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BEAUTY AND FASHION TRENDS

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Annotation: Fashion and beauty are often touted to be synonymous with women but men are equally interested in these. Lately, it is found that men also follow the style and like to live a fashionable life. Beauty for them is personal grooming that enhances their overall persona. The Fashion & Beauty section holds articles on emerging fashion and beauty trends that people like to follow these days.

Keywords: fashion, beauty, German casualwear, Zara, Shein, Broey, Eco-fashion

What is fashion?

Fashion is a term that is given to enhancing the personal style of clothing. People these days no longer want to dress up casually but they want to add an element of fashion in their style that distinguishes them from others. Fashion is inspired by celebrities and designers that keep on experimenting. One style becomes popular at a time and it is called fashion of that time frame. Some fashion elements are timeless that aren't bounded by time but remain fashionable forever. Apart from clothing, footwear, accessories and compatible hairstyle are also a part of fashion.

We all have one first love — that seminal clothing retailer that defines our earliest fashion memories, the one that got us "into" shopping, awakened our esthetic sensibilities. For my mother, it was Olsen, the unfussy German casualwear brand that supplied the late '90s with printed linens and slouchy knitwear. For my father, it was Levi's, with its promise of rebellion mixed with all-American belonging. For me, and many fellow fashion-minded millennials, it was Zara.

When I was a teenager in the late aughts, Zara was aspirational — I imagined myself a polished sophisticate with an office job, wearing blush-pink platform pumps and white blazers (it was 2009, OK?). And it felt like Zara grew with me. When I was busy studying for exams and chasing down boyfriends, Zara was on a global expansion spree. While I was figuring out my career, Zara's gleaming facade was there on every shopping strip, offering an endless rotation of polyester satin blouses and tailored trousers, perfect for interviews, first days and big meetings.

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Zara may not have invented fast fashion, but it became synonymous with it. Its magic formula was copying runway designs quickly, replenishing stock at the speed of light and keeping prices low. From Athens to New York, Sao Paulo to Calgary (and, of course, online everywhere), the Spanish brand became a global, inescapable force, and an easy, familiar go-to. Recall the shapeless black-and-white patterned dress that went viral in the pre-pandemic summer of 2019 and inspired entire Instagram accounts devoted to spotting it on women across the world. That was, perhaps, Zara's apogee.

I could go on and on about Zara — its impact on our planet (bad); its attempts to right some of its wrongs (still not great). But instead let's talk about a newer fashion player on the scene that's leaving Zara in the dust, at least among Gen Z, the latest generational darlings. That retailer is China-based brand Shein, which last week confidentially filed for an IPO in the U.S., reportedly seeking a valuation of up to $90 billion USD. Shein churns out more new styles in a week than Zara does in a year — upwards of 6,000 new items per day.

Like Zara before it, Shein has become ubiquitous with youth. It's the uniform of high-schoolers and TikTok girls, serving up infinite quantities of tiny printed mesh tops and baggy jeans. But Zara and Shein are decidedly esthetically distinct. Zara leans on lots of white space and moody, editorial photography. The models are semi-famous, the poses are weird and somewhat tortured. To visit the Shein site is to experience sensory overload. It's a chaotic mix of inconsistent product photography, promo coupons and rough-around-the-edges graphics. Overwhelm is the point: Try as you might, you'll never reach "the end" of the Shein site. It makes this textbook millennial want to close the browser and run into the familiar, air-conditioned embrace of the Zara store. But Gen Z regards Zara as the commerce equivalent of skinny jeans (so passé).

To help me figure out what's at the core of this generational divide, I turned to Broey Deschanel (real name: Maia), a Toronto-based YouTuber and video essayist. Maia, who keeps her last name private given that she's "very online," is a cultural commentator whose videos analyze pop culture, mostly film, through a generational, esthetic and societal lens. But one of her videos zeroed in on clothes. Titled "Why No One Wins the Fast-Fashion Debate," it's garnered more than 422,000 views and grapples with the idea of using socialist language to absolve ourselves of fast-fashion guilt — most notably the buzzword phrase "there is no ethical consumption under capitalism." Maia was born in 1996, which puts her on the millennial-Gen Z cusp. "Honestly, I don't identify much with either group, but I remember a lot of things from the early 2000s that younger people don't," she said. "I have the choice to opt out of either, which is really nice."

Maia reasons that Zara feels more like a legacy brand with its global swath of bricks-and-mortar stores, which means it can appeal to a wider cross-section of the world's population. "With Shein, all of their marketing is happening online, so they're

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tapping into that social-media-native generation," she said. Shein walks step in step with Gen Z's other obsession: TikTok. Where relatively edited Zara hauls on YouTube enthralled many a millennial, ever-multiplying Shein hauls fuel TikTok's algorithm and fit the app's addictive, chaotic and thirsty architecture perfectly. It begs the question: What came first, the rayon halter or the ring-light tripod?

Recently, as accusations of questionable labour and manufacturing practices have emerged, there has been more backlash to people posting their Shein hauls, with creators often having to post follow-up apology or justification videos. Which begs the question: if it becomes more socially punishable to post about these items, will people still buy them? Probably.

Types of Fashion:

Limited edition fashion

You must have heard about limited-edition things such as clothes, watches, perfumes, shoes, etc. This type of fashion is for people who are interested in something good and exclusive. These aren't pricey always but mostly come in the affordable range. Only a small number of products like 100 or 1000 limited edition pieces are made and sold worldwide.

Designer wear fashion

There is n number of designers that design clothes matching their vibe and vision. Some hold expertise in a particular fashion such as wedding fashion, ramp fashion, etc. Their collection has items from affordable to the expensive range that people can select by walking into their stores.

Classic or timeless fashion

Clothes or fashion accessories that can never go out of fashion are classic ones. They are always in trend and you can wear them even after a decade. Basic tees, denim, silk sarees, etc. are some examples of timeless fashion that doesn't look dated.

Street fashion

This fashion is the cheapest fashion as you'll get these designs on almost every street. These are made for people who like to wear what every second person is wearing. The latest style pieces at a much cheaper rate are what street fashion is all about. The younger generation like college-goers mostly follows street fashion to look updated for a less budget.

Diffusion fashion

Diffusion fashion is quite popular as these are ready-to-wear clothing that puts their expensive clothing on sale. Ordinary people can wear designer clothes for a much cheaper cost is what this type of fashion promises.

Eco-fashion

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This is a new fashion type that integrates stylish clothing with ecological elements. These are affordable clothes that contribute to saving the environment. The raw material is eco-friendly and the fashion is created responsibly.

What is Beauty?

Beauty is the state of looking and feeling beautiful. It is defined as a quality that gives pleasure to the senses and looks appealing to the eyes. Beauty is not just facial beauty but how a person presents itself that looks enchanting to others.

Guide to Beauty Products

Here are some of the common beauty products that women carry the most:

- ❖ Skincare essentials- Beauty cannot be maintained without using the right skincare products. Cleansing milk, toner, moisturizer, anti-aging creams, makeup remover are some common skincare essentials.
- ❖ Face Makeup- Beauty is nowadays aesthetics. People use makeup products to enhance beauty. Foundation, concealer, highlighter, contour, blush, etc. are face makeup essentials.
- ❖ Eye Makeup- To enhance the look of eyes, kajal, eyeliner, eye shadow, etc. are used.
- ❖ Lip Makeup- Talking about lip beauty, lip balms, lipsticks and lip liners are used to make lips beautiful.

In conclusion men are equally interested in fashion and beauty, these concepts are frequently associated with women. It has been observed recently that guys like to live stylish lives and follow trends in fashion. For them, attractiveness is self-maintenance that makes them seem better overall. Articles on the newest beauty and fashion trends that people are interested in reading about may be found in the Fashion & Beauty area.

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