Owen, PB

HISKIND for UN_FOLD magazine v_04

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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.

Paul Owen

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.

According to a 2015 YouGov study, 49% of British 18-24 year olds who self-identified as ‘straight’ chose something other than 100% heterosexual. People are embracing the new normal of no normal.

www.campaignlive.co.uk

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Josh Fletcher

Photography: Emily Keogh

HISKIND x UN_FOLD

inclusion

gender

liberation

freedom

tribes

youth

sexuality

independence

“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
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 MASCULINE AND FEMININE TRAITS ARE BALANCED RATHER THAN ONE MORE DOMINANT THAN THE OTHER. THIS IS HOW I LIVE MY BEST LIFE. THIS DOESN'T MEAN IT'S THE WAY YOU'RE SUPPOSED TO LIVE YOUR BEST LIFE. EVERYBODY, KINDA LIKE HOW EVERY KEY FITS A DIFFERENT LOCK. TO ME CLOTHES ARE JUST A DOOR. I LIKE CHOOSING COLOURS THAT REPRESENT HOW I FEEL AS AN EVOLVING SOUL IN A HUMAN EXPERIENCE. SO YES, FEMININE BOYS EXIST. FEMININE GHETTO BOYS EXIST. PEOPLE OF COLOUR CAN BE GENDER FLUID. YES, I AM AN ANDROGYNOUS GENDER FLUID BLACK BOY FROM LIVERPOOL. NO, I WON'T BE BYPASSED. NO, I WON'T BE SILENCED. 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?