

# ***FIRE***

Magazine

**YOUNG  
DESIGNERS  
WHO ARE  
REDEFINING  
CONTEMPORARY  
FASHION**

**2021 Fashion  
Trend**

**FASHION  
TRENDS THAT  
WILL BE BIG IN  
2021**

**Accessories  
collection from  
famous brand**

**WHY  
CONTEMPORARY  
FASHION IS THE  
BIGGEST TREND  
RIGHT NOW**

*What is*  
**FASHION?**



# EDITOR'S NOTE

I've read a good deal of writing advice, and I've tried to share the best of it with readers of this magazine.

What does fashion mean? In contrast to clothing, which is functional and only changes gradually, fashion thrives on novelty and change. Fashion is often seen as a 'value' added to clothes to make them desirable to consumers. It is a contradiction: homogenizing, encouraging everyone to dress in the same way, but also it stands for individuality. Not merely about clothes, fashion is a vibrant form of visual and material culture that plays an important role in social and cultural life. It is a major economic force.

So this magazine will guide you to know more about fashion. Like contemporary fashion and trends in the present.

Happy Reading!

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## WHAT IS FASHION?

Fashion is a popular style or practice, especially in clothing, footwear, accessories, makeup, body piercing, or furniture. Fashion is a distinctive and often habitual trend in the style in which a person dresses. It is the prevailing styles in behaviour and the newest creations of textile designers. Because the more technical term costume is regularly linked to the term "fashion", the use of the former has been relegated to special senses like fancy dress or masquerade wear, while "fashion" generally means clothing, including the study of it. Although aspects of fashion can be feminine or masculine, some trends are androgynous.



This term does not just define all the latest or the most popular or the most famous clothes. In reality this social phenomenon involves more importance. In some way fashion helps us to show who we are and depict our personality in the terms of visual information. In the way we choosing clothes we show our attitude to world and other people. It is also some kind of communication. We put some of our personality at everything, how we behave at different situations, what we eat and which style of clothes we choose at shops. All the parts of it build the main stream of fashion. But in spite of our personality every person at the world have something in common. Even if it's the smallest thing. All over the world there are a lot of people who have the same tastes, who choose the same food and trousers of the same kind. There are a lot of traits which build the fashion of today.



A woman with dark hair is standing in front of a white, draped fabric backdrop. She is wearing a white, long-sleeved dress with a high, ruffled collar and a wide yellow belt. The dress has a textured, possibly knitted or crocheted, pattern. To her right, there is a blurred figure of another person, suggesting movement or a second subject in the scene. The overall lighting is soft and even.

## **WHY IS FASHION IS IMPORTANT?**

- Fashion Is The Ultimate Expression Of Personality
- First Impression Is The Last Impression
- Fashion Helps You To Bring Out Creative Sides
- Fashion Helps You To Boost Up Your Confidence

There are those who dress fashionably because it provides a visual way for them to be able to make a statement about themselves. Fashion clothing does say a lot about a person. It shows that they take great interest in the way they look and how they appear to others. It makes a statement that they care.



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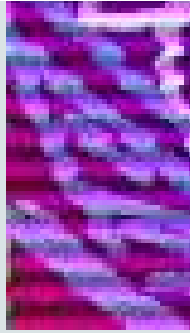


# THE MEANING OF CONTEMPORARY IN THE FASHION INDUSTRY



With fashion, “contemporary” has that meaning of being modern and of the moment, but it also means more. Contemporary brands strive to be more accessible (emphasis on “more,” as we’re not talking about Zara here). Occasionally it also focuses on durability, repairability, and environmental impact, but that really depends on the designer. In other words, the meaning of contemporary fashion isn’t set in stone. But if you’re a bit turned off by haute couture and high fashion, there’s a good chance contemporary brands will have something that appeals to you





# Why Contemporary Fashion is the Biggest Trend Right Now

Revivals, nostalgia, and innovation. These three words really capture what's at the core of most European contemporary design. It's a combination of throwbacks to other eras and something new thrown in. That could be new materials, production

techniques, or simply taking the familiar design elements of a past era and reimagining them. Looking at all of this together, it's pretty clear why contemporary design is so in vogue. It hits the nostalgia so many of us experience for times past, makes beautiful items more affordable and accessible than ever, and strives for the newness that drives most commerce these days anyways.

# FASHION TRENDS THAT WILL BE BIG IN 2021



- Knit Bra
- Netting
- Canteen Bag
- Platform Flip-Flops
- Fashion Jogger
- Supersized Tote
- Two-tone pieces
- Shell Jewelry
- Shrug Sweater
- Pastel Color

# RICHARD

# MALONE



Irish-born Malone has built his brand with remarkable resourcefulness: from making clothes out of discarded local building materials and staging his debut show in Old Street Tube station to using repurposed ocean plastics to fabricate many of his recent offerings. Lately, his staunch commitment to sustainability has evolved into collaborating with Italian fabric house Taroni (whose sumptuous satins have been used by couturiers from Givenchy to Balenciaga, and whose eco credentials are impressively thorough), blending their exquisite luxury with purposeful practicality. “Looking at sustainability is critical to creating something modern,” he explains of his resolve. “My job is to address that, while making desirable, functional clothing. You have to want the product before knowing its credentials - and eventually, I hope that will be the norm.”



# 2021 FASHION TREND





CONTEMPORARY  
FASHION  
COLLECTION



# ACCESSORIES TREND IN 2021





FROM FAMOUS BRAND

ACCESSORIES COLLECTION



# COLUMN CHAT



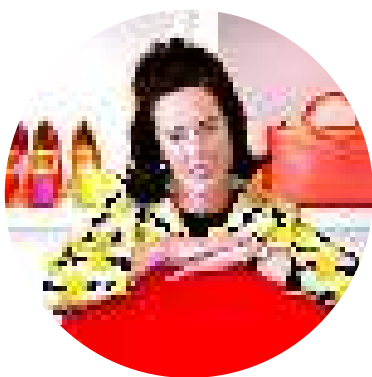
"I don't design clothes. I design dreams."  
—Ralph Lauren



"Fashions fade, style is eternal."  
—Yves Saint Laurent



"Trendy is the last stage before tacky."  
—Karl Lagerfeld



"Playing dress-up begins at age five and never truly ends."  
—Kate Spade



"Elegance is not standing out, but being remembered."  
—Giorgio Armani

# How The Covid-19 Pandemic Is Affecting The Fashion Industry



In recent months, major fashion brands and retailers have been cancelling orders, including for products already made and waiting to be sent to stores, and delaying payments to their suppliers. Since the outbreak, fashion brands have reportedly stopped taking deliveries while clothing is piling up in warehouses during the lockdown. By the time stores reopen these products may well be considered 'out of season'. Furthermore, as people are forced to stay at home and retail stores continue to be closed around the world, the demand for clothing has plummeted. It is causing people to reassess and reprioritise what they spend money on. This could result in



fashion trends slowing down for a while and potentially influence brands to focus on delivering fewer, better quality products to remain profitable. Or, things could go back to business-as-usual with a focus on speed and high- volume production. However, we suspect that consumers and brands will have to adapt to a new normal, what that looks like only time will tell but taking action to mitigate the issues we will learn about throughout the course, will be more important than ever. Weeks of shutdowns will almost certainly alter the shape of the recovery for the apparel industry. We expect continued telecommuting, reduced travel, and cancellation or postponement of special events. We also expect upstream impact, with significant changes in sourcing and production.



**EMAIL HERE**

I

name@gmail.com



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