I KNOCK FASHION

PSYCHOLOGY OF FASHION

READS!
PSYCHOLOGY OF SIZES
COLOR PSYCHOLOGY
STRESS EFFECTS ON SKIN

MUSTS!
DIY HAIRSTYLE
JEWEL UP!
LATEST NEWS

TRIBUTE
STRONG & FEARLESS - CHADWICK BOSEMAN

INSPIRE!
ANJU MODI
WHAT IS PRINT PSYCHOLOGY IN FASHION?

You must be familiar with the concept of how black is universally slimming, the prints you adorn, play a similar role. The type of print you choose to adorn, can play around with the perception of volume. If you stand under 165cm, larger prints can extra highlight your proportions, so it’s better to stick to smaller patterns and prints like mini polka dots, which are in the current fashion trends and thin stripes.

WHAT IS COLOR PSYCHOLOGY IN FASHION?

The colors in garments can also transform emotions. The lesser-known fact here is, according to speculated data, 86% of consumers believe that color is the essential factor while buying a garment or a product. It takes only 92 seconds for a product to create an impression. Colors in fashion have a similar effect when you want to change your mood or send off a specific message with your garments.
All bodies come in different shapes and sizes, and there is no denying in saying that this is what makes each of us unique. You must have seen such size blogs in numerous fashion blog sites, but I Knock Fashion has done the heavy lifting and concluded that oftentimes there is enormous variation within one “type.”

Today the fashion industry in India is 360° changed, and fashion brands are often using “vanity sizing,” the labeling of clothes with sizes smaller than the actual cut of the items. There are chances that the dresses with size 32 might be closer to size 34 or maybe even 36.

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“What is the psychology of sizes in fashion?”

“It is not about what size you adorn, but how you adorn it!”

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FDCI TO CELEBRATE 6TH NATIONAL HANDLOOM DAY WITH A DIGITAL CAMPAIGN!

The latest fashion news is the Fashion Design Council Of India this morning posted on their Instagram official account, the official hashtag for the initiative - #vocal4handamde. The Fashion Design Council Of India, the Indian fashion industry, and the Ministry Of Textiles takes pride in bringing up this initiative. The Fashion Design Council Of India urges all to promote this initiative by sharing a picture and story of your engagement with any weaver/karigar or the handloom sector on your social media, using the Ministry’s official hashtag.

A FASHION INITIATIVE FOR ARTISANS ENCOURAGED BY THREE LEADING LADIES

The current fashion industry news is all about different issues, be it the #Payup movement or the migration of artisans. Kareena Kapoor Khan considered the fact and joined hands with The Baradari Project, an initiative that aims at narrowing the gap between the Indian fashion designers and artisans. The Baradari project is founded by writer Namrata Zakaria, with core team members comprising of Pareina Thapar, Co-Founder at the communications strategy firm Longform, and Tina Tahiliani Parikh, Owner and Founder at Ensemble.

FIZZY GOBLET PILLARS #GIRLSSUPPORTGIRLS WITH NANHI KALI!

The latest in the fashion news is the brand that is known for traditional and modern juttis- ‘Fizzy Goblet’, has joined hands with the non-governmental organization ‘Nanhi Kali’ to inaugurate a remarkable initiative to support the education of the girl child. This latest fashion news has made it clear that the fashion trends 2020 are exceptional, and the industry is initiating fashion with a cause.
Which Look Would You Like To Wear?

CELEBRITY FASHION LOOKS TO CRUSH ON!
JEWELRY STYLING
Make It Simple But Significant! – Don Draper

Flaunt the strapless neckline with a Choker neck piece and slay the look just anywhere!

Pick a simple crew neck t shirt/top and pair it up with a collar neck piece to up the fashion game!

Cozy up in turtle necks but don't forget to oomph the look with long chains and funky pendant neck pieces!

The off shoulders are a party maker, just add a statement jewelry with it and you are all set with your good looks!
Anju Modi: The Brand, Its Journey And Their Collections
AROMATHERAPY – THE ANCIENT ESSENTIAL OIL TREATMENT

Aromatherapy, as the name suggests is a methodology of healing the mind, body, and soul through fragrances of essential oils. In literal terms, it means smelling and inhaling essential oils. Essential Oils are always mixed with carrier oils, these oils are lightly scented and do not affect the therapeutic properties of the essential oils. Sweet almond oil, olive oil, and coconut oil are a few carrier oils used with the essential oils.

IS OILING AN ESSENTIAL SEGMENT OF HAIR CARE?

Regardless of highlights or texture, there's one thing all of us look forward to and that is hair looking like they've been through the hands of a salon professional every week. With the world moving rapidly it's often difficult for us to pause and pay attention to our hair, oiling is essential, it is one key hair rule to stick to for the happiest, healthiest hair of your life.

Benefits of oiling your hair are numerous and a solution to all your hair care problems, from stresses to damaged ends. Oiling can be a must in your hair care as you'll witness how it has all the tremendous benefits your grandmother promised.

WHAT ARE THE NAIL COLOR TRENDS FOR 2020?

Nail art is the art of painting and decorating nails with colorful designs, patterns, materials, and even gemstones to add a new twist to the traditional manicure.

Today nail art is used as a canvas for freestyle artistic creativity and not just feminine elegance.
Can Stress Affect Your Skin? Stress is the body's reaction to any change that requires an adjustment or response. The body reacts to these changes with physical mental and emotional responses. Stress is a part of life. The Stress that continues without relief can lead to a condition called distress which can disturb the body’s equilibrium.

Stress can affect the whole body. This includes your hair, skin, and nails. Stress acts as a catalyst for a few harmful chemical reactions in the body which makes the skin more sensitive. It can lead to new problems and also hinder the healing of the older ones. Dr. Whitney Bowe, NYC dermatologist and the author of The Beauty of Dark skincare says our body can’t differentiate between physical, emotional, psychological, or environmental stress. Stress harms your skin and body, but you can’t take care of it right now because you’re stressed and the cycle continues.

Understandably, stress affects everyone’s skin and body differently. When the body detects stress it slows down digestion. There is a powerful connection between the skin, mind, and gut. The longer the period for which stress lasts, the greater its effect. This slowed digestion acts as a favorable condition for the unhealthy bacteria to grow faster which, in their turn, can cause body-wide inflammation.

“Rule number one is, don’t sweat the small stuff. Rule number two is, it’s all small stuff.” —Robert Eliot

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DIY HAIRSTYLES

“People will stare. Make it worth their while.”
– Harry Winston

STEPS

Step 1. Tie a high pony
Step 2. Divide it into two equal strands
Step 3. Twist a strand to make a bun and secure with a pin
Step 4. Make a braid of the other strand
Step 5. Twist it around the bun and secure with a pin.

Hair Care Tip:
Apply Onion Oil on the scalp and roots to strengthen your hair!
Creating the latest fashion trends and flawless acting standards, Chadwick has been in the hearts as an inspiration for achievement and success. His demise has saddened many, leaving the world think of him and remember him through his movies and the various looks he adorned at the events.
I Knock Fashion would like to pay a tribute to the actor by bringing forth you the best looks that he wore and carried elegantly strengthening and celebrating diversity in the fashion culture.

Read More
Are the lives of women equal to the dowry their parents can afford to give to the groom's family? Imagine keeping your life on a scale with the other holding filled with jewelry, money, car, clothes, and valuables. The more the other scale weighs the better your life post-marriage! Many Indian women still live this SOCIAL EVIL and the same decides their value and status in the in-laws and husband’s family. This may sound like a "Please it is a thing of the past, It doesn’t happen anymore" but truly it does, not only in the rural and semi-urban areas of India but also in the metropolitan where the system of gifting aka dowry is deeply embedded in the culture of the caste, religion, and family. According to statistics, 2018 noted 7.1 thousand deaths of women legally registered as dowry complaints. However, these numbers are a drop from the 8.5 thousand dowry deaths in 2014 in India yet the truth remains 'These 7.1 thousand women were despicable and ill-treated just because their parents could not live up to the dowry expectation of the family'.

As stated by the National Indian Census in 2011, the male-female ratio in India was at 940 females per 1000 males, which is a drop from 1901 where there were 972 females per 1000 males. The Indian culture, on one hand, respects women by depicting them as goddesses empowered with knowledge, strength, and education and on the other considers the girl child as a burden mostly killing them in the womb or giving them away to save themselves from the shame of not being able to collect and give dowry.

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FASHION DESIGNER ANJANA BHARGAV

Famous Indian fashion designer Anjana Bhargav and Co-Founder at DHI, launched her first collection in 1994 with the leading designer and pioneer of the Indian fashion industry Bina Ramani. It was followed by a solo fashion show at the prestigious UNESCO Hall in Paris. Anjana Bhargav was also recommended by the Ministry of External Affairs to represent women entrepreneurs at OECD (Organization for Economic Co-Operation and Development) held at Paris in the year 2000.
How Do These Shades Correct The Undertones?

1. **PURPLE**
   - Helps Ease Discoloration
   - Neutralizes Shallowness
   - Neutralizes Dull Yellow Undertones

2. **BLUE**
   - Lightens & Neutralizes
   - Conceals Browns
   - Neutralizes Swelling

3. **ORANGE**
   - Corrects Dark Circles
   - Removes Redness
   - Corrects Dullness

4. **YELLOW**
   - Conceals Purple/Blue Undertones
   - Conceals Dark Spots
   - Covers Bruises
ENJOY THE FUN!

Gift me something to bake this birthday!

My Birthday!
Hmm!

What The Boy Friend Thought!

What The BFF's Know!

M A Z E

BOY FRIEND- 0, BFFS- 1! BEST FRIENDS FOREVER!

Neutralizes Dull Yellow Undertones
Corrects Dark Circles
Neutralizes Swelling
Conceals Purple/Blue Undertones

IKF IQ!

Answers- IKF IQ!
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