I KNOCK FASHION
SPRING SUMMER EDITION

SKINCARE
Skincare Regime
For Men
Summer Alert!

SUSTAINABLE
Reuse Old
Makeup

SUMMER TRENDS
Women
Men

CELEBRITY LOOKS
Sonakshi Sinha
Sonam Kapoor
Kiara Advani

NEWS
Latest In
Fashion and
Beauty
**STYLE WITH THE FASHION TRENDS OF 2021**

*With the latest fashion trends pointing towards colors like yellow and gray with nature-inspired prints, below are a few tips that you can use to style yourself this year.*

**Color Patterns:**
- Match the Pantone colors of the year—Yellow and Gray with blue or green
- Monochromes are also up the fashion chart this year
- You can match a neutral with a vibrant color

**Cloth Selection:**
- You can’t pair a plump top with loose bottom wear. A plump top goes with a body-con lower.
- Apply the inverse technique for your outfit: a loose upper with a tight lower, and a tight upper can go with a loose lower, or you can also go with a full body-con look.

**Footwear Selection:**
- High boots go with dresses and skin fit bottom wear.
- Sport shoes go with street style clothes.
- Flats go with ethnic wear or it’s always comfortable while you’re at home wearing casuals.

**Mask Selection:**
- A mask should be specific to your outfit; it should match your outfit shade or might have a contrast.
- A black mask goes with everything. Black happens to be a universal color that mixes and goes with almost everything.
- A dark smoky eye makeup, with a tight hairdo, can slay a casual look anytime

**Classic Wear:**

**Denim**— Denim can go with every occasion. Whether it’s a dinner date, a club night, or a movie date, denim also has a variety to choose through. It comes in jackets, jean jackets, bottom wear, shirts, and skirts, etc. they can go with whites and it makes you look smart and decent all the time.

**Leather**— Leather is a very attractive garment to wear. It comes in several options: whether it’s skirts, pants, jackets, or shoes. It gives a sexy look to your personality. Faux leather outfits are a great choice for the year.

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ANOMALY – THE NEW HAIR CARE LINE BY PRIYANKA CHOPRA

Priyanka Chopra Jonas is all set with her new beauty hair care line Anomaly, which was launched on 1st February 2021. The hair care line comes in several categories that are best suitable for your hair health. Anomaly is the actress's first-ever beauty brand that offers clean and vegan hair products that are packed in bottles composed of 100% plastic trash.

ADITYA BIRLA FASHION TO OWN 51% STAKE IN LABEL SABYASACHI

Label Sabyasachi, the most noteworthy label in Indian fashion has been in the latest fashion news for a strategic move of partnering with Aditya Birla Fashion and Retail Limited. Aditya Birla Fashion will now own 51% stakes at Label Sabyasachi owned by Indian fashion designer Sabyasachi Mukherjee.

E-COMMERCE FASHION RETAIL MYNTRA TO CHANGE ITS LOGO

Myntra, the e-commerce fashion portal would be changing its logo after a complaint was filed against it for being offensive and insulting by Naaz Patel of the NGO Avesta Foundation. The top new fashion shopping site has been settling around controversies since December 2020. Myntra is raging in the fashion news since it decided to alter/ change the logo.

BIRKENSTOCK & VALENTINO GARAVANI COLLECTION AVAILABLE IN INDIA

Birkenstock, a known German lifestyle brand that manufactures several kinds of footwear designs brings its brand new collaboration with MAISON VALENTINO, the collection is made available in India in February under a special e-commerce experience.
MEN’S SPRING SUMMER FASHION TRENDS

This New Year, the designs and creative work by the designers are an embodied version of optimism. The season is intended to be full of hope and transparency. This year, the handsome men will be surprised looking at the latest fashion for men that have come around bright colors, monochrome stitches, and loose silhouettes.
Bombers: Bomber jackets come under series of old trends and have still managed to climb back into this year's latest fashion for men. This year, bombers have a slight change in their designs; they are created with types of prints and creative ideas. Block prints, pastels, and several designs are spotted on the bomber jackets according to the spring-summer fashion trends.

The Workwear: Formal wear has its significance. Fashion trends that follow the fashion in India, confirms the original workwear to be the most preferable outfit selection for working men.

A black-white suit, fitted with an effortless aesthetic. Paired up with black shiny loafers and gel backed hair. It's obvious how attractive this look will get after these modifications.

A navy blue blazer suit paired up with a white shirt is also the most preferable color options for every office goers.

Florals: Florals are the new addition to the latest fashion trends of 2021. Funky flowery designs are the new addition to every man’s wardrobe. Flowers symbolize hope, and floral shirt prints this year are topped over vibrant colors like lemon green, orange, purples, etc. If you're trying on a floral shirt, make sure it has a loose fit, pair it up with contrasting shorts or jeans. Wear a sexy pair of sneakers, and accessorize yourself with glares, or hats if preferred.
**Bright Colors:** The trendy colors being used in the latest fashion trends are lemon yellow, cherry red, electric green, neon pink, and tangerine orange. The contrasting colorful design patterns are very optimistic and playful.

These colors can be matched with each other based on color combinations. To get a catchy look, pick out colors which are complementing your skin and match them with each other according to their best look. To get a mild catchy look, pick out a single vibrant piece of cloth, it can either be the upper or the bottom wear. Usually, uppers look way catchier than a vibrant colored or printed pair of pants.

Another idea of wearing a vibrant colored outfit is a floral printed shirt, paired up with military green-colored jean pants matching with a pink colored belt. This look can perfectly blend with a photo-shoot look with accessories like glares and a long haircut.

**Extra-Large Pants:** According to the latest fashion for men, the stylish extra-large wide pants collection has been trending within the men’s fashion trends.

These pants offer a classic elegance to the men being able to carry the forms of these pants. Choose the trendy colors of this year like lavender, beige, pastel blue, etc. Pair it up with a strap chain for the neck, and wear a hand band if you’re an accessory person.

**Neon Yellow:** These vibrant color series have been the most trending colors of this year including lavender, burgundy, etc. Neon yellow suits with every beige color form. Beige jackets paired up with a neon tank have a very cool look if carried out nicely. Neon colored footwear has proven to be the most purchased color combination of this year according to the latest fashion for men.

**Pieces of Denim:** The fashion of denim is never going to fade away. It has topped all the charts according to the men's fashion in India.

Denim looks good with almost everything. Denim patterns come with bonafide jeans, shirts, sportswear, jackets, etc.

The latest men's fashion has unique ideas including vibrant colors, prints, and leisurewear, etc. these fashion trends can be styled using many ideas. A list of footwear options, accessories for men is part of the latest fashion for men.
CELEBRITY LOOKS IN THE MIRROR BY FASHION DESIGNER ARPITA MEHTA

Kiara Advani
She wore a yellow colored mirror blouse paired up with a similar yellow-colored skin – fit multi-layered skirt.

Vaani Kapoor
The actress went on to celebrate the designer’s success by wearing the designer’s strappy Choli with added intricate embroidery.

Sonakshi Sinha
This Bollywood beauty rocked her look wearing the signature outfit from the label. She wore a golden heavy-work mirror jacket which had a deep neckline.

Malaika Arora
The gorgeous Malaika Arora Khan chose to wear a fusion ethnic outfit by the designer’s label. This celebrity fashion statement gave out a glamorous, glitzy look to the actress which managed to raise the temperatures.

Tara Sutaria
Tara Sutaria slew her look wearing Arpita Mehta’s beachwear collection while she soaked the morning sun and sand. She wore a gorgeous silver colored deep strap blouse with a slit whitish skirt which blended with the scene perfectly.
Summer styles

Diana Penty In Aprajita Toor
@aprajitatoorofficial
Loose Lowers with Poppy Footwear

Denim on Denim

Knee Length Floral Pastel Dresses

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Your skin protects you from every unfavorable circumstance the environment offers to you. People face several skin problems in different weather conditions. At these times, a skincare routine is essential. Taking care of your skin can be a very bumpy time in winters and summers as well.

**Gel To Foam Cleansers:** The oil presence on your skin changes from low to high in regards to the weather change. Foam cleansers are best for removing excessive summer skin oil from your skin.

**No Creamy Moisturizers:** Your winter skin requires rich moisture because of the flaky skin the dry air causes. But during the summers, those creamy moisturizers will increase the moisture level of your skin and your skin will appear oily and dull. Instead, use a hydrating serum or gels during the summers, it will maintain the moisture levels of your skin and your skin will appear fresh and glowing.

**Sun Protection:** A thick sunscreen lotion could be oily for your skin. Instead, jump onto a mattifying sunscreen that is a part of the latest beauty tricks 2021. The mattifying sunscreen can be enhanced with a pressed powder or a foundation to avoid the shabby greasy look on the face.

**Face Masks:** In the latest spring skincare routine, face masks are given way more importance than before. This is because of the laze people have gained due to the lockdown. Natural facemasks are the new high in the latest summer skincare routine.

**Toner:** A toner is a come-along product from winters to summers. During the summers, the face secretes excessive oil, which requires a toner to set it off. The toner helps soothe the skin and freshens up your face. Apply it especially near the nose, and your forehead as they are the oiliest areas of your face.
HOW TO REUSE OLD AND UNWANTED MAKEUP?

Mascara – Soak your mascara into hot water for 15-20 minutes. This is one of the most preferable makeup tricks girls use when their makeup starts to run out. This trick can give you another week to take time and get a new one.

Lipsticks– Lipstick palettes can be very fussy, the brush that is used to apply the lipstick makes it wetter and it begins to spill out. To avoid this to happen, pour a bit of rubbing alcohol over the top, and keep it in a warm dry place with the lid open. After it gets dried, use a clean lipstick brush and gently remove the upper coating, and voila! Your lipstick is brand new again.

Face Oils – When your face oils get unused for a while, don't start to fret about it. Mix some sugar into the face oil and use it as a scrubber. It will help exfoliate your skin and make it glow.

Eye Shadow – If your eye shadow is broken to pieces and you're looking for a way to save it somehow, pour some nail polish with the pigments of the product and enjoy flaunting your exclusive customized nail paint.

Highlighter – Highlighters take up extra time to get fixed if ruined. As they are dry and powdery, they cannot contain the hot water technique; instead, there is another solution you can try out. Pour 2-3 drops of rose water on the top of the bronzer coat. Cover it and store it in a dry place and let it be for 20-25 minutes. You’ll get your desired quantity, after scraping the dried out rose water.
A basic skincare routine is required by all. Taking care of the skin is compulsory as you might end up with a bad skin phase that will make you stay indoors and develop traits of being anti-social all the time. Like women, men also face several skin problems due to this harsh weather and disturbing environmental levels. Bad air quality, harmful fumes moving around through the air, all these pigments damage your skin and make it uneven.

Dry Skin (Xerosis) – Dry skin is a common problem. Every second person faces this exact situation because half of the men don't plan or take care of their summer skincare regime, they simply avoid the problem by applying some moisturizer, but we all know moisturizers are a temporary solution.

Dry skin causes redness, itching, and scaling to the skin. The skin becomes extremely dry, and white patches start to appear. When the skin starts shedding, it looks unhygienic and shabby. It starts to hurt and turns red.

Apply glycerine and skin hydrators to prevent skin from becoming dry.

Dry skin can be cured with products like:

**Coconut Oil** – The elements of coconut fills the spaces between the skin cells, making it smooth and soft.

**Petroleum Jelly** – These are also known as mineral oils. It forms a protective layer over the skin, trapping skin moisture underneath that helps heal dry and irritated skin.
Seborrhea/ Oily Skin – These are overactive oil glands that produce immense oil leading to frequent acne breakouts. Oils are considered as a helpful essence for the skin. Oily skin experiences late aging. Makes the skin glow, the face never dries. But excessive oil can cause pimples, acne, and other skin problems as well. Use a balancing serum or a hazel toner to correct your skin’s oil textures.

Combination Skin – Combination skin mostly experiences blackheads and whiteheads. The pores near the corners of the nose are enlarged and clogged. The area outside the T-Zone is dry and flaky where T-zone is oily and shiny.

Combination skin has a semi-uneven skin tone. A person having this skin type faces skin issues altogether. While using skin cleansers, the areas near your cheeks and neck become more sensitive. Combination skin types are mostly dull and lifeless. To cure problems related to combination skin, try sticking to a specific skincare routine. Your skin requires a repeated nightly skin regime to heal within time. Using different products repeatedly can cause skin damage. Try to use an oil-based cleanser on the dry parts of your face. These cleansers are made from natural ingredients like coconut and olive. These ingredients make your skin shiny and way glossier than before. These skincare tips can be very helpful for your combination skin type.

Different skincare routine has to be followed by men to maintain the skin's pH levels. From dry skin to combination skin, men too require the skincare that women give to their skin. Including both natural and chemical-based skincare regime can bring great wonders to your skin.
Stereotypes are unnecessary beliefs by a group of people regarding a certain topic. These stereotypes are commonly performed on topics like race, gender, color, etc. Stereotype groups are formed while influencing a number of people about the same topic. Here, individuals are judged based on what they hear and understand by the group members, rather than understanding the problem individually. Stereotypes are created on the basis of influence.

When a person decides on a career, people rush through the life with different opinions and cross questions. Your ability to make a decision alters because of all these unnecessary propagandas created by stereotype groups.

In recent days, male beauty has taken a rise in the beauty industry of India. Fashion enthusiasts like Siddharth Batra, Ankush Bahuguna have created many makeup tutorials for guys.

Firstly, this series became popular, but primitive minds slashed into their comment sections with hate and insults regarding a guy's personality.

According to the stereotype, men are the family owners. They make the decisions, make money and make rules for everyone in the house. But people who are way ahead of these stereotypes, have reached up to an extent where guys can apply better makeup than a girl, dress up way better than before. Guys have jumped out of their comfort zones and have created a whole new world for themselves.

Another popular stereotype is for girls who choose to become Army officials, Cab drivers, choosing to work on the night shifts, etc. Girls are mostly told to become homemakers since they start to grow up. Girls are meant to learn cooking, cleaning and should take care of everyone's interest in the house.

Girls are meant to stay inside the house and worry about people around them instead of looking after her self. These similar stereotypes are made for career decisions like becoming a dancer. People of the society have made this stereotype that getting into any kind of show business would finish the respect the whole family holds.

People think that dancing is a waste of time and it won’t get you anywhere in life. But think about the fame and popularity you get when you stand on that stage preparing for your performance.

In the end, the talent you hold matters the most. Working towards that talent is important and no stereotype can stop you to achieve anything.
IDENTIFY THE BEAUTY TOOLS USED BY WOMEN

01
A) TRIMMER
B) BLACKHEAD REMOVER
C) FOOT MASSAGER

02
A) CLIPPER
B) NAIL POLISH
C) EYE-LASH CURLER

03
A) HAND RINGS
B) HAIR BANDS
C) HAIR CURLERS

04
A) HAIR STRAIGHTENING COMB
B) HAIR CURLING COMB
C) PARTITIONING COMB

05
A) MAKEUP REMOVER SPONGE
B) CREAM APPLICATOR
C) MAKEUP BLENDER
The gorgeous Nora Fatehi, recipient of the Dadasaheb Phalke Performer of the Year Award 2021

Nora is wearing Rukhmani Jaipur saree @rukhmani_jaipur Jewels: Farah Khan World @farakhankneworld Styled by: Maneka Harisinghani @manekaharisinghani Styling Assistant: Shubhra Sharma @gypsy.girl.world HMU: Flavien Heldt @flavienheldt × Reshma Merchant @reshmamerchant Shot by: Tejas Nerurkarr @tejasnerurkarr

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PLAY IT!

MAZE

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