

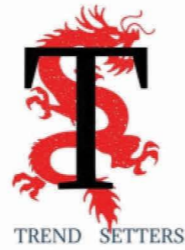
TRENDSETTERS

ONLY



0002019

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TRENDSETTERS ONLY EDITION 1.0

"YOU GOTTA HAVE STYLE. IT HELPS YOU GET DOWN THE STAIRS. IT HELPS YOU GET UP IN THE MORNING. IT'S A WAY OF LIFE. WITHOUT IT, YOU'RE NOBODY. I'M NOT TALKING ABOUT LOTS OF CLOTHES." —DIANA VREELAND

"你必须要有风格。风格带你走下楼梯，陪伴你每日起床，风格是一种生活方式，没有风格，你无足轻重。我所说的风格可不是要你拥有很多衣服。" —戴安娜·弗里兰

HEAD DIRECTOR: LESLEY MOYO, HUMAN RESOURCE MANAGER: EDMILSON MATANJE & 吴姆斯 (JOSH), MAIN PHOTOGRAPHER: PAUL VICTORY, OTHER PHOTOGRAPHERS: GAXX PHOTOGRAPHY, 15NOW PHOTOGRAPHY & AG PHOTOGRAPHY, NANJING ISSUE: KINGMAN, WRITER: CLAUDETTE, FASHION DESIGNERS: MARY & SACHA, MAKE UP ARTIST: MIRACLE DESIGNER, TISSETO PADIMA

2019

EDITION



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1 DENIM WEAR

IS THE KEY FOR ALL WARDROBES, THEY ARE ALWAYS USEFUL AND WILL SAVE YOU TOO MUCH TIME TRYING TO FIND THE PERFECT OUTFIT AND FOR THIS, MANY PERSONAS ARE USED TO WEAR THEM EVERY DAY. IT'S SIMPLE BUT TRENDY.

牛仔服饰

是所有衣橱的必备要素。它们始终十分实用，并且可以帮你省去一大把为了装束搭配而烦恼的时间。因此，许多人习惯了每天穿牛仔装。简单又不失时尚。



PAUL V PHOTOGRAPHY

SALOMÓN JUAN MARCOS VILLARREAL, PRESIDENT OF GRUPO DENIM, A JEANS MANUFACTURER COMPANY IN MEXICO ONCE SAID; "FASHION KEEPS ON EVOLVING, JUST LIKE EVERYTHING ELSE AROUND US, SOME FOLLOW THE TRENDS, SOME OTHERS ARE ALWAYS LOOKING FOR WAYS OF MAKING THEIR OWN, AND THIS IS WHY FASHION HAS TAKEN NEW MEANINGS FOR EVERYONE IN THEIR OWN PARTICULAR WAY OF SEEING AND FEELING IT"

SALOMÓN JUAN MARCOS VILLARREAL 作为一家墨西哥牛仔制造公司GRUPO DENIM的董事长，曾经说过：“时尚保持着不断的发展，正如我们身边所有其他事物一样。有些人总在追随潮流趋势，而有些人却总在寻找做自己的方法。从每个人自己特定的看待以及感受方式来说，这就是为什么时尚会有全新的意义。”

DENIM



"A WOMAN'S DRESS SHOULD BE A LIKE A BARBED-WIRE FENCE: SERVING ITS PURPOSE WITHOUT OBSTRUCTING THE VIEW."

"女人的衣服应该像带刺的铁丝网一样：既能发挥作用又不会挡住视线。"



ALINA NARTOVA. RUSSIA
阿琳娜·纳图瓦

WITH HOLLY

HOLLY

CHINA

德央, 中国

"LESS IS MORE."

少即是多



DENIM

"FASHION IS A PLAYGROUND UP UNTIL A CERTAIN AGE. BUT THEN YOU HAVE TO FIND YOUR OWN SIGNATURE AND YOUR OWN STYLE."

- NICOLAS Ghesquière

DANELA NZOBATINYA

BURUNDI

丹妮拉·恩佐巴蒂尼亚

"FASHION IS WHAT YOU BUY, STYLE IS WHAT YOU DO WITH IT."



"时尚是你买的东西，风格就是你用它来做什么。"

"

WITH JALUD JAMAL

恩库里基耶·贾鲁德·贾马尔
布隆迪

NKURIKIYE JALUD JAMAL
BURUNDI



"STYLE IS KNOWING WHO YOU ARE, WHAT YOU WANT TO SAY AND NOT GIVING A DAMN."

"有腔调就是要清楚地了解自己是谁，知道自己想说什么，以及对什么根本不在乎"

2HYPERBEAST

“
STYLE IS A WAY TO SAY
WHO YOU ARE WITHOUT
HAVING TO SPEAK.”

—RACHEL ZOE

I AM QUITE SURE YOU'VE ALL HEARD THE WORD "HYPERBEAST" ANYWHERE AROUND, RING ANY BELL? BUT WHAT DOES IT REALLY MEANS IN FASHION WORLD?

ACCORDING TO URBAN DICTIONARY,

A **HYPERBEAST** IS A SLANG FOR SOMEONE WHO IS A BEAST (OBSESSED) ABOUT THE HYPE (IN FASHION), AND WILL DO WHATEVER IT TAKES TO OBTAIN THAT DESIRED HYPE.

WORDS AREN'T ENOUGH AREN'T THEY.



HYPERBEAST

I N T E R N A T I O N A L

WE ONLY GIVE YOU THE BEST INSPIRATIONS YOU CAN EVER GET!



MIZINGA MUNALULA
ZAMBIA



KULIKOVA ALINA

RUSSIA



“

"FASHION IS NOT SOMETHING THAT EXISTS IN DRESSES ONLY. FASHION IS IN THE SKY, IN THE STREET, FASHION HAS TO DO WITH IDEAS, THE WAY WE LIVE, WHAT IS HAPPENING."

”



STREET FASHION

JOSH

CHINA

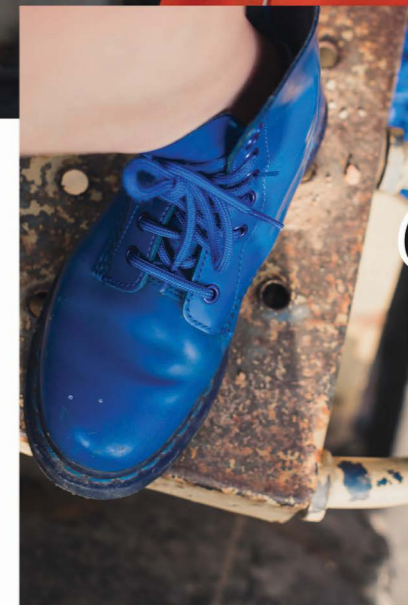
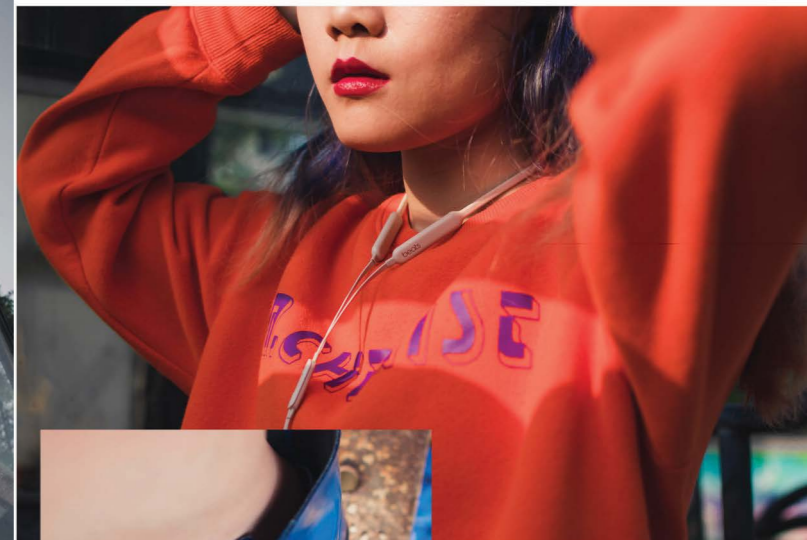
吴家豪



舒汉
SHUHAN
CHINA



曼子
MANZI
CHINA



“

WEAR
WHAT
YOU
LIKE.
IT'S YOUR
LIFE.
LIVE IT...

"FASHION IS PART OF THE DAILY AIR AND IT CHANGES ALL THE TIME. YOU CAN EVEN SEE THE APPROACHING OF A REVOLUTION IN CLOTHES. YOU CAN SEE AND FEEL EVERYTHING IN CLOTHES." - DIANA VREELAND

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SPRING STYLE

"SPRINGTIME" REFERS TO THE SEASON, AND ALSO TO IDEAS OF REBIRTH, REJUVENATION, RENEWAL, RESURRECTION AND REGROWTH.

SPRING WEAR



SOUTH KOREA
HONG CHAEYEON
"SIMPLE AND BASIC."

WITH TRENDS

RANIA A.K
SUDAN



“ YOU ARE NEVER FULLY DRESSED WITHOUT A SMILE.”

WITH TENZIN



FASHION CAN BE A PART OF LIFE.



WINTER FORMAL WEAR

4

SEEING THE TERM "FORMAL ATTIRE" LISTED AS THE DRESS CODE CAN STRIKE FEAR IN EVEN THE CHICEST OF WOMEN. WHILE MEN HAVE IT EASY AND CAN BLEND INTO ANY FORMAL SITUATION IN A BLACK TUXEDO OR SUIT OF THEIR CHOICE, THAT IS UNFORTUNATELY NOT THE CASE FOR US LADIES.

FORMAL ATTIRE IS WHAT YOU WOULD WEAR TO THE FANCIEST EVENTS ON YOUR CALENDAR. THE KEY TO NAILING A FORMAL LOOK IS BY DRESSING FOR THE OCCASION. BELIEVE IT OR NOT THERE ARE DIFFERENT TYPES OF FORMAL EVENTS AND WHAT YOU MIGHT WEAR TO ONE MIGHT NOT FIT IN AT ANOTHER.

DRESSING SMART IS IMPORTANT FOR YOUR CONFIDENCE AND SENSE OF SELF-EMPOWERMENT. BUT YOUR STYLE DOES MORE THAN JUST SEND MESSAGES, TO YOUR MIND OR TO OTHERS. NEW RESEARCH SHOWS IT ACTUALLY IMPACTS HOW YOU THINK. PROFESSIONAL DRESS, INCREASES ABSTRACT THINKING AND GIVES PEOPLE A BROADER PERSPECTIVE. SO THAT TIE MIGHT ACTUALLY BE SWITCHING ON YOUR CREATIVITY BUTTON!



"FASHION IS A PLAYGROUND UP UNTIL A CERTAIN AGE. BUT THEN YOU HAVE TO FIND YOUR OWN SIGNATURE AND YOUR OWN STYLE."
- NICOLAS GHSQUIERE

MUKHTAR ABDIRAHMAN
ADAM TANI

SOMALILAND



FERNAND SALA

REPUBLIC OF CONGO



德 央

CHINA



MUJEEB SOOMRO

PAKISTAN

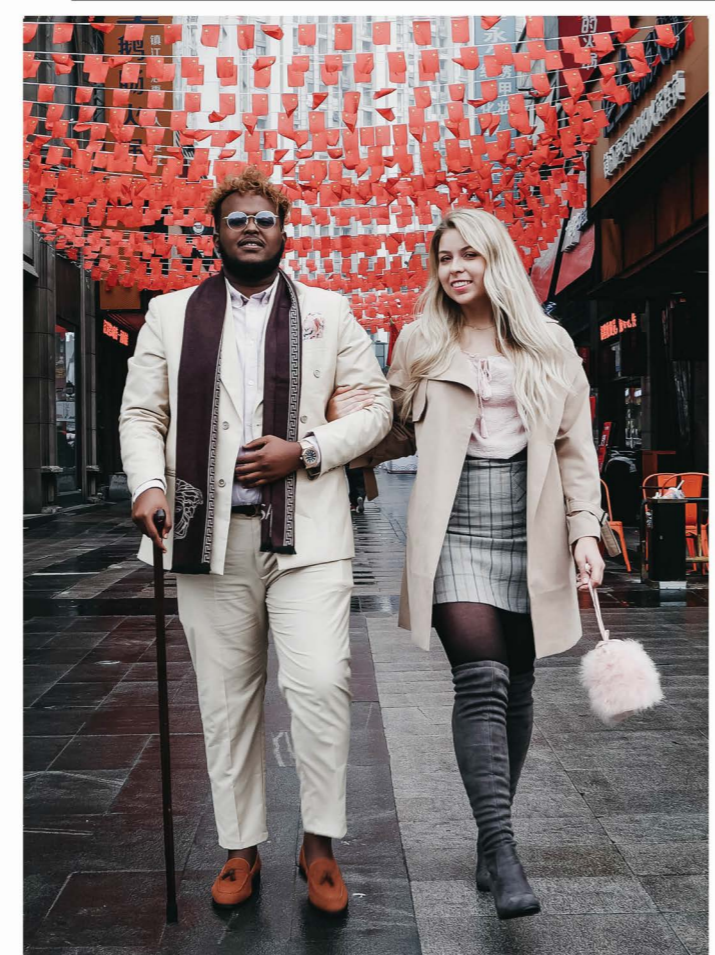


CHRISTINA HERMANN

GERMANY



WITH CHRISTINA



FASHION

WITH MUJEEB

“WHAT YOU WEAR IS HOW YOU PRESENT YOURSELF TO THE WORLD, ESPECIALLY TODAY, WHEN HUMAN CONTACTS ARE SO QUICK. FASHION IS INSTANT LANGUAGE.”



FORMAL FASHION

RUTHA AYU

ETHIOPIA



“FASHION IS VERY IMPORTANT. IT IS LIFE-ENHANCING AND, LIKE EVERYTHING THAT GIVES PLEASURE, IT IS WORTH DOING WELL.”
—VIVIENNE WESTWOOD



5 SPRING SEMI-FORMAL

SPRING IS NOT JUST A TIME FOR NEW BEGINNINGS, REJUVENATING AND CHANGE... IT MIGHT ALSO BE THE PERFECT TIME TO LEVEL UP YOUR WARDROBES AS WELL, FOR PARTIES AND EVENTS THAT MIGHT BE COMING IN ALONG WITH THE PERFECT WEATHER! SEMI-FORMAL ATTIRE IS BASICALLY AN OUTFIT THAT IS DRESSIER THAN WHAT YOU'D WEAR IN CAMPUS OR EVERYDAY LIVES BUT NOT AS DRESSY AS A FORMAL EVENING GOWN OR TUXEDO AND FITS SOMEWHERE BETWEEN CASUAL AND FORMAL!

KUSEEVA
GUZEL

RUSSIA

AIUGOVA
IANA

“WHEN A WOMAN SAYS, 'I HAVE NOTHING TO WEAR', WHAT SHE REALLY MEANS IS, 'THERE'S NOTHING HERE FOR WHO I'M SUPPOSED TO BE TODAY.'”



SYED HASSAN
ALI SHAH
PAKISTAN

“MY DRESS REFLECTS MY MOOD AND I WANT TO LOOK HAPPY AND ELEGANT EVERY DAY.”



NESIM JAMES
ETHIOPIA

“I DO BRANDS, MY STYLE IS A BRAND OF ITS OWN!”

SUMMER

"I LIKE MY MONEY RIGHT WHERE I CAN SEE IT: HANGING IN MY CLOSET."
- CARRIE BRADSHAW

SUMMER IS NOT JUST A TIME FOR GOING TO THE BEACH
AND LAYING UNDER THE SUN..

IT IS ALSO A GREAT TIME TO SHOWCASE THE INNER
FASHION IN YOU!

SMOKEY FASHION



WITH OSAMA

"FASHION YOU CAN BUY, BUT STYLE YOU POSSESS."



OSAMA ELSHORBGY

EGYPT



SISANDA MAULANA

ZIMBABWE



AKHMET-TASHCHIM RAMAZAN

RUSSIA



WITH AKHMET



DO NOT FOLLOW THE TRENDS. DO NOT LET FASHION GOVERN YOU. DECIDE WHO YOU ARE AND WHAT YOU WANT TO EXPRESS WITH CLOTHING AND YOUR LIFESTYLE.



TRENDSETTERS



ANASTASIIA MOROZOVA

RUSSIA



WITH ANASTASIIA

“

WHAT YOU WEAR CREATES YOUR IDENTITY, SO MAKE SURE YOUR IDENTITY REFLECTS YOUR PERSONALITY.

”



SUMMER FASHION

TRENDSETTERS 2019

SYLVIA 占玉倩

CHINA



HISHAM

SUDAN



WINTER FASHION

FASHION IS A TOOL. TO COMPETE IN LIFE OUTSIDE THE HOME, PEOPLE WILL LIKE YOU BETTER, WITHOUT KNOWING WHY, BECAUSE PEOPLE WILL REACT WELL TO A PERSON THEY LIKE THE LOOKS OF."

- MARY QUANT

THE DAYS ARE SHORTER AND THE NIGHTS ARE LONGER.

THE COLDEST TIME OF THE YEAR IS COMING, ARE YOU READY? IS YOUR WARDROBE READY?

WINTER IS A TIME FOR LAYERING, BIG CHUNKY SCARVES, PUMPKIN SPICE LATTES AND. GREY. EVEN WITH ALL THE FUN THAT WINTER BRINGS IT CAN BE HARD TO KEEP OUR WARDROBE FROM LOOKING AS DRAB AS THE WEATHER.



INDIA
PATEL PRIYAL

"WHEN YOU'RE CONFIDENT IN WHAT YOU'RE WEARING, YOU LEARN THINGS ABOUT YOURSELF THAT YOU NEVER KNEW, AND YOU REMIND YOURSELF THAT YOU POSSESS SO MANY MORE QUALITIES THAN YOU REALIZE."



EDMILSON MANJATE
MOZAMBIQUE

"LIFE AIN'T PERFECT BUT YOUR OUTFIT CAN BE."

HAMMAM
ALJUNDI
SYRIA

"SIMPLICITY IS THE ULTIMATE SOPHISTICATION."



"FASHION IS VERY IMPORTANT. IT IS LIFE-ENHANCING AND LIKE EVERYTHING THAT GIVES PLEASURE, IT IS WORTH DOING WELL."

MUTHALA
ZAMBIA

"FASHION IS AN ART OF SELF-EXPRESSION."



BURUNDIA
NANCY SHEILA IZERE



"I LOVE BLACK BECAUSE IT AFFIRMS, DESIGNS AND STYLES. YOU FEEL MORE CONFIDENT IN BLACK."

NATASHA

洛桑巴西
CHINA



"FASHION IS ABOUT DRESSING ACCORDING TO WHAT'S FASHIONABLE. STYLE IS MORE ABOUT BEING YOURSELF."



AUTUMN FASHION

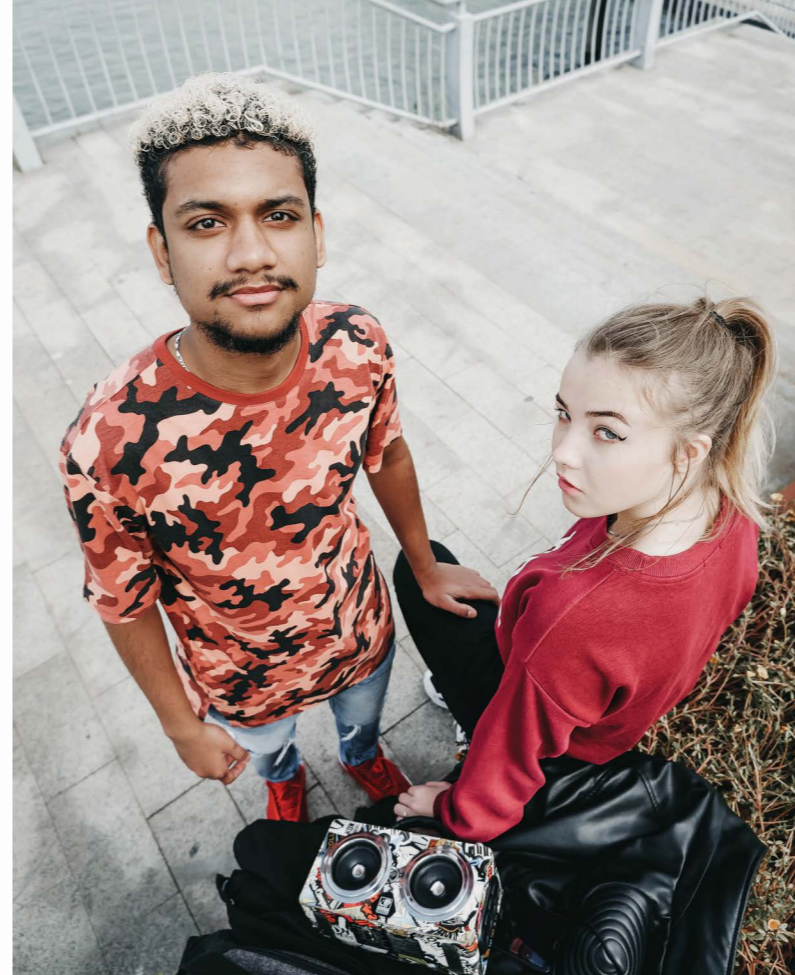
“

FASHION IS NOT NECESSARILY ABOUT LABELS. IT'S NOT ABOUT BRANDS. IT'S ABOUT SOMETHING ELSE THAT COMES FROM WITHIN YOU.'

— RALPH LAUREN

FASHION IS THE WAY WE CHOOSE TO PRESENT OURSELVES IN THE PUBLIC SQUARE. IT CAPTURES WHETHER OR NOT WE CHOOSE TO BE ON TREND, BUT ALSO ADDRESSES THOSE PEOPLE WHO HAVE A BELLIGERENCE TOWARDS FASHION AND ARE VERY STERN IN THE ANNOUNCING OF THEIR LACK OF INTEREST IN THE SUBJECT. FASHION IS THEMATIC AND SUPERFICIAL, IT'S INTENDED TO BE. IT'S ALSO AN EXPRESSION OF A NUMBER OF THINGS.

DAILY MOMENTS CAPTURED ARE MORE REAL IN STREET PHOTOGRAPHY. THOSE PICTURES ARE INSPIRING, TOUCHING, DEMONSTRATING DIVERSE FEELINGS FASCINATING THE NERVES. IT PORTRAYS THE CULTURE AND SOCIETY FURTHERMORE PRESERVES HUMANITY. THINGS THAT ARE HAPPENING IN THE STREETS, PEOPLE IN DISTINCTIVE STYLES, AS WELL AS FASHION, VANISH. IT TAKES A RIGHT MINDSET AND PASSION TO AN IMPECCABLE SHOT.



SHULLY SAMIR & MARIA

IRAN, KENYA, TANZANIA & RUSSIA
'DON'T BE INTO TRENDS. DON'T MAKE FASHION OWN YOU BUT YOU DECIDE WHAT YOU ARE, WHAT YOU WANT TO EXPRESS BY THE WAY YOU DRESS AND THE WAY YOU LIVE.'



ETHIOPIA KALKIDAN ZELALEM VS 梅杰 (M JET) CHINA

ETHIOPIA VS KALKIDAN ZELALEM ETHIOPIA



A
U
T
U
M
N

FASHION



SHIFWATI GEORGE MOOMBA
ZAMBIA



10 AUTUMN FASHION

STYLE IS THE ONLY THING YOU CAN'T BUY. IT'S NOT IN A SHOPPING BAG, A LABEL, OR A PRICE TAG. IT'S SOMETHING REFLECTED FROM OUR SOUL TO THE OUTSIDE WORLD—AN EMOTION. —ALBER ELBAZ

FASHION CAN BE TWO THINGS: IT CAN BE AS SIMPLE AS SOMETHING YOU PUT ON TO MAKE YOURSELF FEEL BEAUTIFUL, OR AS DYNAMIC AS SOMETHING ILLUSTRATIVE OF CULTURE, TIME AND TRANSFORMATIONS.

FASHION IS PERSONAL. IT ALLOWS YOU TO CHOOSE HOW YOU WISH TO PRESENT YOURSELF TO THE WORLD, AND ALLOWS YOU TO REALIZED WHAT YOU ARE COMFORTABLE WITH AND WHAT YOU DISLIKE ABOUT YOURSELF. THERE IS NOTHING WRONG WITH DRESSING IN ORDER TO FEEL FLATTERING, BUT NEVER HIDE YOUR TRUE SELF

FASHION IS A CONSTANT PRESENCE IN A PERSON'S LIFE. IT IS A DAILY TASK OF CHOOSING WHAT CLOTHING TO PUT ON YOUR BODY FOR THE DAY, AND IT IS NOT ONLY USED TO PROTECT MODESTY, BUT IT IS USED FOR SELF EXPRESSION.

MOST OF US STILL THINK OF FASHION AS A TREND, BUT IN ACTUAL FACT IT IS A PIECE OF ARTWORK THAT YOU CAN LOOK AT AND STILL FIND IT OVERWHELMINGLY INDULGING.

THE OLIVE DAILY IN THE COLLABORATION WITH THE TRENDSETTERS ONLY ORGANIZED AND FORMED A COMMUNITY OF STUDENTS WHO HAS A GREAT SENSE OF FASHION TO INSPIRE AND GIVE IDEAS ON HOW TO ROCK THE RUNAWAY!



NOTHABO MICHELLE MOYO
ZIMBABWE

I AM AN AMBITIOUS BEING WHO IS CONFIDENT AND FULL OF CHARISMA. "A FIT, HEALTHY BODY—THAT IS THE BEST FASHION STATEMENT."



KEEYEON LEE
SOUTH KOREA

STYLE IS THE ONLY THING YOU CAN'T BUY. IT'S NOT IN A SHOPPING BAG, A LABEL, OR A PRICE TAG. IT'S SOMETHING REFLECTED FROM OUR SOUL TO THE OUTSIDE WORLD - AN EMOTION



MEMORY TONDE
MALAWI

STYLE IS A WAY TO SAY WHO YOU ARE WITHOUT HAVING TO SPEAK

TASHI DHON DUP

CHINA

CREATE YOUR OWN STYLE... LET IT BE
UNIQUE FOR YOURSELF & YET IDENTIFIABLE
FOR OTHERS



MEMORY

MALAWI

ANNIE MHONE

BOTSWANA

IT IS EVER SO MUCH EASIER TO BE GOOD IF
YOUR CLOTHES ARE FASHIONABLE



WITH HOLLY

11. NANJING

TRENDSETTERS

ASSEM KABDYL



SAGESSE
TOYWA



DENIM

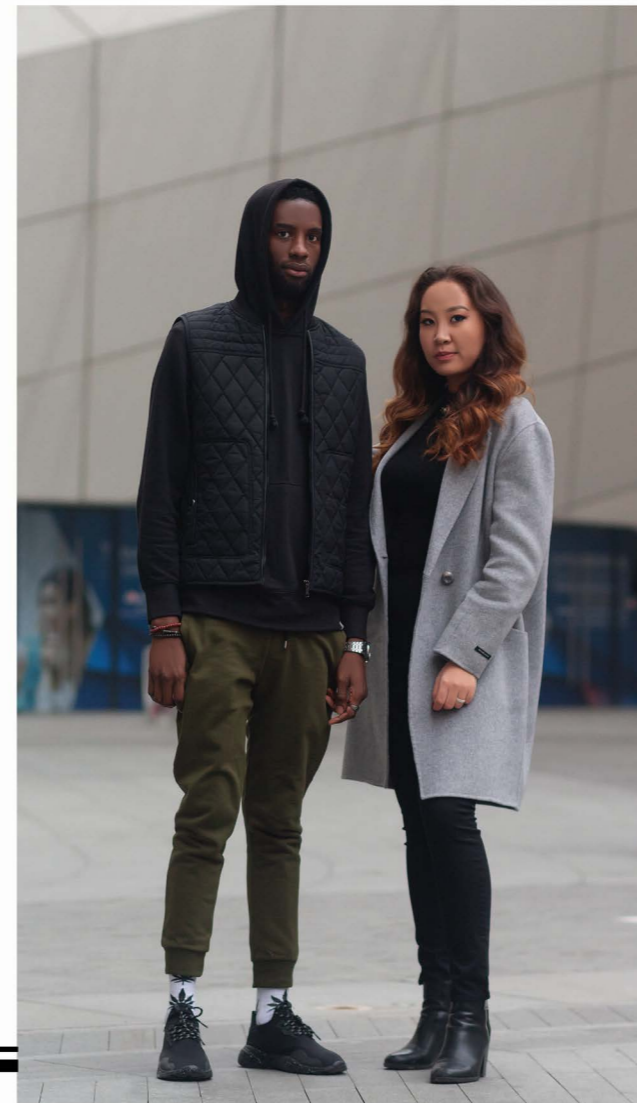


"FASHION IS A PLAYGROUND UP
UNTIL A CERTAIN AGE. BUT THEN
YOU HAVE TO FIND YOUR OWN
SIGNATURE AND YOUR OWN
STYLE."

- NICOLAS GHESQUIERE

TRENDSETTERS 2019

DIVIN BIYOUDI X ASSEM KABDYL



DIVIN BIYOUDI X ASSEM KABDYL



ANAR



DIVIN BIYOU DI



MARIA
KAZAKHSTAN



BIYOU DI MEDARD
CONGOLESE



JIN
KAZAKHSTAN



ROLANDO
CAMEROON

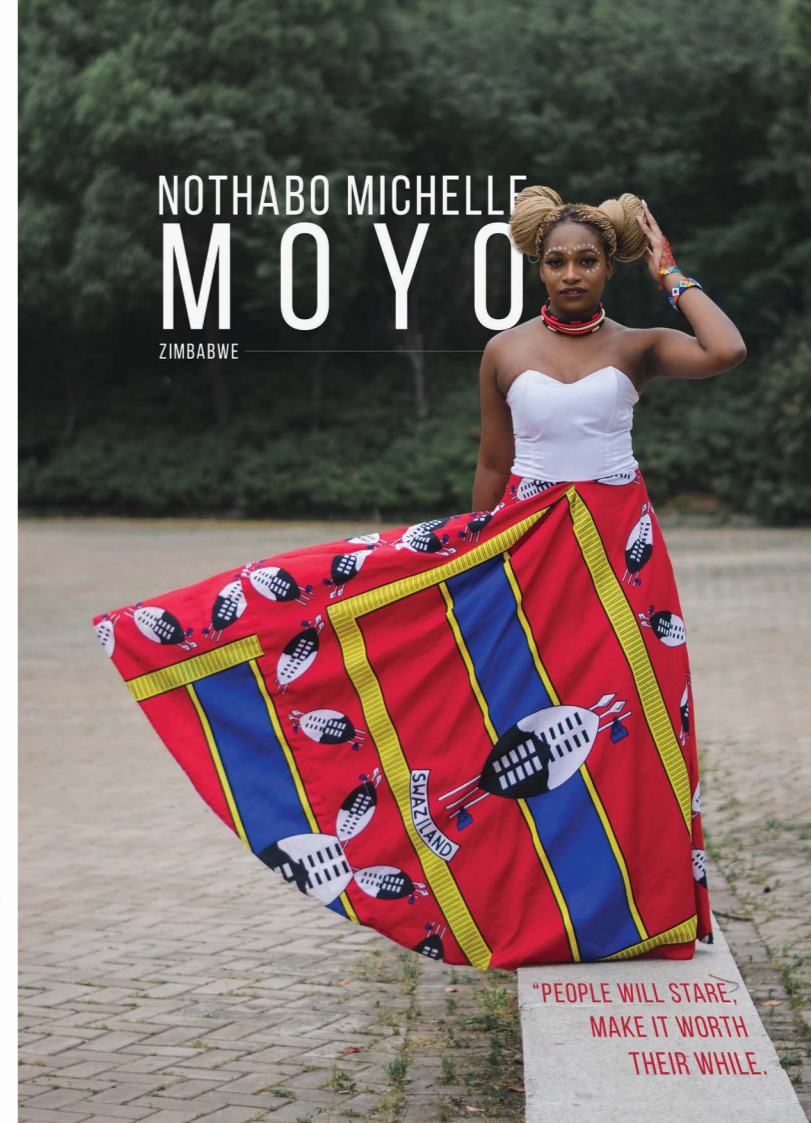


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FASHION MEETS CULTURE

TRADITIONAL WEAR HAS PLAYED AND STILL PLAYS AN IMPORTANT SYMBOLIC ROLE IN THE PRESERVATION OF NATIONAL VALUES AND CULTURAL HERITAGE AND IN THE CREATION OF A FEELING OF UNITY OF THE PEOPLE. IT IS AN IMPORTANT PART OF ANY COUNTRY'S CULTURAL IDENTITY.

IN THIS SPECIAL COLLECTION WE WILL SHOWCASE WHEN "FASHION MEETS CULTURE" FROM ALL OVER THE WORLD.





PETER
"MAKE YOUR FASHION AN EVOLUTION."

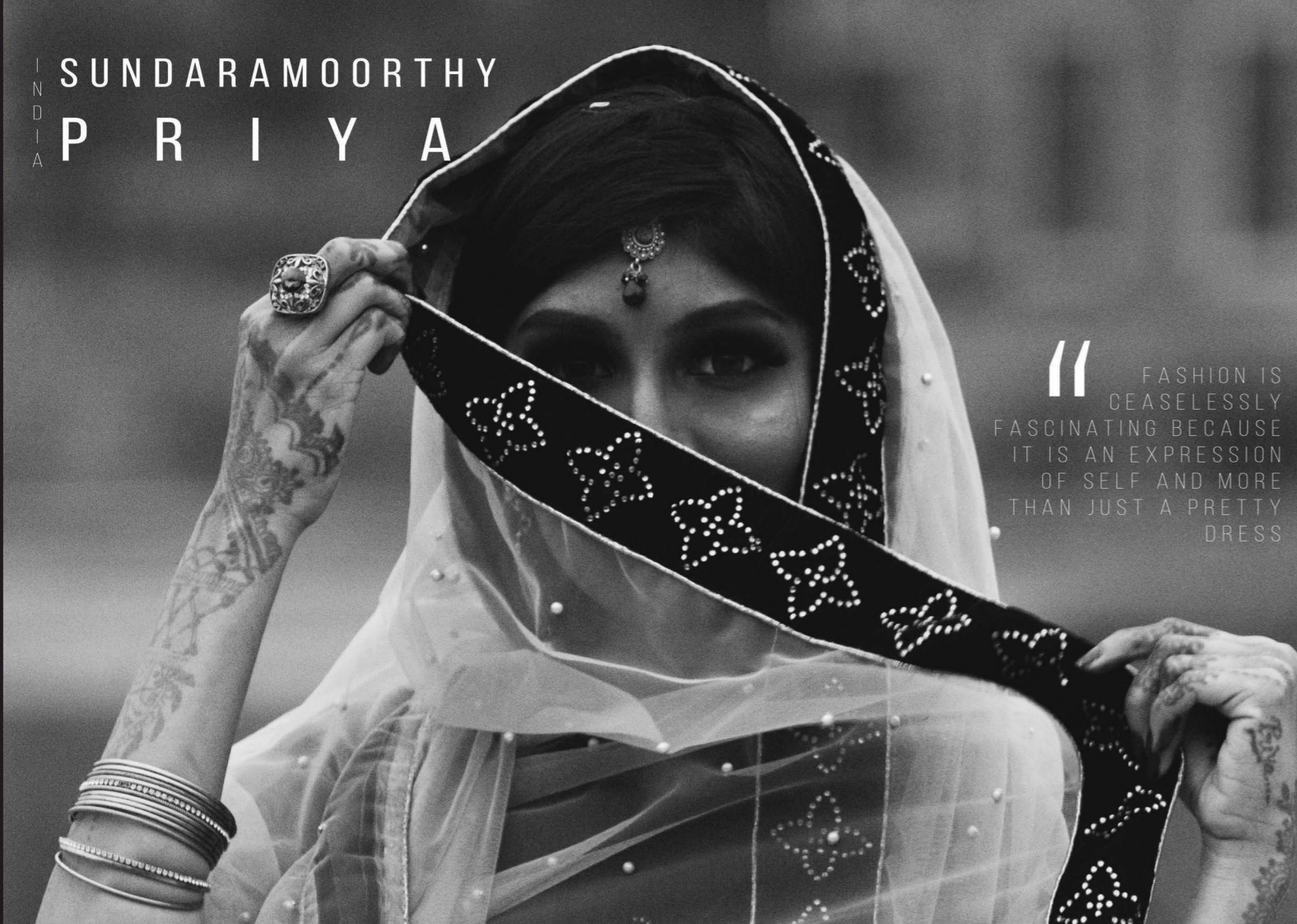
NIGERIA



ZANINKA
ARIANE
RWANDA



MERCH



INDIA
SUNDARAMOORTHY
PRIYA

" FASHION IS CEASELESSLY FASCINATING BECAUSE IT IS AN EXPRESSION OF SELF AND MORE THAN JUST A PRETTY DRESS

X MERCH



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HAPPY PEOPLE EVENT

X EVENTS



ONE JIANG EVENT



ONE JIANG EVENT

A FASHION MAGAZINE

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