BEAUTY TREND
EAR FACIAL
WHAT'S IN BEAUTY THIS YEAR!

FEATURE
SATYAPAUL
SAIF ALI KHAN KUNAL KEMMU

LATEST FASHION
SUSTAINABLE MONOCHROME
2021 FASHION TRENDS

MEN'S GROOMING
BEARD MISTAKES MEN MAKE

CONSUMER BEHAVIOR
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TABOO
DIVORCE & WOMEN IN INDIA

BEAUTY MUST
THE PRIMER GUIDE
Adidas Launches Its New Sustainable Approach
Adidas has unveiled its all-new Adidas Stan Smith Sneakers. Stan Smith was an iconic American former tennis player and Adidas introduced its new collection with PRIMEGREEN uppers which are a series of high-performing recycled materials put together. This is part of a brand committed to ensuring no plastic waste and this is also setting the latest fashion trends. The Originals Stan Smith was launched globally on the 8th of January, 2021, retailing at 90$. In India, the package is priced at 7,999 (INR) onwards.

Nexa Announces The First Digital Couture With Lakmé Fashion Week
The virtual event would be bringing in to reality with esteemed Indian fashion designers, Abraham & Thakore, Payal Singhal, Amit Aggarwal, Huemn, Kanika Goyal, and Ridhi Mehra. 'Each designer will be developing a sketch that will then be transformed into 3D virtual garments'. The 3D garments will be rendered on the models for the real view. It is a unique platform by Lakmé Fashion Week for showcasing garments and consumption.

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FDCI X WTC- #Get Noticed
The winter fashion and style gets active with the onset of the winter season. It is the time to revisit your closets and ensure it with the latest winter fashion trends of 2021. The fulsome choices of winter fashion sometimes limit our selection to what to buy and what not to buy. The safest option to play with the style is with the latest fashion of sweaters.

The sweater is an extra layer, sometimes over the shirt that gives full coverage in the cold winds. It is a wardrobe staple that comes in different variations and colors. They are made up of knitting by interlocking loops of a continuous yarn with various types of techniques. This knitting method makes sweaters free and flexible. Usually, four types of sweaters like cardigans, pullovers, tunics, and turtle neck are designed differently and come under fashion trends.

**Cardigans**– The name is associated with James Brudenell, the 7th Earl of Cardigan, a 19th-century British general. The man was very conscious about his hair, and to prevent his hair from getting fussy or tangled by wearing a pullover. He added the buttons to the pullover that now has become a cardigan.

**Pullover Sweaters**– Any sweater without an opening of buttons or zip is known as Pullover. Very easy to wear, this is simply pulled down the head and neck area.

**Tunics**– Tunics are generally loose in fit and not fitted to hemline. They are more loosely cut and does not exactly define the body structure.

**Turtleneck Sweaters**– It is defined as a sweater that has a high collar that rolls down the neck and covers the full-back. It is also called by other names like roll neck or polo neck.
THE MONOCHROME FASHION

Wearing separates of one color is back in trend! Enjoy the ravishing looks of these celebs adorning monochrome outfits!

This year is all about new experiences, styles, and our favorite celebs wearing the best designers from all over India. With all the latest fashion for men introducing its brand-new designs for this year, stars like Saif Ali Khan, Jim Sarbh are on their way to rock these designs to the fullest. These celebs rocked the latest monochrome fashion look and were absolutely breath-taking.

Kunal Kemmu
His latest look was designed by none other than Shantanu Mehra with his unbelievable sense of colors, traditional approach, and he was styled by Nikhil Mehra. This funky set pattern gives out a cool look to his attire.

Saif Ali Khan
In the latest cover for GQ digital India, he was wearing Antar Agni known as the Menswear Maestro, while he was styled by Leepakshi Ellawadi.

Jim Sarbh
Jim Sarbh, the most talented, handsome, sexy, and glamorous guy in the whole B-Town portrayed his look in the H&H magazine’s cover wearing Antar Agni where he was styled by none other than Victor Robinson.

Nora Fatehi
The perfect airport look, Nora Fatehi adorns Basque with Christian Louboutin heels. She looks picture perfect in the attire styled by Maneka Harisinghani.
Why And How To Measure The Correct Size?

Measure Your Band Size
Use a measuring tape to calculate your band size. It should be a snug fit and leveled. If the number obtained is even, add 4 to it. If it is odd, then add 3 to it. The final number obtained is your band size.

Measure Your Bust Size
Measure the fullest part of your bust. The measuring tape should not be very tight or very loose. Now subtract the band size from the bust size. The number obtained is your correct cup size. It goes like if it is 1, then your bust size is A. If 2, then B, and forward.

Final Size
Combine both the measurements to attain your final bra size. Calculating your bra size is very simple. One should get measured herself once in six months. It is advisable as our body is changing with our growing age. Sometimes, we may lose or gain weight.

Are You One Of Those Women Who Are Wearing The Wrong Bra Size?

Signs That You Are Wearing The Wrong Bra Size
- If the band size is too large, it will not provide any support to the bust area. There should be only space of two fingers under the band size.
- If the straps are slipping, it shows that you are wearing a size bigger than your original size.
- If the bra is not in the perfect place while lifting your arms and twisting your body, then it is a sign of an ill-fitted bra.
- If the cups do not cover the bust area, and space is left out. It is again an indicator that you might be wearing a wrong-sized bra.
1 **COLOR TRENDS**

The spring-summer 2021 color palette for men contains pastel hues of blues, yellows, mustards, pinks, and earthy tones. As bright hues of yellow and gray would take the lead this year, juicy tones, earthy hues, and natural human skin tones would also be spotted this spring-summer 2021 fashion in women’s fashion trends.

2 **PRINT TRENDS**

Floral prints have been given much attention this year. Indigenous and folk prints, artistic representations, paisleys, and tie and dye are also climbing up the pattern and print trend of 2021. The spring-summer 2021 trends include Asian artworks, paisley, tropical prints, nautical prints and patterns, stripes, and checks.

3 **FABRIC TRENDS**

Spring-summer 2021 fabric trends puts importance on functionality and comfort. Handmade fabrics, eco dying textiles, woven fabrics are placed high up the chart in 2021. Jute, nylon, chiffon, denim, cotton, crepe, and silk with natural-looking dyes, stone grey look, and feel would be spotted this year.

4 **ACCESSORY TRENDS**

From heavy metal pieces to pearls and crystals, this year’s jewelry is experimental and beautiful at the same time. Clogs, platforms, baby heels, classic and experimental oxfords, flat sandals, ankle ties, and chain embellished footwear make the footwear trends.

*Women men alike carry bags to put in their essentials and adorn them as an accessory to complement their outfits. Wrap bags, totes, bags with fringes, embellished bags with poppy colors are cool accessory trends one can complete their overall look with.*

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Satya Paul – The Man Who Sought Beauty From the World

Satya Paul was an Indian fashion designer significantly known for Indian prints since 1985. His brand is established across the globe both offline and online. His brand was helmed by Sanjay Kapoor who is the founder of Genesis Luxury with Puneet Nanda, Creative Director of Satya Paul till 2010. His specialization was engrossed in women’s fashion such as: Sarees, Kurtas, Handbags, Clutches and Scarves.

The sarees made by Satya Paul were all explanations regarding different aspects of women today. His sarees explained women full of magic, charm, and free spirit, who like to take flight, leaving an unforgettable mark wherever she goes. His every label had a beautiful insight into it. He believed that the clothes have to be created in a way that it could display a woman’s reflection and the circumstances which used to shape them. Satya Paul also joined hands with TATA Memorial Hospital for the Think-Pink Awareness campaign for breast cancer. Satya Paul died on January 6th, 2021 in Coimbatore at the age of 79. He will always be known for his work and also how he admired today’s contemporary women.

Puneet Nanda mentioned, “Dad [Satya Paul] was barely over five years old when partition happened. Because of the hardships of those years, poetry, music, and the arts were a refuge [for him]” his love for art, poetry, and music has rejuvenated his patterns and flow for his ideas.
Happily Married! This might be a myth or a bubble many Indian women and men are living in. But unfortunately, the Indian mentality and society detest the thought of getting freedom from a toxic relationship, unhealthy for the husband, wife, and children alike. DIVORCE as termed by the dictionary is no less than a sin in the Indian culture. The western world astonishes by the idea of Indians having an arranged or a love- arrange marriage. How can you guys get married without having an affair? A common question asked by people belonging to cultures separate from Asians. Well to think of it, marriages whether be arranged or love finds it tough to sustain when extremities get involved.

Many factors creep in loneliness and unhappiness in a picture-perfect marriage

*The Burden Of Expectations*— Marriage comes with expectations, AGREED! But unrealistic ones will only ruin the happy home picture.

*Gender Roles*— You are the woman, why should I clean? You are the man why should I earn? Why can’t you take care of the kids like everyone else? Why don’t you leave working since you are pregnant? So many of these gender-defined roles lead to a disastrous marriage.

*Domestic Violence*— Living with dignity and without fear is the right of every man and woman in the world. Domestic violence is a curse to a happy marriage, just because you can show your power over a woman does not mean that you put her through the trauma of violence, beating, and mental torcher.

*Culture & System*— The girl cannot go out without a ‘ghoonghat’ from the house! ‘Beta’ the daughters-in-law do not work outside the house! All the decisions of the house are taken by men! This is our culture; the girls of the family do not stay outside after sundown!

Is Divorce Easy In India For A Woman?

Although times are changing and women are stepping towards having a happy life over an unhappy one in a disastrous marriage, yet divorce is not an easy tag to adorn in India especially by women.

What Women Go Through While Filing for a Divorce?

*Are You Sure? Think About It Life Is Not Easy After a Divorce!*

Mostly friends, family, and relatives leave no stone unturned to make the woman change her decision of taking a divorce. They do not sit to ask for problems and support her in her decision instead make her feel burdened and guilty for doing so.

*Ohh God She Has Had a Divorce! Don't Call Her For Celebratory Functions!*

Society terms the woman divorced as a burden and curse and does its best to boycott the women from all family and marriage related functions.

What Happened? Why Did You File For A Divorce?

A question people would ask even years after the divorce. Why wouldn’t they just let the past be the past and help the woman move on?

Is Staying In A Toxic Marriage Worth it?

According to data revealed in February 2020, India has only a 1% of divorce rate but about 30% of domestic violence criminal cases filed in the police station. According to the report, these violent activities are mostly filed against husbands. Is all the pain and patience worth it?
Basic Beard Grooming Mistakes Men Make!

Do you wash your beard with regular shampoo?
Not all hair in your body is similar in texture, pattern, or growth. The skin on your face is very sensitive compared to the other parts of the body including the scalp. So your shampoo might not be the solution and it may leave you with an irritated, itchy, and a shabby looking beard.

You accidentally shave too high up the neckline
There’s an interesting trick that might help you avoid mistakes like that. First, place two fingers above your Adam’s apple. Draw an imaginary line around your ears to give you a slight idea of where your neckline should be. There’s a trending rule – The shorter the beard, the higher you can go up the neckline, just ensure that you remain intact in the neck region and stay well clear of the JAW.

Do you know how to use a trimmer correctly?
To manage your trimmer settings– Avoid sticking to a one-level setting on your trimmer. Throw out the laziness and update your grade levels accordingly to the patchier areas. This process will keep everything proper ensuring some of the patchier areas to catch up quickly and easily.

Do you pay attention to your stubble getting out of control?
Maintaining the stubble is most convenient; it is the tiny hair stands left after the shave is complete. There’s a stubble related disease many men suffer through– Seborrheic Dermatitis, which leaves unwanted flakes into your beard. People might take it as a hygiene problem, but it’s not. Experts mention that this happens due to yeast on the skin called Malassezia.

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Ear Facials: New Skincare Routine

An ear facial is a process of cleaning the ears and removing all the harmful elements from it, making it healthy. The newly introduced ear facials are a new skincare routine that is practiced with a lot of care and training. It is a beauty tip that is followed to keep the ears clean and healthy. The newly launched facial is a long and tedious process that includes cleansing, Ear massage, mask, extraction, ear candling, and moisturizing. This useful treatment is performed by beauty salon specialists or therapists, and doctors.

Initially, the process starts with the cleaning of the ears. They use a washcloth or put a few drops of baby oil, glycerin, mineral oil, or hydrogen peroxide that softens the ear wax. It helps in the removal of wax very easily. One can also use a cleanser and cotton swab to clean the ears.

Next is to use enzyme gel that exfoliates the surface and makes it softer and smoother. Use an earbud and rub the gel over the ears.

It also helps in removing the excess of oil and impurities without making it dry and dull. The process goes on by applying an ear mask. Gently scrub over the surface of the ears to make it even smoother and moisturized. After 5 minutes of work, remove the mask with a soft cloth and then the Q-tips.

Next, the process continues with the extraction. Extraction helps in the removal of dead skin from inside and outside the ears. Another important part of the ear facial is Ear Candling. It is a therapy also known as Ear Coning. Simply it involves placing a hollow coned-shaped candle with a protective covering into the canals of the ears.

Moving on to the next step is massaging your ears with oil. Gently drop the few drops of oil around and inside the ears. With a gentle rub they massage to get you relieved and relaxed. It also helps in releasing endorphin, the feel-good hormone that helps in relieving pain and stress.

Source: https://www.snapchat.com/discover/Crowned_Ladies/4406457904
THE UPCOMING BEAUTY TRENDS OF 2021

With the global pandemic rising to unexpected heights, 2020 has changed our lifestyle as well as our beauty and wellness schedules. Everything took a backseat, be it the salon services or social gatherings, the whole year kept us indoors and isolated from each other. This global pandemic enforced us to rethink ourselves and indulge in self-care.

BRIGHTER EYELINERS
Now is the time to get excited as the shades can range from red, yellow, blue to green, and other brighter tones. Step up to try the shimmery shades and other off tone colours that we were hesitant to try with bold lips and contoured cheeks.

EMBELLISHED HAIR
Ponytails, messy buns, and tied back hair. Also as parties have begun again embellished hair with claw clips, beaded clips, pearl hairbands, beaded clips, and silver tic tacs for the hair are part of the upcoming beauty trends in 2021.

LIQUID LIPSTICKS
We all want makeup products that are transfer-proof which does not stick to the masks. Hence, Liquid Lipsticks have made a comeback with the new year looks. Everyone wants neat and smudge-free makeup, especially for the lips. Liquid lipsticks, which are non-transferable, are back to rely on in 2021.
THE PERFECT PRIMER GUIDE

What Is A Primer?
A cosmetic primer is a gel cream-based product that is applied before the base foundation to enhance the coverage and lengthen the amount of time the makeup lasts on the face.

How To Use A Primer?
If you’re using a moisturizer, apply it before the primer.
Apply the primer on your face and dap it with a makeup sponge. Let the primer dry for a few minutes before applying your base foundation.
Tip – Don’t use a silicone-based primer with a water-based foundation. Only use a silicone-based foundation with a silicone-based primer.
While using an eyelid primer, apply it using your fingers or a brush.
For color correcting primers, use a brush as it helps you to target your application with accuracy.
If the primer is translucent, use your fingers to measure how much has been applied without wasting anything.
For lip primers, it depends on the packaging. If your primer comes with a brush or a squeeze tube, directly apply it. And if not, simply use your fingers for a thicker consistency.

Types of Primers:
Foundation Primer – A foundation primer is used right before applying your base foundation. It gives your skin a matte look and your face looks fresh as a daisy for the rest of the day. The beauty tips 2021 have come up with a variety of cosmetic products that include primers. This is perfect for an evening makeup look with western culture dresses or ethnic and Indo western fashion.
Eyelid or Eyeshadow Primers – All the primers do the same thing, but the eyelid primer specifically has to be used near the eyes. It may reduce oiliness and increase shimmer or may mattify the look. It all depends on your skin requirements. Use a primer before the application of eyeshadow. It also can be used before applying eyeliner.
Mascara Primers – A mascara primer thickens and lengthens your lashes before applying mascara to give it a fuller finished look. It also prevents the mascara from smudging and flaking.
Lip Primers – Lip primers are applied before any lip gloss or lipstick, basically exfoliating the lips. It increases the longevity of the lip color and keeps the lipstick from feathering.

Types Of Primers Based On Skin Type:
Mattifying Face Primers
Hydrating Face Primers
Color-Correcting Primers
Blurring Primers
Where And What Do Consumers Search About In Fashion And Beauty In India

I Knock Fashion conducted a survey to know which digital platforms do consumers like to absorb information about fashion and beauty from!

The consumers between the age group of 15–35 seem more active on digital platforms in finding about beauty and fashion online. With an almost equal ratio of men and women responding to the survey, the results pointed on knowing more about beauty and grooming than fashion.

- Instagram took lead between the Indian consumers to search on fashion and beauty.
- Reels and IGTV videos were of higher preferences as they would prefer watching over reading descriptions.
- Web searches and blogging websites also took to numbers as reflected above.
- Face Book was found to be more common between age group 27+ for searches on fashion and beauty.
- A natural urge to know more about latest fashion trends over where to buy them from was noted.
- Searches are more for beauty and grooming problems and products to solve them over latest beauty trends.
- Home remedies and natural cure was followed post the above.

72% RESPONDENTS PREFER WATCHING VIDEOS OVER READING BLOGS ON FASHION AND BEAUTY

Where To Buy

Latest Trends

What Consumers Search About Fashion!
Your Tie Knot Has A Name! - IKF IQ

1. Cravat
2. British Regimental Tie
3. Bow Tie
4. Ribbon Tie
5. Bolo Tie

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Have you heard from our daughter lately?

No I'll just call and ask if she would be coming over for dinner.

What happened?

She isn't taking the call.

Wait!

clicks and sends her latest cosmetic collection
Do You Want Any?

Ringing!!

Here she calls!
I'm always right! No you are not!

Yes I Am! Ok give me one recent instance of when you were right!

I don't know what to say!

Really! Yesterday I named all shades of Huda beauty lipsticks correctly at the store! The store seller also couldn't do it!
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