

MOTIVE

MAGAZINE

BETSEY JOHNSON

BEING TRULY,
HERSELF

**"Making
clothes
is what
drawing
can't be"**

OSCAR LOOKS

GOING
BEYOND
THE GOWN

5 TOTALLY
UNEXPECTED
TRENDS IN
2020

\$5.99 USD

THE PRIMARY ISSUE

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EDITOR'S LETTER

When I was growing up, I (of course) read fashion magazines regularly. I loved admiring the models, the clothing, the makeup, and the accessories, but something was always missing for me. I wanted to know the story behind the styling. How exactly did that dress end up in this magazine? Who decided that this style of makeup is "on trend" enough to be featured on the cover? Why are those shoes so popular right now and everyone is dying to have them?

These kinds of questions filled my mind (and they still do) whenever I read a fashion magazine. I wanted to know why. I wanted to know the reason. I wanted to know the motive. Thus, the idea for Motive Magazine was born.

Motive Magazine is the only fashion and beauty focused magazine that deeply analyzes trends, styles, outfits, and iconic people in the fashion industry. Motive was created to allow for a complex understanding of fashion rather than just the admiration and acknowledgment of it. Motive is for the people (like me) who are always looking to know more. It is for the people who are not satisfied with just gazing in awe at the glitz and glamor of fashion but want to understand just how it got to that point. It is for the people who enjoy the psychology behind style and the impact of the choices that fashion designers and stylists make on society. It is for the people who want to know the roots of trends and what to expect from them. It is for the people who are always looking for the motive behind the magic of fashion.

In our premier issue, we will be diving right into the details as we analyze looks from the 2020 Oscars, give you the lowdown on the hottest trends of the year and how they came to be, and submerge you into the personal and work life of American fashion designer, Betsey Johnson. This is only the beginning as new issues will be published seasonally each containing unique information relevant to the time of year.

I hope that you find this information just as interesting and important as I do. Thank you for taking the time to look beyond the fashion and find the true motive.

I present to you, The Primary Issue.

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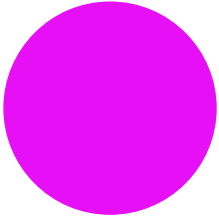
Rachel Cross

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WHAT YOUR FAVORITE COLOR SAYS ABOUT YOU

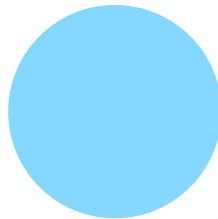
One of these colors is bound to just speak to you! Choose your favorite from the options below to reveal information about your past, present, or even future!

FUCHSIA



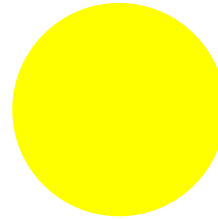
You are a person who values pure, honesty. Surround yourself with people who prioritize the same. You will need them for support.

SKY BLUE



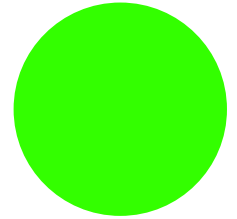
You are not afraid to have an opinion and your peers appreciate that. You are someone that others can count on for great advice.

YELLOW



The hard work you have been putting in will soon pay off. Your optimistic attitude and confident ambiance will yield results soon.

ELECTRIC GREEN



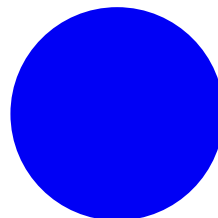
You have had troubling relationships in the past but you have grown from these experiences. Trust that this growth will help you in the future.

AMETHYST



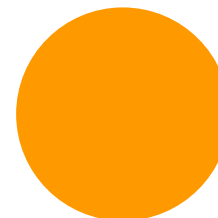
You have big plans for the future. Stray away from toxic habits that have held you back in the past. Focus on what matters most to you.

ROYAL BLUE



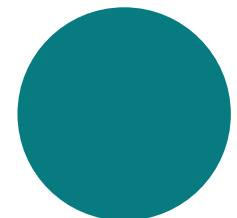
Loyalty is extremely important to you. Do not allow yourself to accept less than this from others as you have in the past.

PUMPKIN



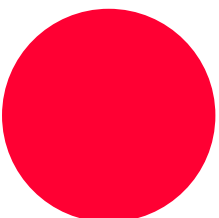
You are enthusiastic and try to seize every moment. Recently, this attitude has been tough for you but do not give up!

PINE



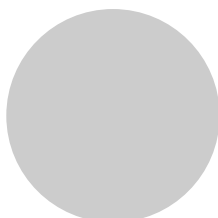
You are an easy going person who puts others needs before your own. Do not forget that your happiness and health is just as important.

SCARLET



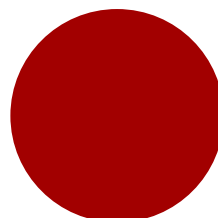
In the past, your friendly and accepting outlook on life has allowed you to create meaningful relationships that will benefit you in the future.

PEWTER



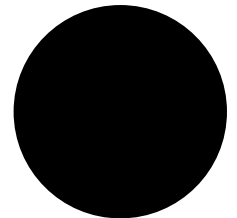
If you find yourself in a tough situation, alter your perception so you can notice the big picture. Sometimes the details are trivial.

BURGUNDY



You may not realize it, but you are a great support system to the people in your life. Take pride in how much you care for others.

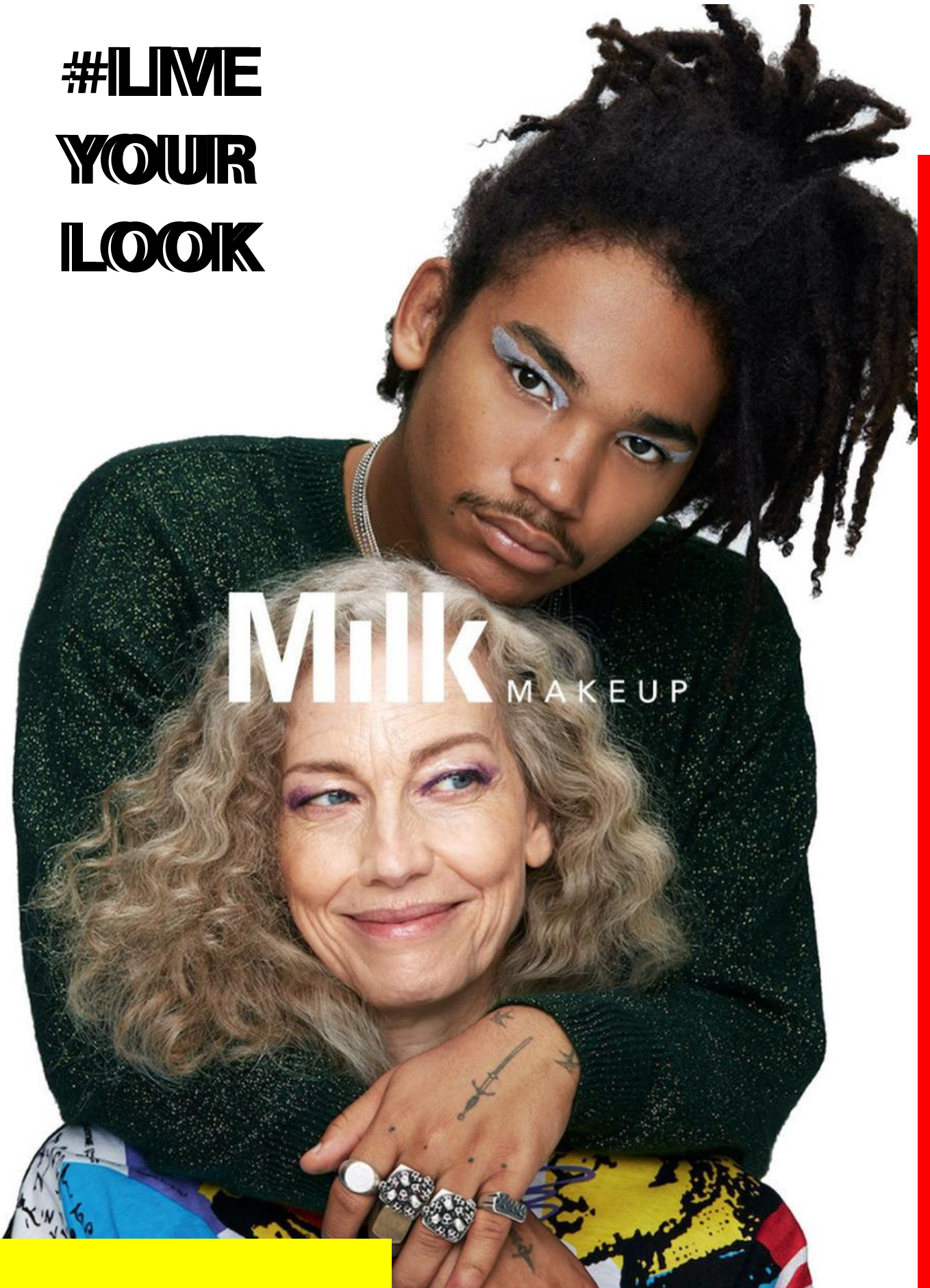
BLACK



You find beauty in the simple things of life. Maintain this outlook as you enter into a new chapter of your life. It will bring you peace.

**#LIVE
YOUR
LOOK**

Milk MAKEUP



WHY THEY WORE IT

Diving deeper into the 2020 Academy Awards red carpet event, it is clear that some of the most famous celebrities were not afraid to take a stand on some of the world's most controversial issues.

The Oscars red carpet never ceases to disappoint, not even 92 years later. This year was no different as celebrities strutted their stuff wearing their Sunday Best. But what if their clothing has more purpose than showing off wealth and privilege? What if there is a meaning behind those unforgettable looks?

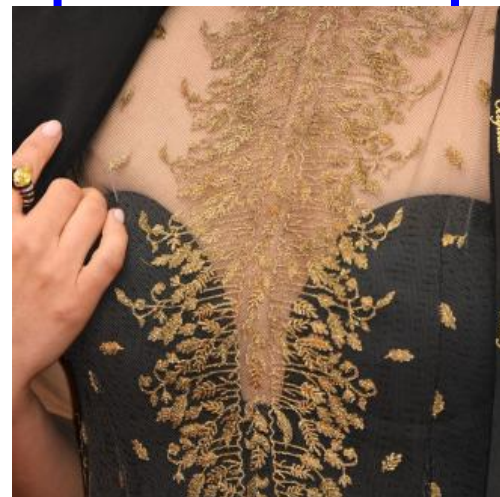
Celebrities such as Billy Porter, Natalie Portman, Saoirse Ronan, or Elizabeth Banks are no strangers to the spotlight. Their influence politically, socially, and of course, stylistically is no secret, and their red carpet looks for the 2020 Oscars demonstrated just that.

We know Billy Porter as an American actor and TV personality. But judging from his golden gown, he stands for much more than that. A closer look at his show stopping dress will illustrate Porter's strong beliefs of the importance of loving your true self and defying gender roles.

An article in Town & Country magazine by Annie Goldsmith, articulates the details of Porter's one of a kind ensemble. For the 92nd annual Oscars red carpet, Porter wore a custom couture gown from British designer, Giles Deacon. The top of the dress was entirely structured as it was made of metallic gold and arranged to appear feather-like. The skirt of the dress was a unique print of oranges, browns, and pinks. One may just admire the beauty of it, but consider

Porter's past and values and it is clear that the print of the skirt is actually blown up photographs of the Kensington Palace Cupola Room. According to the source, Porter's stylist, Sam Ratelle, had toured the venue last year and was inspired by its elegance, (Goldsmith).

According to the designer of the gown, Porter was meant to appear as a messenger sent from the Gods, (Deacon). As a society, we must ask, "A messenger for what?" What does Porter know that society, as a whole, is lacking? A powerful quote from Porter found on Crossroads Trading Blog by Jennifer Beile states, "My goal is to be a walking piece of political art everything I show up. To challenge expectations. What is masculinity? What does that mean? ... I had the courage to push the status quo. I believe men on the red carpet would love to play more" (Porter, Beile). Clearly, Porter aims to always send a message. His goal is to surprise people by wearing the exact opposite of what he is "supposed" to wear. According to an article on Good Morning America by Kelly McCarthy, Porter believes there is a hetero-normative construct around gender roles in fashion. This is because he believes when women wear pants, or dress more masculine, they are often praised and valued for their strength or power. But when men wear dresses or increase the femininity of their outfit, they are not treated with the same respect, (McCarthy). Therefore, Porter is looking to change this societal mindset and open the door for men to wear whatever they want, whenever they want, wherever they want, without fear of



TOP: An up close look at the delicate details of Natalie Portman's 2020 Oscar dress.
BOTTOM: Billy Porter poses on the red carpet.



Natalie Portman is an award winning actress and filmmaker who attended the 2020 Oscars. Portman made jaws drop as she marched down the red carpet in a black and gold Dior gown with unique embroidery on her floor length cape. At first glance, one simply appreciates the beauty of this gown but a closer look proves that Portman aimed for more than just style. Portman's cape took a stand on the relevant discussion of whether or not women are being represented equally in the Academy Award nominations, specifically for best director.

According to an article on PageSix by Lindsey Kupfer, Portman's cape showcased eight names of female directors who were not nominated for an award. The women named were, Lorene Scafaria ("Hustlers"), Lulu Wang ("The Farewell"), Greta Gerwig ("Little Women"), Mati Diop ("Atlantics"), Marianne Heller ("A Beautiful Day in the Neighborhood"), Melina Matsoukas ("Queen & Slim"), Alma Har'el ("Honey Boy") and Céline Sciamma ("Portrait of a Lady on Fire") (Kupfer). At the event, Portman stated to reporters, "I wanted to recognize the women who were not recognized for their incredible work this year in my subtle way," (Portman).

It is clear that Portman feels strongly about this issue as this is not her first time taking a stand during this award show. According to an article on Insider by Kim Renfro, during the 2019 Academy Awards, Portman presented the award for best director and she stated, "Here are the all-male nominees," (Portman, Renfro). In both situations, Portman received the utmost support and respect

for her bravery throughout her quest to give women greater recognition.

Billy Porter and Natalie Portman were of course, not the one ones who expressed their beliefs through their 2020 red carpet looks. Celebrities such as Saoirse Ronan and Elizabeth Banks, both turned the red carpet "green," as they posed in more eco-friendly gowns. According to an article on MSN by Talia Abbas, Saorise Ronan, lead role of Little Women, repurposed the gown she wore to the British Academy Film and Television Awards a week earlier. Elizabeth Banks, Pitch Perfect actress, decided to open up her personal closet and rewear a dress she has previously slipped on for a Vanity Fair Oscars Party in 2004. In the past, both actresses have expressed their concern for the environment by participating in advertisements, posting on social media, and showing their support for environmental activists.

The Academy Awards is often seen as the most traditional and the most formal of all award shows. However, celebrities such as Billy Porter, Natalie Portman, Saorise Ronan, and Elizabeth Banks were not afraid to defy these standards and assert their beliefs on the red carpet. As Porter advocates for less conformity for fashion, Portman shows her support for talented women going unrecognized, and Ronan and Banks stand up to climate change, there is a wide range of opinions that should all be acknowledged and celebrated. As a society, is it important that we internalize these ideas and also voice our personal opinions because without them, the world as we know it would not exist.



LEFT: Natalie Portman poses on the red carpet wearing her embroidered cape. RIGHT: Billy Porter smiles in his golden feathered gown at the 2020 Oscars.



5 Emerging Brands to Look for in 2020

It's quite easy for consumers to get caught up with the big fashion brands such as Zara, Theory, or Artizia. But since 2020 is a new decade, let's start paying more attention to new designers. These five emerging designers have been navigating the fashion industry for years but their time to shine is right around the corner!

From Sergio Hudson's second collection Look Book shoot



Nic Roberts is a women's wear brand based in New York City whose main focus is to develop clothing that allows women to feel beautiful, sexy, and confident. There is an essence of pure femininity that illuminates throughout the collections as designer, Nicole Roberts, possesses immaculate tailoring skills and attention to detail which allows for the pieces to flatter women in all of the right places. Roberts went to medical school for two years and from this experience, she was able to deeply understand the proportions of the body and began to create clothing that is almost scientifically proven to look and feel amazing on a woman. Thus, her brand's slogan "The Science of Seduction" was born and her collections have emphasized that. The unique knowledge that Roberts retains partnered with her exquisite taste has certainly set her apart from other emerging designers and we cannot wait to see what she comes up with next.

Sergio Hudson is known for his impeccable work, creating custom pieces for celebrities such as Nicki Minaj, to Khloe Kardashian, to Jennifer Lopez. Recently, Hudson has developed a ready to wear collection marketed toward the public. He often uses luminous colors, unexpected patterns, delectable fabrics, and show-stopping accessories to develop his breathtaking collections. Sergio recently hosted a fashion show during Spring 2020 New York Fashion Week at Spring Studios in TriBeCa, New York which showcased his pieces from all seven of his collections. The show was a great success as the media absolutely adored his work and buzz about Sergio within the industry is booming. One staple piece we find particularly remarkable are his blazers. Done to utter perfection and tailored impeccably, Sergio claims his blazers to be the backbones of his collections. "Without them, my collections wouldn't feel like my collections," Sergio stated to the employees at his showroom. "They are who I am and who my brand is," (Hudson). Surely, you will not want to overlook Sergio Hudson as his reign of the fashion industry has just begun.



Details from SNIDER's Spring 2020 collection

SNIDER is an edgy and bold women's wear brand that mixes athleticism and contemporary fashion to create innovative and rebellious clothing for the ferocious women. Her collections speak to those who are looking for high quality, ready to wear, and timeless pieces that are sure to be set apart from the crowd. Stacy claims she is working toward demolishing conformity in the industry because "it is the demise of fashion and society," (Snider). With unexpected textures, challenging silhouettes, and shocking color, SNIDER is doing just that. Stacy is sure to keep consumers on their toes, wondering what she will do next.



From Nic Robert's Fall 2020 collection Look Book shoot

Products from Transience Spring 2020 collection



Transience, is an accessories brand that focuses mainly on bags for life on the move. Whether you're traveling through an airport, enjoying a day trip throughout the city, or taking a yoga class, Transience bags are known to keep their consumer's highly satisfied and stylish. With modern designers that are convenient yet still fashionable, you really cannot go wrong with one of these bags. Styles include backpacks, cosmetic cases, swing bags, yoga mat bags (yes, it actually holds your yoga mat!), duffles, and more. There truly is a bag for every consumer's need. The designer of Transience, Sarah Clarkson, started her business because she found she lacked a bag that was fashionable but still supported her transient lifestyle as she balanced work, school, fitness, and her social life. Thus, Transience was born. With new styles set to launch in March and notable department stores such as Bergdorf Goodman and Neiman Marcus already selling this brand, Transience is clearly on the road to great success.

LM White is a handmade, high-end jewelry brand founded by Lindsey White, a former goldsmith from Brooklyn, New York. Lindsey used her knowledge of welding and plating to create a luxurious and modern jewelry brand for the sensible yet bold woman. Raw materials such as sterling silver and gold-plated brass are combined to make each unique piece of jewelry. With over eight years of experience in the fashion and welding industries, Lindsey carefully designs and constructs each piece to embrace the classic and artistic ethos of her brand. She recently developed three collections entitled "The Core Collection," "The Botanic Collection," and "The Canyon Collection" which all represent the culture of her brand in different ways. The Core Collection highlights timeless pieces that stay true to Lindsey's welding roots as intricate techniques and eye catching details are the backbone of this collection. The Botanic Collection embraces inspiration from the earth and agriculture. These pieces are shaped like delicate leaves and graceful flowers that are sure to make consumer's feel like they are standing in a glorious garden. Lastly, The Canyon Collection is inspired by the beauty and wonder of one of Earth's most famous landmarks, The Grand Canyon. This collection incorporates the precious stone of turquoise to add an unexpected, colorful twist to her pieces. Lindsey's incomparable experience and appreciation for her surroundings has allowed her to develop such a striking and unique jewelry brand that is sure to take off.



Pieces from LM White Fall 2020 collection

Each of these brands are carried by **Crescala Fashion Development**, a showroom and incubator for emerging New York City based fashion designers. Crescala works with the designers to develop and merchandise their collections in order to get the brands to market. The showroom is located in Midtown Manhattan and founded by CEO, Jodi Sandman.

LUXURY BRANDS:



Star and Bee Embroidered Boots
Gucci, \$1,190



Astro Star N' Moon
Chunky Boots
Dolls Kill, \$60



Swing Masculine Shirt
Balenciaga, \$875

On March 5th, 2020, Nicole Phelps wrote an online article for Vogue Magazine entitled "The Top Collections of Fall 2020" where she discussed the most notable runway collections of this season. Designers such as Tom Ford, Marc Jacobs, Gucci, and Alexander McQueen are acknowledged as some of the top brands of this time period. Coincidentally, all of the brands mentioned in the article are luxurious, high-end brands that cost tens of thousands of dollars to produce and hundreds of thousands of dollars at retail price. As a middle-class college student, I couldn't help but wonder; why is it that the most expensive and deluxe of all fashion collections are deemed the best of the season? Are these collections truly what is accepted to be the most desirable? Or is that article merely a ploy to project unattainable expectations into society that average people can rarely experience. Of course the answer to this question differs based on individual opinions, but what if there is an overwhelming correlation between social class and desirable fashion goods.

Nine women, varying in ages from 20 to 60, whose annual income considers them to be part of the middle socio-economic class were surveyed and asked to express their opinions on the significance of luxury brands in their lives.

The women were first asked how much of a role luxury brands play in their lives. The main

question to be answered is, to what extent are high-end brands relevant to people who cannot typically afford them? The three youngest women ranging from 20 to 23 years old, expressed that they keep up with the latest luxurious fashion brands and trends but never engage more than just admiring the work. They are aware that they cannot afford the products and therefore, do not spend any further time researching or contemplating purchasing them. The three most middle aged women whose ages ranged from 30 to 49 varied in their opinions. Two women claimed that they merely admire the work but do not do any further inquiries on the products. The third woman expressed that she often does view the products online and has contemplated buying certain items in the past. She did specify that the products she has considered purchasing have been on sale. The final group of ages ranged from 50 to 64. Two of the women claimed they knew very little about the luxurious brands mentioned in the article while one woman noted that she keeps up with the brands because she appreciates fashion and the fashion industry but they are not a part of her decision making process when it comes to purchasing products for herself.

The next question we looked to address was the desire to purchase luxury brand products if they had the disposable funds to.

DESIRED OR DESPISED?



Striped Roll-Sleeve
Tunic Shirt
Workshop (Nordstrom Rack),
\$19.97



Faux Fur Bucket Hat
ASOS Design, \$23.00



Faux Mink Hat
Tom Ford, \$790

The result was particularly striking as seven out of the nine women claimed that even if money was not a factor, they would not be interested in purchasing the products. Reasoning for this varied as one 30 year old woman stated she does “not find a majority of the products to be wearable enough for [her] life,” (Female, 30). Another middle aged woman wrote, “The products are not as great as everyone claims them to be. At the end of the day, a belt is a belt. Why would I pay \$300 for a designer belt when a \$15 belt from TJ Maxx holds up my pants perfectly fine?” (Female, 50.) Two of the women disagreed entirely and stated that if they had the money for it, designer products would be the focal point of their wardrobes. These women, coincidentally, were the two youngest of all of the women surveyed as they were each 20 years old and college students. All of the women were then asked who they believe regularly buys luxury products. Collectively, they agreed that typically, luxury brands are targeted toward the upper class, white collar workers of the world and rightly so as luxury brands are of course, a niche market.

The third and final question we were hoping to get answered regarded the representation of smaller, less well-known brands in major media such as Vogue magazine. Astoundingly, all of the women agreed that smaller, non luxury

brands are definitely not represented enough in the media. A follow up question was asked of whether or not the women believe this is good or bad and why. Once again, all of the women agreed that the under representation of smaller brands in the media is a bad thing however, their reasoning differed. A middle-aged woman stated, “luxury brands already have enough coverage, smaller brands should be given a minute in the spotlight,” (Female, 48). One of the 20 year old women wrote, “non luxury brands are a majority of what average people wear, there is no reason why they shouldn’t be featured in major media more,” (Female, 20). Of course, it should be acknowledged that certain media are more catered toward the middle and lower classes and Vogue is not one of them. The targets of Vogue magazine are upper class women, 20 to 35 years old, but should they ignore the other near half of their readers who do not fall into this socio-economic category? Shouldn’t a magazine as notable as Vogue be more inclusive in their content so as to not disregard those who are not fortunate enough to be a part of the upper class and regularly purchase luxury goods? Or is it just socially accepted that luxury brands are not only the “top” brands, but also should only be for those who can afford them?

WHO IS SHE?

The analysis of fashion designer, Betsey Johnson's, incredible career and just how, her one of a kind brand came to be.

She held an interest in dancing and drawing as a child. She performed at recitals regularly, and always noticed the delicate details of the costumes. She began sketching her own costumes and realized she was gifted with impeccable sketching skills. She loved her sketches but she wanted more; she wanted them to come to life. She began to sew, and the rest is history.

Today, Betsey Johnson is known for her seductive silhouettes, extraordinary prints, and whimsical design aesthetic that is unparalleled across the fashion industry. Truly one of a kind, Johnson's unique creations never fail to shock, amuse, and intrigue the viewers. Johnson has not only proved herself technically, by winning countless awards and certifications, but her brand has become an iconic, household name that is presently unmatched in the fashion industry. It is inevitable to wonder, just how did Betsey Johnson come to be?

Just who is she?

Johnson was born on August 10th, 1942 in Wethersfield, Connecticut. Inspired from a young age by her dance costumes, Johnson quickly realized she wanted to create her own. Soon, sketching her designs was no longer enough, she stated, "I realized that making clothes is completing what a drawing can't be —going from two dimensional to reality," (Johnson). Johnson pursued her interests in art and design at the Pratt Institute in Brooklyn, New York and later, Syracuse University where she graduated magna cum laude as a member of the Phi Beta Kappa honor society in 1964.

Almost immediately after graduating, Johnson entered the fashion industry when she won Mademoiselle magazine's Guest

Editor Contest and landed a job at the magazine. Immersing herself in the industry, she soon accepted a designer position at Paraphernalia, an eccentric boutique in New York City where she finally found her niche. Paraphernalia Boutique was the first to sell Johnson's signature pieces which showcased her punk rock and hippie style by utilizing offbeat techniques and unique fabric such as shower curtains or the interior lining of cars. These designs led Johnson, as well as other notable industry members such as designer, Mary Quant and artist, Andy Warhol, to develop the "Youthquake Movement," which prevailed among adolescents in the 1960s and centered the fashion, art, and music industries on youth culture rather than English and Parisian couture houses. Johnson was finally able to showcase her unique and out of the box ideas.

Her career further expanded in the 1970s when she took over the fashion label, "Alley Cat" and sold \$5 million of product in her first year. Her inspiration for her designs stemmed from the element of surprise as she stated, "the surprise of seeing the work come alive walking and dancing around on strangers... my products wake up and brighten and bring the wearer to life, drawing attention to her beauty and specialness, her moods and movements, her dreams and fantasies," (Johnson). But by the mid 1970s, traction began to diminish as Johnson's customer began to grow out of her punk-rock and free spirited design aesthetic and enter adulthood. Johnson had a choice to make, should she fight for her dream of designing and stay true to herself, or did she move on from her past and find a new dream? The decision came down to who she really wanted to be in the industry, and for Johnson,



TOP LEFT: Johnson poses for magazine photo shoot in 1970

TOP RIGHT: Johnson in her New York City apartment in 1966.

BOTTOM: Cover photograph for Johnson's Spring 1978 catalog.



Determined to continue her career as a fashion designer, Johnson worked freelance designing maternity and children's clothes until the late 1970s when London, England embarked on a Punk movement. Johnson stated, "It felt like a reincarnation of the 60s. It felt the same as when I was 22," (Johnson). In response to the movement, Johnson partnered with ex-model, Chantel Bacon to start the Betsey Johnson label. They opened the first, of many, retail stores in SoHO, Manhattan. According to Johnson, the couple works great together as she stated, "Our partnership is better than a marriage. We keep our private lives separate, but we've been through a lot together. She keeps the books and I keep the look," (Johnson). The company has since expanded to 65 stores worldwide and is continuously evolving. In 2003, Johnson widened her brand to include lifestyle products such as handbags, shoes, and jewelry. Despite this extension, Johnson has never lost sight of her brand's ethos as she consistently develops products to

reflect her hippie, punk-rock, and avant-garde aesthetic.

With a story as unique and inspiring as Betsey Johnson's, the obvious moral is to remain sincere, humble, and genuine in times of uncertainty. Had Johnson decided to abandon her dreams and start fresh, the fashion industry would exist far less diversely. Johnson's work has demolished restrictions and boundaries that were once ruling the fashion industry. She has contributed to the rise of unexpected, and out of the box art culture that otherwise, would have no place in the world. She embraced her ideas and her style to grace her audience with incomparable products that have evolved the industry to what it is today. She laid the groundwork for many emerging artists and designers who do not fit into the mainstream of the industry. She is unapologetically herself.

she is **Betsey Johnson**.

THESE INGREDIENTS



www.larabar.com



AND NOTHING MORE.



ARTWORK BY GABRIELE BARILE
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