

WOMEN OF THE CITY FASHION ISSUE

ISSUE 002
MAY/JUNE
2020

**CONNA
WALKER**

HOUSE OF CB

Mariya
Dykalo
Aspinal of
London



Proposals

CYANN FIELDING THURSDAY

15TH JULY 2021

WHAT WAS FEATURED IN *issue three*

ARTICLES FEATURING THE GYM
AND FASHION AT THE GYM

BACKSTAGE AT FASHION WEEK

WOTC'S MOST ICONIC BEAUTY
LOOKS

GUCCI GOES SEASON-LESS, IS THIS
THE FUTURE OF FASHION?

TIPS FOR SHOPPING A WEDDING
DRESS

PEOPLE FEATURED:

CONNA WALKER

ISABELLA WEST

MARIYA DYLAKO

JO TUTCHENER-SHARP

MIMI MOLA

SABINNA RACHINOVA

CALLY MUNCHY





What to feature
IN THE NEXT FASHION ISSUE

SUSTAINABLE FASHION

sustainable fashion is always a prominent conversation in 2021. Fashion brands have also made a conscious effort to try and be more sustainable - ZARA, H&M, MONKI, PRIMARK ETC. There are also many small business arising that are sustainable.

FASHIONABLE PLACES TO EAT/DRINK

Since the start of the pandemic eating and drinking out as an experience has become more valued and people are looking for new and exciting places to visit.

FESTIVAL SEASON FEATURE

There are a lot of female founders out there that have created festival items and pieces. Also, as it is festival season there could be a section on dress code, how to look your best, what to do with you hair, etc

THE MOST FASHIONABLE HAIR STYLES OF 2021

Micro hair braids, to bubble braids and textured hair - everything that is not straightening your hair and not curling it.

BEST RED CARPET LOOKS OF SUMMER 2021

Look into different red carpets - for example, Cannes Film Festival. And look at different celebrity outfits.

FASHION AND BEAUTY AWARDS

Put it to your followers and get the to vote for the best retailer for dresses, the best mascara, the best knitwear brand etc.



FESTIVAL FEATURES

FESTIVALS ARE HAPPENING AGAIN THANKS TO THE GO AHEAD FROM THE GOVERNMENT FOR EVENTS AND VENUES LIKE NIGHTCLUBS TO OPEN UP FROM THE 19TH OF JULY. HERE IS SOME IDEAS FOR FESTIVAL ARTICLES.

-festival hair: 'Out with straightening and curling, in with micro plaits'

This article would feature different hairstyles easy to achieve at a festival. Everyone knows you cannot achieve straight or perfectly curled hair at a festival and that hair quickly becomes frizzy and greasy under festival conditions. This article would run through how to manage your hair, treat it well and still achieve a fashionable festival look.

'where to get your festival attire for 2021'

This article would feature the places to buy festival clothing this Summer - to be a bit more outside the box it would include looking on Depop, as a sustainable option but also feature great pieces from retailers.

WOMEN TO FEATURE:

JENNA MEEK - FOUNDER OF SHRINE

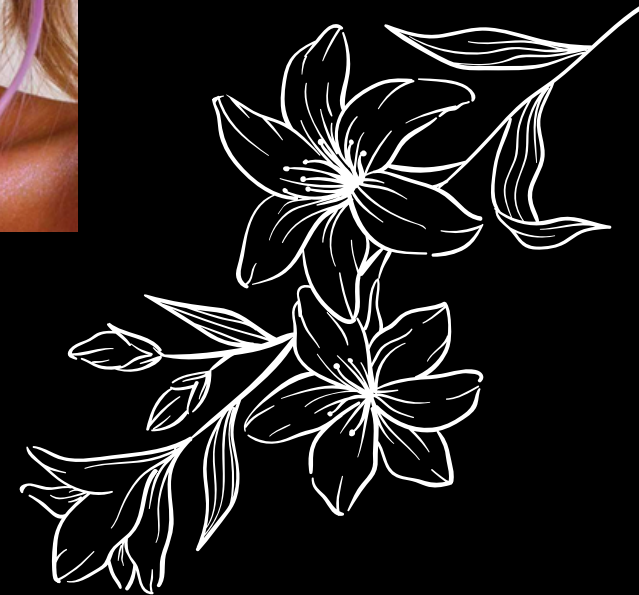
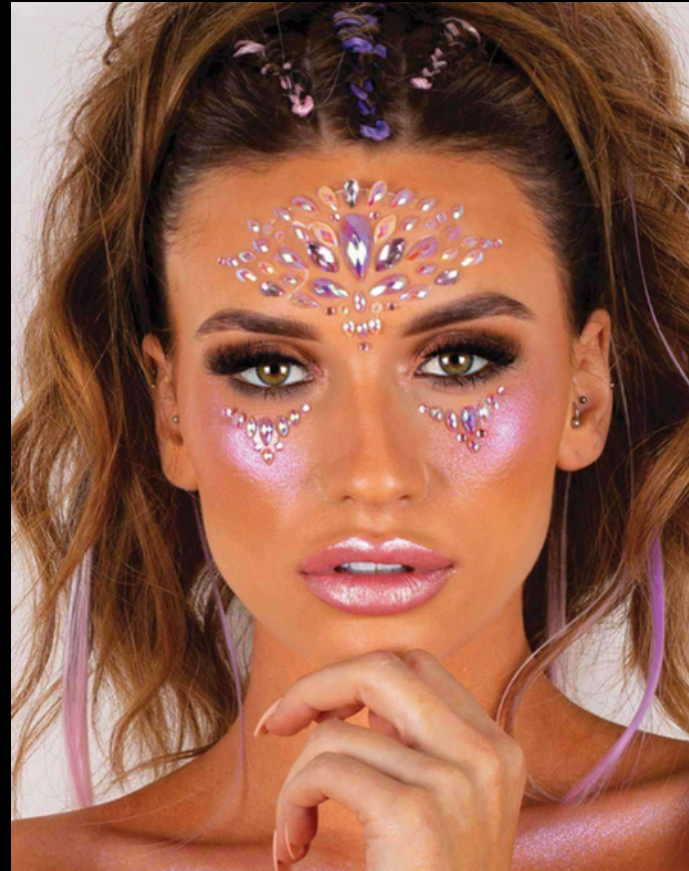
-Shrine (formerly known as Gypsy Shrine) is a cosmetic brand launched from the festival wave in 2016. They are most famous for their festival glitter and gems that have been worn by the like of Love Island stars and Paris Hilton.

SHIRAH BERNARDE - FOUNDE OF NIGHT CAP

-At 16, Shirah invented the Night Cap, a scrunchie you wear around your wrist and can use as a hair band but when needed, it can cover the top of your drink to stop it getting spiked.

Jenna Meek - Shrine

Shrine was launched by Jenna off the back of festival culture in 2016. Her products of predominantly glitter and gems have been stocked worldwide in multiple retailers. Jenna has previously been featured by Forbes magazine.



Shirah Barnade - Night caps



'NightCap was invented by then 16-year-old Shirah Benarde from West Palm Beach, Florida. The idea came to her in a dream after hearing about the horrors of drink spiking from friends who experienced it after going off to college. Fortunately, her friends were okay, but Shirah was determined to come up with a pragmatic solution to this problem that could protect her and her friends when they went off to college. She also wanted to make sure that the product would be something that girls would feel comfortable using.

The next morning, she went to her mother's closet, grabbed a pair of pantyhose, cut them up, and attached them to a scrunchie to create the first prototype.' -Night Cap



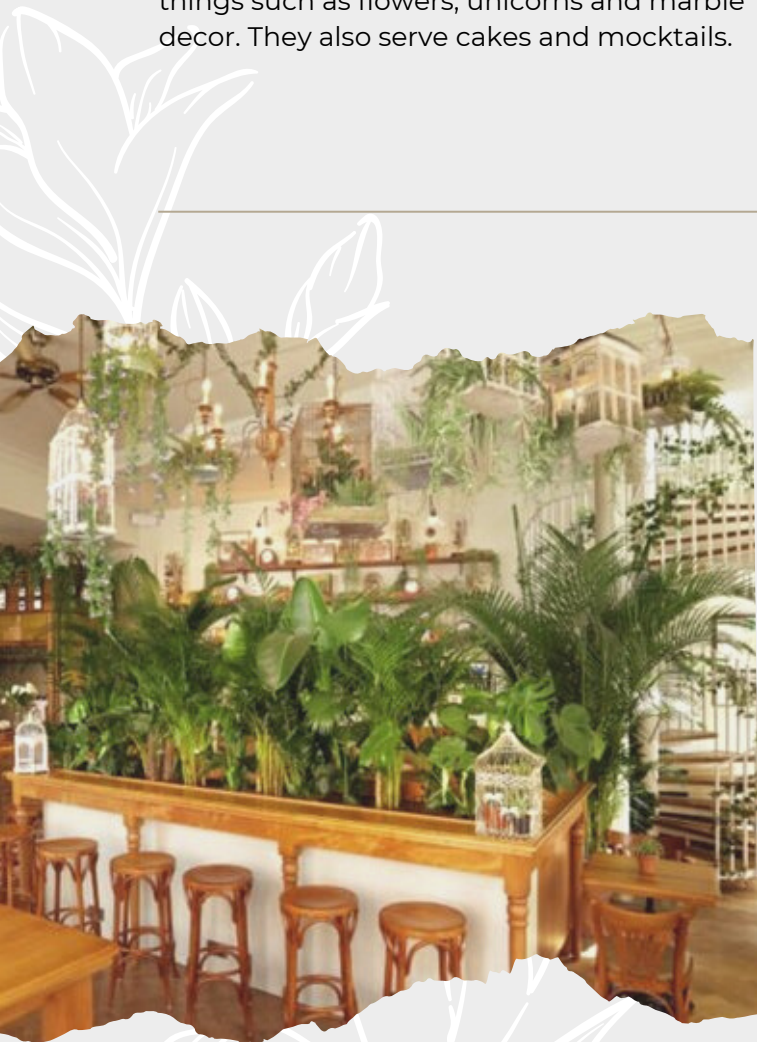
EL & N

EL&N is a drink and brunch cafe in several locations across London. The interior of each cafe is fashionable pink, and decorated with things such as flowers, unicorns and marble decor. They also serve cakes and mocktails.

MR FOGGS

Mr Foggs is a series of cocktail bars that transport you back to the Victorian era. With seven across London, the most recent being the Secret Garden in Mayfair, Mr Foggs offer a unique dining experience in each bar.

Places to EAT AND DRINK



ALCOTRAZ

Alcotraz is a bar behind bars when the concept is to smuggle in your alcohol and be served behind bars in an orange jumpsuit. Definitely a drinking experience for the not faint hearted.

THE PRINCE LONDON

The Prince London, which was formerly a pub, has been brought back to life around a beautiful garden. The bar covers an entire street and has the largest pub garden in London - all complete with a retractable roof.

THE FLORIST

The florist, located in Watford, aims to showcase the fundamental beliefs of floristry, to charm each of the senses. With a floral interior to please the eyes, The Florist is perfect for pretty drinks and Instagram photos.

THE ALCHEMIST

The Alchemist is 'home to masters in the dark arts of molecular mixology'. All their cocktails are made to look dramatic and taste amazing often made with ingredients unusual and unexpected.

Gallery



Sustainable Fashion

2021



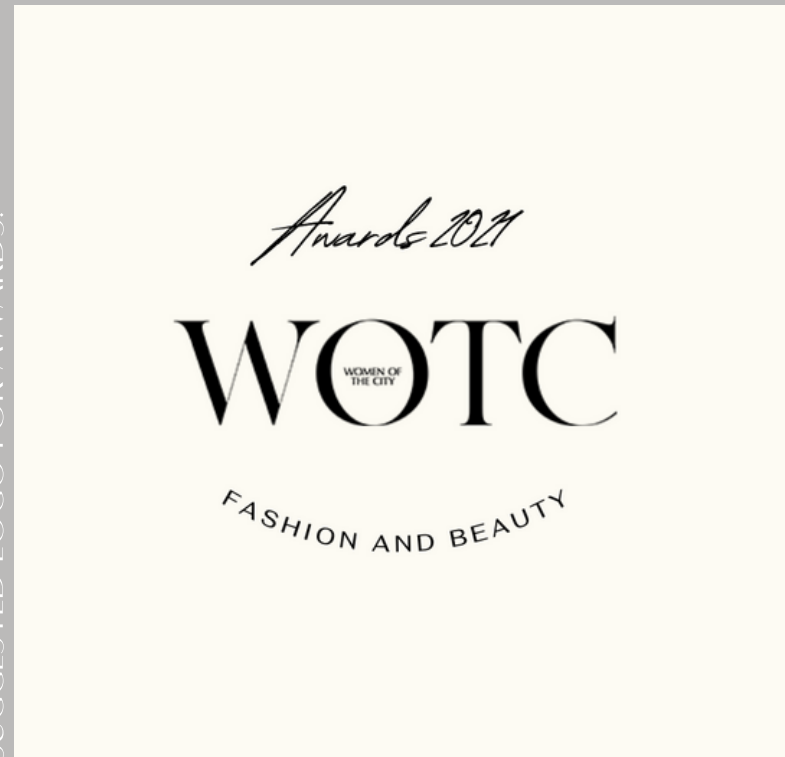
THE WOTC BEAUTY AND FASHION AWARDS

The idea of this would be that you put votes out to your followers either on the website or across social media (like Instagram polls for example) for readers to vote for their favourite products. Glamour is currently doing something similar at the moment.

Questions/subjects etc could include:

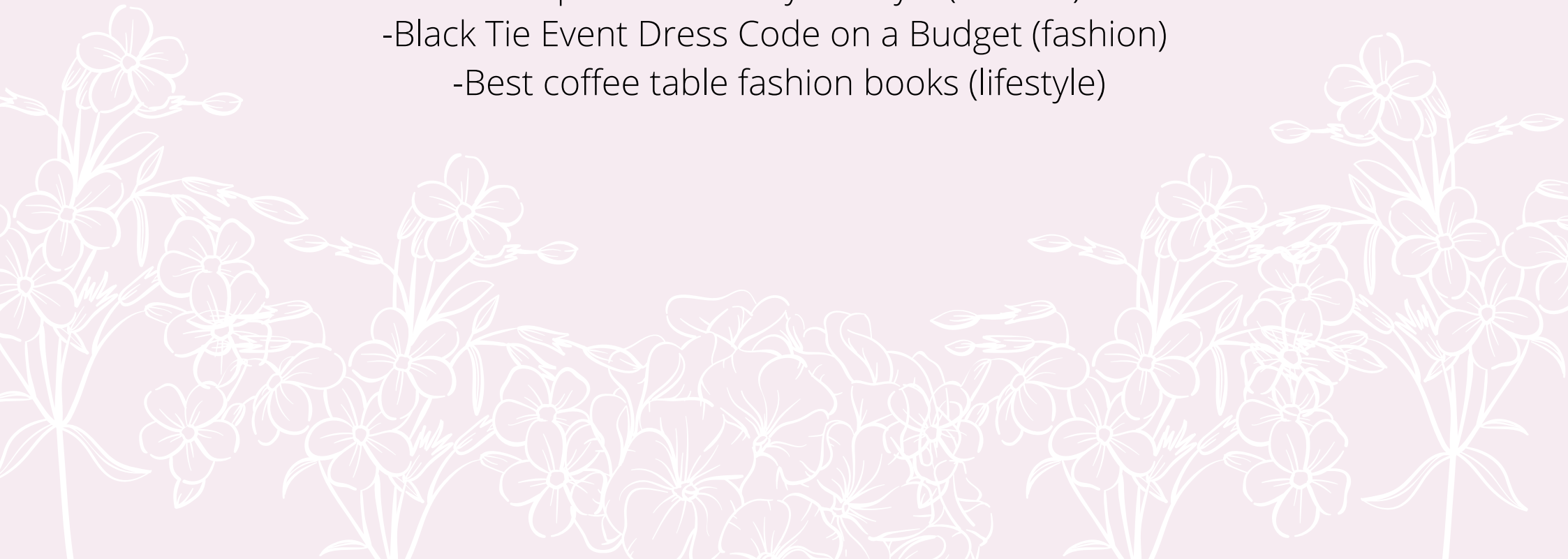
- Best ethically conscious brand
 - Best mascara
- Best retailer for dresses
- Best occasionwear brand
 - Best startup brand
 - Most vibrant brand
 - Best staples brand

SUGGESTED LOGO FOR AWARDS:



Article Pitches

- The best trainers for every single activity (health and fitness)
 - How to create a costume party (lifestyle)
 - How to style like a fashion blogger (fashion)
 - How to make artistic meals (food)
 - Fashion trends reemerging in 2021 (fashion)
- The best hair looks for festivals 2021 (beauty)
 - 10 tips to reinvent your style (fashion)
- Black Tie Event Dress Code on a Budget (fashion)
 - Best coffee table fashion books (lifestyle)



Article Pitches

- Hot books to get stuck into this summer (fashion)
- Events are back on! The ultimate guide to getting ready for all types of events (fashion/lifestyle)
- Blogger feature - look at podcast/lifestyle blogger research (fashion/lifestyle)
- Female founded fashion brands features (fashion)
- Fitness trends for Summer 2021 (fitness)

