DIY
ONE LIPSTICK
DIFFERENT USES!

CELEBRITY LOOKS
VISUALLY PLEASING CELEBRITY FASHION SHOW LOOKS

WATCH!
RAHUL MISHRA THE GLOBAL FASHION ICON!

BLOG
IMPACT ON PSYCHOLOGY OF FASHION

20 FASHION & BEAUTY TRENDS

EXPLORE THE SUSTAINABLE DESIGNER

LOCKDOWN EDITION
WHAT'S HOT IN FASHION!

Visually Pleasing Celebrity Fashion Show Looks

Bollywood has an ever breaking connection with the fashion world creating latest fashion trends in India for women and men.

Eye Candy Looks Of The B-Town Actress!

Katrina Kaif and Malaika Arora always rock the show with their glamour’s looks and confidence.

Cannes: Bollywood Diva’s Eye Gladdening Looks!

At Cannes, Indian actors took everyone by storm.

How Are B-Town Queens Dealing With The Lockdown?

In this pandemic situation, our favorite actresses are spreading positivity and teaching us how to make the best of the quarantine period.
FASHION NEWS

Nykaa Retrives INR 100 Crore Funding From Steadview Capital

London Fashion Week Initiates Gender Neutrality

H&M Collaborates with Indian Fashion Designer Sabyasachi Mukherjee

Fashion Designers Support The CSF Initiated By FDCI

COVID-19 SUPPORT FUND

FDCI has taken the lead to set up a COVID-19 Support Fund (CSF) by FDCI to provide financial assistance to small businesses and young designers in need.

For more information, please write to us at csf@fdci.org
China has led to a profound and serious impact on the global economy and changed the dynamics of the fashion industry. The situation is severe but the right policies can make a difference in fighting the COVID-19 and mitigating its impact. Just like any other industry, the fashion industry is also shaken but the designers across the world including Indian fashion designers understand their job and are finding new ways to invent the future of fashion culture in accordance to the behavior of the consumer which is definite to change once the lockdown is lifted, due to the fear of the virus. The fashion industry is looking for scenario planning and financial forecasting. The industry is critically finding new perspectives to stay in touch with consumers. The fashion brands are adopting new strategies, encouraging consumer connections wherever possible, and utilizing human power technology by taking online polls and unique content creation.

A speculated report indicates that significant crises are brewing in the fashion industry, and there could be more than 40% drop in the demand after the lockdown. The expected drop in the market can further lead to almost 50 lacs jobs in the apparel industry at risk. The Indian government has adopted various measures but it’s still clear that the apparel industry requires more support due to the problems of dying exports, migrant labors, changing consumer behavior and unavailability of resources along with restrictions.

The pandemic has brought the world to a halt as nothing else could, our minds are still longing for a return to normality. All these factors in a way are going to drastically change the dynamics of the fashion industry and consumers lookout. It is expected that consumers even after the lockdown, are going to restrict themselves a little before shopping for luxury goods.

Would Consumers Prefer Fashion Over Necessity?
The market is not going to be full of shoppers but the one who’ll still be shopping is the young consumers. The ones with job security will be spending more time online as they continue to work from home, which will further lead them to check out the new in fashion and influence their shopping. The fashion market is going to witness the young consumer in a higher ratio than the older ones. Once the lockdown is over, the pandemic’s effect will stay in the consumer behavior further leading the affordable online purchases to flourish.
DO IT YOURSELF!
Discover The Future of Beauty

ONE LIPSTICK
DIFFERENT USES!!

LIPSTICK

Apply a lip balm followed by a lip liner that matches the shade of your lips. Wear the lipstick starting from the upper centre moving towards the corners, blot your lips.

AS A BLUSH

Apply the lipstick on your fingers to dab it on your cheeks. Slowly moving in the same strokes as a blush.

AS AN EYESHADOW

Put the lipstick shade on the eyelid, use your finger or brush to blend it, add coats of mascara and you are ready to go!

AS AN EYELINER

If you have a liquid lipstick, just bury the eyeliner brush in it, line your top lid staying close to the lash line then extend it outward.

AS A COLOR CORRECTOR

Apply creamy lipstick under your eyes, and put on your regular makeup to hide your dark circles.
PERIODS: THE EMPOWERING CURSE OF INDIAN WOMEN

"History says that untouchability was abolished in India in 1955, But the truth is that an advance version of it still exists, especially against women in the form of menstruation taboo"– Lady Malitia

A recent event in the western part of India ‘Gujarat’- Bhuj, gloated stripping the dignity of women due to Periods. 68 young women were pulled out of class and were asked to remove their lowers for inspection. The college officials doubted that menstruating women were breaking the rules by sitting with everyone for meals and touching other women and officials during their ‘that time of the month’. The rural parts of India definitely lack light on the subject of Periods for women. While these girls feel traumatized with this incidence, imagine the state of 64% (source– 2019 data) of the Indian women majorly in rural areas who do not even have access to basic sanitary napkins during their monthly menstruation, and are also struggling with discrimination against them. Periods are whispered, wrapped under newspapers and black polybags in India. A BIOLOGICAL PROCESS THAT EMPOWERS WOMEN WITH PROCREATION IS TABOO IN INDIA! WHY?

IMPACT OF THE MYTHS & SOCIO-CULTURAL TABOO

As periods are considered to be the impure time and many avoid addressing the topic, about 60% of women in India do not have access to information, sanitary napkins, and other products essential during the Periods’s duration. They use old cloth, dry leaves and even ashes or absorbent sand to hide the stains, either due to the shame, cultural practices, or poverty and poor economic status. A recent survey conducted revealed that about 23 million girls drop out of school after they hit their puberty in India. Not just this, to talk about Periods is restrictive, hence many don’t even know about it before they get their first stain. Poor hygienic conditions, also lead to the contracting of diseases such as Cervical Cancer, Yeast infections, Urinary Tract Infection, and Hepatitis B.

PERIODS- 'THAT TIME OF THE MONTH'

A common phrase used during the 2-5 days bleeding tenure, ‘That Time Of The Month’ sails many women through the shameful, impure and dirty mindset of others. While many cultures in India celebrate the onset of womanhood (Orissa & South India) others look down upon it, but education and wide spread initiatives are changing the scenario and equalizing the state of women during Periods in semi urban, rural and metropolitan areas.

MYTHS ON PERIODS IN INDIA

- Girls are IMPURE during Periods.
- Pickle, curd & tamarind will rot, if menstruating girls touch them.
- Tampons will break your hymen.
- If you wash your hair before the 3rd day, the flow will be less and will hamper your fertility.
- Everything you cook will be a disaster.
- Entering into temples during Periods is a sin.
- Any physical activity or contact with spouse or partners will hamper the flow.
- Periods can be a curse for others around, hence, women must stay alone and separately during this time.
- It is a disease and girls might die.

MENSTRUAL HYGIENE DAY – THE WAVE OF CHANGE

Menstruation or Periods is a monthly cycle that prepares the women’s body for possible pregnancy also embracing the changes it is going through. The bleeding is partially blood and partly tissues from inside the uterus. It is a biological process that empowers women with procreation and growth. Read More
GET INSPIRED!
Samant Chauhan—Defining Sustainability For Indian Fashion!
Did you know?

Another important reinvention was made in 1998 by Monisha Jaisingh, who shortened the traditional kurta to develop the Kurti, which became popular worldwide as the "Indian embroidered tunic".

In 2000, Manish Malhotra, became an important influence on Indian fashion as he introduced the "cocktail saree", revamping the traditional saree in a modern avatar. These were first adorned by Karishma Kapoor and Urmila Matondkar in Bollywood movies.

Fashion meme!

Them: What Are You Doing In Quarantine
Me: Getting Dressed To Window Shop Online

www.iknockfashion.com

MEN'S FASHION ACCESSORIES
www.BeBajrang.com
TRIBUTE TO B-TOWN LEGENDS

IRFAAN KHAN
"A hero lies in every man and woman, 99% of the times we perish before realizing it"

WENDELL RODRICKS
"To make your dreams a reality you need a plan"

RISHI KAPOOR
"You cannot change your destiny, but you can change the desire"
LATEST TRENDS

FASHION
Cycling Shots | Bermuda Shots | Face Masks | Midi Dress | Hot Pants | Printed Tops
Mix and match to create a perfect outfit for your day!

BEAUTY
White Eyeliner | Pastel Eye shadows | Winged Eyeliner | Dewy Makeup | Hot Pink Lips
Get your palette ready, and try out these latest trends in beauty!

SOCIAL MEDIA CHALLENGE
Pillow Dress | Brush Challenge | Playdate | Chloe Ting Challenge
Social Media has loads to offer this 2020, take these latest challenges and stay in trend on social media!
JEWELRY

COLORFUL JEWELRY
From beads to gems, anklets, necklaces and rings, these are head turners!

FLORAL EARRINGS
Yes! The trend is back, floral earrings are acing the year 2020

PEARL JEWELRY
A delicate piece of pearl is best paired with tops and dresses

OVERSIZED CHAINS
Thick chains are the latest in 2020
Grab yours and pair with those blacks!

WHAT YOU SEE IS WHAT YOU GET!
WWW.NESHE.IN
EXPLORE MORE

WATCH
How, When & Why Of
The Fashion Designer
Rahul Mishra

BEAUTY READS!
Everything You Need To
Know Before Getting
A Brazilian Wax Done?

FASHION BLOGS!
History of Lingerie
And Its Market In India

COVID 19 IMPACT
How Will Indian Fashion &
Lifestyle Retail Emerge Post
COVID 19?

BUSINESS BLOGS!
Will Online Fashion Media
Be The End Of Print
Media?
WHAT ARE THESE BEAUTY TREATMENTS FOR?
- Chemical Peel
- Liposuction
- Lash Tint
- Keratin

UNSCRAMMBLE THESE FASHION BRANDS:
- baasma
- ccuig
- uerps ydr
- noolsanapt
- locar nomet

GUESS THE STATE FOR THESE FAMOUS CRAFTS?
- Phulkari
- Paithani
- Kalamkari
- Bandhej
- Kashida

Check Your IQ Click Here

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FIND YOUR WAY

A picture In the pillow dress trend

**Answers**

Masaba | Gucci | Super Dry | Pantaloons | Monte Carlo

Anti-Aging | Removing Fat | Fuller Eyelashes | Smoother Hair

Punjab | Maharashtra | Andhra Pradesh | Rajasthan | J&K
DISCOVER THE FUTURE OF FASHION

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