



Photography: Emily Keogh

sexuality

liberation

HISKIND x UN_FOLD

independence

gender

Fashion is constantly changing and the role fashion plays in society and culture has become increasingly more important. The realisation of the recent 'No Normal' mindset provides society (us) with a new baseline of expectations and experiences. This year, we have had the pleasure to collaborate with Josh Fletcher, the founder of **HISKIND** magazine, exploring how we can provide a fresh approach to the way gay media is portrayed. Over the next few pages we look at the role of image making, and how it can be used as a mechanism to investigate themes of independence, inclusion, liberation, freedom, gender, sexuality, culture, youth and tribes and create new, more relevant and meaningful content for contemporary audiences □

inclusion

Paul Owen

"HISKIND are always very excited about collaborative projects with creative people. Working with UN_FOLD proved to be authentic, honest, meaningful and thought-provoking - just the thing to get you talking... they exceeded our expectations again this year." *Josh Fletcher*

According to a 2015 YouGov study, 49% of British 18-24 year-olds, when asked to plot themselves on a 'sexuality scale', chose something other than 100% heterosexual. People are embracing the new normal of no normal.
www.trendwatching.com

We are moving beyond traditional demographics in a way in which we are beginning to see a shift towards a more neutral portrayal of key indicators of identity, such as race, sexuality and gender.
www.campaignlive.co.uk

freedom

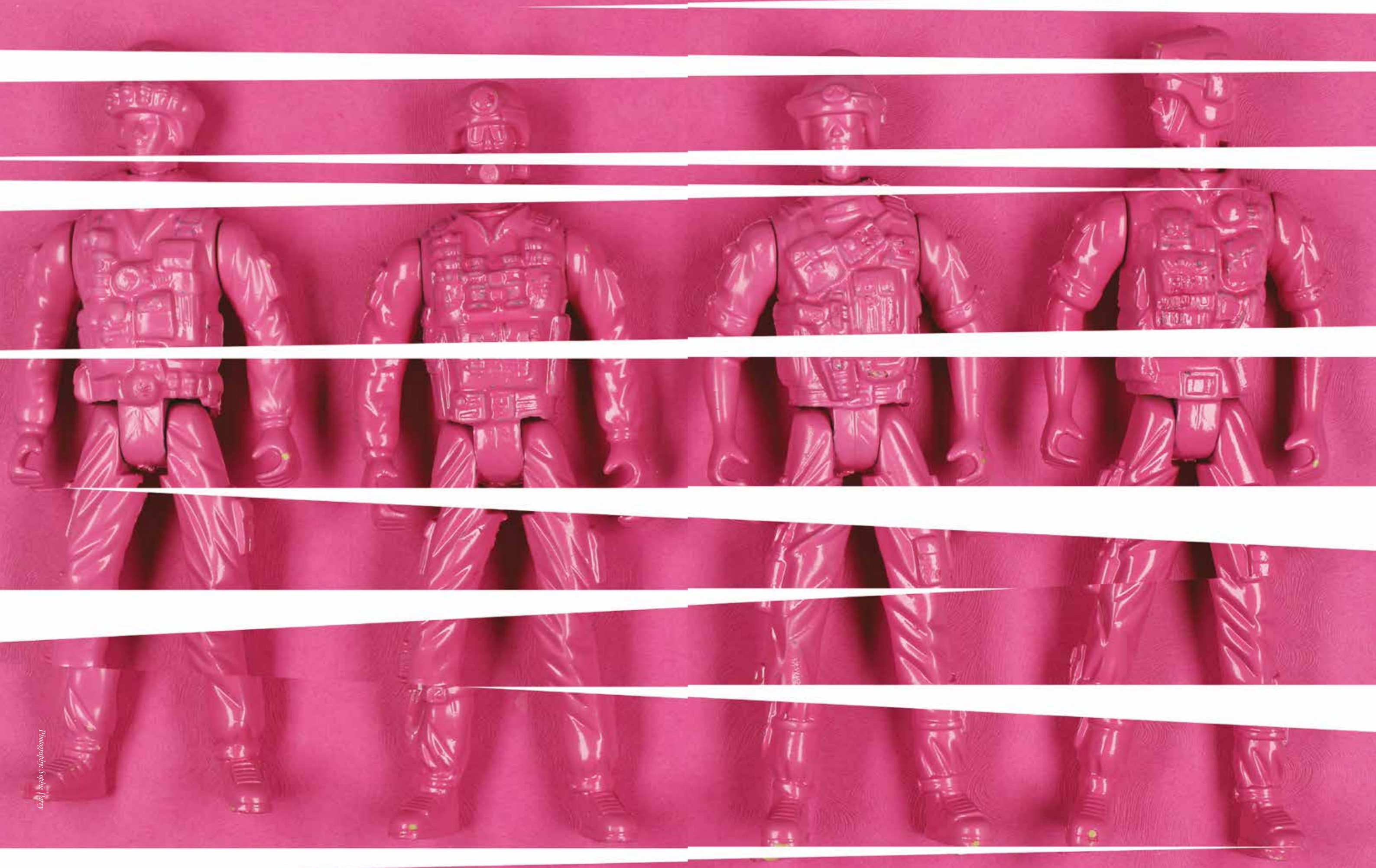
tribes

youth



Photography: Emily Keogh





I'M NOT CRAZY. I'M NOT CONFUSED. I'M A HUMAN BEING WHO IDENTIFIES AS AN EVOLVING SOUL; CURRENTLY RELEASING ANDROGYNOUS ENERGY. ANDROGYNY IS WHEN THE MALE AND FEMALE TRAITS ARE BALANCED RATHER THAN ONE OR THE OTHER. THIS IS HOW I LIVE MY LIFE. ANDROGYNY DOESN'T MEAN IT'S THE WAY TO LIVE YOUR BEST LIFE. IT'S FOR EVERYBODY, KINDA LIKE HOW EVERY KEY FITS A LOCK. TO ME CLOTHES ARE JUST A DOOR. I LIKE CHOOSING COLOURS THAT REPRESENT MY INNER SOUL IN A HUMAN EXPERIENCE. SO I'M NOT A TYPICAL FEMININE GHETTO BOYS. COLOUR CAN BE GENDER FLUID. YES, I'M A GENDER FLUID BLACK BOY. NO, I WON'T BE BYPASSED. NO. MY INNER VOICE DROWNS OUT THEIR EXTERNAL WHISPER - I'M DEAF TO THE OPINIONS OF SOCIETY ...DO YOU PAY MY BILLS? BETTER YET, DO YOU GUIDE MY SPIRIT OR FEED MY SOUL?

