter to create a creamy consistency

6. Sprinkle the parsley and serve as you wish

# Selena SAYS

The 60-something mother of three gives her opinion on a matter close to her heart...

**M**ental Health in young people is increasingly becoming high profile and an encouraged talking point these days. As a child the only form of mental health illness that I can recall in my family was of my Great Great Aunt Lizzie's dementia, who was sent to a Psychiatric hospital, then called the County Lunatic Asylum, never to be seen again.

Nowadays, we are more aware and understanding of dementia in the elderly, and in particular Alzheimer's disease. Whilst this is due primarily to physical changes within the brain beyond our control, it appears that it can be also be triggered by stress, such as losing a lifetime companion with the fear and loneliness which follows.

No one can question the anguish, pain and fear a child feels when they lose a parent; a child expects their parents to live forever. It is understandable that it takes a good, strong and close network of people surrounding a child to cushion, protect and be a reliable anchor for them during their grief and beyond. Whilst we hear of the distress that Princes William and Harry suffered, they above all people, probably had a bigger source of nuclear and extended family, friends and companions than most other children either have or could afford. Death of a parent is tragic, but with the right network surrounding the child, the pain is made easier to bear in that they know they have the support and ears to confide and express their feelings.

During Spring and early Summer, it is so exciting to watch birds build nests for their young, seeing rabbits in fields with their kittens, or foxes playing with their cubs; even in the vast African and Asian continents there are elephants with their calves. You often see that one parent is always with the young, and will only leave their offspring briefly to find food for them. They will nurture them and teach them until their off-spring is able to fend for themselves, and it finally takes that leap into adulthood.

Of course, we too are animals, but traditional family values in nurturing children seem to be disappearing, and it is probably more than co-incidence that our off-spring have more mental health issues than ever before. Now a high percentage of children are having to contend with separations, divorces, remarriages and extended nuclear families. Mothers, particularly in the UK, are less keen on breastfeeding, with a few genuinely unable to for physical reasons. Breastfeeding is a natural process following birth and one which any breastfeeding mother will tell you is a special bonding time with their new-born. What would happen if animals didn't suckle their young? Would there be consequences if lambs didn't bond with their mothers through suckling and scent?

Up until the 1970s and 1980s, most mothers stayed at home to look after their babies. For the first four years of their life, they would have the constant security and warmth of their mother's presence, where the child would receive love, attention, and encouragement. A familiar base called home with a regular routine, surrounded by familiar sounds and faces of parents, siblings, extended family and friends, allowed a sense of safety. A few toys or household items to play with like a spoon or margarine carton, and books and crayons helped make the children content. As in the

animal kingdom, the young learned by example in a secure and loving environment.

Today, we farm our babies and children out to nurseries, breakfast clubs, afterschool clubs, and school holiday clubs. Children are dropped off at nurseries or breakfast clubs so Mum can get to work for 9am and then picked up at 6pm – a fractious time for the family when everyone is tired and hungry. In winter it would have been dark when he waved goodbye and now it is dark again, and he is left to amuse himself while a meal is prepared. He takes home a reading book to sit and read with the help of a parent, but how many of those parents sit there with their mobile phone clenched in their palm? He is craving for help and attention, but his parents have been to work and are tired. Parents can't wait to feed them, bath them and put them to bed so they can settle down to a nice quiet meal, their favourite TV programme and a glass of wine.

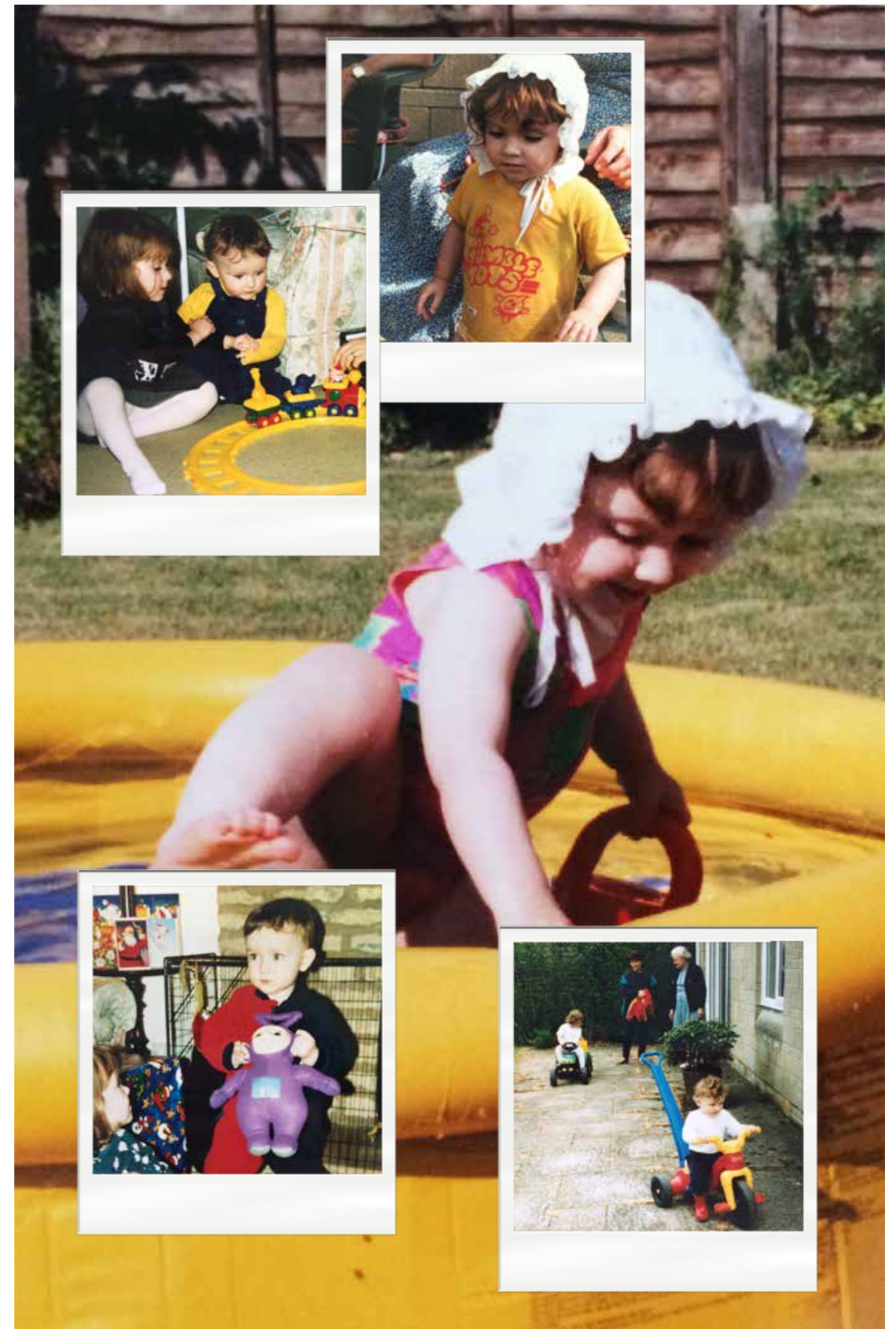
“Life is a rush. A blur. Does he feel lonely?”

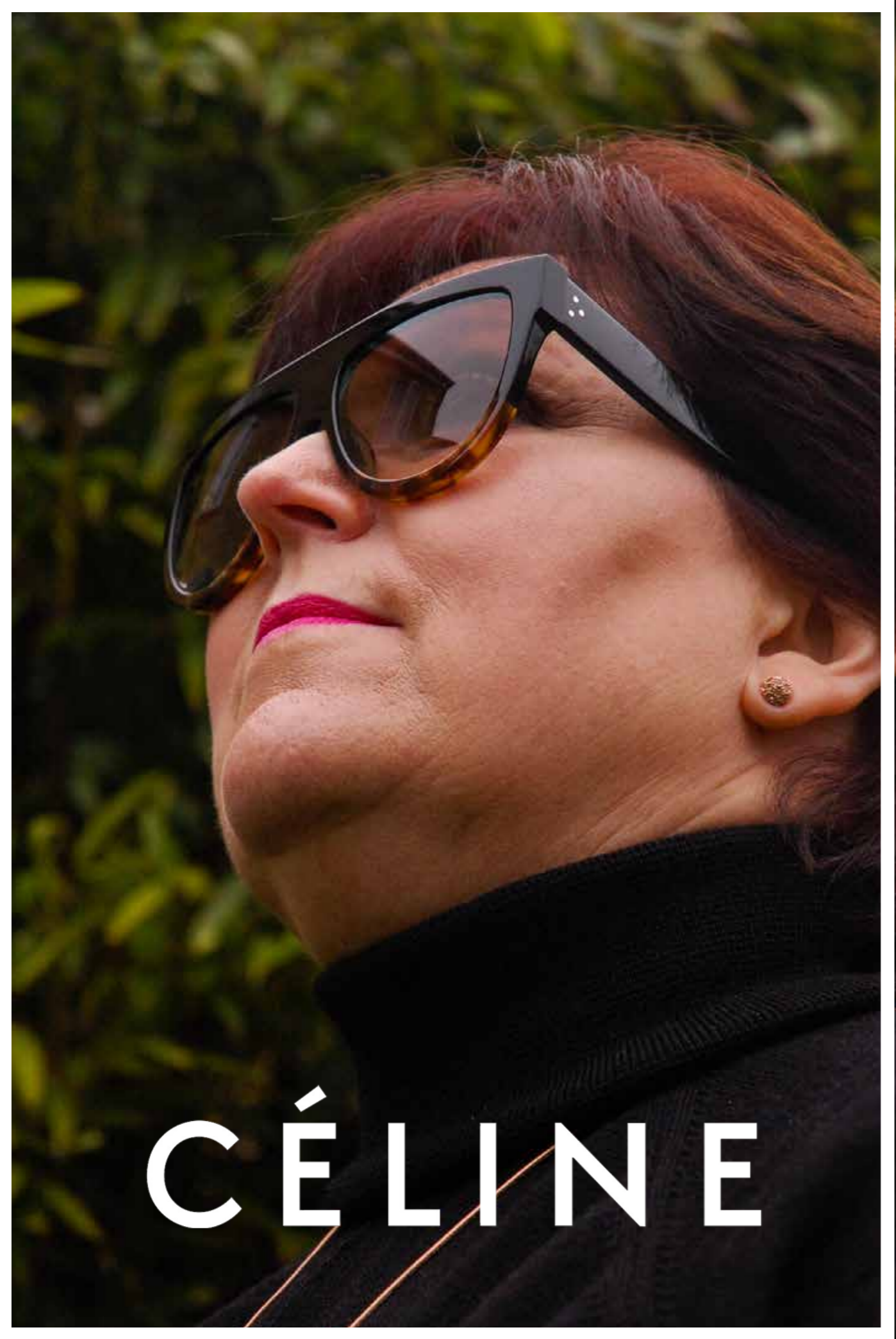
On Saturday's the children are farmed out again - Tae Kwon Do, Football, Ballet, Swimming, you name it. Saturday afternoon, Dad is watching football and Mum is out shopping for a new dress. Sunday is time for visiting grandparents, aunts and uncles, and before you know it is Sunday evening meal, prepare for school, bath and bedtime.

How much time do the children spend in their nest? How much nurturing do these children have? How secure do they feel in their home? How much quality time and attention do these children really have with their parents? Do their parents actually play with them? In effect, the children probably spend more time away from their homes and parents than they are with them. In amongst all the hustle and bustle of the parent's busy life, the phone calls, texting and social media, when does the child feel he can speak with his parents? Really speak. Really express any fears or troubles he may have.

Already at such a tender age, the young child has become secondary. He becomes insular, and unable to express his deepest feelings or wishes. Life is a rush. A blur. Does he feel lonely? Does he even feel loved? Perhaps, as in the case of the elderly, young children now feel more stressed and lonely than ever before. Does this contribute to why more of our young experience mental health issues?

I cannot help but ask the question, why have children if parents do not want to stay home and love and nurture one's off-spring? They should not be seen as a commodity like a new, must have, designer handbag.





CÉLINE



*of the best...*

# Yellow Dresses



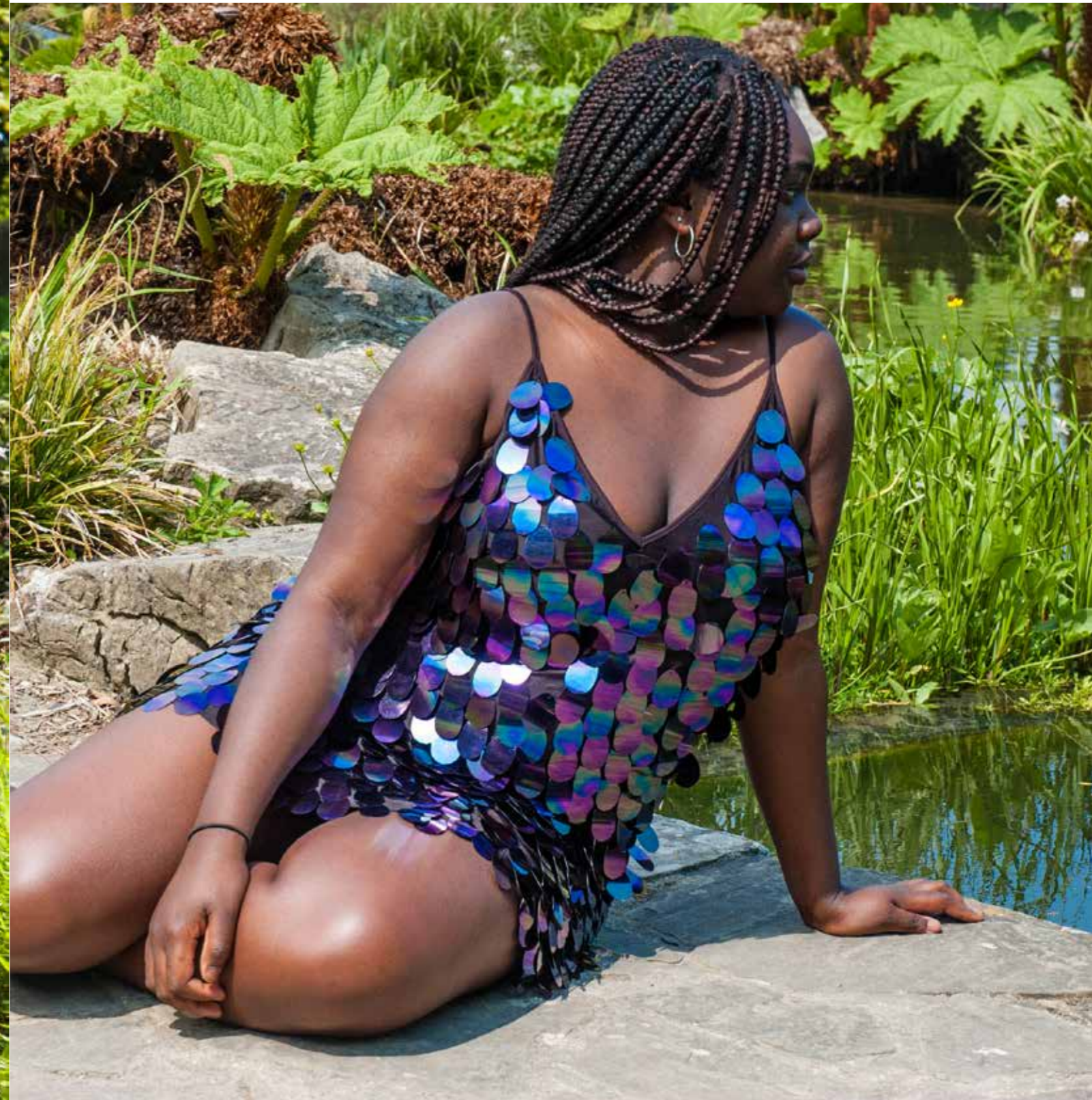
Clockwise from top middle: H&M **£17.99** (sizes 6-20), DEBENHAMS **£55** (sizes 6-18), COS **£59** (sizes XS-L), MISS SELFRIDGE **£35** (sizes 6-16), TOPSHOP **£28** (sizes XS-L), ZARA **£29.99** (sizes XS-XL)  
Feature photography by Derrick L Davis @derrickdavisphoto; Model/make-up by Kendra Bliss @kennybabyyy





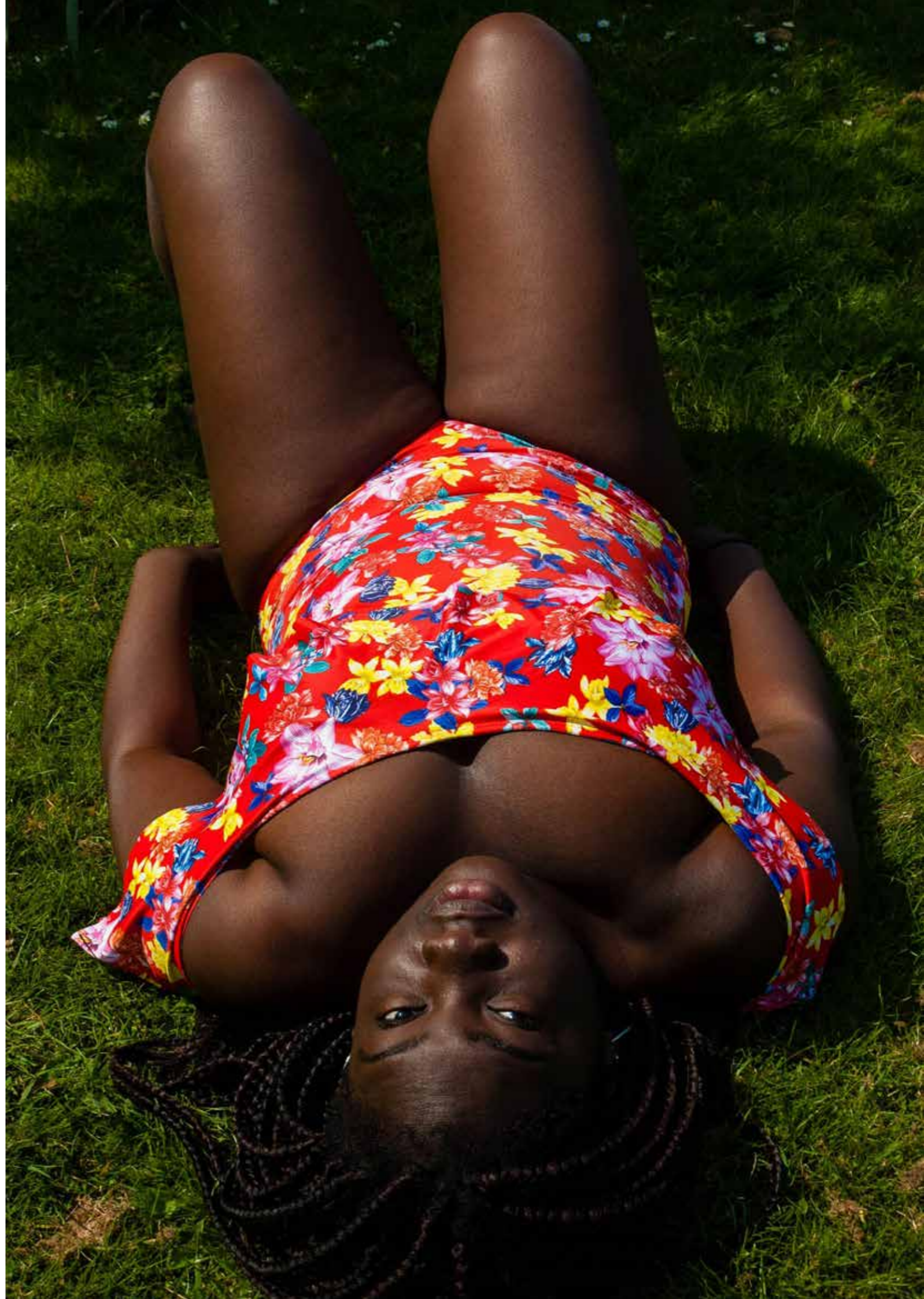
# tropicana garden

Photography, Art Direction, Styling **LOUISE JONES**  
Model **LEANN GYEKYE**











One of the best things about fashion is that it is a means for expression and self-discovery. Many people find that through fashion they are able to express themselves in much clearer terms than through vocal interaction. However, what about when that means of self-expression is chosen for you, through your retailer and other dictating forces? The sexualisation of underage girls is the greatest problem facing the contemporary fashion world. Not only does the practise place minors in immediate danger from predators, but the long term psychological and emotional effects of this objectification long outlive their chosen outfits. On the surface, there is a problem within the industry of using girls as young as thirteen to model outfits not dissimilar from lingerie. However, the problem infiltrates deeper into society through high street brands mimicking and exploiting young girl's admiration with these images.

A study by the American Psychological Association found that long term effects of sexualisation at a young age include low self-esteem, reduced academic ability, eating disorders and depression. Penny Nicholls, of the Children's Society, said: "There is a big distinction between children dressing up for fun and retailers producing items of clothing that target children and encourage premature sexualisation."

So, what exactly do we mean by the sexualisation of young girls? Research has found that increasingly girls as

## The Conversation

**TASHA STAINES** explores the sexualisation of fashion and its impact on the next generation



Miu Miu's S/S 2015 campaign, banned for appearing to show a child dressed in adults clothing, in a sexually suggestive pose

“There is an important difference between the time when a child can fit into adults' clothing and the time when she is ready for them”

young as two and three are being dressed in makeup, high heels and bras. It is natural for young girls to want to dress up and wear makeup and high heels, mimicking the adults around them. And many would argue that to allow them to do so and explore through play is harmless. However, the problem comes when young girls are pressured by society through retailers to dress in a certain way, because this is what is offered to them as 'fashionable.' Primark, for example, has frequently come under fire for selling both padded bras and 'enhancement' bikinis for children as young as six. Marks and Spencer and Asda have also been in the national press for their inappropriately branded bras for children. To suggest that a six-year-old wearing a padded enhancement bra doesn't send a message to both that child and others around them is naïve. Tesco was also told to recall its pole-dancing kit aimed at six years old girls and upwards.

Children experience a lot of pressure growing up in today's world, but the issue of sexualisation and objectification at such a young age is specifically a burden on young girls. For example, Primark again has been in the press for a children's t-shirt reading 'Future WAG.' And whilst this may entertain some adults' sense of humour, it is important to consider what a slogan like this suggests about society's view of a young girl's aspirations. How will adults and her peers perceive her? How will she perceive herself?

It is a woman's prerogative to be able to dress in a provocative manner, and it is unlikely that she will be unaware of the perception of her that will come alongside it, regardless of how wrong that stigma may be. A child on the other hand is not able to make that judgement. She will not be conscious of how this may make both adults and her peers view and treat her. This issue is especially important once young girls hit puberty, and their bodies change mimicking those of adults. There is an important difference between the time when a child can fit into adults' clothing and the time when she is ready for them. This being said, it is increasingly difficult in the climate of increased sexualisation as young girls aspire to dress like their favourite musicians and celebrities. We can't police how adults dress and we can't prevent children from wanting to look more like them. That is why it is essential that there is a safeguard in place to prevent retailers exploiting this demand, and ensuring lines on offer stay appropriate.

Public opinion would suggest it's the responsibility of the parents to interject inappropriate clothing, but one must acknowledge that they are at a disadvantage and risk isolating their relationship with their children. The marketing of these brands is also widely available to children to view on social media, with images of young girls in provocative clothing and positions widely accessible. We all need to stand up and tell retailers we won't be buying their sexualised children's clothing, and that it isn't going unnoticed.

Whilst this is an issue primarily affecting girls, boys are also suffering. 'Cotton On' has recently been in the press for their baby jumpsuits, reading slogans such as, 'I'm living proof mum is easy,' and 'I'm a tits man.' Whilst fans of the line have described them as 'risqué' others have suggested the long-term implications of sexual innuendos on baby's clothing are extremely harmful. Messages enhancing 'lad culture' for babies are deemed by many as unacceptable, as well as the risk of them being read by surrounding children. Young boys being exposed to girls under this climate are also likely to have lasting effects on their impressions and expectations in future relationships.

There is definitely a place within the fashion industry for sexual and provocative clothing, but most would agree this does not lie with underage girls. The temptation to exploit a desire to dress beyond their years by high street brands is one that must be curtailed. Mumsnet launched the 'let girls be girls' campaign in 2010, urging major retailers 'not to sell products which exploit, emphasise or play upon "child sexuality"'. However, in the years following, the problem seems only to have increased. This is an issue that must not go ignored; and we must all play our part in calling it out where we see it, and continuing to allow children to explore fashion and new ways of self-expression whilst keeping them safe.

# H&M



Clockwise from top left: ORLA KIELY £120, EDBLAD £31, ABBOTT LYON £39, EDBLAD £31, GUESS £59, SKAGEN £39, FOSSIL £49, THOMAS SABO £298  
Photography LOUISE JONES, Jewellery provided by CHRISSELLI



Kin dred

Spirits



Photography, Art Direction, Styling LOUISE JONES  
Models JESSIE SPOEREL & TASHA STAINES









Will there ever be a perfect

**bra?**

**JO CLACKSON**  
reports back from her  
trial of Sloggi's Zero  
Feel bra range from  
their new campaign

**S**o far 2018 has seen some interesting things developing in Sloggi's base camp. The New Year kicked off with a new campaign called 'Unfasten Yourself', which is aimed to provide women with a comfortable fit whilst wearing their product. Sloggi has clearly heard womens' pleas for a comfortable bra that doesn't dig in, leave red patches and/or are a nightmare to put on and take off!

I found out about the campaign whilst travelling up an escalator, exiting a Hungarian metro



station. The 'Unfasten Yourself' Zero Feel campaign was presented in a series of strong imagery which showed the red marks that are left on a woman's back by bras and corsets, to highlight the confinement of these 'contraptions' us women lock ourselves into everyday in order to support our assets. I related to the pictures immediately, and once I found out that they belong to Sloggi promoting their new Zero Feel bra, I wanted to know more. I have never brought a product from Sloggi, so decided to investigate since I have

been struggling to find a comfortable bra since I've sadly become a victim of the University 'podge'; I've been avoiding it like the plague but it's finally caught up with me!

On international women's day, 8th March, the new bra was released at a number of department stores such as John Lewis, House of Fraser and Debenhams. The Sloggi website has provided 5 reasons for you to 'experience the unfeeling feeling' of their newly produced bra, with 'super smooth 360° stretch fabric' and seamless finish.

## REPORT

Sloggi have also advertised the bra through the use of a film advert, which was released via social media, television and their website with a whopping £1.2 million ALT spend. The video shows women throughout five different decades of time, in a fun and innovative way showing all types of bras all with the same problem of being restrictive and uncomfortable. I love the advert because, like the advertorials, it was relatable to its audience but had a fun way of showing our struggles!

Even though I think the advertorials are strong and capture the message that the brand is portraying, they haven't convinced everyone. Some Facebook users have left comments towards the advert, complaining that the brand has not catered to the 'bigger' woman, and only providing their brand to woman with smaller assets. I, along with a lot of my friends, am not a size 0; we all have curves and are proud of them! However we all struggle to find bras to suit our needs. Sloggi has only catered their product to a size 32DD. A brand who is claiming that they have come up with the 'ultimate' bra that celebrates women have failed to include all women. In addition, all of the models used are all skinny and all white – where is the diversity in this campaign?

As a size 10/12, with a 32D bust, I wanted to put these claims to the test! Retailing at £30 (a reasonable price in my opinion), the bra comes in 6 colours and two styles: a bracelet and a shirt top, with matching seamless knickers. When I tried the Zero Feel Brazilian briefs, I could quite comfortably fit in the size

'I genuinely went to buy one to find you only fit to 32DD. I'm a 32F and a chef so I struggle with discomfort from my bra. If you're the new bra then why aren't you offering a range of sizes?'

Bronte Steel

'Why do you not cater to people larger than a D? What about the other sizes?'

Mel O'Brien

'I genuinely went to buy one to find you only fit to 32DD. I'm a 32F and a chef so I struggle with discomfort from my bra. If you're the new bra then why aren't you offering a range of sizes?'

Bronte Steel

'Hi Mel, thank you for your feedback. For the ZERO Feel top we cover from A up to a DD cup and with the stretch material we have tried to design a top that fit many different shapes and sizes, but I am aware that ZERO Feel will not fit everyone. Each season we try and expand our range with new products and styles for more shapes, sizes and occasions with a focus on comfort and style. Regards, the sloggi-team.'

Sloggi

### THE 5 REASONS

#### UNCOMPRESSED

Extremely elastic 360° stretch material for every move you make (and every breath you take...)

#### WIRELESS SUPPORT

Surprisingly supportive due to high retention fabric and smart bonding constructing

#### SEAMLESS INVISIBILITY

So comfortable! Feels like you're wearing nothing at all

#### PERFECT FIT

Adapts to your body, instead of adapting your body

#### MATERIAL

The softness superfine microfibre = free hugs for everyone!



10 and size 12, but would most likely opt for the size 12 to supply the fabric needed to cover my behind. In the boobs department, I haven't actually had them measured in a while, so I was going for trial and error. Although I found that the 32D was the best fit, the bra did roll up a bit when I sat down, and so I would have gone for the 32DD size but the cups were too big. I tried a number of different sizes on to get the best fit, as it's well known that different brands have different fits.

The fact is, this campaign is not catering for all shapes of women, and I feel it has let a lot of women down. It is a shame because this has left me with the worry that they are not doing enough to provide comfort for ALL women, and I personally would not buy their product. However I do admire their advertorials, and the MullenLowe Group did an amazing job of promoting the brand. If you were as skinny as the models used in the adverts then go for it, feel the benefit of 'unfastening yourself', but if you're on the curvy side of life like me, then I would give it a miss.



# street *style*: BRIGHTON

Photography LOUISE JONES



Real people. Real Looks.  
This month we hit Brighton, known for its quirky style and charisma.

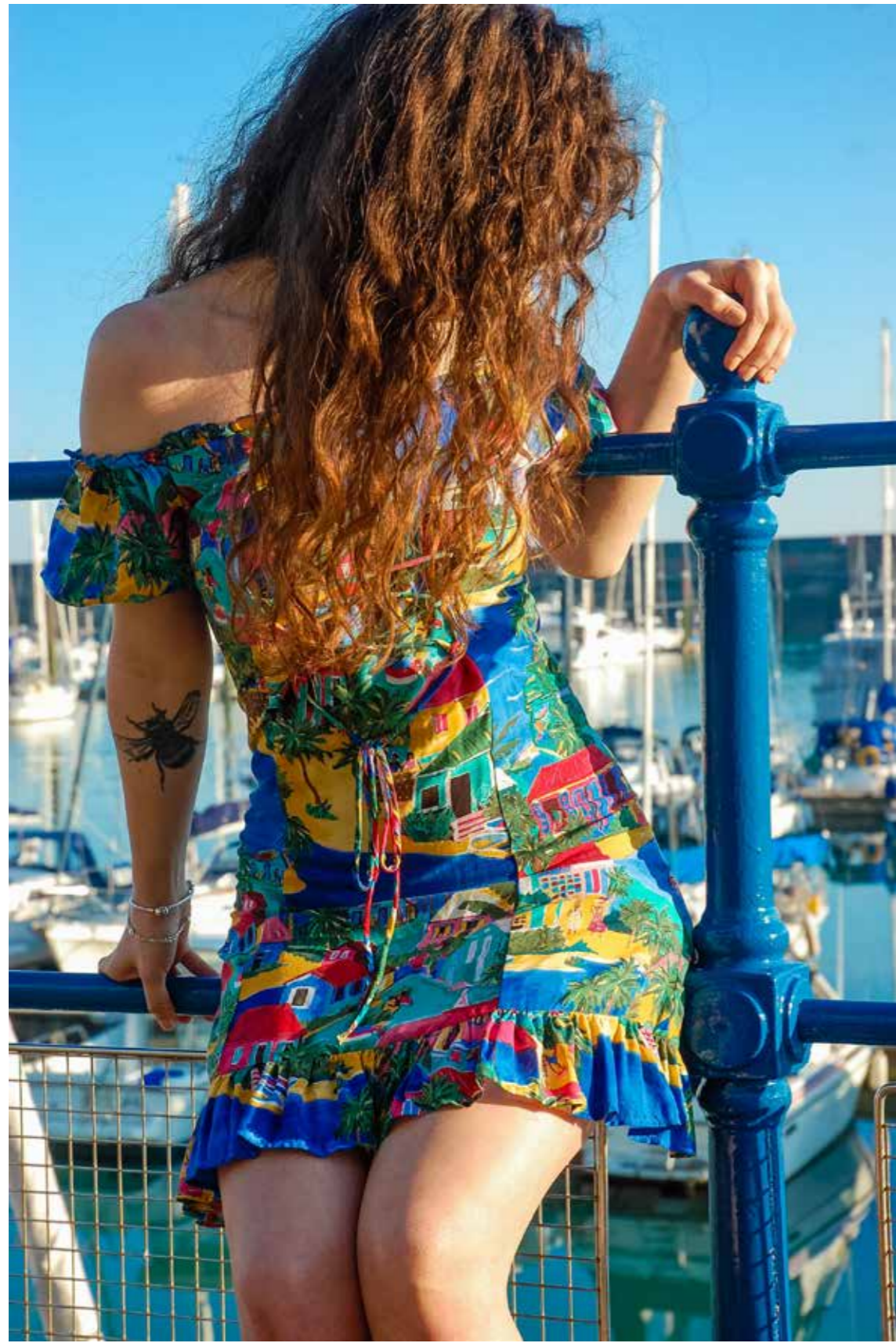




# creole climate

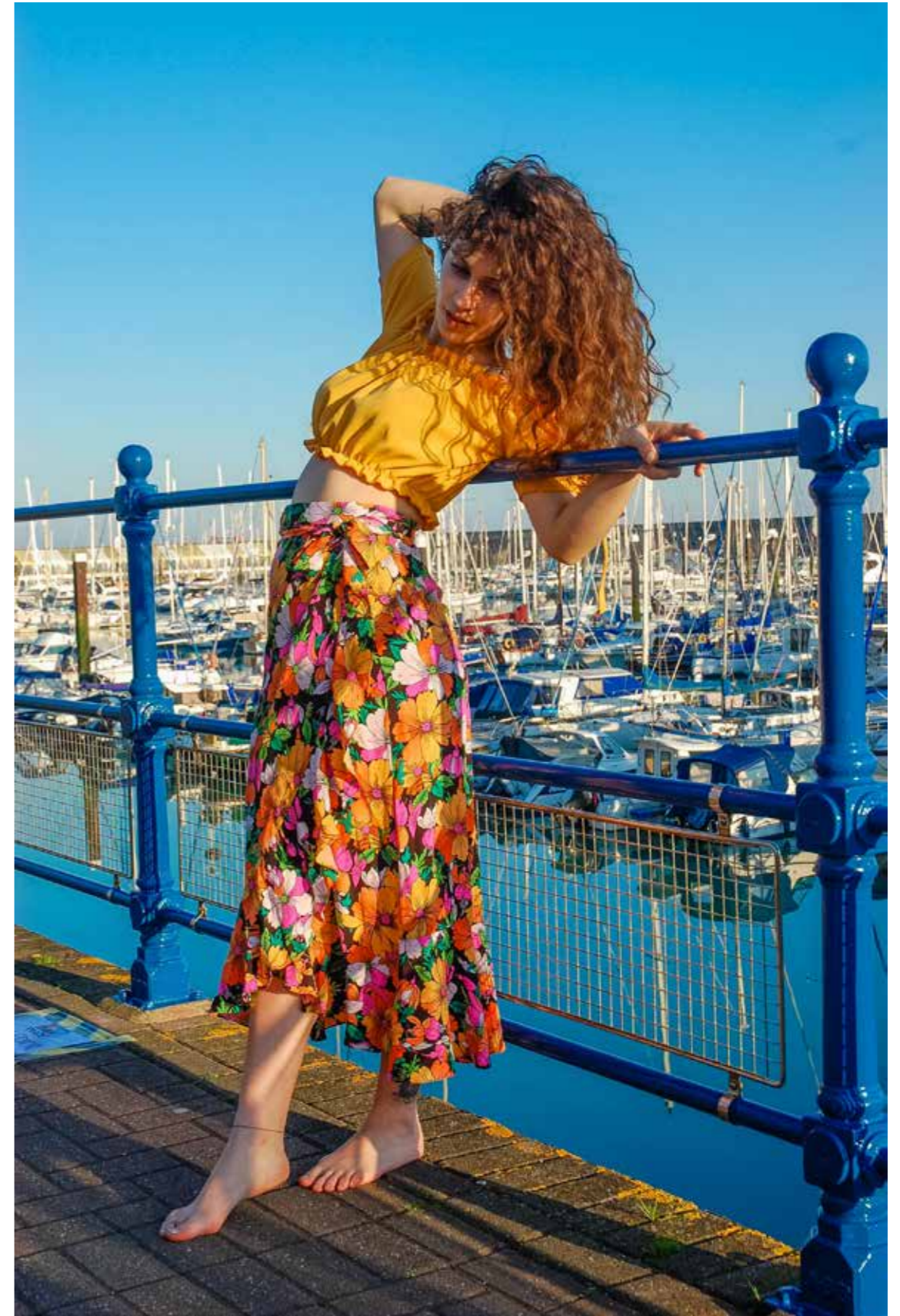
Photography, Art Direction, Styling **LOUISE JONES**  
Model **CLAUDIA ABREU JARDIM**

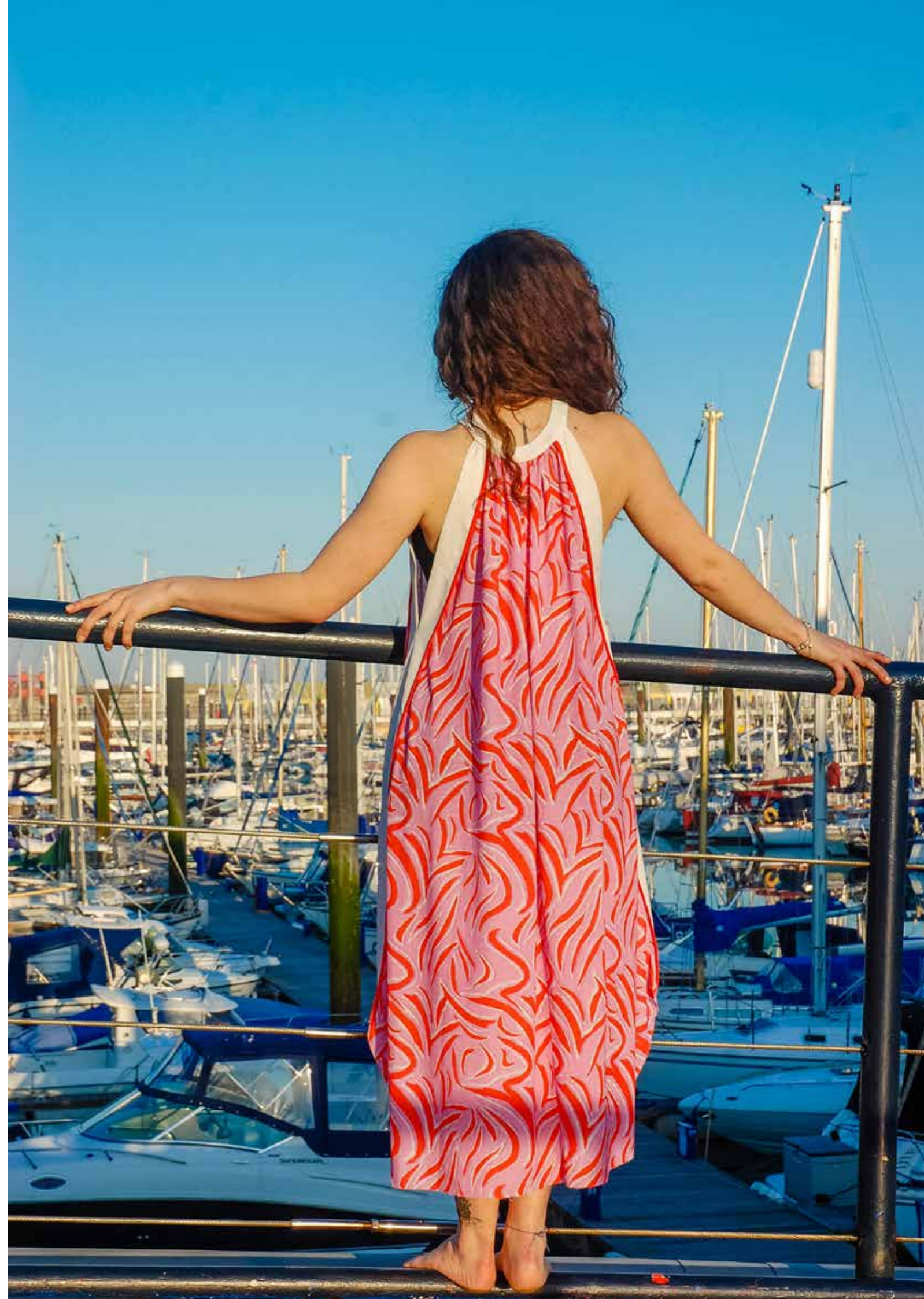














# LOVE

Jessica



# ‘Just a 19 year old fat babe’

*At first, JESSICA BLAIR’s Instagram bio might seem like she’s putting herself down or shaming herself but, in reality, she is one of many empowered women who have taken the word ‘fat’ and turned it from a nasty, ugly word into one of beauty and pride.*

*Jessica is part of the online body positivity community – a small section of the social media hemisphere that focuses on the power of self-love, the idea of owning and appreciating your body and working hard to change society’s views on what beautiful means.*



**EMMA GIBBONS** sat down with the young role model to talk all things social media, self-love and the fashion industry’s beauty ideals.

**What inspired you to create an online platform to promote body positivity?**

When I was about 14 or 15 I was really into watching beauty gurus and learning how to do different styles of make-up, so I decided to create my own YouTube channel. It originally started off as an outlet for me to show people what kind of products I liked and different make-up tutorials I had come up with but, eventually, I started becoming disinterested with make-up and slowly became more and more fascinated with fashion.

I started figuring out what kind of styles I liked and that inspired me to start posting more outfit photos on Instagram.



As I explored social media more and started learning about the idea of body positivity, I was inspired to open up about my struggle with self-love and confidence.

I saw all of these people that had body types that were similar to mine, and they were truly happy with themselves, which blew my mind because I was so insecure and didn’t think it was possible to be happy and also fat. Once I started posting and opening up about my journey with body positivity, it just became something that I continued to talk about in a lot of my posts and I realized that a lot of people felt the same way I did.

**What has been the biggest lesson you have learnt since putting yourself out there online?**

Something that seems fairly obvious but somehow wasn’t entirely evident to me before putting myself out there more on social media, is that there are a lot of genuinely kind and supportive people out there. It sounds so simple, but kindness goes a really long way and I’m very thankful for the amazing people I’ve been able to interact with online.

## 'Plus-size models tend to almost always be people with thin faces, flat stomachs, an hourglass figure... it's just not completely representative of the entire plus-size community'

### **Why do you think it is important for people to join the body positivity society?**

Body positivity is an inclusive space where marginalized bodies can openly and safely, for lack of a better word, exist. It's a community where fat people can uplift and support each other, since there isn't a lot of that from people outside of the community.

I think that body positivity can be a really helpful and positive space for fat people who are struggling with their sense of self-esteem or confidence. Even if you don't need any help in that area, it's also just a great source of friendship and kindness.

### **If people do not feel entirely comfortable with posting their own pictures on social media just yet, how else could they get involved?**

A very big part is just supporting people you like or follow on social media. A like or a comment goes a long way and it's just important to support people you genuinely enjoy following.

### **Do you get a lot of feedback from followers who have been inspired by you? If so, what do they say?**

I have gotten quite a few comments from people who have told me that I've somehow inspired them to try to start loving themselves or to wear something that they've previously been very nervous to wear. It just means the absolute world to me and I can't even describe the joy I feel when someone tells me that I've somehow been able to help them like that.

### **Do you generally feel represented and included in the world of fashion?**

Not really. I know there are a lot more brands that cater to fat people than there used to be, but a lot of the clothes available don't necessarily cater to younger people, unless you want to shop at stores like Forever 21 or Boohoo for everything.

As far as representation goes, plus-size models tend to almost always be people with thin faces, flat stomachs, an hourglass figure, etc. And while there's absolutely nothing wrong with this body type, it's just not completely representative of the entire plus-size community. We need more fashion that actually appeals to younger people and more models that represent the wide array of body types and figures that fat people have.

### **How do you feel when you read a current mainstream fashion magazine?**

I don't really read mainstream fashion magazines that much anymore, but there's an obvious lack of body diversity in them. These magazines tend to have one page that's for plus-size people and the items they suggest usually look

outdated, which is in big contrast to the clothes in the rest of the magazine. I don't really feel much about it, mostly because I expect it at this point. So while I'm disappointed, I'm just not surprised.

### **Do you think brands could improve their representation of diversity – and, if so, how?**

Absolutely. It's really not that difficult, it's just a matter of hiring more fat people, people of color, non-binary/trans people, people with disabilities, etc., and people that exist within these intersections. Hire them, pay them, and don't just treat them as opportunities to display how "diverse" or "representative" your brand is. They're not tokens for companies to use, they're actual people that brands should already be using to model their clothes and represent their companies.

### **What brands do you think are doing well at the moment (in terms of inclusion) and why?**

The only brand that really comes to mind is Premme, which is pretty inclusive when it comes to different body shapes and types. I'm sure there are more lesser known brands out there that are doing well in terms of inclusion, I'm just not aware of them at the moment.

### **Do you believe a change is happening in both the fashion and media's outlook on body positivity?**

There may be a change happening, but it's not necessarily a positive one. Fashion and the media tend to promote a whitewashed, thin-washed version of body positivity. It's usually made out to be a way for white, thin women to learn to love themselves or it's used as a way to promote fitness and "taking care of your body."

While thin women should, of course, also be happy with themselves, body positivity was specifically created to be a space for fat people. Thin people and fat people are not treated the same in most societies. Studies have shown that fat people, on average, usually make less money than their thin counterparts and are less likely to be hired for most jobs. Not only does fat-phobia affect how others treat or see us, but it can also affect our livelihoods.

### **Why do you believe it has taken until now (or fairly recently) for plus size women to be recognised within fashion and media?**

I think that we've pretty much shown that we're not just going to fade away into the background, we demand representation. And because a lot of plus-size people refuse to just hide away anymore, fashion and the media have realized that they're missing a giant market when it comes to fat people. Social media also definitely plays a huge role in that, because now you don't really have a choice but to acknowledge fat people.





**COACH**  
NEW YORK

# *trend* ZOOM: polka dots

Model & Styling HAI ANH HOANG  
Photography THANH DO





WHEN IN  
**GREECE**

*Photography, Art Direction, Styling* **AGNI TRANOU**  
*Fashion Designer* **ME THEN, ATHENS**  
*Model* **ISMINI BOGDANOU**











# THE Mannequin Movement

*Diversity in fashion tends to focus on trying to achieve a balance of race, size and age. Missguided has a new approach by showcasing other features, such as stretch marks, to enforce its normality.*

**JO CLACKSON** reports on Missguided's new #MakeYourMark campaign.

In 2017, Missguided launched their '#MakeYourMark' campaign, aimed to promote body positivity within women, showcasing nine models who featured in a number of not-airbrushed images. With everything left bare and for all to see, it showed that no one is perfect: women DO have stretch marks, women DO have scars and women DO have cellulite. The ethos of the campaign was strong and highlighted that they believe individuals need to 'embrace your flaws'; my favourite part was to 'f\*ck perfection'. Due to the success of the campaign Missguided have since introduced their new 'ethnically diverse mannequins' that have stretch marks, freckles and vitiligo. These mannequins have been displayed in the London Stratford and Kent's Bluewater stores, and I have been interested to see what effect they have had on the general public. Imperfections are nothing to be ashamed of and I am extremely proud that Missguided have used their influence within the media and as a brand, to promote this amazing cause with the hope of empowering women whatever their size, shape, skin type and appearance. Everyone is perfect in their own unique way.

Missguided has kept its promise during the last year 'to never retouch our models' perfect 'imperfections' out'. The '#MakeYourMark' campaign's nine

stars, also known as Missguided 'model babes', are introduced alongside their unedited images on the Missguided website in the form of a zine called 'Babe Zine'. What I admire about the campaign is the fact that these amazing and inspirational women are not only from different backgrounds but are all shapes and sizes. 'Model babe' Felicity says, "do not allow other people's opinions to become you". Fellow 'babe' Jade, goes on to talk about her stretch marks, "as you get older, you realise these marks are part of you and they're beautiful in the most amazing way...it's important to teach young girls to love every part of themselves".

In November of last year, Johanna Roelich shared a 'before and after' shot of their 'model babe' Amanda in a bikini on the Missguided blog. Alongside it read the caption, 'and to all the haters who doubted us, the only thing we retouched here was the model's own pants', after comments on Instagram suggested the 'after' shot was altered, despite still showing stretch marks. In my opinion, the vibes that the brand are giving out to the public are those of not caring what other's care about, self-love and laughing at the haters.

Without the success of the campaign, we wouldn't have had the chance to be introduced to the newly unveiled ethnically diverse mannequins. In February 2018, the

'LOVING @Missguided #MakeYourMark campaign. It is exactly what is needed in this world of social media perfection and unrealistic body goals. It's about time we celebrate each other and how beautiful we are. #KEEPONBEINGYOU #FlawsWhatFlaws?'  
@Emma\_Mitchell 94

'Always hated my stretch marks on my bum, now thanks to @Missguided I just wanna show the world my striped booty.'  
@lozzakxoxo

## REPORT

two stores in London, Stratford and Kent's Bluewater presented the mannequins that highlight diversity within our culture today, and show that we cannot be put into boxes as we are all different in our own unique ways. In recent years, the barriers of the fashion world have been continuously pushed further and further out, thus creating an extremely diverse outcome to our everyday lives and making 'the norm' void. These mannequins bring light

'No one is perfect: women DO have stretch marks, women DO have scars and women DO have cellulite'

to skin conditions, such as 'vitiligo', which is what the supermodel and body positive advocate Winnie Harlow has. Stretch marks also appear on the mannequins, as well as freckles and one even wears a headscarf. Missguided have realised that the everyday woman is not perfect and that a mannequin does not depict a realistic representation of their shoppers. Even though the movement brings a fresh view on the fashion world, I can't help but feel that they have failed to highlight the issue of size. Others have also commented on the fact that there aren't plus sized mannequins. Some Twitter users have brought this issue to light, with user @Danayim saying, 'Great to see Missguided have got mannequins with freckles, stretch marks etc but how about some which aren't a size 0 now.' However, the #MakeYourMark 'Babe Zine' does show plus size models within the campaign.

Within the last year there have been some exciting brand developments for Missguided, and their #MakeYourMark campaign has proven to their shoppers that they care and that they are not afraid to push boundaries, curving the shape of fashion. I hope that in future years the brand will progress further and introduce mannequins that celebrate curves and plus size. Missguided has given me hope that the fashion world will give a positive message to women, young and old, to show that you can be you, and that you do not need to look at mannequins, adverts or models and think that you need to look like that. And so I leave you with this quote from Johanna Roelich on the brand's blog: 'We're on a mission to inspire you to feel unashamedly confident in being yourself. Ignore the haters and always strive to be that little bit extra. Just be you babe, because there is no other way.'



You can meet all the 'model babes', and learn more about them and their individual stories at [www.missguided.co.uk/campaign/make-your-mark](http://www.missguided.co.uk/campaign/make-your-mark)

Photography by Kelcie John-Lewis @kjlewisphotography



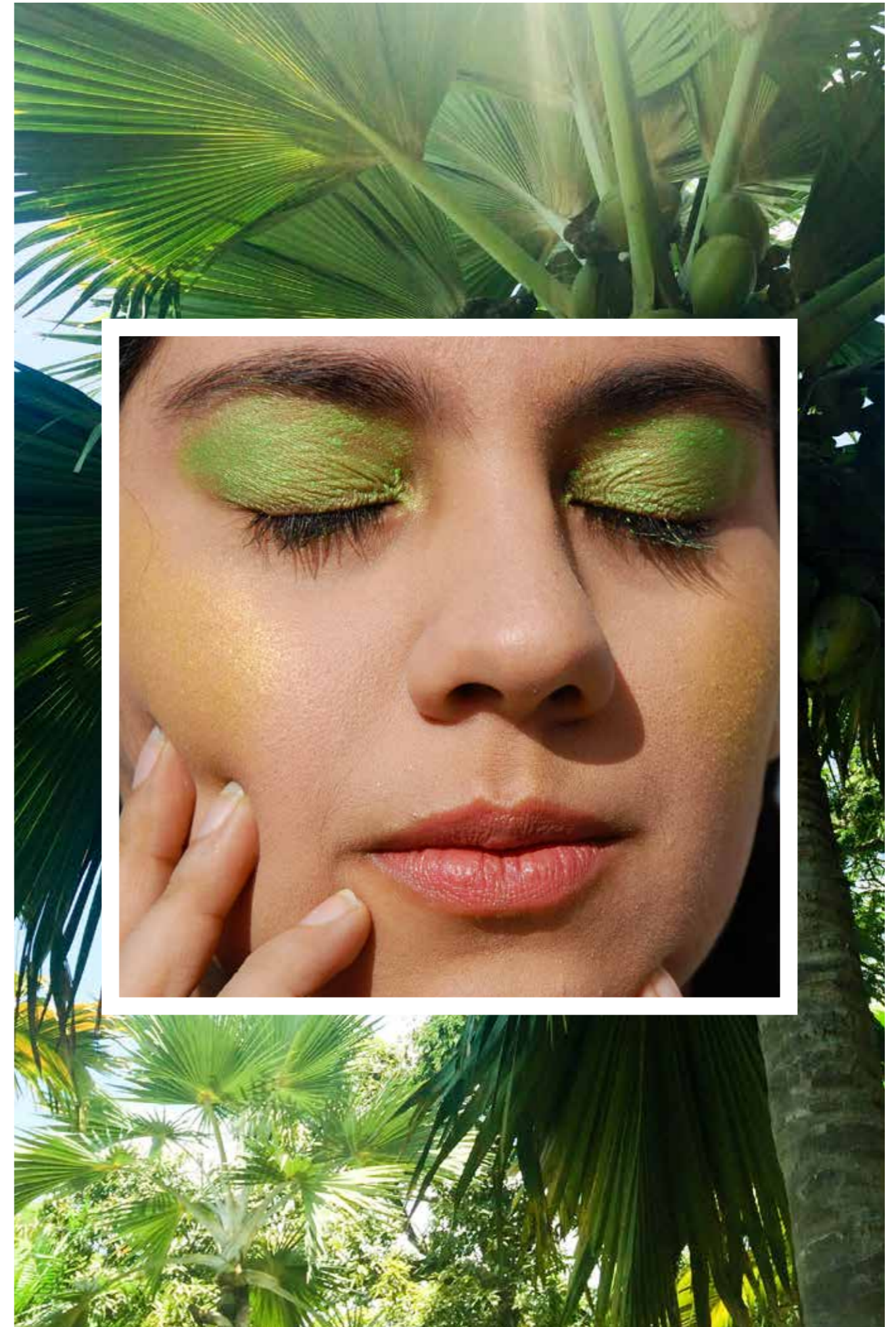
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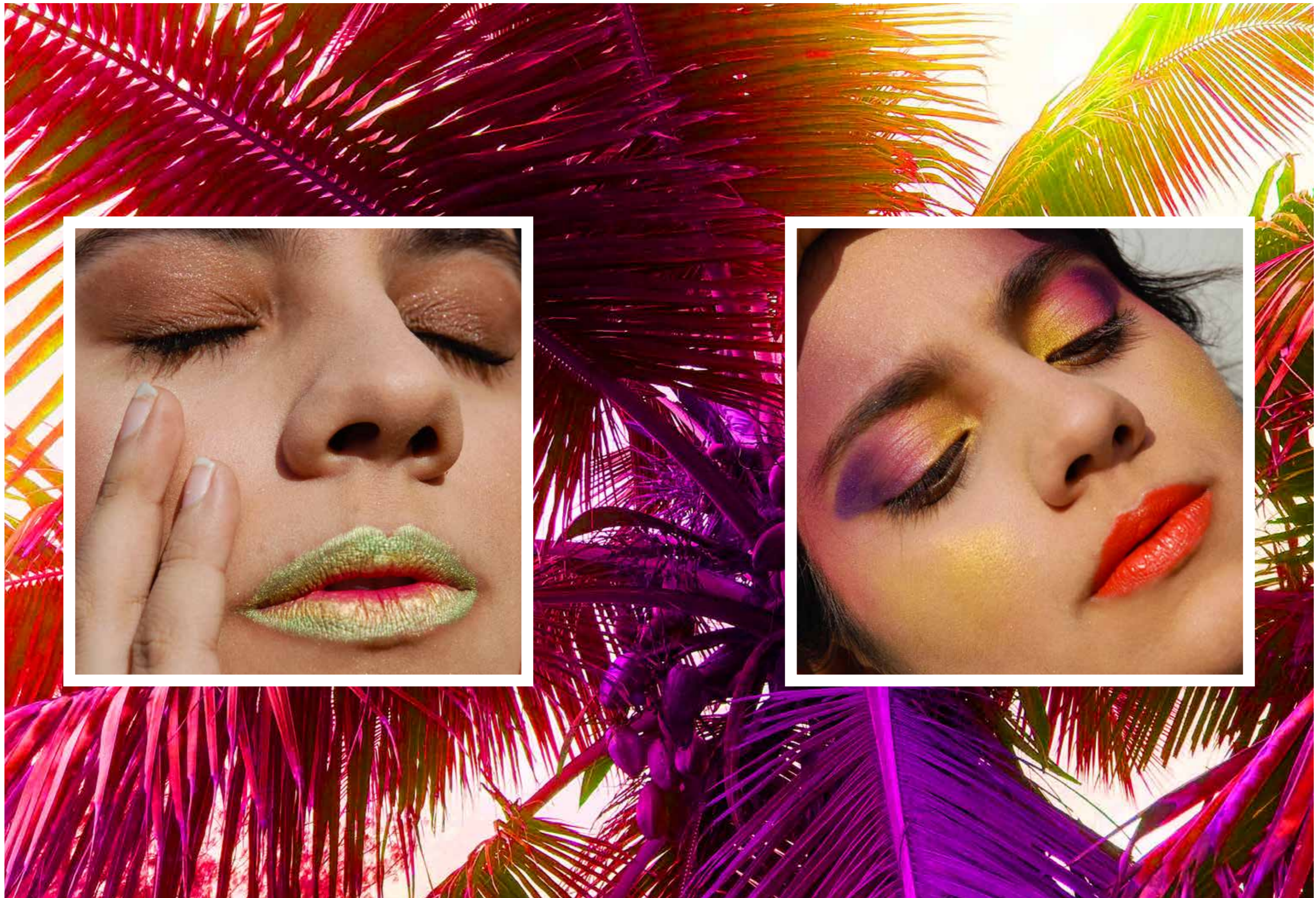
NEW YORK

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Photography, Art Direction, Make-Up Artist **LOUISE JONES**  
Make-Up Designers **LOUISE JONES & CATERINA BECHELLI**  
Model **SAMRUDDHI KARANDIKAR**









# U M

**SEBRINA OLI** leads a busy life as an Accredited International Make-up Artist and Founder of Miracle Bump Skincare. The mother of 4, soon to be 5, reveals her beauty secrets to **LOUISE JONES**, and gives an insight into the world of a make-up artist.



‘A lot of people are afraid to use make-up, which is such a shame as life is too short not to try new things’

**Describe your typical day as a make-up artist.**

Generally, no two days are the same; you are either booking appointments, prepping for appointments or working the appointment. The creativity aspect of the role is actually the part you do the least. It's the most enjoyable part but you will spend more time travelling, cleaning brushes and preparing quotes.

**What are your top make-up rules?**

No.1 rule is to be on time. If the make-up artist is late, the whole event will run behind schedule. Other top rules are good hygiene, expect the unexpected, be open to change and be prepared to adapt the look. It's also important to be creative and enjoy yourself.

**What are your top favourite products at the moment?**

Top products include Mac Pro Longwear Concealer, Benefit Porefessional Primer, Mario Badescu Rose facial spray, Giorgio Armani Luminous silk foundation and Bobbi Brown Bronze Glow highlight. Also, my favourite eyeshadow palette is MorpheBrushes 35B.

**What made you want to be a make-up artist?**

My interest in making people feel their best became a passion. I became addicted to giving people self-appreciation and confidence. A lot of people are afraid to use make-up, which is such a shame as life is too short not to try new things.

**Where do you get your inspiration from?**

My inspiration for all my looks is skin; I just want the skin to look flawless without seeing layers of make-up. Illuminated, bright and healthy skin is so important for an every make-up look.

**Are there any make-up artists that have influenced you?**

Kingmalimagic, Camila Coelho, VladaMUA, Carli by bel and Makeup by Mario

**What do you love most about make-up?**

Make-up gives me the opportunity to be who I want, when I want on any given day. That's what I love about it!

**If you weren't a make-up artist, what would you be doing?**

I would still be doing something creative, I'm not sure what but I know it would still involve my hands.



**How would you describe your signature look?**

My signature look is always a bright eye, bronzed skin and a nude lip. That's generally how you would find me at an event - I love to go wild on the eyes and simple on the lips.

**What are common make-up mistakes people make?**

Thinking that Instagram make-up is wearable. Instagram make-up is for the gram and is art, which looks amazing for photography. It's the equivalent of catwalk VS ready to wear clothes.

**What staple products should every woman have?**

Core products are a moisturiser, illuminator, concealer and a bronzer.

**Do you believe the beauty industry portrays a true representation of the population in terms of diversity?**

In the last 5 years there has been a vast improvement within the beauty industry, its attention to diversity and representing every woman. However, we need to do more and we need to do it quickly!

**Do you believe beauty companies are doing enough for diversity?**

It's sad that when you go to the store, major brands (if you're lucky!) offer 4 darker shades for all women of colour and mixed ethnicities. The variation of skin tones is so vast and they just don't do enough to cater. They are improving, such as Makeup Revolution, a store brand bringing out an 18-shade concealer range. This is amazing and we need to see more of this! With regards to age and gender, make-up can be altered by the artist to make it suitable for all ages and genders.

Visit Sebrina's website at [www.sebrinamua.com](http://www.sebrinamua.com)  
Instagram: SebrinaMUA  
Facebook: @makeupbysebrina

# The Truth About *Stretch* Marks

**LOUISE JONES** reveals all about an issue that affects so many real women

Photography **LOUISE JONES**

The truth is everyone has them. And I do mean everyone. Men and women, old and young, black and white. They can appear on any part of the body, from breasts to your calves, and even your back. Role model singers Demi Lovato and Rihanna have been in the media recently for posting images of themselves on social media, showing the stretch marks. Rihanna openly declared that she has stretch marks, like many people naturally do, with her followers grateful for admitting something women often feel ashamed about. Would you consider these ladies 'fat'? I didn't think so.

There are many reasons that the cause the skin to stretch, and it is wrong to associate stretch marks with 'fat' or pregnant people; they can even be genetic. Stretch marks are caused when the middle layer of skin tears, revealing the deeper layers of skin, which form a stretch mark. These tears are often initially red or purple due to blood vessels underneath showing.

When the blood vessels eventually get smaller, the pale-coloured fat underneath the skin will appear, changing the colour of the stretch mark to silvery-white.

When the stretch marks do change to this colour, they become barely visible and may eventually fade. Whilst there are many ways to treat or cover up any stretch marks, I believe it is time to embrace them and promote body positivity in real bodies. Feel confident to wear a camisole despite stretch marks on your upper arms. Feel confident in your new shorts and flaunt your tiger stripes on your thighs. Feel confident on holiday in your bikini that shows you're a real women.

Make-up lover and enthusiast **LOUISE JONES** answers your questions on this month's beauty buzz

Make-up by Nardia Perkins @slayedbynards

**Q** How do I get my make-up to last all day and night in the summer heat and humidity?

That's a popular question this time of year! I have tried and tested many product combinations across different climates, such as the tropics. The key is using the correct layers from base to fixing spray, and you'll notice a 'matte' theme running through to limit oil and prevent your make-up sliding.

The first thing I use is Kiehls Ultra Facial Oil-free Cleanser which gently removes excess oil, followed by Kiehls Oil Eliminator moisturiser which keeps daily produced oil at bay. Next, I apply Bare Minerals Blemish Remedy Mattifying Prep Gel to create a matte base for the make-up. Now, in the summer I tend to recommend a BB cream or tinted moisturiser rather than a foundation as it's lighter and feels fresher on the face. If you want a BB cream that provides similar coverage to a foundation, Clarins BB Skin Perfecting Cream is the one for you! For a dewy look, then no need to add any more face products. For a matte look, add a dusting of Estee Lauder Double Wear Stay in Place Powder. The final step to seal these layers is Urban Decay All Nighter Setting Spray for the finishing touch.

**A** I've never used coloured make-up; what is the best way to introduce colour into my make-up palette?

You are missing out! I'm so glad you want to expand your palette and experiment with more colours!

The most quick and simple way is through lipsticks. You can play with reds, oranges, pinks as a starting point. These can vary from soft pastels and corals to bold and rich colours, so go exploring as to which suits your skintone. Deeper shades, such as a Bobbi Brown Luxe Lip Colour in Hot Pink, may be more appropriate in the Autumn and Winter months, whereas the Retro Coral shade will pop beautifully in Spring and Summer.

When you approach the eyes, you have a number of options. One is using eyeliner or eyeshadow with a stroke of colour, like purple, above or underneath your mascara. Another is through blending a colour into your eyeshadow; for example, you could use a pink or cream colour as a base colours and then use a mid-dark blue, such as from Estee Lauder Pure Colour Envy 5-Shadow Palette in Nocturnal Blue, or deep green to sweep across the top crease and the outside edges of your eyes. Just go for it!

To ask your beauty question, email us at [defactomagazine@hotmail.com](mailto:defactomagazine@hotmail.com)



LANCÔME  
PARIS

# The Seychelles

**ANTHONY ANTAT** tells of his adventures on the islands

Photography **LOUISE JONES**

Imagine a place where the only sounds heard are the crystal clear azure waters crashing against the sun-kissed beaches, birds chirping in the trees surrounding this serene haven, and the smell of grilled red snapper (locally known as bourzwa) basking in the air. Some may know this as the Seychelles, but I know this as home.

This tiny nation, located east of Africa in the Indian Ocean, comprises of 115 granitic and coralline islands. Although the majority of islands remain uninhabited, the main islands where most people reside are Mahe, Praslin and La Digue. The latter are easily reached by plane or a very scenic

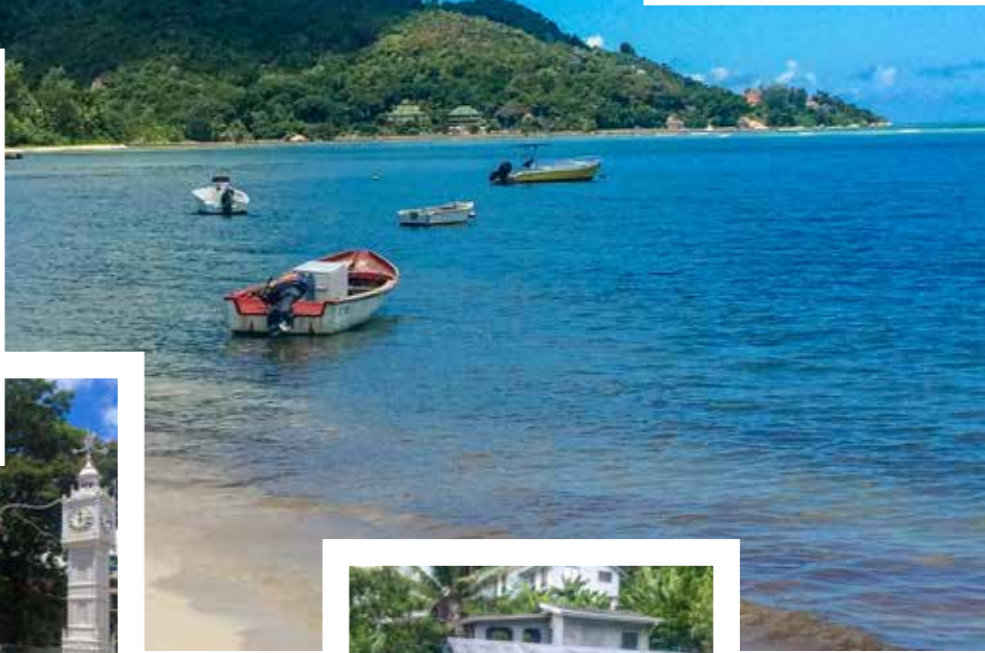


boat ride on one of the catamaran services, from Victoria (the capital of Mahe). Visiting Praslin should definitely be one on the to-do list when visiting, as you can visit the Coco de Mer plant, the iconic symbol of the nation!

The majority of my family reside on the main island of Mahe in various provinces spread across the island. Although I was originally born and raised in England, it was not easy for me to forget about my heritage. Both my parents are Seychellois, and our culture is plays a key part in my family, whether it be to creole music blaring out on early Saturday mornings, or authentic creole food being consumed on Saturday evenings. My family speak the local language, Creole (broken French), in which I have surprisingly become increasingly fluent since my first visit.

The Seychellois ancestry mainly consists of East African, Chinese, Malaysian and French origins. The African influence can be seen in the bright colours of the traditional Sega dresses and the historical coconut leaf dresses, when doing the Sega dance. Nowadays,

# 'The 'paradise' islands definitely live up to their name'



**TOP THINGS TO DO**

**BOTANIC GARDENS**  
A must to see the giant tortoises!

**VICTORIA MARKET**  
See a rainbow of fish in th morning alongside sounvenir stores

**EDEN ISLAND**  
Boutique stores during the day and party island at night

**BEAU VALLON BEACH**  
The fishes swim around you as you float in the clear blue water

Sega is danced everywhere on the islands, from festivals, to parties, to the living room! We have the Bazar Labrin festivity which is not only celebrated amongst the locals, but also by tourists. This is hosted every Wednesday night on the idyllic Beau Vallon beach, when food and stalls show off local produce alongside the bonfire, such as kalou (homemade alcoholic beverage that is pretty potent!), octopus curry, grilled fish and refreshing mango salad (or salad mung).

If you go to Seychelles, explore with the locals as you will have a completely different experience and get a true insight into this exciting culture. The 'paradise' islands definitely live up to their name across these tropical islands.



# T Meet Me In Toronto

Toronto's distinctive city vibrancy combined with its laid-back atmosphere - what more can you want?

Words & Photography LOUISE JONES

THE LOCATION:

## Dynamic

Toronto's location gives the chance to explore outside the city. It can take half a day to drive to Montreal for a beautiful weekend in this French-speaking province. Niagara Falls is also a hot destination on the USA border, only 90 minutes away, where you can see the famous waterfall, enjoy a boat ride, and hit the casinos. If you fancy a spot of countryside, Algonquin Park is idyllic for camping amongst the notorious lakes and wildlife.



THE SIGHTS:

## Metropolis

Despite being the largest city in Canada, there is a calm atmosphere throughout. My top picks of things to see are the iconic CN Tower, where you can soar above the city, the 3D Toronto sign, and the Rogers Stadium that is home to the Blue Jays. The Ripley's Aquarium and Toronto Zoo are also favourites that display sealife and animals, like bears and racoons, which you don't see in the UK!

THE FOOD:

## Fusion

The fusion of cultures across the city means you're spoilt for choice. Louisiana chicken wings and Philly cheese steaks are showcased at grills. Kensington Market showcases unique food combinations, such as chicken and waffles. The traditional Canadian dish to try is Poutine, that is made up of fries with cheese curds and gravy. The Brewery district houses many sources of food and drink with quirky stores and beautiful views.

THE SHOPPING:

## Luxurious

If you love your designer outlets, this is the place for you! Toronto Premium Outlets village holds over 80 stores from Kate Spade to Jimmy Choo, with between 25-65% off retail prices. Toronto city is also home to both the Eaton and Yorkdale shopping centres with the infamous food courts.





picnic in the park

Styling & Photography LOUISE JONES

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We love sharing our travel adventures with you, but we want to hear about yours as well! Tag your travels on Instagram with #DEFACTOflys to take us and our readers along with you.





