

***THIS IS US, THIS IS OUR ENGLAND***

***NOSEI MAG***



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NOSEI IS A PRINT MAGAZINE CONCEIVED BY MILLENNIALS FOR MILLENNIALS. BEING AN EXTENSION OF OUR EXPERIENCES, CAPTURE AND DISCUSS CONTEMPORARY CULTURE, FASHION AND THE ARTS ARENA. INSPIRED BY OUR NOSTALGIA AND AN EVER-EVOLVING ENVIRONMENT THAT WE ARE ACCUSTOMED TO, NOSEI USES NEXT GENERATION PHOTOGRAPHERS, WRITERS AND CREATIVES TO ALWAYS SUPPORT YOUTH AND THE FUTURE. WITH THE UNDERGROUND GONE OVERGROUND, WE AIM TO PROMOTE AND PROTECT THE NEW GENERATION INVENTORS AND ENCOURAGE THE UK TO RETRIEVE THEIR ORIGINAL ENERGY. SUGGESTING A PROVOCATIVE PERSPECTIVE ON POLITICS, WE CHALLENGE AND EMPOWER OUR READERS TO FLOURISH. SURROUNDED BY CALCULATED GRAM POSTS AND SONGS WITH NO SUBSTANCE- WE INTEND TO MAINTAIN OUR ETHOS OF AUTHENTICITY. WHEN YOU ARE YOUR PRODUCT, 'WHY FAKE IT? JUST MAKE IT'.

**NOSEI MAG**



## N'DIRA

EDITOR & CREATIVE DIRECTOR  
 NDIRA.NOSEI@GMAIL.COM

BEING FROM SOUTH LONDON, I LOVE THE REALISM OF MY ENVIRONMENT AND THE FACT THAT LONDON'S INDIVIDUALITY IS GETTING LOST BY THE RICH YUMMY MUMMYING OF AUTHENTIC AREAS AND THE GENTRIFICATION OF OUR CITY IS FRUSTRATING TO ME. I THINK AT THIS POINT IN TIME, MORE PEOPLE MY AGE ARE DOING TRUSTING THESELVES BY DOING THEIR OWN THING BECAUSE THEY DON'T BELIEVE THAT THE SYSTEM IS CONSTRUCTED FOR THEIR BEST INTERESTS ... RATHER ONLY A SELECT FEW. I FIND THIS SO EXCITING, AS I THINK THAT'S WHEN PEOPLE GET CREATIVE AND LONDON WILL BECOME FRESH AGAIN. MY JOB ON THIS PUBLICATION IS TO THINK. TO CHOOSE WHAT GOES IN, TO SOURCE WHO FEATURES AND DECIDE WHAT WE SHOULD SAVE FOR ANOTHER TIME. I LIKE TO DABBLE IN STYLING AND CREATIVELY DIRECTING SHOTS, AS WELL AS, VISUALISING ALL OF THE AESTHETIC REALLY. CREATING HOW THE MAGAZINE LOOKS REALLY HYPES ME UP AND SO MY JOB IS TO PORTRAY THAT TO YOU.



## **DILLY GILL**

**DIGITAL MARKETING & DIRECTION**  
**DILLYGILL.NOSEI@GMAIL.COM**

AS A MEMBER OF THIS CONFUSED GENERATION, I'M 'NOSEI' AS TO WHAT THE HELL IS GOING ON AND WHY OUR GENERATION DOES THE SHIT THAT WE DO. THIS MAGAZINE IS OUR TIME AS THE YOUTH OF TODAY TO SHOW WE'RE UP AND COMING AND FIGHT OUR CORNER. TO DIFFERENTIATE OURSELVES TO WHAT THE MEDIA SHOWS US TO BE; PEOPLE THAT DON'T HAVE THE CREATIVE AND ECLECTIC MINDS THAT WE ARE DEVELOPING DAY BY DAY. MY TEAM AND I ARE AIMING TO GIVE CREDIT AND DEFEND CREATIVE YOUNG'UNS THAT HAVE THEIR HEAD SCREWED ON, THE ONES WHO ARE INTERESTED IN DOING THE COURSES THAT THE GOVERNMENT LIKES TO CUT AND WITHDRAW FUNDING FOR. WE ARE BASICALLY HERE TO EMBRACE EVERY OPPORTUNITY GIVEN, TAKEN AND SEARCHED FOR. AS HEAD OF THE DIGITAL MARKETING ASPECT, I'M HERE TO MAKE SURE OUR ARTISITC TASTE GETS ACROSS TO YOU THROUGH OUR SOCIAL MEDIA. I ALSO WORK ALONGSIDE OUR VARIETY OF TALENTED PHOTOGRAPHERS AS DIRECTOR ON SOME SHOOT. THE ENERGY FROM OUR TEAM IS SO VIBRANT AND IM EXCITED TO SEE WHAT IS TO COME.



## **G PETROU**

**HEAD OF PHOTOGRAPHY**

**GPETROU.NOSEI@GMAIL.COM**

ALWAYS HAVING BEEN SURROUNDED BY PHOTOGRAPHY AND INHERITING MY GRANDA'S CAMERA, BEING FROM BRIGHT-ON INSPIRED ME TO FEL MY LIBERAL AESTHETIC. DOCUMENTING MY SURROUNDINGS WHICH NEARLY ALWAYS INCLUDED THE YOUTH OF TODAY BECAME A REGULAR THING FOR ME. AS THE UK'S LEADERS OFTEN OVERLOOK MY GENERATION, I WANTED TO CAPTURE THE TRUE ESSENCE OF US AND CONFRONT THAT STEREOTYPICAL IMAGE THE CHOSEN MEDIA COMPANIES ,WHO ARE RATED BY SOCIETY, DEPICT. I NEVER THOUGHT I'D BE A PHOTOGRPAHER BUT IT FELT RIGHT AND THAT IS WHAT THIS MAGAZINE, THE TEAM AND I ARE TRYING TO COMMUNICATE TO EVERYONE. TO DO WHAT YOU WANT TO DO FOR YOU, NOT FOR MONEY, NOT FOR FOLLOWERS. I'D SAY THAT ALASDAIR MCCLENNAN IS THE GUY AND PROPS TO VICKY GROUT FOR ALL SHE'S DOING FOR THE LONDON MILLENNIAL SCENE - SO I'M JUST TRYING TO DO ME AND ENCOUR-AGE EVERYONE TO DO THE SAME REALLY.



**HARLEY**  
IN-HOUSE GRAPHIC DESIGNER  
HARLEY.NOSEI@GMAIL.COM

THE IDEA OF A MAGAZINE EXCITES ME AND ALWAYS HAS. THE AIM OF PRODUCING SOMETHING TACTILE THAT INSPIRES, REACHES AND INFLUENCES THE READERS NOT JUST ON THE DAY OF PURCHASE BUT FOR MONTHS AND EVEN YEARS AFTERWARDS. PRESENTING INFORMATION AND VISUALS IN AN AESTHETICALLY PLEASING WAY HAS ALWAYS BEEN MY FAVOURITE PART OF FASHION PUBLICATIONS AND PROJECTS I HAVE DONE WHILST STUDYING FASHION AS A DEGREE. GETTING MY IDEAS DOWN ON A PHYSICAL PLATFORM IS SOMETHING I THRIVE IN. I BELIEVE THAT OUR GENERATION IS CHOOSING THE MOST EXCITING FASHION, MUSIC AND CULTURE TRENDS FROM PREVIOUS DECADES AND ARE PIECING IT TOGETHER TO EVENTUALLY CREATE AND ESTABLISH NEW SUBCULTURES THAT WON'T HAVE EXISTED BEFORE. EVERY GENERATION THINKS THEY ARE THE ONES TO CHANGE IT ALL BUT THE PRESSURES OF TODAY HAVE NOT BEEN EXPERIENCED BY ANY PREVIOUSLY AND THAT IS WHAT MAKES US DIFFERENT. WE AS A GENERATION HAVE EXPERIENCED A PRE-TECHNOLOGICAL WORLD, AS WELL AS BEEN FORMED BY ONE AND WILL LIVE THE MAJORITY OF THEIR LIVES BY ONE.

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# ***THE DECLARATION OF NOSEINESS***

A MILLENNIAL, A YOUNG ADULT, NEXT GEN. TERMS THAT SOCIETY USES TO IDENTIFY AN AGE GROUP THAT ARE CONSTANTLY PUT UNDER UNMEASURABLE AMOUNTS OF PRESSURE JUST TO EXIST. A TERM THAT SOCIETY CHOOSES TO DESCRIBE AN AGE GROUP OF PEOPLE THAT I BELIEVE CAN MAKE EXISTING, LIVING AGAIN. THOSE WHO RECOGNISE THEIR ABILITY TO FREE THEMSELVES AND REPEAT THE TATTERED OLD WORDS 'F\*CK THE SYSTEM', IN ORDER TO BE THEIR OWN AND MAKE INSANE THINGS HAPPEN. THAT MAKES HISTORY HAPPEN.

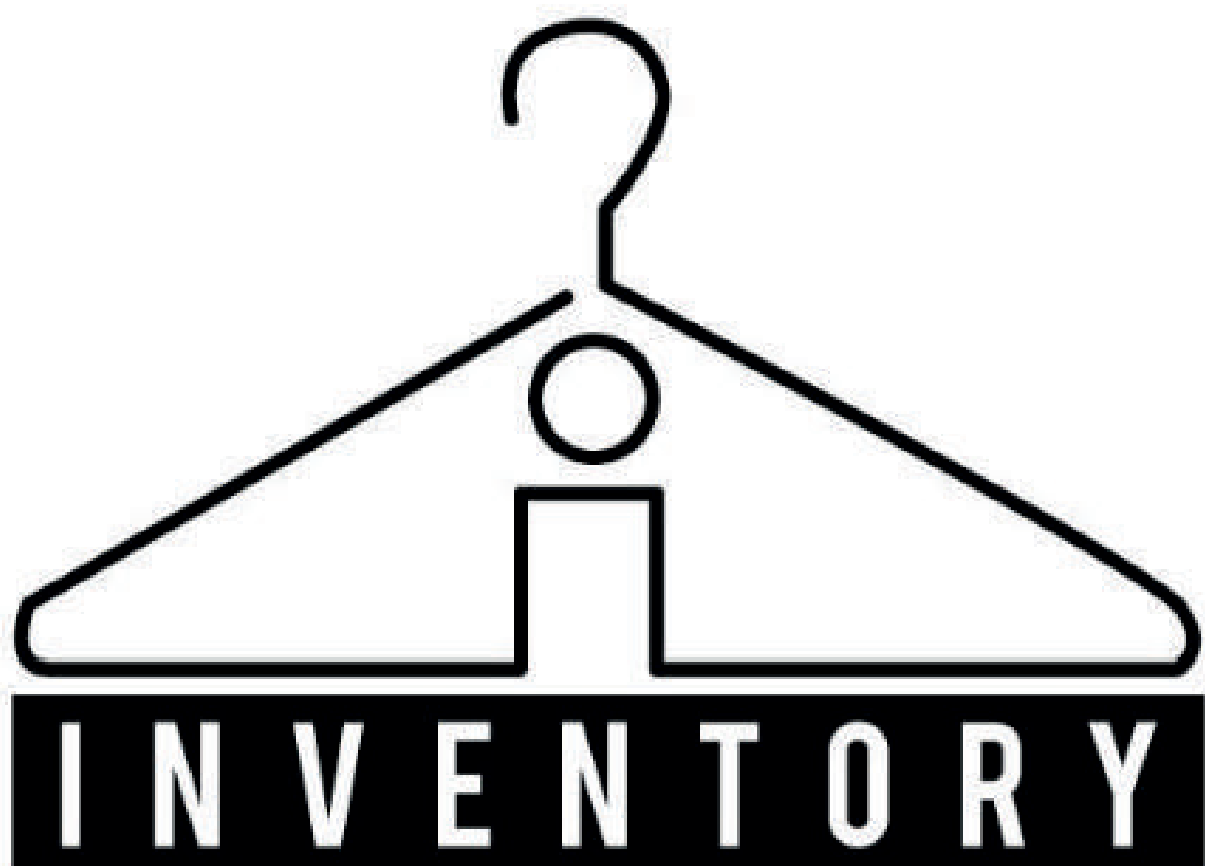
WITH THE WORLD IN CONSTANT UPHEAVAL AND FEAR BEING FORCE FED FROM EVERY ANGLE, IN OUR FIRST ISSUE OF NOSEI WE HAVE CHOSEN TO LOOK AT CREATIVES WHO WE FEEL CAN RETRIEVE THE UK'S FRESHNESS. WHO HAVE THE ABILITY TO MAKE OUR MONEY OBSESSED SOCIETY INDIVIDUALLY INTERESTING AGAIN. THOSE WHO DON'T BOTHER FAKING IT BUT ARE MORE INTERESTED IN MAKING THE BEST OUT OF THEMSELVES THAT THEY CAN. THE PUBLICATION COVERS THE SOCIAL MEDIA MAKEOVER THAT HAS BECOME SO PROMINENT WITHIN OUR GENERATIONS LIVES AS WELL AS THE IMPORTANCE OF SUSTAINABILITY WITHIN THE FASHION INDUSTRY. WE ILLUMINATE REASONS BEHIND ASPECTS OF ENGLAND'S YOUTH CULTURE AND INCLUDE A LOT OF FLIPPING GREAT PHOTOGRAPHS.

OUR PURPOSE IS TO DISCUSS, OUR PURPOSE IS TO SHARE AND ALWAYS PROVIDE A PLATFORM FOR THE FUTURE AS WE ARE THE FUTURE. WITH ALL THAT RENEGADE TALK AND OUR BELLIES FULL OF FIRE FOR OUR FIRST ISSUE,  
THIS IS US... THIS IS OUR ENGLAND.

***N'DIRA***

***EDITOR***

***NDIRA.NOSEI@GMAIL.COM***





**THE  
BLACK  
CREATIVE**

# ***NEW REIGN***

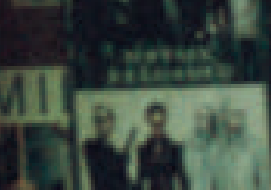
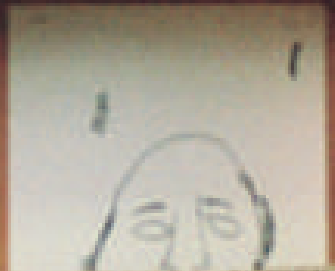
Text N'dira Ferdinand  
Images Georgia Petrou  
Josh O'Carroll

AS OUR OPENING FEATURE WITHIN NOSEI'S FIRST ISSUE, WE ANTICIPATE IT TO BECOME A TRADITION WITHIN THE PRINT MAGAZINE- THAT WE FIND CREATIVE MINDS TO DISCUSS AND PROMOTE. NEW REIGN ARE A COLLECTIVE OF MILLENNIALS WHO WE AT NOSEI ANTICIPATE TO BECOME THE FUTURE GO-TO NAMES IN THE ART, MEDIA AND FASHION INDUSTRIES. AS A WAY OF UNDERSTANDING HOW THE FUTURE WILL LOOK, WE WRITE AS THOUGH THE FEATURED PERSONALITIES' ASCENSION IS WELL UNDER WAY. PUTTING IDEAS INTO THE UNIVERSE TO BLOSSOM IS A REAL THING AND WE ALL SHOULD SPEAK OUR DREAMS INTO EXISTENCE MORE OFTEN. GATHERING INFORMATION AND TALKING TO OUR FEATURED FIGURES, LETS US SUGGEST THEIR GLOWING FUTURES. WATCH IN ANTICIPATION AS THEY GROW TO BE THE BIG WIGS OF INDUSTRIES, YOU HEARD IT HERE FIRST...

***NEW REIGN***



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**RYAN HAWAII**

**YES**  
SAINT LAURENT



In the continuous reduction of support for creativity, our society is in danger of becoming rigid and stagnant. Artistry has become a sort of parallel universe to the norm, in which creatives inhabit and have made an underground society of innovation. Looking back at that parallel society, Ryan Hawaii has taken control of his ascension within the creative industries over the last five years.

Birthing a label that is centred around himself as an ever-evolving artist, who dabbles in many different innovative environments. Merging many mediums together as a whole and combining the concept of 'brand' with his own lifestyle, music, and imagination.

The man of the moment has since 2017, provided many platforms for individuals to flourish and gain recognition for their talents and inventiveness. This includes the 'The Catford Factory' and 'Label' by Neverland Clan.

Before taking a back seat for the last year and half, Ryan Hawaii has held numerous exhibitions across Europe; in Berlin, Amsterdam and Copenhagen as well as branching out to San Francisco and Cuba. Making the press starve, Hawaii's gone away to cater to his craft. Wanting to delve deeper into the artisan techniques of sculpture and installation in the past year and a half, as well as dedicating more time and attention to enhance his trap-punk participation in band 'Neverland Clan'.

Sitting in a studio with the free-spirited dread-head, swivelling on a tippexed chair asking Omlet to run the tune back. We chat a little bit more with Hawaii and find out where his noseiness had led him this time around.

Ryan, London hasn't heard from you in a long time; wagwan for you right now?

*Yeah, I felt everything had become so structured and press attention was becoming busier I just needed to take myself out for a bit. I wanted to really focus on being a musician – not just a rapper but a singer and try to push myself with different instruments and whatnot. As I have access to a lot more resources than I used to I just thought I should take time to utilise that. I wanted to dedicate time to what I actually like and deep it properly. When the music industry is as fickle as it is, I really focus on the fact that so long as it's what I like then it's successful to me. Exactly like my art, it inevitably lters through to the garments I produce. At the moment I'm just perfecting my idea of a handmade line with the intentions to begin and end with an artistic point of view instead of designing with the concept of fashion in my head.*

That sounds insane; we've been eaves-dropping into your studio session and the new material sounds fab! Being interested to see your next artistic venture is an understatement and we cannot wait to experiment with the apparel you produce from it. It's inspiring to hear those clogs are turning and wanted to know more about where 'The Catford Factory' and 'The Label' is heading.

*When I started really promoting and doing things with The Cat-ford Factory in 2017, my idea was to just support the community. The Catford Factory is an artistic platform that promotes and produces visual content, installations and media platforms for myself and anyone that I think has something. We throw a couple parties now and again too. The main thing though is to support and that is what we've been doing. Our response to the continuous art fund cuts to be honest – create the platform and experimentation ourselves. It'll never die.*



Do you have an advice for people who you inspire?

*Gratefulness, Mindfulness and positivity everyday*

And 'The Label' by Neverland Clan?

*To put out artist's that the Neverland Clan supports.*

*You've spoken a lot about homing in on your stimulus for projects in an artistic way and heard you mention that The Catford Factory incorporates a support system for media and visual content. Seeing your first interest in it with the artistic Im at your latest exhibition in Cuba, is this a realm of artistry you are tryna get into? More of the media and digital side than the physical format you are known to produce?*

*Funny you say that actually, I've said for ages now that I've wanted to direct movies, more feature lms, that is a current project that I am testing out now as it happens. I've been releasing small clips here and there on insta, on my website and in Cuba. Just mixing my generation, my art and my environment with the music I make. I am concentrating on more of a collaborative approach with this project but doing music videos for Neverland time ago was really interesting. I was testing how my art can be delivered in that department with regards to the launch in Cuba last year. Media is an art form currently and de nitely of the future- Im captures energy and momentum of a time. Energy is a key thing in my life and so anything that maintains that I'm interested in getting involved with. So yeah, feature lm in process.*

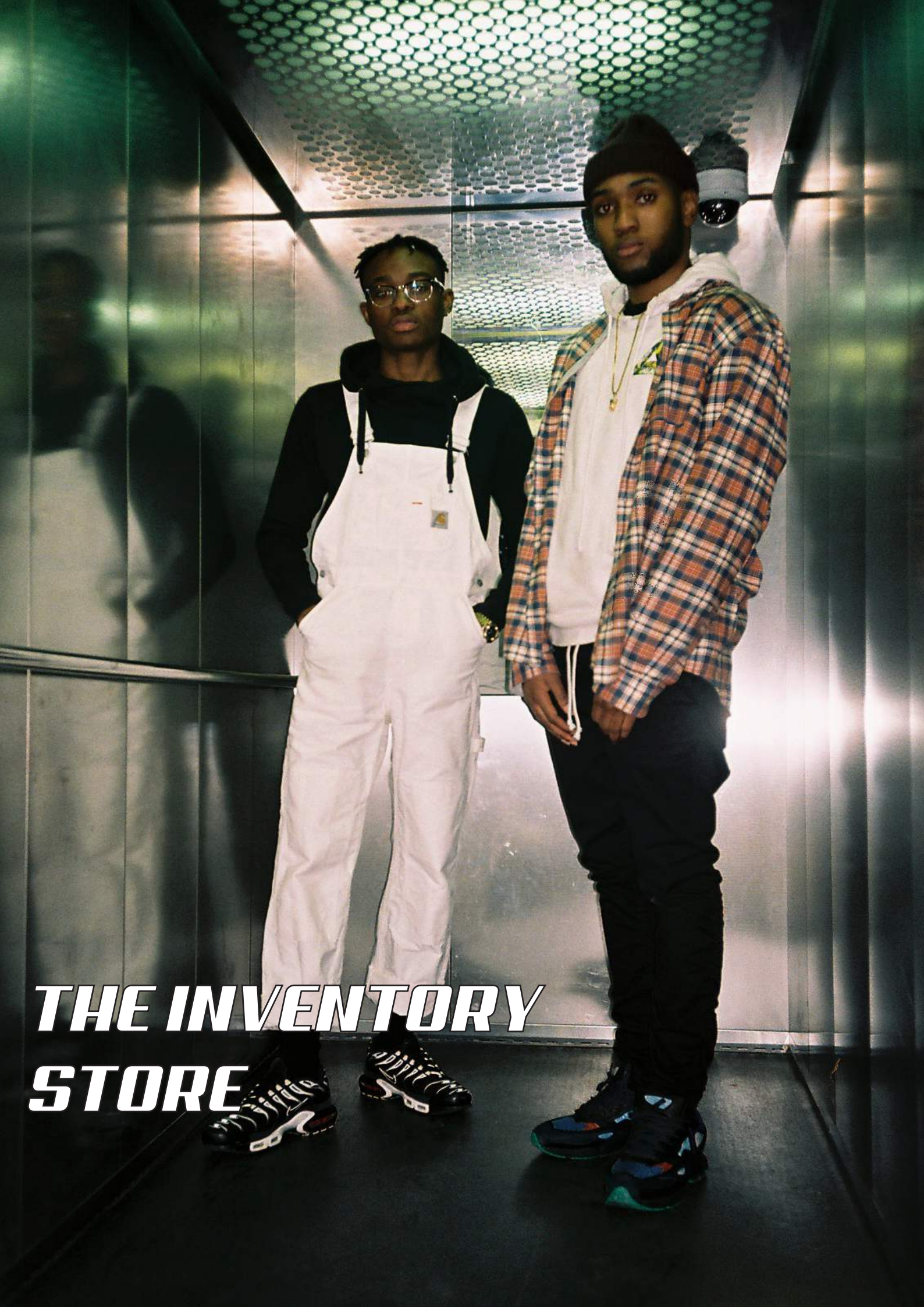


So who are you collaborating with for your feature film?

*(Laughs) Soon come.*

Everyone collaborates but it seems like you began at the heat of the moment, five years ago, before the Supreme x Louis Vuitton relationship. Slightly unconventionally though, in that you just suggested the collaborations you would like by way of sticking a Stoney logo on a parker jacket with your designs. Would you like to collaborate for real and engage with another company, person or artist to form a product as one?

*Not really. I just let collaborations happen. I think if I was going to collaborate, as you say properly, I'd want to with people like Quentin Tarantino, Peter Blake and Danny Boyle. Proper artists. I have a compulsive obsession with art and music so I need to do it and I enjoy that relationship I have with those mediums. So any collaborations that come from that passion will come naturally, so I'm not really bothered about that right now.*



***THE INVENTORY  
STORE***



The Burberry tartan, a medusa head and the red, blue and white of Tommy Hilger. Likewise, to the late 80's and 1990's, brands are bought to be shown off to the maximum instead of shopping for style, for fit and material feels. 'The Inventory Store' renounces the norm of buying for brands and takes it back to when quality, story behind the garment and individuality were pivotal points to your purchase. Since first popping up in August 2017, the pop-up shop declared their new collection by way of graduate and undiscovered designers. Ja'maul Madden and Thompson Fajuke's inspiration for the business, stemmed from having to use what they had and wanting to express their uniqueness whilst growing up. From start-up, The Inventory Store has grown in its popularity, only able to catch them in the same spot for a month; 'catch it while you can' has really taken a hold of people. A different type of fast fashion, one that feeds the creative minds of the consumers and aids the fresh designers to gain experience, feedback and a platform to promote themselves.

With things moving speedily for them, the team keep it moving by always doing their individual thing, having different takes on each pop up and of course appearing in new places, with new products and a new DJ each time! Jams has been attending talks and hosting sessions in The Inventory Store to younger creatives wanting to grow ...

their entrepreneurial mind. He also provides a platform for music talent to host their album launches at Inventory. Impacting London street style massively, Jams has since appeared in Wavey Garms top 10 list for the restoration of the UK's Street Style Scene.

You can see Thompson out and about gathering information for more recipes for his vegan fast food restaurant 'Sol Foods'. With one restaurant up and running already, the green machine is well underway to be the tastiest, healthiest and cheaply priced fast food spot in London. Walking into their sleek, contemporary store, currently situated in Peckham's Holdrons Arcade ;back where they had their first popup shop; we can spot two 6ft somethings hovering over the crowd of bubbling millennial personalities. Interacting with some customers and a German designer they have sourced. We are excited to see how far they have come and what they have in store this time.



Jams and Thompson we're gassed that you could both be here today and that your current location is Holdrons Arcade ...Why have you returned to your first location?

**T)** *(Laughs) We're always here! Researching, chatting to a customer and to the designers or just vibing to the music our DJ plays.*

**J)** *We always like to try and do things like this (interviews) together, as we're a collective and we would never want to not answer things properly. Obviously Holdrons Arcade is a special place for us and we've always said we aim to grow with the area we reside in but also keep the original feel of the environment.*

**T)** *Definitely we feel at home at Holdrons, it was our start up and when we were looking for our next res- idency we thought, why not? I feel like it's important to uphold the identity of an area and authenticity but unfortunately a lot of Peckham becomes increasingly gentrified the more I visit. A lot of our generation are not willing to let this area go, so we're clawing back its identity by keeping our presence here.*

Too true. So tell me about this month's Inventory, your launch party was last week and you have 4 months until your fifth anniversary ... What's the focus this time?

**J)** *Our direction with this pop up is German style. We have German designers, a German DJ and even some musicians and artists who came through for our launch party. Since deciding to return to Holdrons Arcade, it made us look back on our beginnings and our major kick start in pursuing this whole thing was going to Bright Trade Show in Berlin again for the trade show which has sort of become a tradition now.*



**T)** *I think all of our choices around this pop up was reminiscent of our start up. Just because its leading up to 5 years from our launch of The Inventory Store, we just wanted to remind ourselves of how far we'd come and how far we intend to go. To Berlin really - we're toasting that lightbulb.*

As you're nearly five years old, I want to know where you see yourself; what you want to do once that mile stone has passed?

**J)** *In the next five years we'd like the power to invite designers to be involved in a pop up we host and for that opportunity to springboard their career. We would like for most of our designer's careers to flourish after being with us massively and just really provide an exceptional platform for them. Personally, I'd like to see our company having a huge contribution to changing the gener- al mind-set when shopping.*

**T)** *Also just to add on, we would love if Inventory expanded internationally. To spread that message worldwide and not just to the UK. And also really start to breach that gap between consumer and designer, to create a healthy relationship.*

You both like to keep your individual ventures going alongside Inventory, is there anything new on the horizon for each of you?

**T)** *With me, my brains always going but I want to focus on growing Sol Food as business to change people's habits and lifestyles really. A fast food Vegan restaurant that's 100% healthy and ac- cessible to people all over the UK. Music as well. I want to do something with music, I did a sound engineering course straight after Uni and want to get back into that. Develop something from that. And Ja'maul?*

**J)** *Yeah, I just want to grow Inventory and see where that can take me. I'm also thinking to do something else in fashion as well- something permanent with more established clientele, artists and designers. I mean somebody like Pharrell - those big names there I'd like to collaborate on some idea with.*







***TIFFANIE ALICE***



Social media acting as a massive influence within a millennials life, the hunger for authenticity is ever-growing. When the realization of being yourself is the only person you can truly excel in being, the concept of one million followers looks like an opportunity, rather than an ego-boost, to use your platform for a greater cause. Starting 'The Black Creative' just over five years ago, Tiffanie Alice is now one of the UK's leading "CEO's Under 25". About uplifting, supporting and promoting people in their creativity, The Black Creative encompasses all industries ranging from photographers to nail technicians, models to dancers and fashion fanatics. Embodying feminine power and having a hub in which young creatives can feel comfortable in their individuality, Tiffanie Alice has inspired and encouraged many people to grow and glow.

Since 2017, 'TBC' has grown with the woman. Being one of the most sought after street and contemporary stylists, as well as developing documentaries on global fashion cultures and kick-starting her acting career. This black creative has achieved such a huge amount in a short space of time. With her first televised role in Channel 4's new series 'Gabriel', depicting a young man's journey from British street style to a prestigious French fashion house, we are excited to talk to Tiffanie; find out her next steps and current mind set.

Heading into a photography studio and seeing a stylist looking especially suave, conducting the current photoshoot for a mystery brands look book; we try and steal Tiffanie away for a few minutes.

Tiffanie! We're so proud of how much you have achieved since meeting you in 2017 and looking around, there are definitely some exciting things popping up for you currently and in the very near future ... How do you feel about it all?

*This shoot is amazing. I am lucky enough to be the creative director as well as the stylist for this one and the team are amazing in delivering my vision for the brands look book. Yes! There are so many things happening at the moment, it is really, really busy for me right now but I am still so excited! To be doing the things I love and to be recognised for them is just on another level.*

Your styling career was the first to fly other than assembling 'The Black Creative'. You literally have been non-stop for five years in that department. What do you think were the pivotal moments in the construction of that career path?

*To be honest I don't really think there was a planned construction for that journey, it really just was getting as much work and experience as I could. I always wanted to be at shoots or shows, choosing looks and I think that is what attracted the success I've had so far. I think also just being myself and doing the things that I like has really helped me gain recognition because there isn't anyone like anyone else and so my individuality helped me in that way. I do really think my decision to take a gap year and develop The Black Creative, as well as moving to France for a year helped me so, so much. I learnt the most in that year and made connections that I couldn't have rose so quickly without. If I had to choose some really big moments though, it would have to be moving to France, my first shoot for Pause magazine and the collaboration with K-pop group 'Wonder Girls'.*

When you're styling, how do you do it? Your own style is really eclectic – Where do you get your inspirations from?

*(Laughs) How do I do it? I just see the person. I don't ever force any look upon anyone, I like to get to know the person I'm styling through their opinions, their interests and what they came into work wearing. Since I started I never like to spend too much on a look, I think it's about the way you style someone rather than what you style them in. My looks always used to add up to around £10 and I like to keep that idea and essence to all of my shoots. I won't style a job if I have a checklist of what brands to use because then it's not me styling, it's me checking off a list. With my own style I like to experiment. I mean, I grew up in Southend and there weren't many fashionistas around there so I was really free to dress as I wanted. Although a lot of people looked at me like some alien! My style did all stem from the 90's, sitcoms and Korean style though and the more I've learnt that's obviously contributed to my personal style.*

From your first documentary that focused on your trip to Tokyo in 2017 and exploring their fashion trends; where do you think your next focus will be on?

*I'd like for my next documented trip to be somewhere in South America. There's some really great artists coming out of there at the minute and want to explore the way that has filtered through to fashion.*

'The Black Creative' is such an amazing support system for a lot of creatives and has grown immensely since it started just over five years ago. How do you manage to keep on top of it all and essentially choose who you represent, encourage and promote?

*The biggest question! Literally this is what everyone asks me and creatives. I think when you are creative and you have many different interests you are used to dividing your time and mind to the different things you want to do. Of course it gets harder when each of your passion demands a lot of attention, but if you love it then you will find joy in fitting everything into your schedule. I know it's annoying to say it just happens, but you do just deal with it and you will be a busy bee! I mean it's non-stop but I wouldn't want it any other way.*

The way 'The Black Creative' works is that we advertise for castings seasonally. We really do our research, we like to hear from you in whatever format you think best communicates your personality and skills or vision. Then we just take it from there, meet the people we are impressed with and excited about and immerse ourselves into their world. Because it's not just about promoting and representing them, it's a family, we're all friends.



Of course, your first televised role in 'Gabriel' is coming out in two weeks-time! Tell us more about what we should expect from the series?

*Gabriel is basically about a young man, who is quite known in the British street-style world. He has basically been recognised for his talent and scouted for a new position as Creative Director within one of the big French fashion houses. You know the historically luxurious ones that started haute-couture. So a fashion headline we're used to seeing really. As Street style and the fashion industry has changed in the series, from the streets up instead of the catwalk down, the big fashion house is struggling to remain current. They can't really hover above the evolving trend of collaborations anymore so they desperately need Gabriel at this point. Obviously, he's not really made to feel welcome but it is a necessary move the brand needs to make. Really the series just follows his journey, the changes and what the outcome is.*

So what's your role in Gabriel ? And how did you get it?

*I play Erika, who is very similar to me! I am a new stylist who has been bought in to give a new look to the brand. So I'm a bit later on in the series but it was always fun on set even in the beginning. What is so good about 'Gabriel' is that a lot of the actors and actresses are very similar to their roles. In that they do similar things outside of the series which I like and that's why I think I got the role. I'm just playing me !*



# Il fabbro

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# ***BEHIND THE GRAM***

Text N'dira Ferdinand  
Dilly Gill  
Images Georgia Petrou  
Josh O'Carroll

NOSEI HAS A CHAT WITH SOCIAL MEDIALITES @E\_GRAMM AND @NEEVE.DCKT TO SEE WHAT THEY THINK ABOUT THE QUICKEST GROWING SOCIAL MEDIA PLATFORM, INSTAGRAM. FOR MANY OF OUR GENERATION, FORGING A LIFESTYLE ON THE GRAM HAS BECOME AN EVERY DAY THING. DO WE REALLY BUY IN TO THIS ONLINE REALITY AS MUCH AS EVERYONE SAYS WE DO ? ARE MILLENNIALS REALLY LIVING FOR THE GRAM? DOES YOUR FOLLOWERS AND LIKES HAVE THE ABILITY TO CONTROL YOU ? LET'S DISCUSS IN BEHIND THE GRAM...

***BEHIND THE GRAM***



# ***NEEVE***

***@neeeve.dckt***

As the generation surrounded by a developing digital world, do we acknowledge the negative effects of Social Media sites such as Instagram? There is definitely an increasing amount of pressure on looking good. Not just looking good in terms of clothes but does your lifestyle look good? Does every single aspect of your being and it's experiences look good? Millennial Instagram users are likely to have feelings of depression, loneliness and resentment towards other Instagrammers; equalling a low self-esteem. As expected, the most negative aspects are those linked to photo sharing. And with photo-sharing, naturally we become photo stalkers; a phenomenon thats become like a drug which places a need within us to see what others are doing. To compare ourselves to people who seem to have better lives than us. Or is that just what they let us see? Is having a Social Media persona to make your life look as perfect as possible and mask an unwanted reality behind the account really a thing? Or is it just a case of users naturally highlighting the best bits about themselves and their lives? Instagram is exclusively dedicated to the sharing of photos and videos that are, more often than not, significantly edited. But does seeing each others lives through filters and effects distort the truth and royally f\*ck us up?





**Do you believe your persona shown on Instagram reflects who you are in real life?**

*I don't think anyone's personality can be reflected off of their Insta. If you don't know me then I wouldn't expect someone to think they do through what they may see on my account.*

**Do you agree people try to broadcast a fake lifestyle they possibly don't have ?**

*Definitely, I think people are trying to live up to a certain lifestyle that they see on famous people's Social Media. But thats up to them I guess.*

**Do you think it's unhealthy for our generation constantly, constantly comparing lives to one another?**

*Yeah, there are people that have it all and people that just don't. Either way I dont think its important, I think everyone is blessed in their lives in some way.*

**Does your following define you as a person?  
As in could it knock your confidence?**

*Not at all. I wouldn't care if I had 200 followers or 200,000 followers, I'd never let it knock my confidence.*

**Could you delete it?**

*I love Instagram like for real but I don't let it rule my life. I think it's amazing for people that have been able to build a platform from it, like musically, modelling and fashion etc. That is true though, I don't think I could delete it.*





***ERIKE***

***@e\_gramm***



**Do you believe your persona shown on Instagram reflects who you are in real life?**

*Depends because the same way I speak to people on Insta or reply to comments, is the same way I would in person. I try not to double up my personality just because it's Social Media.*

**Do you agree people try to broadcast a fake lifestyle they possibly don't have?**

*Yeah, a lot of people do it but I tend not to judge people who do that stuff. I just don't watch a lot of people online because it's sad that some people live a fake lifestyle for a couple likes and just for other people to be impressed by it all.*

**Do you think it's unhealthy for our generation constantly, constantly comparing lives to one another?**

*It's bad not just unhealthy. People are trying to compete and they really and truly shouldn't be doing that. People should just live their own life and enjoy it, not compete to see who lives the better life and has more money and more likes. What is likes at the end of the day?*

**Does your following define you as a person? As in could it knock your confidence?**

*No I doubt it. The only people that could ever knock my confidence are the ones closest to me and myself if I'm really being honest. Without sounding weird, it's more myself. I don't listen to what people say a lot, I appreciate the comments and stuff but I never let any kind of comment get to my head. If some random person tried, it wouldn't happen. I know for a fact.*

**Could you delete it?**

*I enjoy Social Media, especially Instagram, so no I wouldn't delete it. Maybe in the future when I get bored of it but right now I'm not even thinking about that to be honest with you*

Yes, Instagram has its faults, like all things. But, the phenomenon that it has become is hard to ignore. Instagram recently announced 600 million users in their blog post, Love it or hate it, the way we document our lives has been transformed. The benefits and opportunities it offers are undeniable and the growing platform attracts a variety of people. From the younger generation who look to it for their self-esteem and inspo, to the businesses who aim to understand this new world of advertising. Those who are lucky have crafted their career from this new online photo album and can fund lavish lifestyles from behind a phone camera. Instagram has been a platform for NOISE as creatives to curate a digital mood board, the world are able to recreate themselves through the love of taking photos and sharing their experiences and unanimously, it is an addition to our lives that we just can't delete.



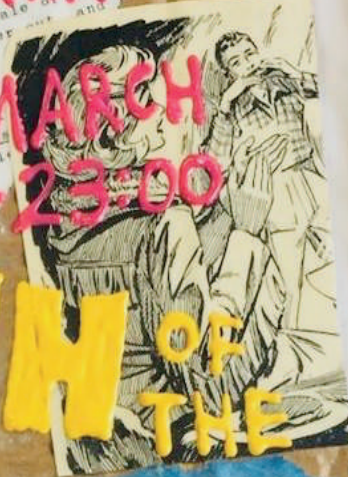
ART BY RYAN HANNAHO 17

30TH MARCH  
19:30-23:00

# SOUTH OF THE RIVER™

COSMO PYKE  
BENNY MAILES  
COSIMA  
PUMA BLUE

UNIVERSE



Carol covered the canoe with a mass of floating weeds. "Now I can cross to the island without being seen," she told herself.



# ***DRUG OF CHOICE***

Text Harley Murphy

DRUGS ARE VERY MUCH A TABOO SUBJECT IN BRITAIN, WHICH MAKES THE INCREASINGLY BIGGER NUMBER OF YOUNG PEOPLE WHO TRY AND BUY THEM LEFT WITH VERY LITTLE INFORMATION AT ALL. WHETHER YOU APPROVE OR DISAPPROVE, KNOWLEDGE IS KEY AND EDUCATION BEGINS WITH A CONVERSATION. SO NOSEI IS BEGINNING THAT CONVERSATION WITHIN THESE PAGES AND TRYING TO UNDERSTAND WHY BRITAIN'S YOUTH DABBLE IN THIS DEPARTMENT. WHAT ARE THE ACTUAL EFFECTS AND WHAT ARE THEIR VIEWS OF IT'S LEGALISATION WITHIN THIS COUNTRY? LET'S BE REAL, IT'S 2017 AND BEING PROPER IN THIS CASE DOESN'T BENEFIT ANYONE. SO LET'S LEARN MORE ABOUT THIS INFLAMMATORY SUBJECT IN DRUG OF CHOICE.

***DRUG OF CHOICE***

# Cigarettes

When did you start smoking?

I'd tried it before at parties but I properly bought them for myself when I went on my first night out with a fake id I had, then it just continued and I moved onto rollies. I was 16 and in my first year of college.

Did you do it to fit in?

I think everyone starts smoking in a social environment and most commonly these days it happens through friends and nights out where everyone seems to have a cig in their mouth at some point and it just spirals from there. But everyone I've spoken to about this denies that they originally started smoking to look "cool".

How much do averagely spend on smoking a week?

I'd say about £11 for a 30g of Amber Leaf but obviously you can buy cheaper baccy. This probably lasts me over a week depending on how much I'm going out, I don't really like to think about how much I've collectively spent in the past two years.

Do you think you'll quit?

At this moment in time I can't see myself quitting, as a student I seem to smoke more than I used to at home and I don't think I'd know what to do with myself on a night out or in the pub, even in my room. I think I'll definitely quit after I finish Uni.

Why is it your drug of choice?

I never thought I'd get addicted to smoking but before you know it you're having a cig before you've even got out of bed and it just feels completely normal. So now I don't even think of it as a choice. It's an instant reaction of something to do with yourself when you're in situations like out having a drink with your friends or at a party, or waiting at the bus stop.

# MDMA

How old were you when you first tried MDMA?

I was 17 and at a house party, it was my friends birthday and we all knew we wanted to get on something for the first time. We just decided that was the perfect occasion and so we got our friend to pick up on the way.

What was your first experience like?

It was nice actually, I felt like bare happy and buzzing. Like just everything was intense- is the only way I could describe it.

Have you ever had a bad experience with taking MDMA, if so, what happened?

Never a really bad time like a lot of stories you hear from people, it's easy to take too much and ruin your whole night. I've only ever just felt sick, and realised it was too much but then you just go home and chill out.

What is your opinion on the legalisation of MDMA?

I don't think it would be a good idea, it would stop people dying from dodgy stuff but people know what they're in for when they take it. Legalisation would just make more people take it and rely on it. But information and knowledge would be very good, especially as festivals.

Why is it your drug of choice?

Because it gives you a euphoric high, its a nice upper and the perfect party/festival or night out drug and you can control your amounts, unlike pills.

# Ketamine

How do you feel about the bad stigma that surrounds ketamine and the people who take it? Do you let it affect you? There is a lot of bad stigma about Ket and I never thought I would try it. But after going to University, it just seems the thing to do. I don't let the bad stigma affect me as more people than not have tried the drug.

Can you describe how you feel when you take it?

I can never feel my legs. It feels like trying to walk through deep mud. Once I hallucinated and thought my boyfriend had one eye...

Ketamine has become increasingly popular as a party drug, but how does it feel taking a downer in an upbeat situation such as a party or club?

I would normally only take Ket at an after party, once I have already been out. But even at an after party people are still dancing. You can always tell who's taken Ket because they're all sat down in a different world. Its fine taking it in an upbeat situation as there are always other people who are feeling the same as you, so you just have a good time together.

Why is it your drug of choice?

Its my drug of choice because it makes you feel so different to other drugs and you don't get a comedown. You have such a good time when you're on it but then it's nice to be able to sleep after a long night out.

# cocaine

Cocaine is considered the classiest of party drugs, often consumed by rich and famous people, so how did you first start taking it?

I first tried coke on New Years Eve a few years back, I didn't really see it as a classy drug at the time to be honest because I thought it was rubbish. I realised it wasn't very good quality though, so when I tried better quality it was a different story.

Does the highly addictive qualities of the drug concern you at all when consuming it?

Not really, I've never really had an addictive personality so I wasn't ever worried. I'm quite strong willed in that respect, I just take it as a pick me up on a night out.

What type of situations are you in when you decide to ring up your dealer and buy cocaine?

Normally just before a night out, I feel it just makes the night funnier - it's not as bad as it seems.

How does it affect you differently to MDMA or ecstasy?

It's like a different buzz completely, I like to be in control of what I'm doing. I've only ever taken MD once in Ibiza and it just makes you a mess. Coke makes you enjoy the music and keep a stable state of mind, if that makes sense?

Why is it your drug of choice?

Coke any day, it keeps you going and just generally makes you feel good. I feel a lot of our generation take drugs, like generations before us. As long as you're sensible with it and keep the right mindset, it's calm.

# Marijuana

How often would you say you smoke weed with friends, and on your own?

I smoke weed every day and have done since I was a kid.

Is the main reason you smoke to feel the relaxing effects of the drug?

Yeah, it is relaxing. It has become sort of habit that I wouldn't change. I like the whole process of rolling and lighting a spliff as well.

What is your opinion on the legalisation of it across the world?

I think weed should be made legal and it definitely will be in time. It's a drug, exactly like drinking and smoking cigarettes. The only reason it hasn't is due to the drugs heritage, its association and health benefits. Kids are smoking synthetic stuff that is so bad for your body. Once the government weigh up the option of how much money they'll make through taxation versus the health benefits; it will become legalized.

Also, your opinion on the legalisation of all drugs such as MDMA, cocaine, ecstasy and ketamine?

If drugs were legal then people would be more educated about them and would be less likely to do so much damage to themselves unknowingly.

**Owen, 46**  
*London, United Kingdom*

# ***GRIME IS PUNK***

Text N'dira Ferdinand  
Images Georgia Petrou

WE SAT DOWN WITH JUDY BLAME AND DISCUSSED HIS ICONIC PART IN THE PUNK MOVEMENT AND HIS TAKE ON OUR TOPIC 'GRIME IS PUNK'. SEEING OBVIOUS SIMILARITIES BETWEEN THE GENRES ENERGY, NOSEI WANTED TO KNOW IF THE FEELING WAS MUTUAL.

***GRIME IS PUNK***



**WITH JUDY BLAME**

A CONNECTION HAS LONG SINCE BEEN MADE BETWEEN PEOPLE AND MUSIC. IT IS A WAY OF FEELING A PART OF SOMETHING, AS THOUGH YOU AREN'T ALONE. A WAY OF INTERACTING WITH PEOPLE AND EXPRESSING EVERY EMOTION THAT YOU CAN FEEL. THE SIMILARITIES BETWEEN THE MOST UNLIKELY GENRES ARE DRAWN FROM THEIR ENERGY, ATTITUDE AND ESSENCE. MUSIC IS OFTEN A PRIMARY FOCUS TO A SUB-CULTURE AND MUSICIANS ARE OFTEN AS PASSIONATE ADVOCATES AS ANYONE. HOWEVER, THE WORLD SURROUNDING A GENRE TAKES IT FORWARD; THE AUDIENCE, INDIVIDUALS, AS WELL AS, THE ENVIRONMENT IN WHICH IT THRIVES. MUSIC BEGINS AS A STIMULUS FOR A MIND-SET THAT ENCOURAGES SELF-BELIEF, AN ATTITUDE THAT UNASHAMEDLY ANNOUNCES THAT YOU ARE AN INDIVIDUAL AND INSPIRED BY THE ENERGY THAT YOU ARE SURROUNDED BY. ONE THING ABOUT BRITAIN IS THAT AUTHENTICITY HAS ALWAYS BEEN IMPORTANT TO US. OUR CONNECTION WITH MUSIC AS A COUNTRY TO VOICE POLITICAL, SOCIAL AND EVERYDAY ISSUES HAS BEEN A COMMON DENOMINATOR THROUGHOUT OUR DIFFERENT GENRES AND GENERATIONS. YOUNG PEOPLE SPENDING AS MUCH ENERGY AS THEY CAN, TRYING TO FIND SOMETHING DIFFERENT THAT REPRESENTS THEM, RINGS TRUE FOR BOTH GRIME AND PUNK.

IN CONVERSATION WITH JUDY BLAME, WE DISCUSSED THE LIKENESS OF BOTH GENRES IN ALL FORMATS. BLAME COMPARED THEIR SIMILARITIES OF BEING FORGED FROM STAGNANT AND FAR FROM PROSPEROUS TIMES. WITH A KINDRED OUTLOOK OF BEING BORED WITH LIFE AS IT IS, "YOUTH ALWAYS RESORT TO THINKING THEY CAN DO SOMETHING FRESH WITH WHATEVER THEY HAVE". LISTENING TO HIS CAREER, EXPERIENCES AND OUTLOOK, WE REALISE PUNK HAS BECOME MORE THAN A SUBCULTURE. IT IS A CELEBRATION OF THE DARING AND OF DIFFERENCE. A WAY OF THINKING AND MORE SO, A WAY OF LIFE THAN JUST A GENRE OR SENSE OF STYLE. WE SEE GRIME FOLLOWING IN THESE FOOTSTEPS, AS NOT JUST A GENRE, ADOPTING SOME ATTRIBUTES FROM THE MOHICAN MOVEMENT AND ENTHUSING THE UK WITH THE SAME ENERGY. DUE TO SOCIAL EVOLUTION; THE CHANGE IN DEMOGRAPHIC AND THE DIFFERENCE OF MUSIC; IT WILL NEVER BE EXACTLY THE SAME OF COURSE! YET, READING BETWEEN THE LINES WILL MAKE IT CLEAR THAT GRIME IS PUNK AND PUNK IS GRIME.

BLAME EXPRESSED THE IMPORTANCE TO UNDERSTANDING AS YOUTH, THE POWER WE HAVE AND THAT THE BIGGEST REBELLION OF ALL IS BEING OURSELVES. SMILING AS HE SAID SO, THROUGH HIS EYES HE SAW PUNK AS A MOVEMENT AND CULTURE THAT INDIVIDUALS WERE UNITED BY THEIR DIFFERENCE, TALENTS AND IDENTITY. NOTHING HAD BEEN DONE LIKE PUNK BEFORE, WHICH RINGS A FAMILIAR BELL WITH GRIME TO US. WHEREAS GRIME HAS A REACH, QUITE SIMILAR TO THAT OF A PANDEMIC, PUNK SAW A SMALLER COMMUNITY OF REPRESENTATIVES. INTIMIDATING TO EVERYONE WHO ISN'T A PART OF IT, BLAME OBSERVED.

"IT ISN'T DARK, AGGRESSIVE OR MISERABLE. IT IS ALL ABOUT THE ENERGY, THE POTENTIAL. WORD OF MOUTH AND COMMUNICATION FOR YOUNG PEOPLE TRYING TO FIND SOME SORT OF OUTLET AND VOICE THAT HAS TO BE RECOGNISED". THESE GENRES DEPICT A COMMON FEELING AMONG YOUTH OF BRITAIN AND NOTIFIES ITS LISTENERS OF A COLLECTIVE CONSCIOUSNESS AND A COMMUNITY THAT CAN BE FOUND WITHIN THAT. A COMMUNITY THAT DECENTRALIZES THE COUNTRY AND AWARDS THE SAME ATTENTION TO MANCHESTER LET'S SAY, AS IT DOES TO LONDON. IT IS NATIONAL.

"IT WAS ABOUT FINDING THINGS ABOUT YOU THAT WERE INDIVIDUAL OR THINGS THAT YOU FOUND THAT YOU COULD MAKE YOURS AND CHANGE". EMBRACING COLLOQUIAL ACCENTS, LIFE EXPERIENCES AND IDEOLOGIES ARE ALL EMBEDDED INTO GRIME AND LIKEWISE INTO PUNK CULTURE. ALLOWING THOSE WHO IDENTIFY, TO CREATE THE WORLD AROUND THAT MUSIC. INDIVIDUALS LIKE PHOTOGRAPHERS, DJ'S AND THE AUDIENCE TO CONTRIBUTE IN MAKING THE CULTURE AND GIVING IT LIFE; TAKING IT FORWARD. TAKING ITS ATTITUDE FORWARD OF NOT HAVING MUCH TO FEAR. WHICH IS OFTEN COMMUNICATED THROUGHOUT GRIME. "THEY (THE GOVERNMENT) TRY TO PUSH FEAR DOWN YOUR THROAT FROM EVERY ANGLE. FORCE FEED YOU FEAR. WE JUST IGNORED IT. WE WERE LIKE GO F\*CK YOURSELVES POLITICIANS".

THOSE WHO ARE SERIOUS ALWAYS RESPECT EACH OTHERS GRIND BUT UNFORTUNATELY NOWADAYS THAT ISN'T USUALLY THE CASE AMONG THE GENERAL PEOPLE MAKING UP THE MOVEMENT. "THE WORLD AROUND GRIME CULTURE ISN'T AS SUPPORTIVE". PERHAPS AS WITH THE TIMES, NOWADAYS PEOPLE'S FIRST REACTION IS TO ANALYSE INSTEAD OF APPLAUD, "THE CAMARADERIE OF IT ALL" ISN'T AS PROMINENT. STYLIST AND PUNK ICON, JUDY BLAME, ANNOUNCED THAT HE WAS STILL LOOKING FOR THAT EDGE THAT WAS AROUND WITHIN THE PUNK ERA. "AS ONE THING THAT SEPERATES PUNK FROM GRIME IS THAT THEY'RE (SOCIETY) NOT TEACHING YOU TO BUILD YOUR OWN CHARACTER JUST PLASTER ONE ON. I DIDN'T NECESSARILY KNOW WHO I WAS BUT I DEFINITELY KNEW WHO I WASN'T. WE WEREN'T ABOUT MONEY, POWER OR STATUS, WE WERE ABOUT THE TRUTH, OUR TRUTH".



# ***THE SUSPECTED GROUP***

Images Georgia Petrou

**THE SUSPECTED GROUP IS A SCOUTING AND MODELLING AGENCY THAT DOES NOT DEFINE YOUR SUCCESSFULNESS BY YOUR HEIGHT, WEIGHT, SHOE SIZE OR WHATEVER MEASUREMENT YOU NEED TO USUALLY PROVIDE. WE WANT TO KNOW WHO YOU ARE, WHAT YOU CAN DO, IT'S NOT JUST ABOUT MODELLING. WHEN YOU ARE YOUR PRODUCT WHY FAKE IT, JUST MAKE IT!**

**TO APPLY & HEAR ABOUT CASTING CALLS, FOLLOW/ DM @SUSPECT\_AGENCY**

**THE SUSPECTED GROUP**



**HAYDN** @HAYDNSKY





**ELLA** @ELLALETANG





**CORY** @CORYJMES



***TSG***

***THE SUSPECTED GROUP***



*Verdy Bame*

SIZE: M

# ***COME AGAIN, SUSTAIN***

Text Dilly Gill  
Images Martha Wragg

WITH THE FASHION INDUSTRY CONTRIBUTING SO HIGHLY TO GLOBAL WARMING, THE DEPLETION OF FOSSIL FUELS AND CHEAP LABOUR, NOSEI ARE DETERMINED TO PROVIDE INSIGHT INTO SUSTAINABILITY, OTHER ALTERNATIVES AND MAKING A CHANGE. WITH OUR WORLD DYING, WE CANNOT BELIEVE THE LACK OF URGENCY BEING SHOWN ON A GLOBAL SCALE. WE INVITE CALLUM TO SHOOT WITH US, WHO SHARES OUR PASSION BUT SUPPORTS SUSTAINABILITY THROUGH VINTAGE CLOTHES. WORKING AT 'COW' IN MANCHESTER'S NORTHERN QUARTER, NOSEI CAPTURES CALLUM IN SOME OF HIS CLIMATE CONSCIOUS GARMS.

***COME AGAIN, SUSTAIN***








**NOSEI, AS A BRAND, ARE PUSHING SUSTAINABLE FASHION. IT'S IMPORTANT AS THE YOUNGER GENERATION TO BE FASHION FORWARD AND AWARE, FASHION IS THE SECOND MOST POLLUTANT INDUSTRY IN THE WORLD BEHIND THE OIL INDUSTRY. SUSTAINABLE FASHION IS A GROWING TREND. THE AIM IS TO CREATE ORGANIC GARMENTS WITH A MINIMUM USE OF CHEMICALS AND LIMITED IMPACT ON THE ENVIRONMENT.**







THE REASON WE PICKED CALLUM TO MODEL IS BECAUSE HE WORKS IN THE HOME OF RECYCLED FASHION, THE VINTAGE STORE 'COW'. FAST FASHION AND THROWAWAY FASHION ARE THE MAIN CAUSES OF POLLUTION BUT THROUGH VINTAGE STORES THEY END UP BEING REUSED, REDUCED AND RECYCLED INSTEAD OF IN A LANDFILL. ALL THE CLOTHES USED IN THIS SHOOT ARE FROM VARIOUS VINTAGE STORES, WE'RE REPRESENTING ORGANIC FASHION AND FABRICS AND WE'RE SAYING THAT VINTAGE IS THE WAY FIRST STEP FORWARD. NOSEI ARE PROMOTING LOVE FOR THE WONDERS OF THE WORLD AND TRYING TO PROTECT ITS TREASURES BY MAKING PEOPLE MORE AWARE.



EDITOR & CREATIVE DIRECTOR N'DIRA  
DIGITAL MARKETING & DIRECTION DILLY GILL  
HEAD OF PHOTOGRAPHY G PETROU  
IN-HOUSE GRAPHIC DESIGNER HARLEY MURPHY



A SPECIAL THANK YOU TO -

JUDY BLAME

HAYDN SKY BAUZON  
ELLA L'ETANG

RYAN HAWAII  
CONNOR WILLIAMS

CORY JAMES  
CALLUM GARDINER

TIFFANIE TSHIFUNDA  
THOMPSON FAJUKE  
JA'MAUL MADDEN

JOSH O'CARROLL  
MARTHA WRAGG

ERIKE SOUSA

THEIA JAKE  
OWEN

NEEVE DUCKETT  
TRISTAN

AMBER

NOSEI  
NEUSI / NOSEI  
NOZEI / NOSEY  
NOSEI

***NOSEI MAG***



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