

# CONFIDE



# CONFIDE

FROM THE EDITOR

**T**his issue is for women & the feminine community to help find themselves within the world of fashion confidence. As someone who has struggled with confidence myself, this is a guide of helpful tips of how to find yourself and your own style. It will explore the ways of trends and how you can find individuality and still feel accepted within society. I have always wanted help to find myself and now that I have, I want to do the same for other readers.

**F**or women who want the confidence of others, this will give you an insight of the power social media has and how we view ourselves in the real world. Does Instagram likes on posts affect the way you view yourself? A further interview with influencers & business models help to understand the positives of social media and the success it has on finding your body type style. Given the pandemic, we all need to find ourselves and where we stand with society based on our confidence and acceptance from others.

**F**ollow me on this journey of how we can accept individuality within society and explore the ways of fashion:



**E**mily, Editor of Confide



## C O N T E N T S



# Love The Skin You're In



**I**n order to style yourself confidently, you need to understand your body and what shape you suit. Many of us look at influencers online for guidance on styling, but yet we struggle to imagine how this would look on ourselves. This is where we need to reflect back on ourselves physically to then find the confidence with what we wear.

**E**veryone has different body types, so we need a gentle reminder to embrace ourselves for who we are!

**T**his editorial article looks into **SOME** body types which may help to identify your own style.

**W**ith trends constantly changing, individuals can find it hard to fit in especially when comparing to Instagram Influencers. However, this issue is to help reflect back on yourself and how you can bring personal confidence into fashion. The nude colours and body fitting clothes can help bring the simplicity back into fashion and reflecting on yourself.

**E**veryone has their own opinion on confidence and how they deal with this when styling. Following this issue, our models discuss their own opinions on society and how they feel on a personal level.



**Pear Shaped:  
Triangle Shape**

You **MAY** Have This Body  
Type If:

- Your waist is under your bust
- You may have wider hips
  - You have narrow shoulders in Hour Comparison to your hips
- You have a fuller rear



**CONFIDENCE.**

*If you have it, you can make anything look good*

**“M**ost of us have things we dislike about our bodies or we dislike the way we look in photos. Life’s too short to not be posting photos of ourselves or loving ourselves to the fullest. Nobody is worth covering up for so embrace your body to the fullest as it’s the only one you’re going to get. I part took in this photo-shoot to show women we should not be afraid to show our bodies and learn to love our “imperfections” as they make us who we are.”

- Jessa, Model

## Apple Shaped: Introvert Shape

You May Have This Body Type If:

- Generally well proportioned
- Shoulders are broader than hips
- Not as curvy through your hips
- Not a well define waistline  
(otherwise your most liked an hour-glass)

**CONFIDENCE**  
is the **SEXIEST**  
thing women can **WEAR**

**“M**y body is not just the way it looks - my body runs, dances, works hard, travels, plays sports - and I think more women should remember. Your body's worth is not just the way it looks, your body supports your life and I think that's beautiful enough on its own.”

- Alisha, Model



**Hourglass Shaped:  
Curvy Shape**

**You MAY Have This Body  
Type If:**

- Your body is curvy
- You have a well-defined waist
- You bust & hip are roughly even
- You may have fuller hips, bust and thighs



*You Are*  
**ENOUGH**



**Athletic Shaped:  
Rectangle or  
Straight Shape**

**You MAY Have This Body Type  
If:**

**Your more slim than curvy  
Shoulders & hips are near the  
same**

**Waist isn't very small - rather  
straight**

**Weight is evenly distributed**

*Be a girl with **ADVENTURE,***

*A lady with **CONFIDENCE,***

*And a women with **BRAVERY***

**“I**wouldn't say I started to get confident with my body until my 20's and even now it's a learning curve with social media. I try not to think about peoples opinions but sometimes it's easier said than done. I think the most important lesson I learnt was from my mum who's always told me that "you'll always want what others have so it's best to just enjoy what you've been given!" I'd say I'm fairly confident with my body after many years of not being, but it all depends on what I'm wearing as if you're happy with that you're always going to feel more confident. Everyday is a journey of self love though and working through it.”

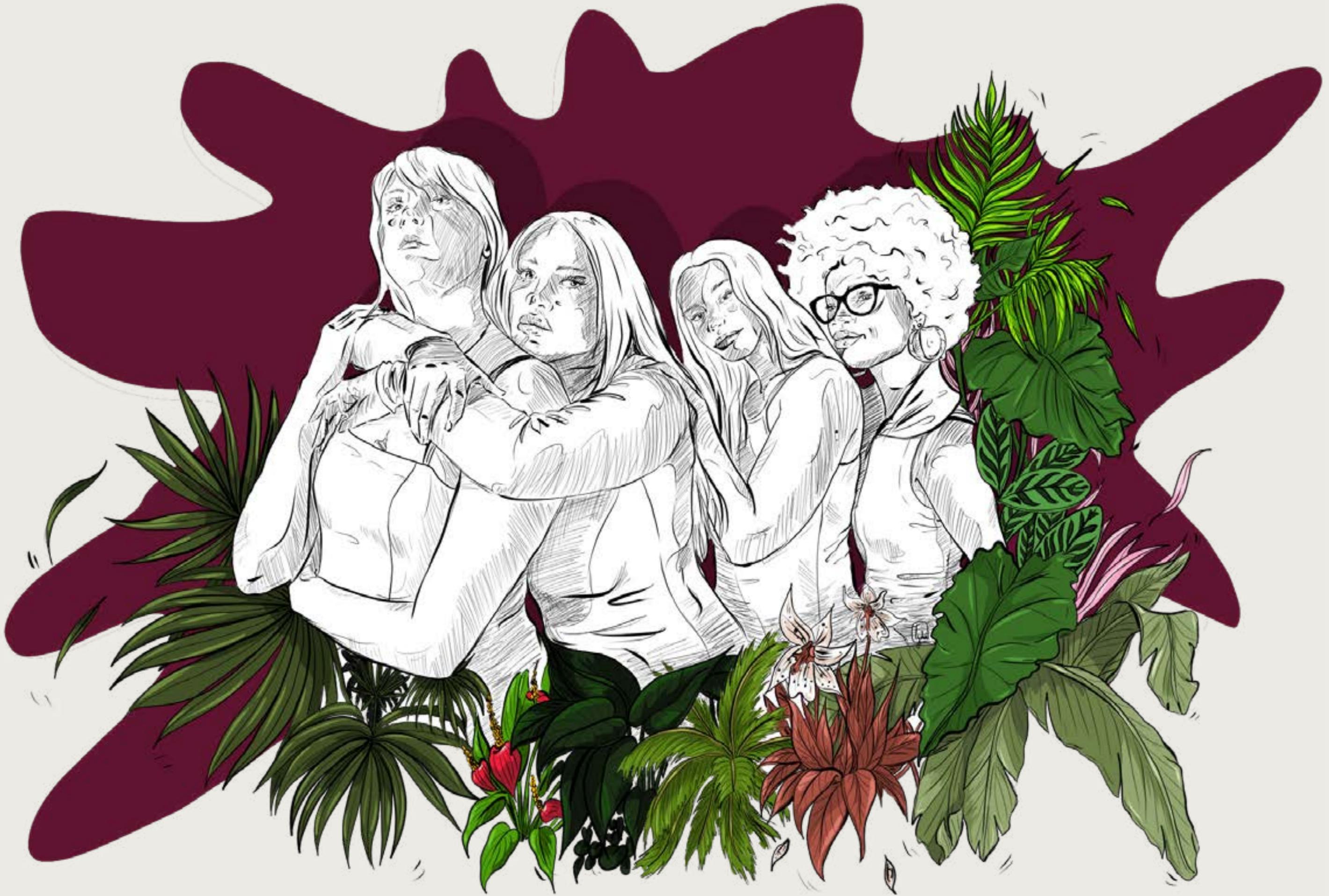
*- Georgia, Model*



**T**he models within this issue are all different in their own way. Confidence is more than the clothes you wear, by using nude colours and being comfortable in yourself it helps you to identify where you see yourself.

**T**rends shouldn't define who you are, however there is no right or wrong to being influenced by outfits online.

**E**ach model has sourced their own clothing for this shoot, which is in aid to inspire others to love the style & skin your in. It gives a sense of their own body type through simple yet affective clothing. By using body-con styles this can help to understand where the clothing hangs best for yourself and your body.



# The “Perfect” Perception

Within society today, certain individuals have the idea that we need to look a certain way to gain more likes and followers online. By the use of AI filters to do this, people are now starting to change themselves to feel accepted within reality. But is this causing more harm than good? Filters are used to make us feel good about ourselves, however some people find that this has caused them to permanently change their appearance to be accepted by others.

Following from a recent Documentary from the BBC, “*The Instagram Effect*”, it explores the rise of social media and how it has affected certain individuals. For instance, Lauren Black, a current influencer, focused her content on looking good through fashion. However it wasn’t until she reflected back on other influencers that she was changing her body in order to please others. She would Face Tune and edit her pictures in order to gain many likes and followers. However now she has learnt that it isn’t as important and wants to use her feed to inspire others and focus on creating awareness online.

In the world of fashion, body types are becoming a concern than just facial features. They are themselves an uprising trend. For instance, Gen-Z women are inspired by women with having a more curvy figure such as Kim Kardashian, Cardi B and Kylie Jenner. So does this mean society are going to change their physical genetics to follow this? From editing your body to have an hour-glass trend and physically changing yourself, we need a daily reminder of why we do this. Is it for yourself or to please others? In order to remember who we are, we need to have self-worth and confidence to make that decision.

The use of surgery can help to enhance our natural beauty, but is there a stopping point? This all comes down to how we view ourselves away from trends and social media.

There is no right or wrong with how much we use filters or change ourselves. We just have to give ourselves justice of why we want to make these changes, not for the followers we have online.

## **Inspiring Instagram Accounts To Follow:**

*Instagram accounts to help remind you the reality to social media:*

Lauren Black - @imlaurenblack  
Alex Light - @alexlight\_ldn  
Lauren Black’s brand @loveglowheal  
Keeping It Real - @keeping itreal.co  
Stefanie Sword-Williams - @stefaniesw



**Do you Ever Post Without  
Using Filters?**

Average Answer - Yes

**How Confident Do You Feel Using  
Insta Filters (Scale 1 - 10)**

Average Score - 6.5

# Filth of Filters

Filters are becoming used much more frequently, especially with Instagram and making our own personal appearance look flawless. For people who love filters, these would be the types of people that use it on a daily basis. Generally this would be people who gain an income such as influencers, in order to give that “*perfect perception*” to their followers and audience. However, by becoming obsessed with filters, this can lead to losing the realism to your own appearance.

Following on with a recent survey, some of our readers have an opinion that they love the use of filters. This is due to confidence and being able to show their best self.

When asking our readers how they feel when using filters, one responded “*they make me feel happier about myself*”. However, people use filters for different reasons. Whether to try and improve their appearance or for entertainment purposes, with one comment mentioning that they use filters in order “*to look younger*”.

While sometimes we can feel insecure, some readers found that by using filters are a strong positive for our society. Some people even find that by posting an image with a filter will help them gain more likes online than by showing themselves unfiltered.

# Unfiltered

Like any opinion, there are people which dislike using filters altogether. Even though they may use Instagram, they still like the idea of keeping something realistic as much as possible. These people tend to show their own lifestyle, without the style of images looking or feeling “Instagramable”.

Most people with this opinion feel that filters are used to hide reality in order to make one individual look better than another. With the idea of removing the use of filters altogether, this would make everyone equal without having to feel the need to change who you are to look a certain way.

There is nothing wrong with using filters, however when is the stopping point when photos no longer resemble who we are? This isn't just facial features either, this can resemble how much our whole proportion is edited.

We interviewed our readers, who the majority are women aged between 20 - 30 and have a strong interest in social media, whether using filters or not. When speaking with our readers, these were the responses as to why certain individuals prefer not using filters:

On average, most readers discussed that filters make them feel fake. One reader stated, *“I feel like they give people a warped image of themselves, it makes them hate their real faces and it's so harmful for younger children”*

The reasoning these particular readers hate filters is because it gives a false representation of yourself. One anonymous reader put, *“I don't like how it can distort reality and contributes to people's body dysmorphia as people may feel the need to meet unrealistic beauty standards”*.

**Are Filters Affecting How You Feel About Yourself?**

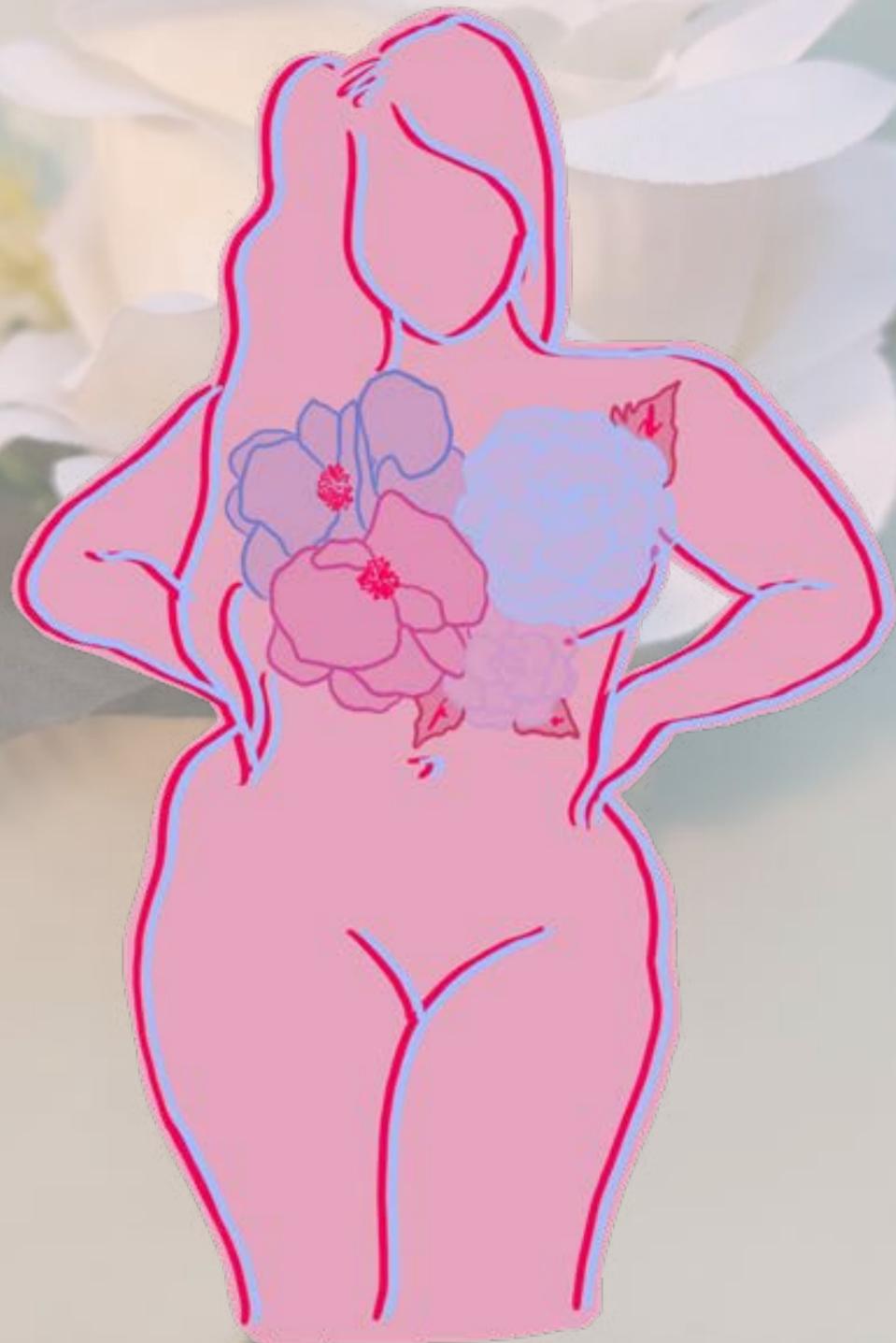
Average Answer - Yes, I try not to use them so I remind how I really look

**Why Do You Use Filters?**

Average Answer - Make yourself FEEL better



# Illusion of Perfection

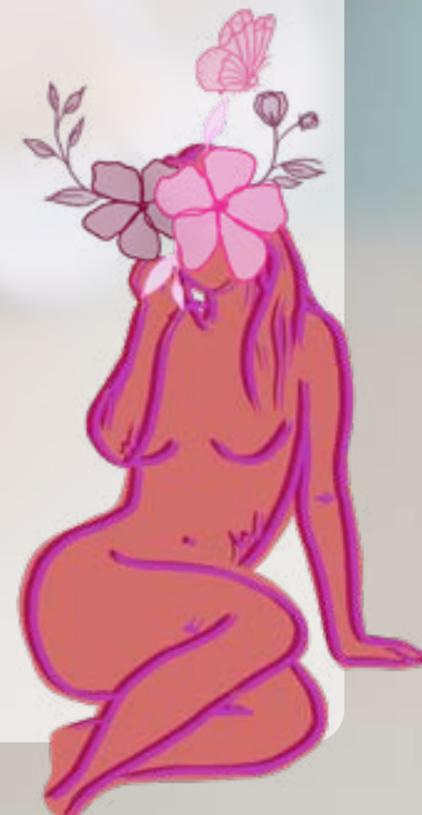


Everyone views their body differently, especially when social media is involved. Involving illustrations helps to bring back the realisation of the outline of our bodies. From including numerous collaborations with illustrations, it identifies their own styles and opinions.

Using fine line of drawings helps to give that structure of a female body and removing the insecurities. The model poses helps to give a more confident approach with flowers to represent

In collaboration with this issue, Ellena Croll, a third year student, spends her free time illustrating in order to express herself and her opinion on current issues within society. She believes “social media has only built on this obsession with how people look”.

*“Creating an illusion of perfection with social media, adapts yourself into a more socially acceptable version of yourself.”*



M  
I  
S  
S  
T  
R  
E  
N  
D



**M**issTrend, is a small upcoming business that focuses on standing out from digital competitors. Due to the current pandemic, society has lost confidence due to the restrictions of public events. However, with society now becoming more relaxed, this is giving businesses a chance to bounce back in the market.

**A**melia Gentile, the founder of Misstrend, discusses the overall journey of this fashion brand and what is yet to come in order to inspire her consumers in the near future regarding confidence.



## *How Did Misstrend Begin?*

MissTrend first started in Summer 2020 during the COVID pandemic. I wanted to expand on my knowledge and skills by creating my own fashion brand and, being in lock down was the perfect time to start. We first started on Instagram and a couple months later we launched our website.





## *What Is The Message Behind MissTrend?*

**W**hen starting MissTrend the message of the brand was about latest woman's trends at affordable prices for everyone. However, we are now re-branding with new messages behind the brand that are personal. Such as; creating a affordable brand with a luxury style as I feel luxury shouldn't be limited to those who can afford the luxury price tag. As MissTrend is now a capsule wardrobe brand, I feel we are now helping to raise awareness on global issues such as sustainability and climate change. By educating our consumers to think savvy as to what they spend their money on and how versatile their wardrobe can be.



## *How Are You Helping your Consumers To Feel Confident?*

**W**e are helping our customers feel confident by offering them specialist services via our website to help find their own personal style with a professional stylist. The stylist will help piece together the ultimate capsule wardrobe for the consumer. We will also have throughout our socials and website videos on styling for the everyday inspiration and they to have the chance to be featured and inspire others with their own styling videos or photos.



## *Any New Upcoming Collections Being Launched?*

**Y**es alongside our re-brand we will also be launching our first capsule campaign to help consumers kick start their capsule wardrobe ready for summer!



## *What Is Your Personal Opinion Of The Journey of the Brand So Far?*

Thinking back to when I started MissTrend, I feel the brand and myself have come along way. We now have a successful re-branding that will hopefully inspire our target market and contribute to helping create a better planet for the future. I am excited to launch the campaign and for future campaigns in the coming years.

## *What Is The Reason Behind Re-branding?*

The reason behind the re-brand is I felt MissTrend didn't have a position in the fashion market. I felt everyone over the pandemic was doing the same business idea and, I wanted to research and find that gap / demand in the market for MissTrend to become successful.





Made with Style





V  
I  
N  
T  
A  
G  
E

*BECOMING*

L  
U  
X  
U  
R  
Y





**S**ocial Media can create the illusion that we need to spend lots of money in order to look good. However, by buying second hand can be just as affordable as well as still being able to be on trend. This leads back to finding your body type, it gives you more choice in how to find your style.

**V**intage finds can still be brands at a discounted price or certain style trends which are no longer popular. The uprising of these stores has brought back repeating trends while saving money for consumers than higher retailers. This also helps the industry, becoming more sustainable by re-using materials.

**I**n order to make second - hand luxury, it is about exploring a variety of places and reminding yourself that you can mix and match with numerous outfits in order to do so. By thrift - shopping, we are taking away the stress of “fitting in” and more on your own individuality within your own style.

**I**f you are the type of person that has a strong mindset for following influencers, here is a quick reminder that there are accounts that focus on vintage while still keeping that style.



**I**nstagram has created this perception that what influencers wear is what we should wear, purely because their famous traits makes us feel we need to look the same. However, we need to remind ourselves that influencers are essentially a business, they promote themselves so highly because it is how they earn their living. Becoming the same as someone else lose that individuality and eventually confidence by relying on the fashion style of others.

**T**his article is to give our readers a reminder that fashion trends shouldn't be focused on by what a influencer wears but by what attracts you personally to certain styles. Is it the length of the clothing, colours or even how flattering it makes you feel? All these traits is what creates fashion, not by a singular brand or model. Fashion is here to help express ourselves, not to shy ourselves away from each upcoming trend.

**V**intage fashion is a great opportunity to explore various fashion trends as well as being affordable and helpful for the environment. Whether it involves a brand or not, it visually makes a difference and helps the impact of the industry.





## A Model's Meaning...



Anna Sutton, a second year student from Cambridge, openly buys her clothing from various vintage stores. She has also been interested in fashion but feels the industry creates too much pressure in what we should and shouldn't buy. By listening to the model's own opinion from this editorial shoot, this gives more reasoning as to why sourcing your own clothes second hand shouldn't be seen as a dirty word. In her own words, this is what she wears and how she feels:



*“My personal aesthetic isn’t particularly specific, in my opinion. However, I definitely like to incorporate some 90s styles, early 2000s styles and modern day aesthetics. I think this is more fun than sticking to one aesthetic, It allows me to be myself and dress how I want, creating my own unique look”*



*“I also own lots of white clothing to act as a base colour that will go with anything. This is useful when you’re unsure what to pair a top with or also a pair of trousers”*

*“I bought the clothes I’m wearing because I wanted to take into account comfort and style when purchasing. I never feel constricted or uncomfortable and on a daily basis I’m in baggy clothing mostly. I also like to add colour to my wardrobe that flatters my skin tone, hence the blue dress. I also bought them because I’m a student, I can’t outlandishly spend lots of money on clothing, so I like to shop at TK Maxx where it sells outlet designer brand-wear. A lot of my clothing can be mixed and match, as I like to maintain a predominant colour throughout my wardrobe to make it easier to mix and match outfits (browns, blues and greens)”*



# AN Illustrators View...

Lydia Stockton, a third year illustration student has contributed to this issue to discuss how other areas of the industry consider confidence within society and the industry. Her reasoning behind creating illustrations is how she makes herself feel confident. This is how she has got to where she is today, regarding her success in her work. She believes within the art industry, "it advises you to be yourself and that you should be free of judgement". With this insight to someone within the industry, gives a personal touch to female confidence and how this is viewed on a wider scale.

*What is your opinion on confidence within fashion?*

I think fashion and confidence go hand in hand. Fashion often takes risk and involves making something entirely new, so you do need confidence to be able to do that. Fashion also has a way of bringing out confidence within people by just making the individual look and feel good in their own skin.

*How confident do you feel when styling your own clothes?*

Confidence to me is feeling totally comfortable with yourself wherever you are, even in public. So my personal style definitely helps me to feel that as it's showing people what type of person I am without words. You get an idea of my personality just by looking at what I wear.

*Do you feel confident in your own line of work for illustrations?*

Absolutely! My illustrations are another form of narrative I use to connect with people around me and it makes me so happy to see others enjoying what I make.

*What is your opinion on how confidence is viewed on social media?*

I think confidence is viewed as something to strive for in social media. You see all these other people being proud of who they are and it inspires you to look at yourself in the same way.





## *What is your own journey with confidence?*

**I** struggled a lot with being my own person in front of others growing up. I feared voicing any opinions, or being 'too much' in front of my friends, so I would try very hard to be an agreeable person to everyone. My illustrations are often fantasy and make believe, centring around the idea that things can just 'be' without reason or judgment, which I feel linked my fear of rejection. Since coming to university, developing my art further, pushing my boundaries and just talking to others with the same struggles, my confidence has definitely grown. I'm still working on it, but I feel like it's a positive experience and it makes me happy to think how much I changed from how I was.

## *Do you think social media is affecting individuals confidence?*

**T**here's always good sides and bad sides to everything, so while there are many who feel boosted by social media, it can be daunting and intimidating for some who see others and feel they can't compare. We naturally tend to put ourselves against others online and sometimes it can get to us if we don't get as many likes or views. But mostly I think it's a positive place and an outlet for everyone to express what they feel and love with others. The narrative of influencers online now is very much the message of 'loving yourself no matter what', which encourages others to join in and express themselves.

## *What advice would you give to others in your working industry about how to feel confident about your own work?*

**M**y advice for others in my industry to gain confidence would be to learn and be inspired from others around you instead of rating yourself against them. It's easy to feel disappointed or upset when comparing your own art against others, but your entire outlook changes when you take techniques or ideas from others and apply it to your own process, in a way that fits you. You can only improve that way.



# Styling On A Budget

All the following tips regarding styling are from personal experience from the editor. In the world of fashion today, the name of a brand isn't always important. People tend to not feel confident because of what they can afford, however wearing second hand clothing isn't a bad thing. Fashion isn't always about the label, but making a style your own.

From discovering your initial body figure, this will now help you find a more comfortable style. It also escapes you away from trends and become more independent in fashion.

There is no right or wrong in how you style yourself, only in way you feel. By deciding on tightness of clothes, this will help to consider if you want more of your figure hugging look. Its only then you can decide on colour and accessories.

For casual styling, you can consider firstly your comfort. Do you prefer layering clothing or by wearing single piece outfits (i.e dresses). From this, you can start reflecting back on your wardrobe. By knowing your body type, this is easier to discover. Who knows, maybe a clear out of your wardrobe is the easiest way to discover your identity.

For more formal events, the length of an outfit should be considered in order to define your height than just your shape. This makes it easier when deciding on colour as well as heels to be worn.

This issue is more about creating uplifting awareness on how to feel about yourself than a do's and don'ts of what to wear. We are all different so each outfit you find will look different on others.

*Top tip, trends don't always define who you are and how you express yourself through fashion.*

Within Norwich City, there are numerous vintage stores that can be visited in order to stay stylish on a low budget. An article in 2021 from the evening news, named Norwich as the best place in the UK to shop for vintage clothing.

Following on from how to style vintage clothing, this article will introduce the top places on where to shop within Norwich. This will be based on certain prices, styles and in some cases particular brands that have been previously donated.

When visiting vintage stores, these are the best tips on how to find clothing that is affordable and stylish. This is something as the editor, I have found that works personally. These same tips than can be used for any vintage store, when shopping on a budget:

**- Stay Open Minded** - *in order to create one whole new outfit, try not to be too specific on what items of clothing your looking for*

**- Sizing** - *For tops in particular, always consider going up by 1 size as extra fabric can give you more freedom when styling. This includes, tucking into high waisted jeans as well as tying tops up to make them shorter.*

**- Don't Accept Defeat** - *Sometimes we don't find a full outfit in one store, stay open minded and visit numerous stores. Sometimes we find more tops than bottoms, so it's good to build the wardrobe on more than one visit in order to get your money's worth.*





# Vintage Emporium

*Location: 7 Castle Street, NR2 1PB*

This vintage store in Norwich, in which has a wide range of brands and unbranded clothing on a ranged budget. The items of clothing themselves, involves high-street brands such as Next, ASOS and Pretty Little Thing. The purchases of these clothes goes purely to a charity which gives more meaning to the purchase. The variation of clothes also creates a wider target audience as there is a vast sizes as well as types of clothing.

The price of these vintage clothes varies, depending on how common the branding is and where the brand sits in the market. While viewing the store, some of the clothing are rare or a designer brand, which causes the cost to increase. However, the store does have lots of choice for more affordable clothing on a ranged sizing. This also includes outdoor clothing and even menswear.

A fun fact about the store while visiting is that it has recently be refurbished into a vintage store after originally being sold as a gambling store. This means the covid-19 visors they still have in place in the store are actual past betting visors.

# Working Title

*Location: 6 Bridgewell Alley, NR2 1AQ*

For luxury vintage fashion, this is the place to visit. The store is Menswear, however depending on your style this can be worn by anyone. It is more expensive than other vintage stores located around Norwich. For instance, oversized shirts charging on average £70. However for them to charge this price, it does mean there is limited stock making it more worthwhile if purchased.

They also have an online store to view the clothing they currently have in stock. They have many upcoming sales which help owning luxury brands on a budget. For instance, when signing up on their mailing list, you get 10% off your first order.

Due to the popularity of vintage clothing, especially in Norwich, what makes this store unique is that they have created a brand to be known for luxury fashion. By including delivery as well as in-store, they are able to reach more of their customers more quickly. This also helps customers to know when new stock comes in-store.

If you are the type of person who likes masculine luxury sports style, then this would be a store to consider. If you are interested and want to know more about the store, they have an email address as well as social media in order to contact about any queries. By making vintage a brand, this creates a whole new industry within fashion to consider when becoming unique in your own style.

*[www.workingtitle.com](http://www.workingtitle.com)*





# Charity Stores: Sue Ryder

*Location: 2 Bridgewell Alley, NR2 1AQ*

Like many charity shops, these are the best places to find vintage clothing on a budget. However, sometimes their location are not as easy to discover. Sue Ryder is known for receiving unique clothing in order to have individuality in your style. Alike Working Title, Sue Ryder is located on the same street.

Due to being a charity shop, we are unable to know what stock is constantly arriving. However due to the amount being donated, this a store you can visit regularly for finding different styles at a low cost. Also whatever you spend will be instantly given back to charity.

Aside from Sue Ryder, there are many other charity shops located around Norwich full of vintage clothing on a budget, all of which have a variety of clothing. This includes branded and unbranded clothing, which can give you multiple choices to find your own unique style.

# Slayy Vintage

*Location: St Giles Street, NR2 1JL*

Established in 2018, the store began as a Depop shop selling unique 90s sportswear. In 2019, a stall was opened on Norwich Market. This has now expanded to having her own store for more space for reusing second hand clothing.

Against other vintage competitor stores in Norwich, this store is aimed towards the younger audience, due to retro becoming a well known trend. However to make themselves stand out, they sell a wide range of products that are recycled clothing in order to be reused. For instance, cushion covers & tote bags recycled from past pairs of trousers. Other categories include Hoodies, Sweatshirts and Jeans.

In terms of pricing, these are higher due to the handmade aspect making the clothes unique to purchase. However once purchased, you know that this particular item cannot be purchased anywhere else. They also provide the option of gift cards in order to entice new customers into the store.

*[www.slayyvintage.com](http://www.slayyvintage.com)*



# UPCOMING EVENT : Worth The Weight

## SAY NO TO FAST FASHION

For people who can't get enough of vintage fashion within Norwich, Worth The Weight, a company to help the industry with second - hand clothing. They are based in Sheffield and was founded in 2018, from fighting fast fashion. For a set price each kilo, the 'weigh and pay' section is set to get a vast majority of clothes for an affordable price. They bring 9 tonnes of stock to each venue with several categories - ladies Fashion, Outerwear and Denim. Stock is replenished during the day so there is always something on the rails.

This is normally held at St Andrews Cathedral, which the next event will be on the 1st May 10am - 4pm. Ticket prices are:

Early bird - £3 (10am entrance)  
General Admission £2 (12pm onwards)  
Under 12s go free

If you want to experience further with vintage fashion, you can even request to work on the day with the team. If your belief with fast fashion is so strong, why not help others in how they can re-use second hand clothing.

Contact:

*help@worththeweightvintage.com*  
*staff@worththeweightvintage.com*