

Inosensu

FOR THE ★ADULTS WHO FORGOT
★ABOUT THEIR INNER CHILD

Shopping
Guide

Harajuku
Photoshoot

Learn the Art of
being adorable

AND MANY MORE SURPRISES
HIDDEN INSIDE...

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Dear reader,

you are probably reading this and wondering, what is it that you are holding in your hand at this very moment?

Well, let me try my best to explain. Between the covers of this magazine you will find a world of glitter, colour and above all style. I mean we know fashion comes in many shapes and sizes, right?

So it is just as easy to imagine that behind the glamorous veil created by brands there are many other beautiful styles to be influenced by known as subcultures.

Harajuku, the subculture in question, is of japanese origins, revolving around elements related to childhood, cartoons or even popculture. It is all about over accesorising, hairclips, scrunchies, ribbons becoming more than often the prime subject of attention. What's so fun about this particular subculture is that it values qualities such as innocence and childishness.

There is no wrong when dressing up for this, even the simplest outfit can be deemed worthy as long as it is worn with pride and confidence. Anything from Disney characters to multicoloured ponies can help create the required aestetic for this particular style, so don't be shy, just try and come up with an outfit of your own. You never know if you'll like it unless you try it, that's what I like to say.

Now please don't let me hold you back from reading a minute longer. After all, you still got a long way to go, don't you?

I hope you will enjoy this thrill ride. I know I will. See ya at the end.

*Lots of hugs and kisses,
your friendly writer, Alex*





yume time



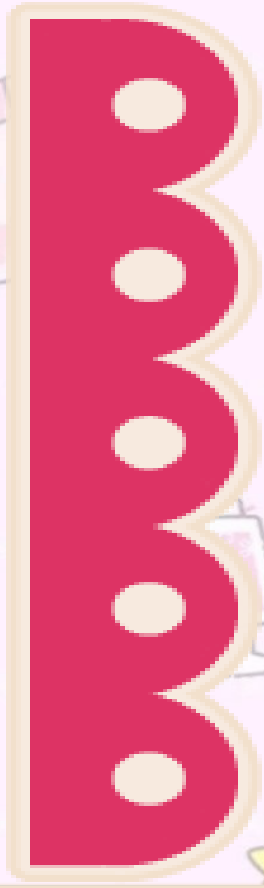












THE ART OF BEING

Adorable

When people take a look at a Harajuku kid, all they see is ribbons, frills, and naivete. They often overlook the reason why a person would even wear such an excentric get up in the first place: art.

The art of being adorable is very often missinterpreted by the society, seen as a form of rebellion against the grid, which to some extent it is, but above all, it becomes a way to promote innocence and diversity in a world where kindness and sweetness are seen as common and tiring. It is almost as if this perfect utopia we live in is trying to uniformize its population, losing some of its original magic in the process.

But I am not here to talk explicitly about the exctinction of subcultures. I want to talk about a subject closer to my heart: the perception of today's society over things that don't quite fit the status quo. This very problem has been becoming more and more common in today's community, despite the attempts at proving otherwise. Yet this behaviour has to start somewhere, like all problems a society faces, this one has its roots. And what might the roots be, might you ask?

US...

Surprising, right? Not gonna lie about it, I honestly kind of knew it from the start. We are a problem, all of us, no matter how much we think or say we aren't, we are. Let me try my best to explain this... It all starts at home, we get up, we wash our faces, we dress ourselves up and we are good to go. What's wrong so far, might you wonder? Well, so far so good, but, 'cause there's always this 'but', we haven't met anyone yet. At one point throughout this very generic day we bump into someone, anyone, and we just... slip. We might say a rude remark, we might be in a bad mood, and we end up coming out as impolite or disrespectful, but hey, it's fine, we tell ourselves. 'I am entitled to this, I have a...' and we

conveniently place an excuse there.

You see, this very basic scenario happens to just about anyone. Sometimes we don't even realize it. It is as if it's in our nature to be anything but nice, anything but... adorable. In most situations, the person we tend to mistreat or to be rude to is the person who comes out as naive or who has a divergent opinion from ours. And let me ask you this question: what can come of as being more naive than a person dressed in pastel colours, wearing ribbons and child-like clothes? ... In a society which teaches people to think only of themselves, the people who think of others can be seen as naive, gullible even. Yet what if... and just what if... the society might be wrong?

No one has to suffer or be mistreated. No one needs those so called 'reality-checks' and above all NO ONE needs to feel sorry for being themselves. The goths, the punks, the new romantics, and many other wonderful subcultures needn't feel ashamed for how they dress or who they are. We should be the ones who should feel ashamed for putting them in boxes, for labelling them as freaks or anything of that sort. If the world taught us to hate, let us teach the world how to love. Of course this might take a while. Such a thing doesn't happen over night, but if we can change at least one person at a time and teach it to respect others and their perspective on life, I say we did our part for humanity.

So, next time you see someone different, someone special with big dreams and hopes, don't crush them. Learn from them and share yours. You might not see eye to eye today, but who knows? Maybe tomorrow you will surprisingly agree. Being adorable is not exactly in how you dress yourself, be it fancy or even casual, it's somewhere deeper than appearance, it's in you. I honestly believe that as long as you are positive and kind to others, everything will be alright. Sure, there would still be rude people who will disrespect you as an individual and yes, sometimes things aren't as easily solved as we would like to believe, though as long as there is hope and kindness and understanding, I don't see how a problem can be unsurmountable. As I always say, even the tallest mountain has a peak to reach.

Remember... kindness doesn't cost a thing and can indeed take you a long way, unlike hate which might end up costing you more than you would be able to afford. Until next time.

P.A.C.E.

A MOMENT WITH HELENA



HELENA IS AN EXCHANGE STUDENT, AT MIDDLESEX UNIVERSITY, STUDYING ILLUSTRATION. SHE IS FROM SPAIN, CURRENTLY RESIDING IN THE UK UNTIL THE END OF HER SECOND YEAR

I: What was your first contact with the Harajuku subculture?

H: At the beginning I didn't know the style was called harajuku. My first contact honestly was through anime and manga. After that I did further research about Japan and watched several documentaries, eventually ending up going to conventions and events.

I: How was your first convention experience?

H: Hmm... let's see. I think I was 13 and I just went there with a friend and we were like "Woa, this is amazing". We were obsessed with everything. Honestly, thinking back at it now, it was really small, more like a social gathering rather than an organised convention. The event itself was held in the backyard of a small building and it consisted of just a few stands and a stage, where some groups of young people were dancing and at times doing karaoke competitions. I had a really good time there. Yea, it was quite a small event and we were all so very young, but I really enjoyed it.

I: Why did you choose this particular subculture to begin with?

H: Ummm... I just started trying a lot of different subcultures. At the beginning, a subculture which caught my attention was Visual Kei. I really loved it 'cause it was edgy and... I don't know... I just really loved it. Then I started looking at more colourful things such as decorra. My first attempt at doing decorra was not really what I'd call good. I just picked up a lot of random colourful stuff and put it all together. I was like "Oh, yea, I'm decorra", but actually it wasn't looking pretty good. Then I also tried kogyaruru style, which basically is dressing up in the anime school uniform. I tried a lot of categories and I don't identify with them anymore. It's like I took what I liked from each and mashed them together. I don't really know which style I represent now.

I: What is your opinion on the people belonging to this subculture?

H: It depends I think on what side of the subculture you're looking at. In general, everyone in the community should dress as they like. I find it really interesting that people are brave enough to do it, especially outside Japan, because in many cities, this is not really... well... accepted. People would stare at you while you are walking on the streets or while doing regular things. They would just come at you and persistently ask if you are going to any parties or why are you dressed like that. I think that the people who join this kind of subcultures and dress like this must be really brave to do it. At the same time, a small part of the subculture, at events in certain countries, tend to act superior with other members, just because of the brands they use or the dresses they own and I don't like that side of it, but in general, I really enjoy meeting this kind of people.

I: Did you make any friends while at conventions or events?

H: Yes, I made a LOT, of friends. When I was a teenager, all my friends used to come from conventions. The conversations were mostly like "Ooo, I like how you dress" or "Oh, I love your outfit", eventually getting to "Do you have Facebook What about Instagram?". I used to make most of my friends like that, because I was attracted visually by them and then we would start talking, in the end becoming friends, so ... yea, I made a lot of friends by going to events and because the subculture was very small, you really got to know the people who were there. When I go to bigger conventions I feel like everyone has their own groups of friends, yet when I go to smaller events, I feel different there, I make friends.

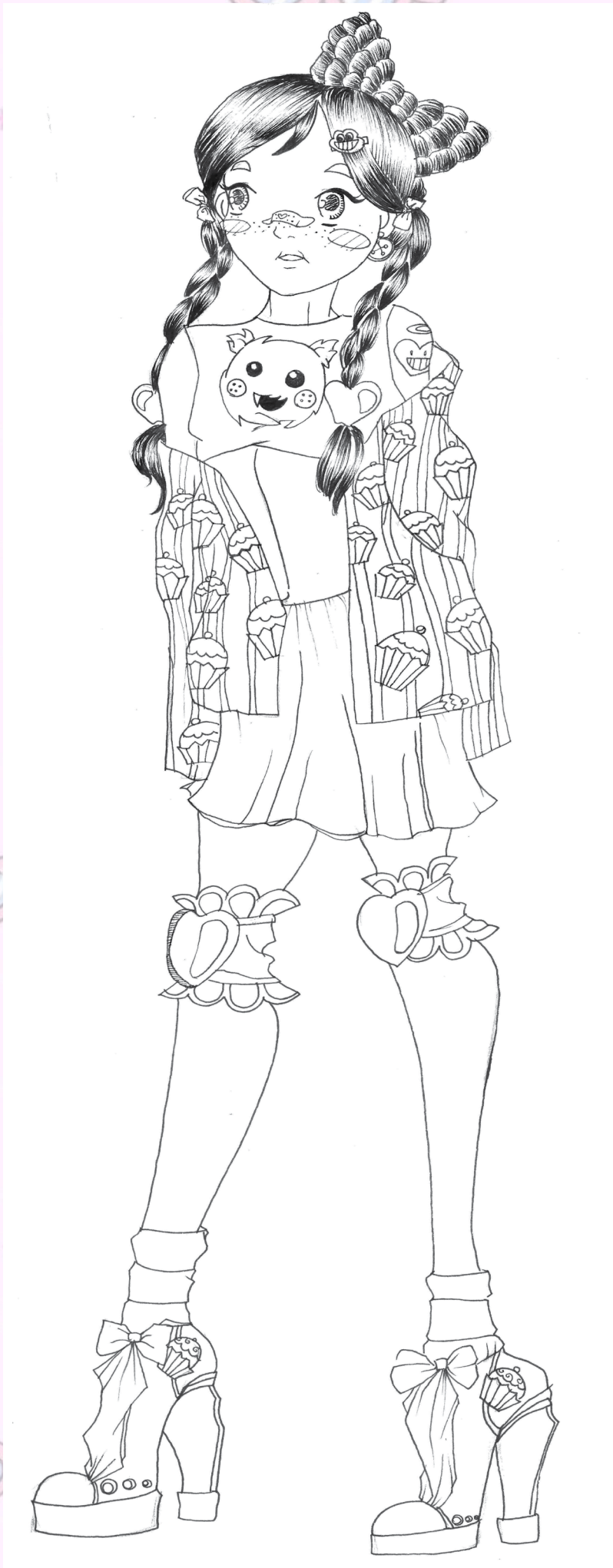
I: What is your favorite style of harajuku?

H: This is really difficult to answer. Umm... I think the one I feel more comfortable with, would be kagyaru, the school uniform one. I think they are comfortable to wear, they look cute, yet at the same time you can use it on a daily basis. It is easy to get the clothes to dress up, because in case you don't find them in shops, you can sew yourself. I honestly really like it.

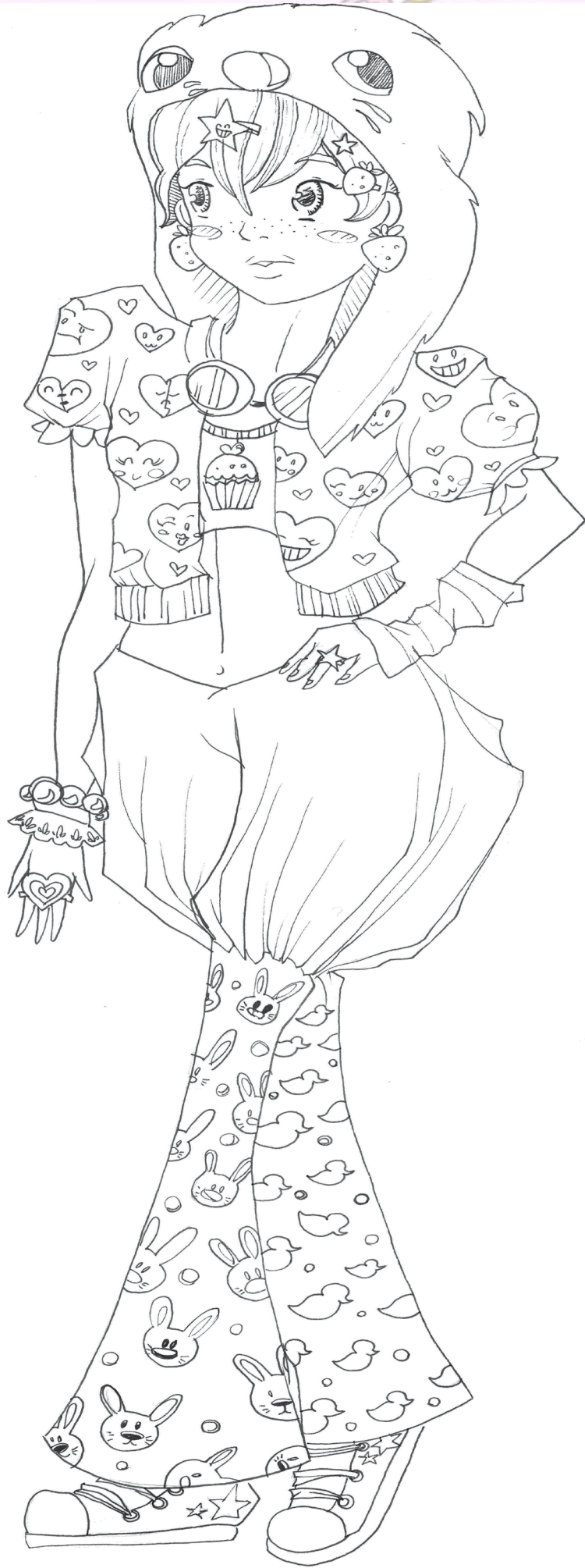
I: Ok, let's get to the last question. Any advice for the newcomers to harajuku?

H: Hmm... I would tell them not to stress about getting the clothes from big brands or buying clothes online. A lot of people say "Oh, but I don't know where to get those clothes". Just go to thrift stores, street markets or charity shops and you'll be certain to find a lot of things You just have to be creative and dress as you like. That all there is to it.

COLOURING PAGES



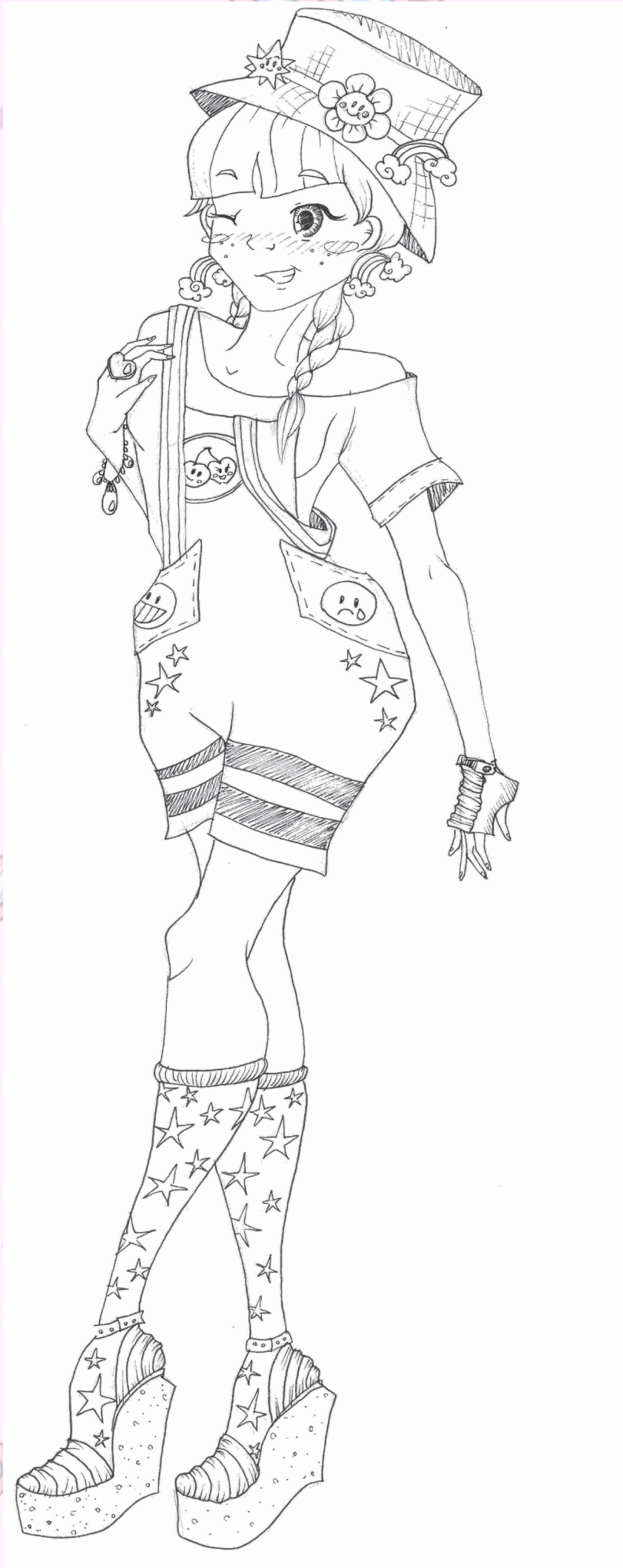
COLOURING PAGES

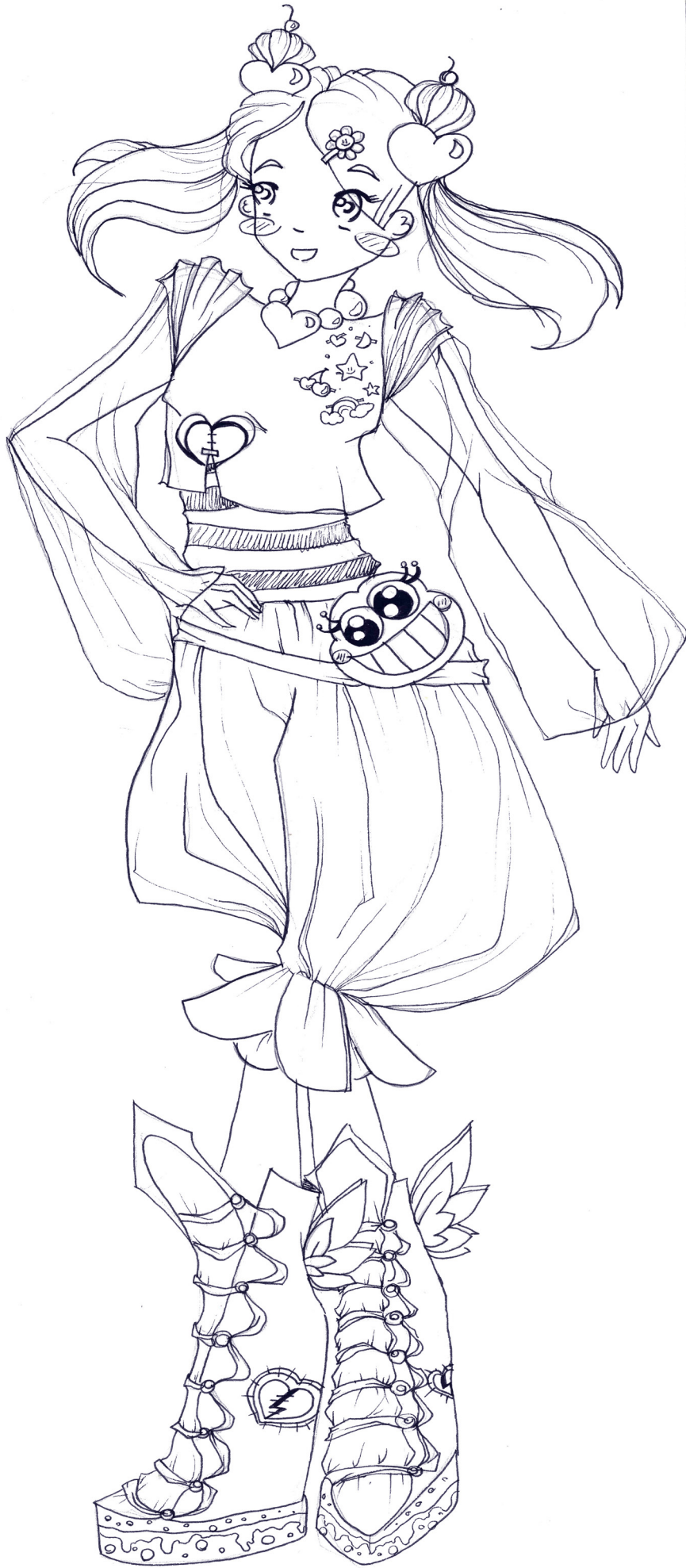


COLOURING PAGES



COLOURING PAGES





COLOURING PAGES





Shopping



Tutu- Claire's
12 §



Scrunchies-
either Claire's, Primark
or Accessorize 3.50 §



Bows
(as many as possible)
- Claire's, Primark
10 §



Hair Clips
(there is no such thing
as too many hairclips)
- Claire's, Primark
(though I honestly prefer
Claire's, more expensive but
cuter, also there is a larger
selection of products)
7.50 §

List



*Cute T-shirt
-Disney Store 18\$
(the childish, the better)*



*Kawaii Backpack-
Toki Doki Brand
15 \$*

I honestly get most of my accessories at Claire's. They are a bit pricey, but if you are looking for a cheaper alternative, there is always Primark. Primark caters adorable clothes at reasonable prices, in comparison to Disney Store, but lacks in accessories, in the children department. Out of all three stores Disney Store is clearly the most expensive shop.

(Dream List)



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chanel autumn/winter 2019 ready to wear collection

- white fur skirt (look 71)

**VERSACE AUTUMN/WINTER 2019
READY TO WEAR COLLECTION**

- WINTER COAT WITH FUR TRIMM
(LOOK 30)

- Shoes (look 46)

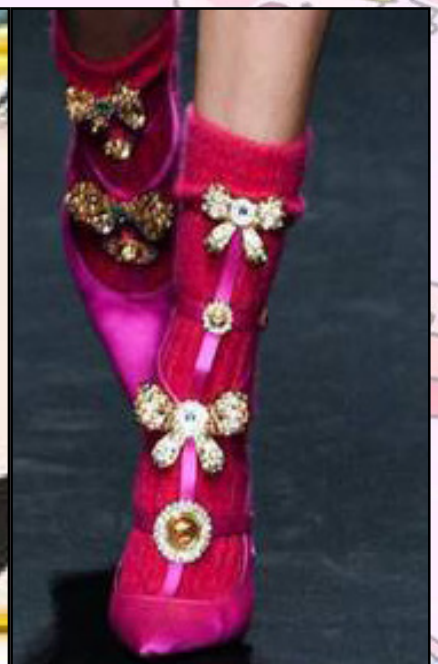
MOSCHINO X POWERPUFF GIRLS

COLLABORATION SPRING/SUMMER

● **COLLECTION**

- BLOSSOM JUMPER

- BUBBLES PURSE



PLAYLIST FOR FUN TIMES

1. Reaching for the Stars- Barbie and the Rockers

2. The World is Mine- Hatsune Miku

3. Sailor Moon Theme Song in English

4. Heavy Rotation- AKB48

5. UP- Stars Darlings

6. The Heartbeat Song- Honey Girls

7. Navillera- Gfriend

8. Happy Working Song- Ammy Addams

9. Kaleido Star Opening 1

10. Tokyo Mew Mew "My Sweetheart"

11. Be a Star- Life Size

12. Romeo and Cinderella- Hatsune Miku

13. Dressin' Up- Barbie and the Rockers

14. Tell Your World- Hatsune Miku

15. Kiss the Girl- Ashley Tisdale

16. Ever After High Original Song

17. Sugar Rush- AKB48

18. Think Pink- Barbie, Christie & Teresa

19. What dreams are made of- Hilary Duff

20. Rainbow- Barbie, Christie & Teresa

Dear reader,

I guess all good things must come to an end right? This has been a fun ride for me, holding a photoshoot, writing an article, doing an interview, creating colouring books, all these have been an amazing experience. I honestly loved every minute and I can only hope you loved it as much as I did. Just knowing you enjoyed it makes me feel like I did this particular subculture some well deserved justice.

I can only hope my zine made you realise what a wonderful world we are part of, that in the end it is not about who dressed better or who wore it best, in the end it's all about who you are inside and how your clothes can only amplify that personality. Being kind and considerate will take you a long way, trust me on that ;)

Also before I forget, you are special, no matter what anyone else tells you. You can be the change this world needs, just believe in yourself, ok?

Signing off 'til next time your friendly editor,

ALEX

Inosensu

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