

ALIENATED

THE EXPRESSION / THE REACTION / THE MADNESS

#01

Quiet
City

The Art
Of Expression

Spring Nostalgia

Crystal
Wonderland

Dinner Party

THE FREE ONLINE
MAGAZINE
BY SHARONITA
KOSTINI

CALL FOR ACTION

The Creative Team

#01



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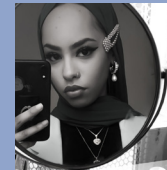
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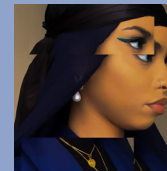
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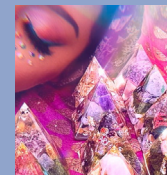
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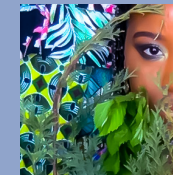
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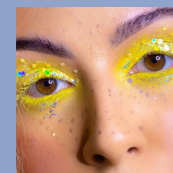
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The Art of Expression

A POEM

Sometimes the art of expression
comes at a great cost
when we are consumed by sadness

Sometimes the art of expression
comes at a great cost
when we feel like we've lost it all

Sometimes the art of expression
comes at a great cost
when we are surrounded by fear

Sometimes the art of expression
comes at a great cost
when we are surrounded by death

Sometimes the art of expression
comes at a great cost
and we are a force to evolve
and grow into something
out of the ordinary

Editor's Letter

Alienated is an *online fashion magazine* that hopes to bring **positive change** and **celebrates a new way of communicating** isolated fashion and art to a new audience. This project is inspired by the current situation and **crisis the world is facing right now**, an epidemic which has had a global impact through social distance and isolation.

The Alienated magazine is an *expression of different creatives* with a different form of thinking that is not generally acceptable by the status quo in the fashion industry.

**THANK YOU ALL
FOR WORKING
WITH ME!
SHARONITA KOSTINI
FOUNDER / EDITOR**

ARTIST

Make up-artist Mission & Vision

04

INTRODUCING

Amie Parsons@beautywith_ap





Call for Action

The COVID19 outbreak has caused great distress in the fashion and creative industry. Without the elaborate catwalks and promotional events that set the trends for each season, fashion enthusiasts are left disappointed and venturing for something in their wardrobe to fill the void.

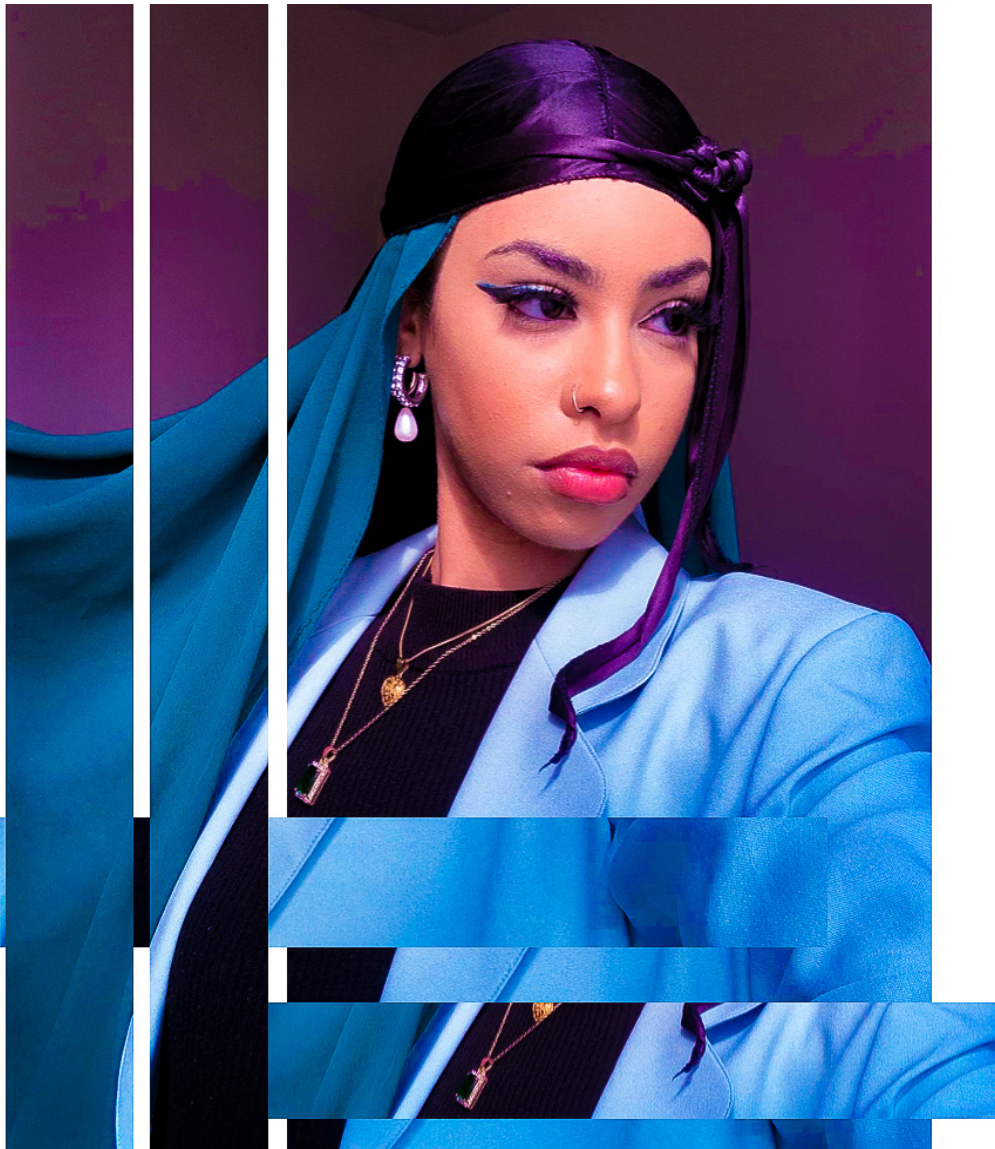
The pandemic has taught everyone a great lesson to slow down buying and production, which in turn is saving our planet. Each year in the UK alone more than 300,000 tonnes of used clothing goes to landfill according to Wrap. (Wrap,2017).

As a fashion student myself I consider this pandemic as a wake-up call for all of us to evaluate the fashion choices we made. How our constant "fast" fashion buying habits contribute to a giant pile of mess for the planet.

How the endless thirst for something new is a never-ending desire. With so many fashion warehouses closed, many of us have come to learn the fundamental of **"less is more"**. We have come to realise that during the isolation period, creativity goes a long way, and fashion is not always about the next purchase. **Fashion is what you make fashion.**

**"EACH YEAR IN
THE UK ALONE
MORE THAN 300,000
TONNES OF USED
CLOTHING GOES TO
LANDFILL"**

ARTIST



ALIENATED by Sharonita Kostini

Fashion affairs in isolation

with **FASHION DESIGNER
& STYLIST**

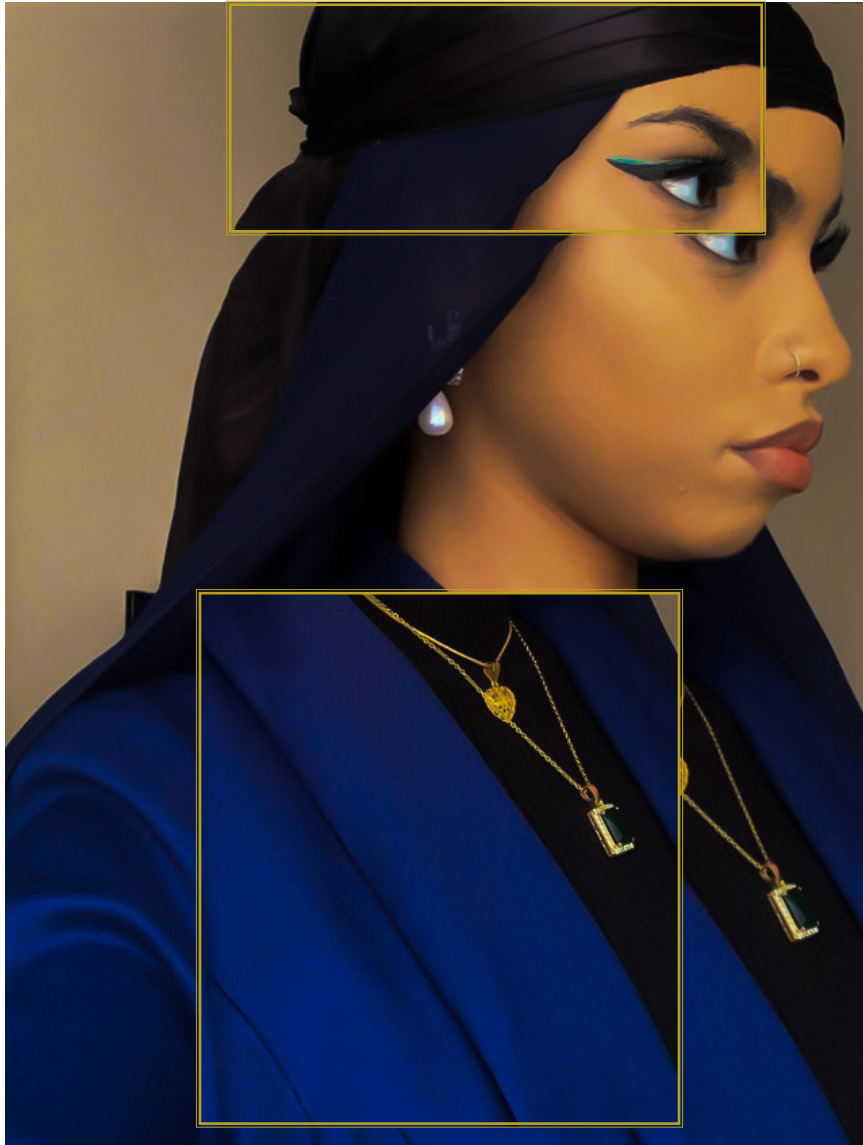
Maoa Eliam@maoaeliam



THE FREE ONLINE MAGAZINE

THE BLACK & WHITE PAGES





The Art of Expression During Crisis

Jean Cocteau once quoted, "Art produces ugly things which frequently become beautiful with time," and truly many historical paintings today depict tragedy and sorrows. Nevertheless, this does not make the paintings any less than art but rather it highlights how worldwide events can influence the direction of Art. How such incidents can inspire artists and change the way they view the world. In a time of crisis **Art has proven to be an escape** and at the same time a way of preserving history.

The Black Death was not just a devastating plague on the surface of planet earth but it was also a powerful force that reinforced realism in Art. During this tragic period, many artists painted powerful and dark artistic scenes

"The Black Death was also a powerful force that reinforced realism in Art"

that captivate the horrors of human existence.

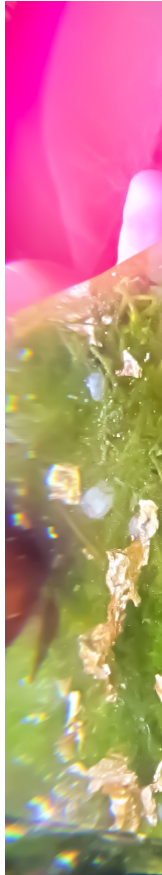
European Art rose to glory at a time where death was prevalent at every corner and changed the way artists expressed themselves forever. Death and suffering became the subjects and inspiration for many artists to draw upon while the world trembled in fear.

Much like today, another pandemic is on the loose and creatives are forced to adapt and find a way to express their **individualistic view** of such incidents. Art finds a way to shape our minds and transforms our way of thinking.

INTRODUCING

Jaffrin Khan

Shop the Crystals at jxfrin.com



A crystal Wonderland

Inside Jaffrin crystal world everything is possible. It is a spring scenery trapped in a triangular crystal shaped glass.

With every one of us isolated in our homes, Jaffrin crystal decorations open a world of endless beauty and possibilities.

Each crystal transfers us into a **botanic spring garden**, something we all look forward to enjoying when the lockdown is over.



Quite City

The World has gone into **complete silence**, it is as if the cities have held their breaths and are waiting to whisper, "It's all over now, come out and rejoice."

INTRODUCING
Susy Fernandes
photography:
Cardiff City

Even though the circumstances are not in our favour we try to make the best out of the lockdown

period and adapt to our new reality.

Whether we are staying at home or on the front-line saving lives, we are all in this together trying to survive and hope for a better tomorrow.

Taking a stroll out at first



you will notice how clear the air is before you feel the void and emptiness.

As you continue walking you are surely touched by the kind and positive posters, displayed all over the city. The City Council replaced many advertising prints and digital posters with powerful and engaging messages across Cardiff. Supporting and encouraging thoughts for everyone to read and learn how to protect themselves.

There are also special "thank you" posters congratulating the NHS for their hard-working spirit. It seems like the City has its own voice amid all this sadness. I was deeply touched by one particular poster, the message read out aloud "Please believe these days will pass." This

message holds so much power and is reassuring and comforting for many.

As we walk past this posters we are much more inclined to smile and have a more positive outlook for the future.



In isolation with an unusual friend



INTRODUCING

Sach Dissanayake@sachxdesigns

Dinner Party for one

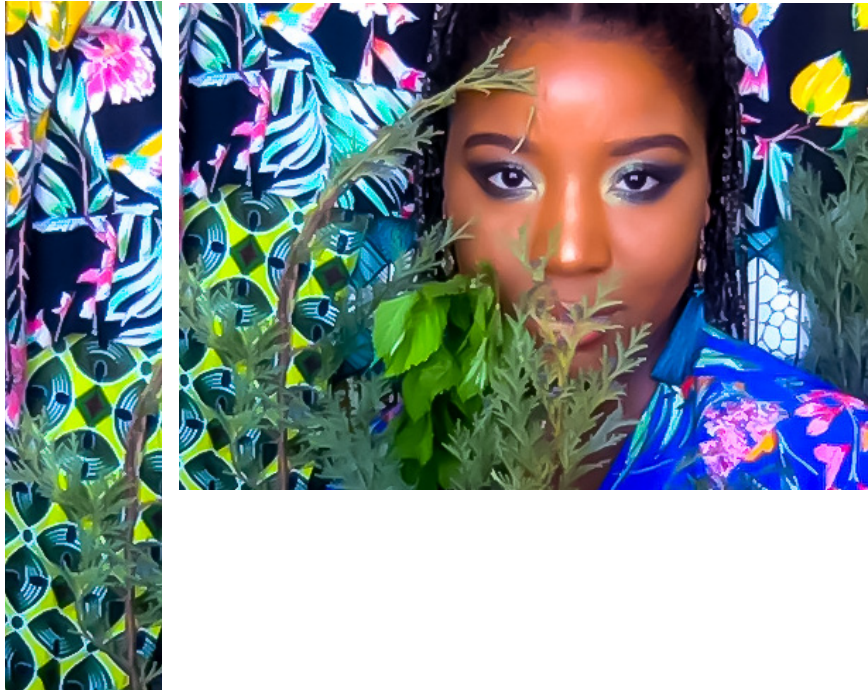
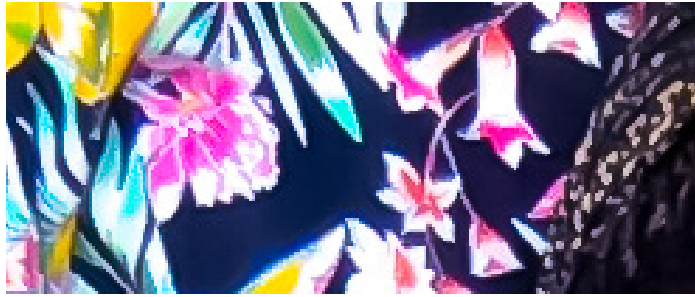
MEMORIES OF A STUDENT
DINNER NIGHT SHARED
WITH FRIENDS



THE BLACK &
WHITE PAGES

THE BLACK & WHITE PAGES





Spring Nostalgia

The Spring season is by far my **fa-
vourite** season. This season brings
back nostalgic memories with a
beautiful hope for the summer sea-
son.

Sadly, due to the lockdown, we
haven't had the opportunity to en-
joy the warmer weather outside.

I recreated a Spring Summer sea-
son using **colourful materials, flow-
ers** and other elements that remind
of the Spring weather.

The Artist Choice

As a creative student, I decided to encourage others and create a platform for creators to express their artistic side during isolation. Due to the circumstances, I was able to create opportunities and find ways to work with other creatives ing each year theme to host the biggest fashion event that blurs the line between fashion and art. 'I believe when art and fashion collide a new way of telling a story is manifested through trends and photography'.

"I DECIDED TO ENCOURAGE OTHERS AND

from home. The isolation period is tough on everyone, cut out from the outside world that inspired us can be very hard to keep going. I struggled to cope on my own in isolation and wanted to work with other artists and create something we will be proud of when all this is over.

I was inspired by the **Met Gala** approach in choos-

CREATE A PLATFORM FOR CREATORS

I wanted to create something original and allowed the creatives to have a saying in the overall development of each concept. By giving each individual a theme and allow them to turn this into something positive motivated me as well. Gradually their ideas turn into concepts and the concept into a storyboard. Everyone felt invested in

something bigger than themselves and was looking forward to more positive and inspiring work. The Alienated magazine has allowed me to work on areas of interest I have never tried before and learn how to deliver high-quality fash-

TO EXPRESS THEIR ARTISTIC SIDE DURING ISOLATION."

ion content with such limited sources. Despite all the difficulties I encountered, I combined all my creative ideas around fashion photography, styling, graphics and creative writing into one big project and produced my **first fashion magazine.**

**WITH MANY THANKS!
SHARONITA KOSTINI**



