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- | | |
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| SHOE PLANET | MIMZ ATTIRE |
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Perfit Style

Fashion Technology Magazine



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Credits

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Perfi8
Raywal Mall

Editor's Note

The idea of **Perfit Style** magazine was an incidental thought of my friend Faraz and me when we were enjoying a coffee at a café. We both with an IT background started a research on how to innovate Fashion Technologies through developing some easy to use dynamic and creative system and in two years we achieved one that is a unique technology on the globe. While sipping coffee in the cold winter Faraz came across the magazines lying on the rack of café. He shouted, hey! I got an idea. We should come up with a magazine named Perfit Style with an aim of introducing new technologies, innovations and creativity in the Fashion Industry. And this idea came into reality after endorsement by some renowned brands.

In this magazine, with the same objective, we have introduced this very first global technology that will tell you how you can **"Try On"** all the fashions while sitting on couch at your home by only one click using your smart phone. This issue will represent our new talents in fashion style, photography, fashion technology, creative accessories, events and fashion that reveal your life's essences. We are thankful to Mr. Tayyab Bomal who has brought forward some new talent and we are also thankful to Ms. Carmen Okabe and Ms. Cinzia M. Fassetta for writing an amazing article. We hope you will enjoy reading and revealing the fashion in this issue.

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Some words about Fashion & Style

By Cinzia M. Fassetta
Intuitive Wardrobe Coach
Personal Image Expert
Fashion Feng Shui Master

Warning: this is not the usual article about fashion, it is something **Curious?** Read on...



When we think "fashion" we immediately envision a luxurious catwalk, elegant models walking in extremely high heels as they wear improbable outfits made for Hollywood stars or icon accessories that remind us of those Hollywood stars!

Did you know that many of the creations we see on the catwalks around Europe and the world are made especially for that catwalk and will never go into production?

Fashion is nowadays an industry moving billions and billions of dollars and it has come to a significant place in man's history.

Far now from being a way or simply needing clothes to cover our bodies, fashion has represented, over the centuries, power, changes, revolutions, status symbols, freedom and now more than ever personal identity, success but also fun, wellbeing, arts and much more.

Old Europe - where I personally come (being a born-and-bred Italian) does not hold any more the crown for the most stylish, creative, innovative fashion ideas and designers of this (and last) centu-



Of course you have, because in this era where image is not only what we visually see but the ideas around that, fashion becomes as important as good nutrition.

So your fashion is important to those watching you... and how important is it to yourself? Imagine how wearing something complimenting your shape, colours and personality can instantly give you an aura of harmony, balance, appropriateness not only visually but most of all energetically, how it can give you the right posture, the self-confidence you need, the confirmation you are well-dressed and in the right place at the right time.

ian) does not hold any more the crown for the most stylish, creative, innovative fashion ideas and designers of this (and last) century. But it's undoubtedly here where it all started. It is where much creativity is still at work, it is where fashion as well as art are part of the everyday life, part of one's culture, upbringing, way of expressing.

Being Italian allows me to realize immediately when beauty is all around me: I always crave colours, harmony, perfect or unusual design, lines, patterns and fabrics but there is much more to that.

Have you ever thought that what we wear shapes us and the idea that others have about us?



Isn't that invaluable?

And we are not only talking about the fabrics and the cut, the colour, the size or the order details of what you are wearing; we are talking about how all this integrates with what you are - age, appearance, social position but most of all personal preferences, values, comfort, personality, your self-image, your beliefs.



"Fashion and personal values? Fashion and beliefs?
What's the correlation between those and is there any?"

Yes there is! That is exactly what Fashion Feng Shui is about; that is why nowadays fashion, or to say more precisely, your interpretation of fashion (that is your personal style) plays such an important role in your personal and professional life.

In my career as a wardrobe and image consultant I have come across many clients seeking more than styling services when contacting me.

That is why my motto has become "because it's never just about the clothes"! And it never is indeed.

Clothes adorn you as a unique, special, exceptional person and human being; clothes enhance your qualities, your skills and your physical features and they also play an important role in your relationship with your soul, your Essence.

Clothes, through characteristics such as colour, fabric, pattern possess a distinctive energy that will interact with your personal Energies.. how cool is that? And if you want to know more, just wait for the next issue of the magazine!



Credits:
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Grooming: **N-Gents**
Label: **H&R By Hesham Raza**
Photography & Styling: **Rohail Khaled**
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