

APRIL ISSUE

VOL. 18

FIRE



Kylie
Jenner

STYLE ICON



April 2021

WELCOME

Dear readers,

I had a vision — to create the greatest, most stylish, innovative, authentic, conscious, inspiring entrepreneurial magazine/media movement on the planet. I am very excited and pleased to bring to you my first issue ever! As this is my very first of this magazine i am very excited to bring new things and flavor into the next couple issues. This is a new chapter in my life. And i hope that you would welcome me with an open heart.



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HOW CELEBRITIES AFFECT FASHION

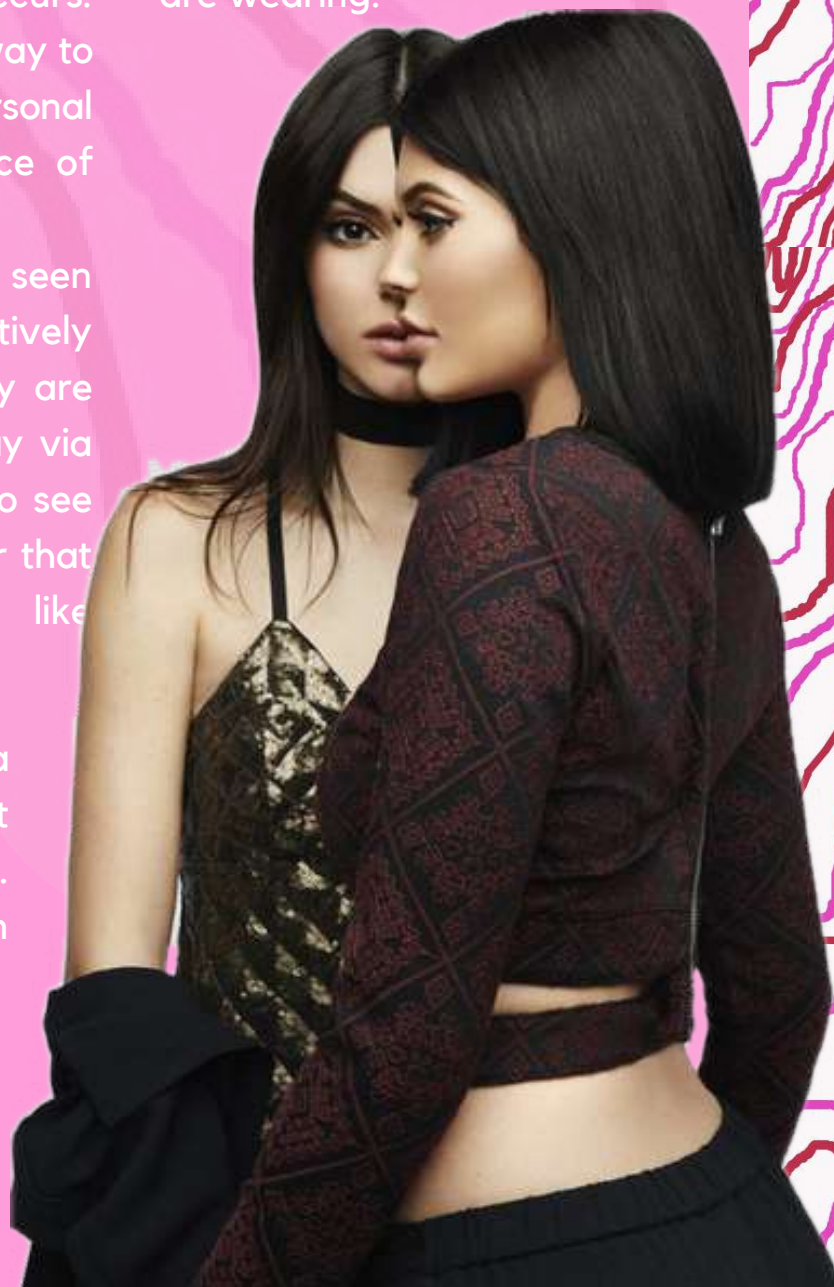
It is well understood that celebrities have a significant influence on popular fashion trends. People identify with celebrities and want to emulate the looks that they have both in front of the camera and in their personal lives.

While celebrities' everyday wear, when photographed by journalists, is an obvious source of inspiration for many people, there are several other ways this occurs. Social media has given celebrities a way to interact with fans on a more personal level, and this is a significant source of inspiration for their followers.

While previously celebrities were only seen in clothing that was prohibitively expensive for everyday people, they are now interacting in a more casual way via social media. It's far more common to see the styles of home and workout wear that celebrities wear on platforms like Instagram.

Of course, sponsorships also play a massive role in the impact that celebrities have on fashion trends. When a clothing line wants to do an advertising campaign

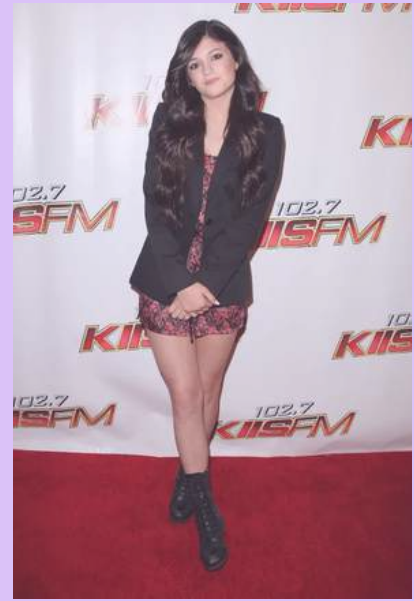
that sells a 'look' to the masses, they will often pay a celebrity a large sum to appear in a commercial or even just wear it while they perform an interview. It's even more powerful when the celebrity says the brand name themselves and muses on how they love the outfit they are wearing.



Kylie Jenner Style Evolution



Kylie Jenner was 10 years old when E!'s "Keeping Up With the Kardashians" premiered in 2007. More than a decade later, the youngest Kardashian-Jenner sister has built an empire worth an estimated \$900 million. Now 23 years old, the Kylie Cosmetics founder is a top influencer in the beauty world and a mother to her 2-year-old daughter Stormi Webster, whom she shares with her ex Travis Scott. As her career evolved over the years, so did her personal style. From ballet skirts to beaded gowns



Billie Eilish



Is Not Your Typical 17-Year-Old Pop Star

Even before she turned 17 in December, the singer Billie Eilish had accomplished nearly all of the modern prerequisites for pop stardom and then some: Her homemade songs, written only with her older brother, had been streamed more than a billion times on digital platforms; she'd played increasingly large sold-out concerts to delirious fans (and their patient parents); appeared with Ellen DeGeneres and Jimmy Fallon; and collected some 15 million followers on Instagram.

"When We All Fall Asleep, Where Do We Go?," out Friday via Darkroom/Interscope, marks the latest apex in Eilish's fairy tale career, and it's likely to cement her growing reputation as a 21st century music business unicorn who embodies all the creative and commercial promise of online youth culture. It might also make her a household name.

KYLIE JENNER AND STORMI ARE THE REIGNING QUEENS OF MATCHING MUMMY-AND-ME STYLE



Ever since Kylie Jenner gave birth to her daughter, Stormi Webster, on 1 February 2018, the beauty entrepreneur has capitalised on the ultra-cute appeal of matching mummy-and-me dressing. Today, Kylie and Stormi have moved on from the coordinating babygrows and tracksuits we saw in Kylie's first months of motherhood, graduating to complementary looks from Christian Dior, Missoni, and Marine Serre, with

sparkling red Bottega Veneta providing their most glamorous matchy-matchy effort to date. Occasions like Christmas and Halloween provide them with perfect opportunities to share in a mother-daughter-style moment. We've seen them wear matching PJs, festive embellishments on Christmas Eve, and butterfly wings on 31 October. While it's clear to see that Kylie enjoys the precision

planning that goes into such Instagram fodder, the toddler is always ready with a cheeky grin when twinning with her mom (she also appears to have developed an early fondness for extremely expensive small handbags). Kylie is already passing on her style favourites to her two-year-old daughter, and indulging herself at the same time.

Iris Van Herpen

FALL 2019 COUTURE

This season van Herpen collaborated with American kinetic sculptor Anthony Howe, whose pieces are powered by the wind. His spherical Omniverse sculpture had pride of place in the Élysée Montmartre venue.

The designer said she was compelled by the way its arching vertebrae, spinning on a curving axis, simultaneously expand and contract. Her final dress was made in the image of Omniverse, with rotating wings constructed of aluminum, stainless steel, and feathers. For the show, Van Herpen explained, the spinning was mechanized, but outside in the wind, the wings would twist just like Howe's kinetic sculptures. It was spectacular but in a performative way.

Van Herpen achieved this in part by utilizing the Japanese ink-on-water technique of suminagashi; it created a print of lines, which she heat bonded to Mylar and laser cut in contrapositive ways.





Vivienne Westwood

Fall 2018 Menswear



Instead of holding a show, this season, Vivienne Westwood shot a video. The 2-minute, 46-second film is to be released today across every digital platform the company can muster.

Watch it and you'll see lots of studiously disarrayed street-cast models gamboling around a studio and the London neighborhood of Parsons Green, discussing the empowering nature of clothes, muttering about being recruits to the Westwood "army," and flirting.

Dame Vivienne explains that the collection "has got a theme of war running through it" and mentions a set of prayer flag playing cards which shows in Paris and aims to be experimental, this line reiterates many of Westwood's magnificent core motifs in a seasonally specific tone. This season, the tone was military.t



The Best Celebrity HALLOWEEN Costume

Celebrity Halloween costumes are always a highlight of the spooky season because you can always count on the stars to pull out all the stops when it comes to dressing up...even during a pandemic.

Need proof? Just take a look back at the very extra celebrity Halloween costumes over the years, from Kendall Jenner to Christina Aguilera. And let's not forget the Halloween costume herself Heidi Klum, Who each year somehow tops her costume from the one before.

There are other standout celebs, like Cindy Crawford and Rande Gerber, who never disappoint. Joe Jonas and Sophie Turner, meanwhile, are starting to become perennial favorites.

As for 2020, Whatever the celebrity Halloween costume idea, stars are always taking their spooky themes to new heights.





A style is not a display of wealth but an expression of an imagination - nn

The No.1 rule of fashion; Always wear what you want to wear - nn

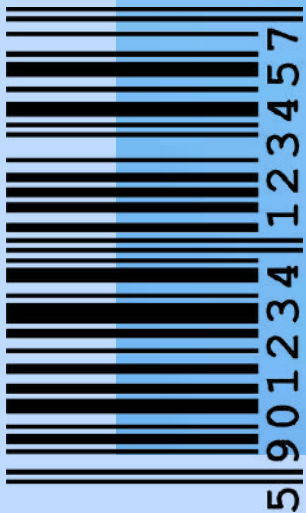
Fashion fade, style is eternal - Yves Saint Laurent



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STYLE AND CULTURE

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