

SEASONS



2023

PILOT EDITION

The Trend

SEASONS is predicting the rise of sunglasses this summer, what ones will you be wearing?

In the world of fashion, sunglasses have become an indispensable accessory that not only adds a touch of style but also provides essential protection for our eyes. Over the years, sunglasses have evolved from mere eye shields to iconic fashion statements, reflecting the ever-changing trends in the industry.

Sunglasses have a rich history dating back to ancient civilizations. The Roman emperor Nero is believed to have worn emerald lenses to shield his eyes from the sun. Fast forward to the 20th century, and sunglasses transformed into an essential fashion item. From the oversized frames popularized by Audrey Hepburn in "Breakfast at Tiffany's" to the aviator-style made famous by Tom Cruise in "Top Gun," sunglasses have continuously adapted to reflect the prevailing styles of each era.

Sunglasses have transcended their practical purpose and become a symbol of style and self-expression. Today, they come in a myriad of shapes, colors, and materials, allowing individuals to choose frames that suit their face shape, skin tone, and personal style. The retro-inspired cat-eye frames, sleek wayfarers, and

OF THE

Summer

futuristic geometric designs are just a few examples of the diverse options available.

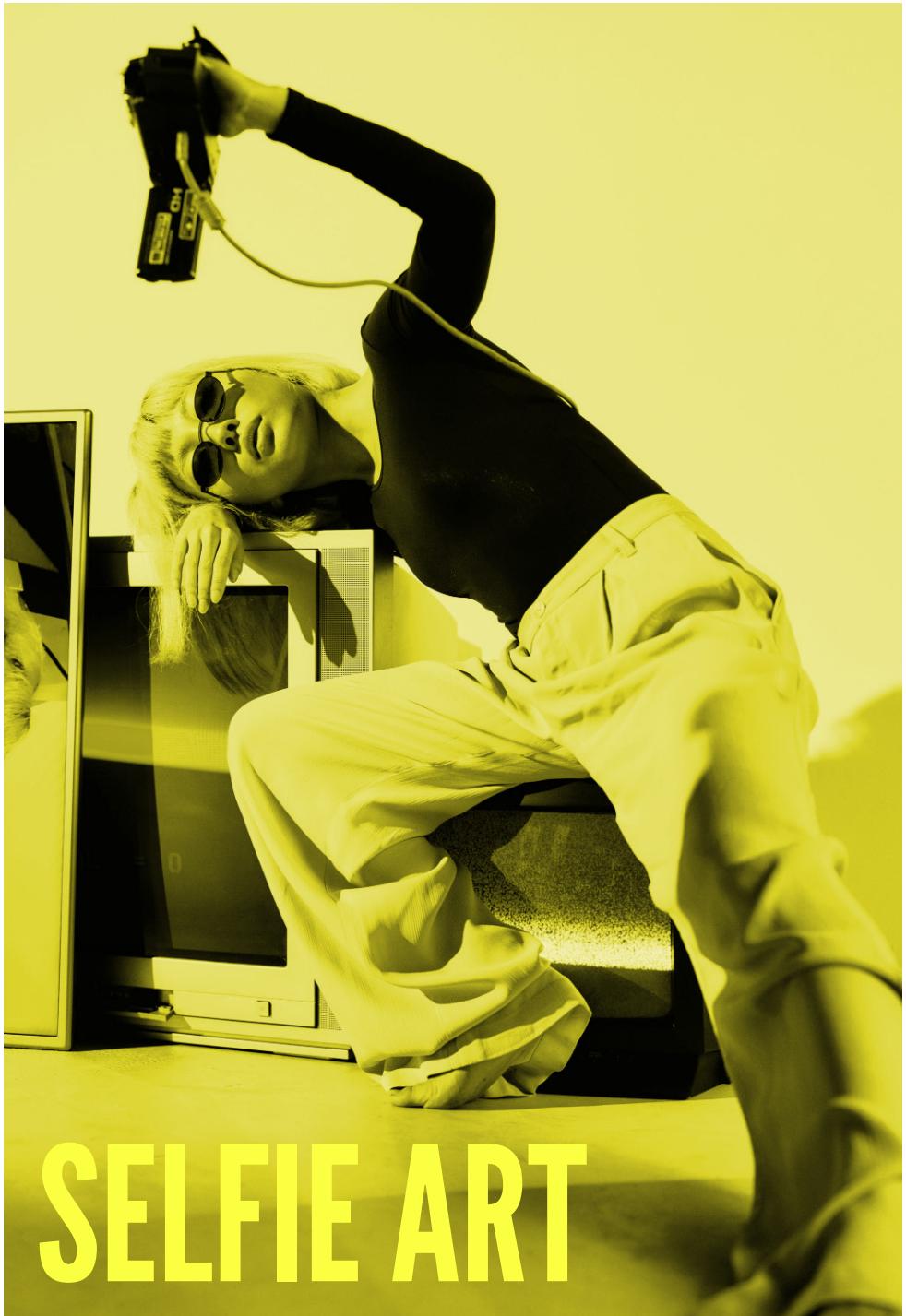
Fashion influencers and celebrities play a significant role in shaping sunglasses trends. When a popular figure dons a specific style, it can instantly become a must-have item. The red carpet and fashion runways often showcase the latest sunglasses designs, dictating what will be en vogue for the season. For example, mirrored lenses and transparent frames gained immense popularity after being sported by influential celebrities.

While sunglasses are undeniably a fashion statement, they also serve an important functional purpose. The harmful UV rays from the sun can damage our eyes, leading to conditions like cataracts and macular degeneration. High-quality sunglasses provide protection by blocking both UVA and UVB rays, reducing the risk of eye-related issues. With advancements in technology, sunglasses now offer polarized lenses that minimize glare and enhance visual clarity, making them essential for both style-conscious individuals and those who prioritize eye health.

As sustainability gains prominence, the sunglasses industry is also witnessing a shift towards eco-friendly practices. Many brands now produce sunglasses using recycled materials or sustainable alternatives such as bamboo or wood. Additionally, conscious consumers are embracing vintage and second-hand sunglasses, reducing waste and giving older styles a new lease of life.

Sunglasses fashion continues to captivate us, combining style, functionality, and innovation. With a vast array of designs available, there's a perfect pair for every individual. Whether you're seeking classic elegance or bold experimentation, sunglasses remain an indispensable accessory that effortlessly elevates your fashion game while protecting your eyes from the sun's harmful rays.





celebrities and beauty gurus
aren't the only ones who can take
killer selfies

A HOW TO GUIDE...

In the era of social media and platforms like Facebook, Instagram and Snapchat it's inevitable to follow the trend of taking selfies. It has evolved to the point that it has almost become an art. But once you learn all the secrets of your favourite selfie role models, you're going to become the master of selfies. Are you ready?

All about that angle

Recently one of the selfie taking divas, Kim Kardashian West stated she doesn't know what her good angle is. But take one look at all her pictures and they look absolutely perfect. Nobody's perfect, nor are the celebrities, but they are hiding their selfie secrets selfishly, so that their photos stand out in the sea of photographs online. The angle for taking selfies is crucial and it's going to affect whether you get the double chin on photos or not. The key is to find the perfect balance.

Don't take your phone too high above your head, and don't hold it too low or it might seem like you don't have a good angle at all. But you do. The trick is to hold your phone in front of you but angle it slightly down. It might take some practice, but once you find that perfect centre you're never going to have bad angles ever again.

The lighting

Once your arm and hand master the right position and the angle, you're going to have to pay attention to the light. Taking selfies in natural light is always the best choice. There's no better lighting than that, as it minimises the shadows that your facial features may cast and it instantly brightens your face, no filter necessary.

Given the fact that you're not always going to have the chance to slay your makeup look or hair and be in natural light at the same time, you have to know which lighting is best to avoid, if you must take a selfie at that particular moment. If you're taking night selfies or are located in a bar or night club, find a source of soft lighting such as a candle and you're good to go, but avoid fluorescent light at all costs.

The right apps

And finally, there are plenty of apps that are going to help you touch up the perfect selfie before you hit the publish button and wait for the likes of admiration to come through. Here is a list of some of the best out there, both for iPhone and Android phones. Are you ready to take the selfie world by a storm? Once you master the basics, don't forget to get creative with it.

MORE THAN MAKEUP - MENS HIGH FASHION INDUSTRY

Males' makeup is a growing trend in the world of high fashion. This trend has been around for the past few years, and it is rapidly gaining acceptance in the fashion industry. The concept of makeup for men is nothing new; men have been using cosmetics for centuries. In ancient civilizations, men used to wear makeup as a symbol of power, status and even to enhance their looks.

In the high fashion industry, makeup for men has become a norm. Many high-end fashion brands such as Tom Ford, Chanel and Dior have released makeup lines exclusively for men. The reason behind the growth of this trend is the changing perception of masculinity. The modern man is more open to the idea of grooming and self-care, and this is where makeup comes in. Makeup can enhance features, cover blemishes and give a polished look.



The use of makeup in high fashion for men has evolved over the years. It has gone from subtle to bold looks. Models on runways are seen sporting dramatic looks with bold colours and glitter. While this may seem too extreme for everyday wear, it is important to understand that high fashion is all about pushing boundaries and creating art.

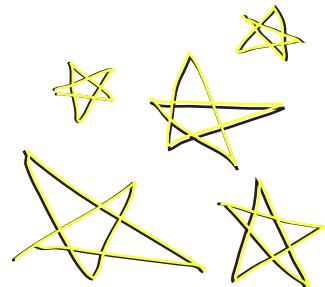
The use of makeup in high fashion for men is not limited to just the face. Many male models are seen sporting body art too. We spoke to two famous male models in the high fashion industry about how they feel being perceived when flaunting these looks.

"It makes me feel beautiful and strong, like I can do anything I want and still be loved and accepted." Says Chanel model Aaron Goanave

These men walk in front of some of the most influential people in the world and embrace their femininity, inspiring men across the globe to give it a try too.

*"Darling,
I'm an
absolute star"*

- FRANCESCO MARTIN





SEASONS AUSTRALIA