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Owen, PB

Youth Culture [Britishness]

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### Article

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# UNFOLD

V\_02



# youth culture

A lot has happened since we launched UN\_FOLD Magazine back in June 2015.

We've witnessed an amplitude of events within the world of art, politics, crime and popular culture. We've seen everything from the dramatic, sobering, entertaining, satisfying to the incredible, for Britain. But what has it meant for fashion? Fashion has always upheld it's right to express it's viewpoint. This year, we took this idea further with a theme of *21st Century Britishness* for our Youth Culture section.

B R I T I S H N E S S

This year we asked our final year Fashion Communication students *what exactly it meant to them to be part of 21st Century Britain, what British-ness meant to them (if anything at all). Could they explain it? Did they even feel part of it?* They explored topics from sub-cultural groups, diversity, identity, equality, freedom, gender, sexuality, nostalgia, stereotypes, youth, social spaces and more. Over the next few pages they present exactly what they feel is 'great' about Britain □

– Paul Owen



W H A T B R I T A I N  
W I T N E S S E D  
T H I S Y E A R

Our industry is constantly changing, and increasingly it plays a significant role in our society and culture – but you'll be please to know, Britain is holding its' own.

### **Designer of the Year**

British Fashion Designer of the Year for both menswear and womenswear was awarded to J.W.Anderson. He hit the headlines for streaming his Spring/Summer 2016 collection live on Grindr, at London Collections: Men. That's right, if you didn't know already, the gay hook-up app exclusively hosted the designer's menswear show. We salute him.

### **Skinny**

The black skinny jean, which has dominated our world has finally been replaced by the ripped style of the 90's, and now we are wearing blue flares bringing the 70's back.

### **Silver rinse**

One of the biggest hair trends of the past year has been silver and grey locks; tell your granny she's a fashionista!

### **The Burkini**

Who would have thought it, this year's object of interest is the burkini, a full-body swimming suit launched by M&S. Empowerment or something completely different?

### **Model behaviour**

It's official, iconic faces of British fashion Kate Moss and Cara Delevingne leave Storm model agency.

### **Collaboration**

We continue to see the Fashion and Music industries collaborate, with projects between Adidas and Kanye West continuing to cause debate – Yeezy fever is here (again).

### **Living Wage**

In retail, if you follow politics, April 1st marked the time where all employers in the UK must pay staff aged 25 or over the new national living wage of £7.20/hour, and in October the government introduced a mandatory 5p charge for carrier bags in the hope of reducing landfill.

### **New icons**

In July we christened a fashion icon in the making, Princess Charlotte.

### **A Century of style**

Vogue makes it's 100th birthday this year, celebrating with an unforgettable exhibition at the National Portrait Gallery.

### **Celebration**

If you were lucky enough you will have caught Savage Beauty exhibition and seen a celebration of one of the most extraordinary creative talents Britain has ever produced, Alexander McQueen.





*Katie Owens*



*diversity*

*independence*

*freedom*

*discord*

*gender*

*sexuality*

*revolution*

*culture*

*youth*

*tribes*

*nostalgia*





*Amy Jackson*



A N D H E R E I N  
L I V E R P O O L



**Assemble**

*Assemble* was awarded The Turner Prize - arguably Europe's most prestigious contemporary visual art award, for their collaboration with the residents of Granby Four Streets.

### **Rest-in-Peace**

We mourned the death of **Cilla Black**, our very own style icon, and **David Bowie** whose career spanned more than half a century and whose influence transcended music, fashion and sexuality. RIP. x

### **Tracksuits**

As the tracksuit capital of Britain, we were ecstatic to see Chloe and Loewe's tracksuits hit catwalk shows for the Spring/Summer 2016. Who said sportswear wasn't fashionable!

