

ISSUE 18 FALL / SUMMER 2021

# DUST

Ty French

DIGITAL DREAMS

Exploring virtual human intimacy





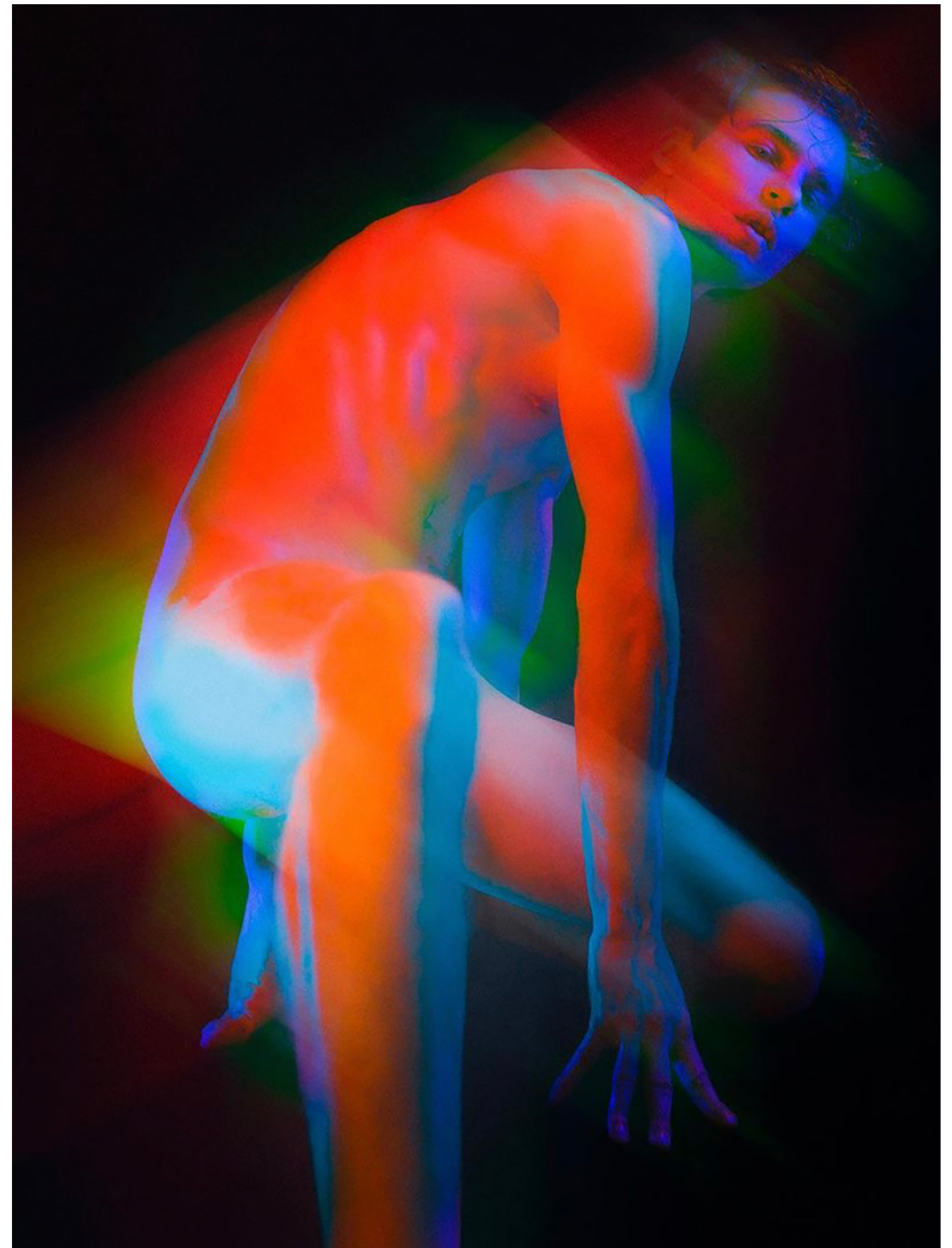
# EXECUTIVE SUMMARY

THE AIM OF THIS REPORT IS THAT TO CONFER A CLEAR UNDERSTANDING OF WHAT DUST MAGAZINE'S SEPTEMBER 2021 ISSUE WILL LOOK LIKE.

THE THEME SELECTED FOR THE PROPOSED ISSUE IS CALLED: "DIGITAL DREAMS: EXPLORING VIRTUAL HUMAN INTIMACY." IN A PERIOD WHERE LOCKDOWNS BECAME A NORM, HUMANS CRAVED ONLINE ESCAPISM TO EVADE THEMSELVES FROM THE ENCAPSED REALITY THEY WERE LIVING.

THIS ISSUE MEDITATES ON HOW DIVERSE INDIVIDUALS HAVE SEARCHED AND ESTABLISHED AN ALTER EGO ON THE NET, TO EXPRESS THEIR DEEPEST THOUGHTS. SENSUALITY JOINS THE DIGITAL WORLD WITH THE CREATION OF PROFILES WHO LUCRATE FROM SELLING THEIR INTIMATE PICTURES. THE PHYSICAL BARRIER OF MEETING SOMEONE'S NEXT PARTNER IS PUSHED DIGITALLY: WHERE IN DESPERATE TIMES PEOPLE HAVE FOUND SOLACE AND ROMANTICISM IN ESTABLISHING A CONNECTION WITH OTHER SOULS.

THE REPORT WILL FURTHER ANALYSE DUST MAGAZINE'S COMPETITORS (INCLUDING A POSITIONING MAP), POP + POD, DIGITAL COMPETITOR ANALYSIS, SWOT + PESTLE ANALYSIS AS WELL AS 3 SHOOTING CONCEPTS AND 2 SPECIAL GUEST INTERVIEWS, TO SOLIDIFY THE ISSUE'S CONCEPT.

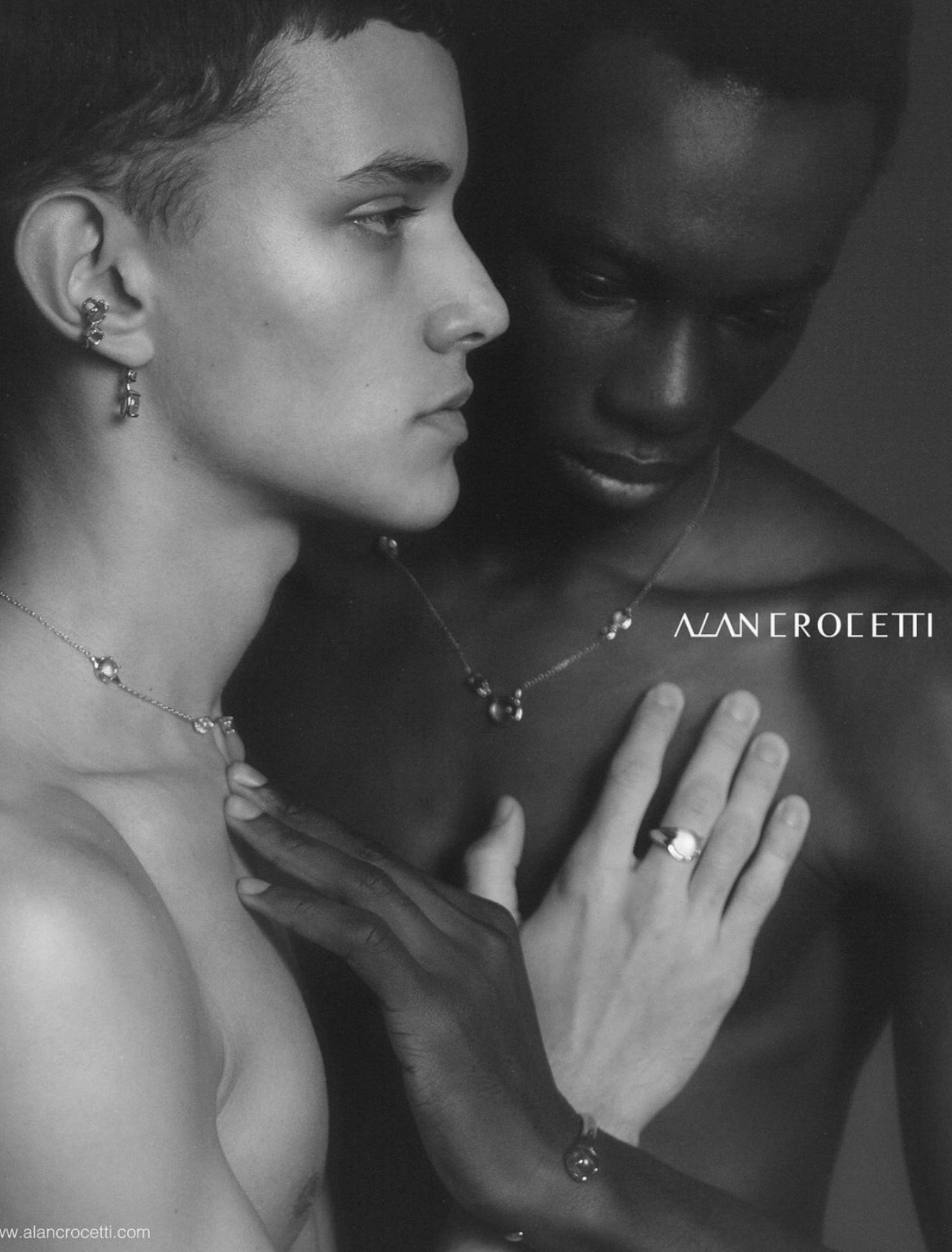




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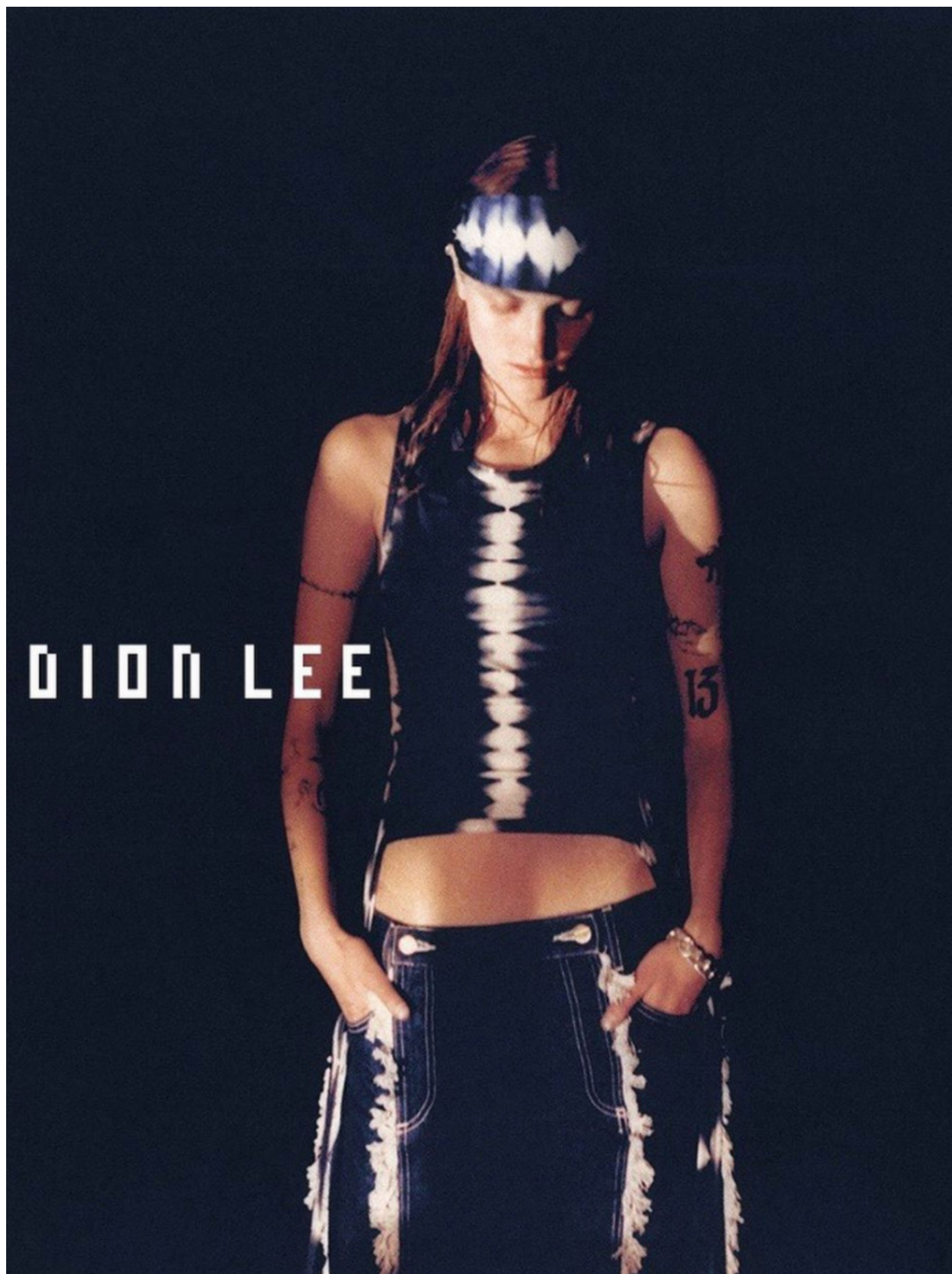




Ludovic de Saint Sernin







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DUST MAGAZINE ISSUE 18 SEPTEMBER 2021

**DIGITAL DREAMS: exploring virtual human intimacy**

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SWAROVSKI



DUST MAGAZINE ISSUE 18 SEPTEMBER 2021

DIGITAL DREAMS: exploring virtual human intimacy - COVERS



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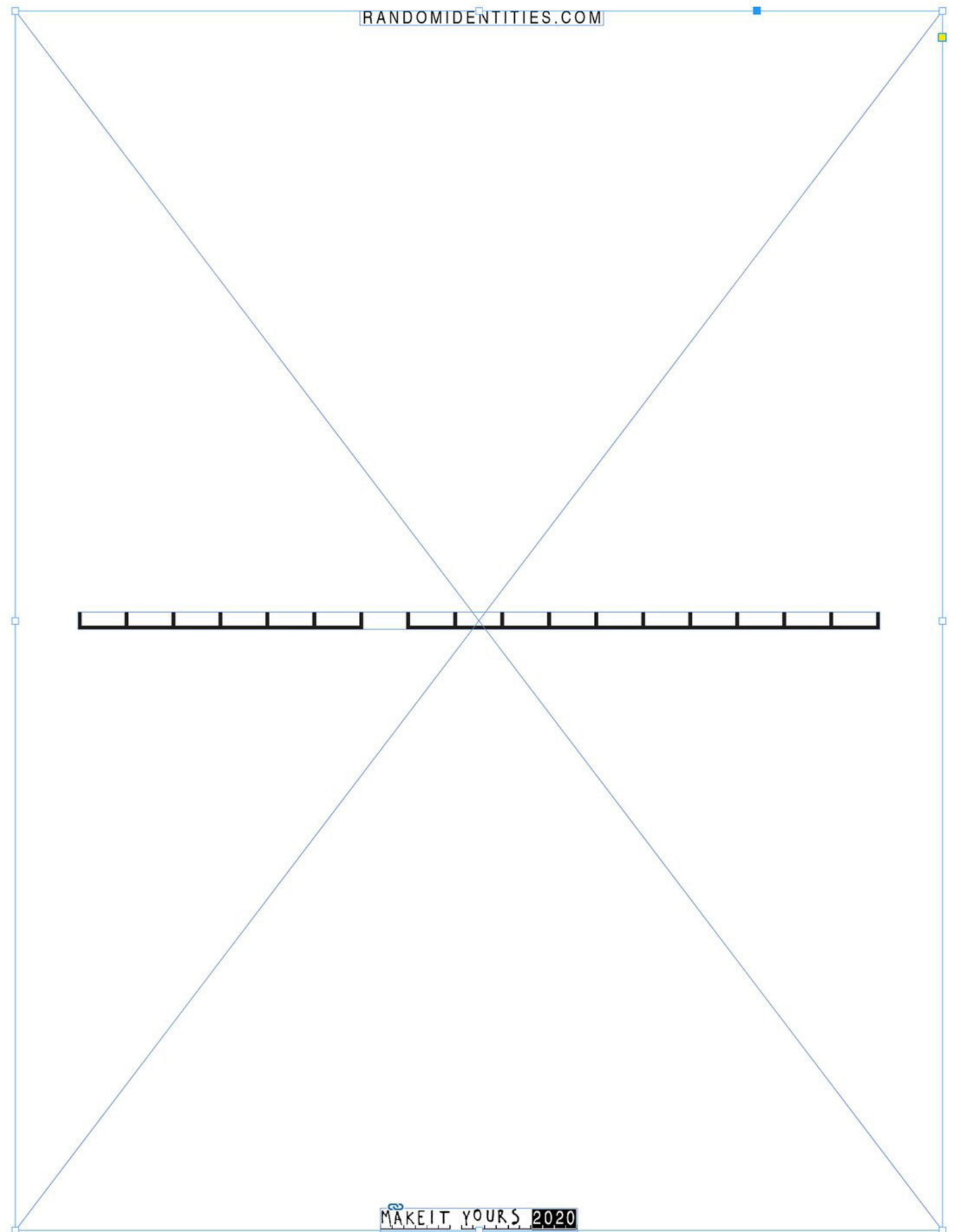
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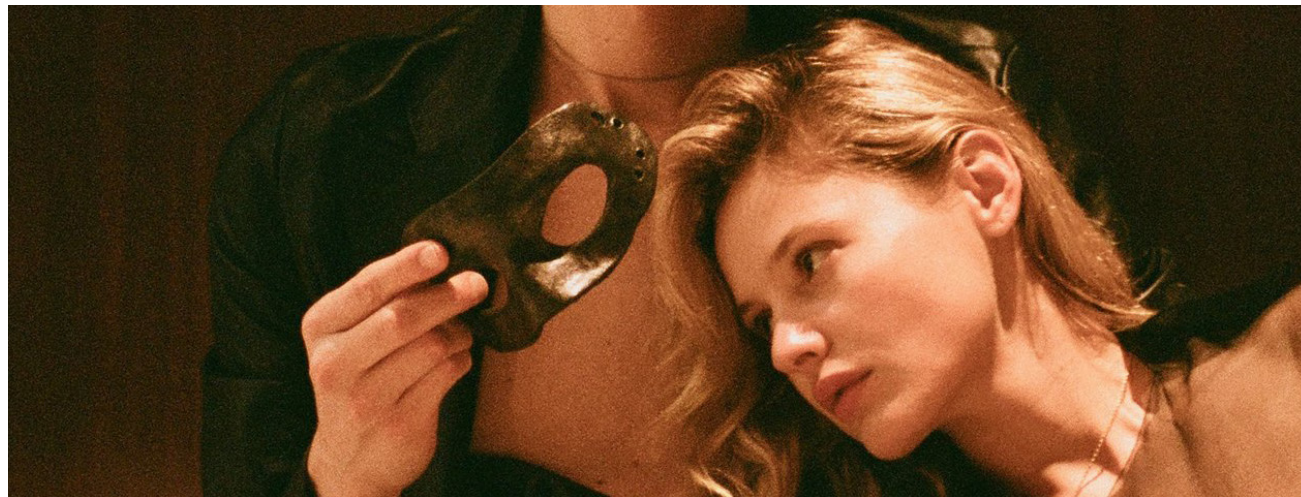
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- 1 *photography* Agata Pospieszynska
- 2 *photography* Agata Pospieszynska
- 3 *photography* Queer as Folk
- 4 *photography* Queer as Folk
- 5 *photography* Ty French
- 6 *photography* Ty FrenchW

DUST, A EUROPEAN MAGAZINE ABOUT FASHION AND ITS OPPOSITES







Has it ever crossed your mind what would our life be without any digital interaction? Where would we be as a race and would we even become the person we are today?

All these questions are merely speculative and don't have a right or wrong answer, it's our thoughts and our beliefs the things we rule above everything we know, our reality.

What's reality anyway? And where's the ultra-thin line that divides imagination with existence?

...

As decades pass in front of our eyes like seconds, so does our personal evolution. And I'm not talking about physically (which is highly obvious – like Darwin's human evolution), but our spiritual journey. Each day, hour and minute, we grow older, and there's truly nothing we can do against time.

"Time goes by, so slowly", sang Madonna over a decade ago in 2005, but... Is time actually running by 'so slowly'? Most would agree the numerical parameters we've attributed time with are just the quantitative reflection of our journey. An expedition that never ceases to stop and that its ultimate goal is death.

As harsh as it may sound there's no stopping in this life, and that's why people, after being put under an encaged situation, have actually had the opportunity to deeply connect with themselves and know who they really are.

Lockdown has served as a lesson for many of us who took *life* and *freedom* for granted.

It has shown us what it truly is to stop that ever-going journey while the clock never stopped ticking.

One of the most important components we had for coping with the initial 3-month lockdown was that *digital interaction* we questioned before.

We used it as a source of profound escapism that aided us to travel to another world - *the virtual world*.

During the 90-day period, there were three tendencies apparent on the diverse social media channels:

The first one was the creation of an **online alter-ego**: where people were exploring their individual personality and their desired self. Some were so bored of the person they've become that they craved a different kind of human interaction. They weren't searching for anyone's validation and just wanted to be virtually *free*. It was that lack of freedom that acted as the inception of their decision.

You may be thinking that it may sound a bit weird for a person to create and alter-ego, but stop and think about it. It's also a way of coping and connecting with who we are, how are we perceived, what is our aspiration in life.

We live in a world where one of the most powerful privileges in life is someone's privacy. We don't know what people think about in those intimate moments - what are their sexual desires, fetishes, family situation and self-promises.

This is all kept under an individual's notion which is extremely difficult to penetrate. It's as if you reach this layer of trust, the person is seen as extremely vulnerable.

This directly links to the second tendency: **erotism on the net**, profiting from people's bodies. With the establishment of several online platforms such as: 'Only Fans', people are starting to normalise the use and selling of someone's most intimate physical pictures for: not only a source of income during the staggering economic crisis we're undergoing, but, the arousal of a higher public exposure.

Eroticism has always been a key driver for money. We constantly see it in the fashion industry, for instance, and each day products need to 'sexier' to be popular. Many may argue that digital platforms like Only Fans act as a catalyst - categorising humans as a 'product' that can be alluded as a piece of meat. For some individuals, this may be a full-time profession, for others a hobby and for many a key driver for obtaining quick, filthy money.

It surprises me how *sex* will always sell, and how wicked someone's brain can get. This has a direct bond with the *privilege of privacy* we stated before. It is obvious that some individuals are willing to sacrifice this key private attribute for fame and money.

Are we truly heading towards the right direction?

What is it to dream?

In a world full of inequalities, dreaming acts as a way of Earthy evasion, just as the digital world. "Pain & Pleasure go hand in hand", they say. Well, the digital world definitely goes conjointly with dreaming, because we, humans will never cease to explore the unknown, to reach the impossible and to love the inexplicable.

That's what makes our essence unique.

Enrique Zeka

The final habit appreciated was the **push of the physical barrier of socializing and transforming it to the digital space**. Global *lockdowns* caught many of us single (and ready to mingle). However, isolation didn't act as an obstacle for those looking for love.

It is a fact that online dating is becoming increasingly normal as time goes by. Nowadays, it is deemed laborious to find a partner in a '*natural*' circumstance. It's precisely the individualism humanity is heading towards that is acting as the actual interference when it comes to socializing and getting to know new people.

Many may feel the *dread* and *terror* that embodies having a close attachment to somebody else. A lot of people feel like they aren't ready yet and will never be. It sometimes has crossed my mind that perhaps I'm not made for dating and it mirrors such an arduous and painful process that may just not be worth it for me. But not everyone is as pessimistic as I am. Numerous have found their current partner online while being in lockdown. It's also a sign for optimism and elation that neutralizes some of my discouraged sensations.





COVER MOODBOARD

DIGITAL DREAMS:  
exploring virtual human intimacy.





DUST DNA MOODBOARD

DIGITAL DREAMS:  
exploring virtual human intimacy.





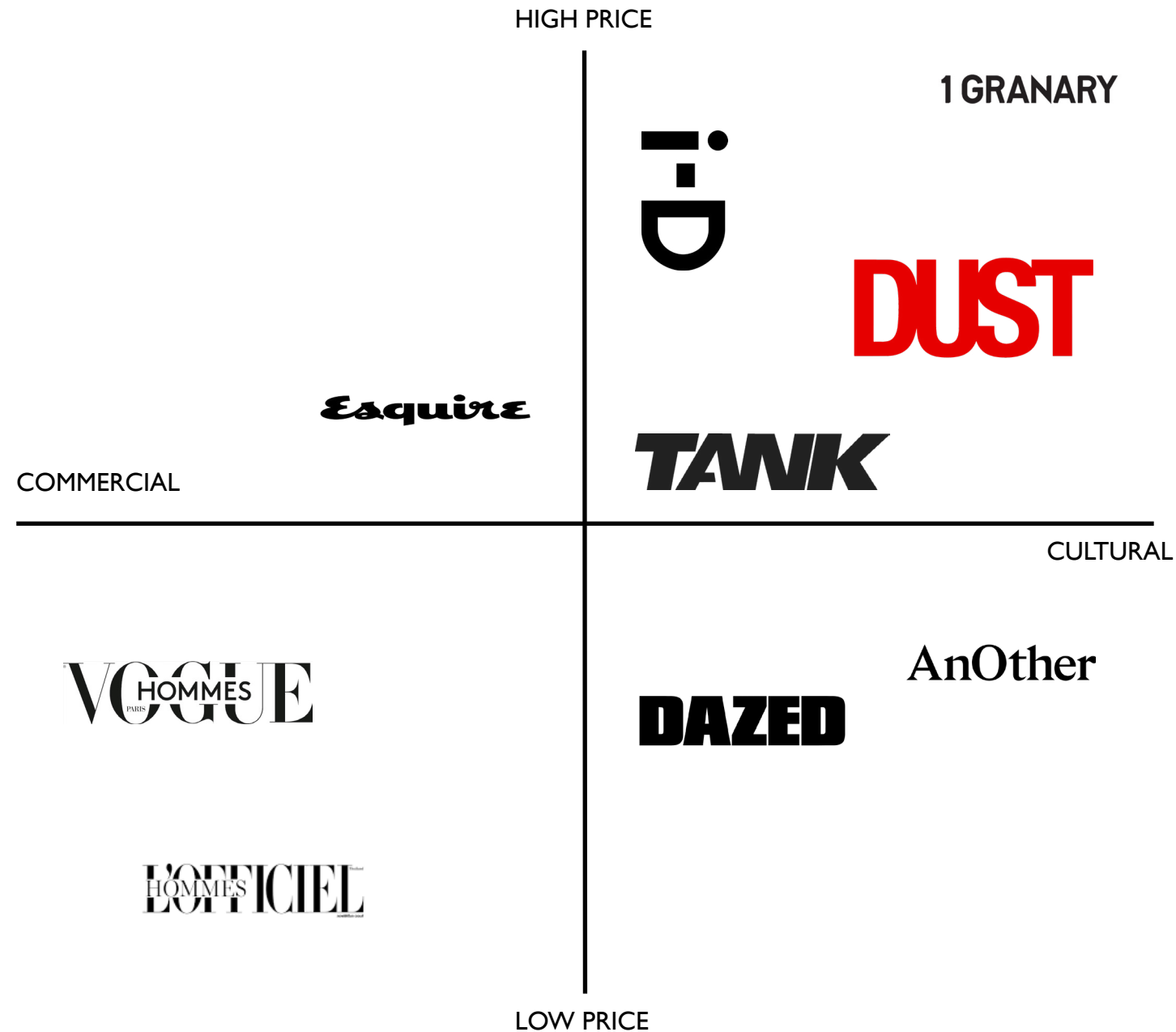
OBJECT OF  
DESIRE

THEME MOODBOARD

DIGITAL DREAMS:  
exploring virtual human intimacy.



# POSITIONING MAP



THIS IS DUST MAGAZINE'S POSITIONING MAP, AGAINST ITS KEY MARKET COMPETITORS. THE MAP IS DIVIDED UNDER THE CATEGORIES OF: 'LOW - HIGH PRICE' AS WELL AS 'COMMERCIAL - CULTURAL CONTENT'. THERE IS A CLEAR GAP IN THE MARKET WHERE DUST MAGAZINE PERFECTLY FITS, ACCOMMODATING THE MARKET'S NEEDS.

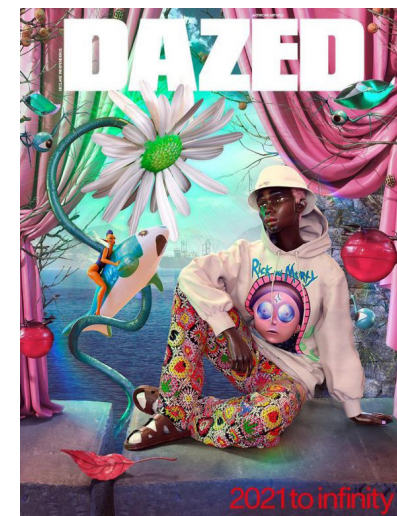
# MAIN COMPETITORS



TANK MAGAZINE IS A UK-BASED, QUARTERLY PUBLICATION, THAT ISSUED ITS FIRST COPY IN SEPTEMBER 1998, BY THE HAND OF: MASOUD GOLSORKHI (FOUNDER AND INITIAL EDITOR IN CHIEF). IN 2002 CAROLINE ISSA WAS APPOINTED EDITOR IN CHIEF AND REMAINS IN THAT POSITION UNTIL TODAY.

TANK TREATS CULTURAL SUBJECTS, SUCH AS: FASHION, CONTEMPORARY CULTURE, ART, ARCHITECTURE, POLITICS AND TECHNOLOGY.

SINCE ITS LAUNCH, THE TANK ORGANIZATION HAS EXPANDED AND INTRODUCED: TANK FORM, TANK TV, TANK BOOKS AND BECAUSE MAGAZINE.



JEFFERSON HACK AND RANKIN LAUNCHED 'DAZED & CONFUSED' BACK IN 1991 AS A NOVELTY CULTURE AND STYLE QUARTERLY MAGAZINE.

DURING THE 90'S THE 'DAZED & CONFUSED' GROUP EXPERIENCED A HIGH POPULARITY READERSHIP, WHERE THE CUSTOMERS CONNECTED WITH THE CULTURAL PROVOCATION OF THE SUBJECTS TREATED. SOON THE MAGAZINE BECAME A MOVEMENT, EVENTUALLY EXPANDING TO THE DAZED MEDIA GROUP.

DAZED MEDIA CLAIMS TO BE: "THE MOST INFLUENTIAL INDEPENDENT FASHION AND CULTURE TITLE IN THE WORLD."



FOUNDED IN 2001 AND ISSUED BI-ANNUALLY, ANOTHER MAGAZINE COMBINES THE ESSENTIAL TOPICS OF HIGH FASHION AND PRESTIGIOUS PHOTOGRAPHY. IT ESTABLISHES A CONVERSATION ON TOPICS LIKE ART, LITERATURE AND POLITICS.

ANOTHER MAGAZINE HAS EXPERIENCED A SURGE IN THE MARKET, WHEN DIVERSIFYING ITS DEMOGRAPHICS AND CREATING 'ANOTHER MAN', BACK IN 2005. THE PUBLICATION THEN WENT DIGITAL IN 2010, WITH THE ONLINE MAGAZINE VERSION: 'ANOTHERMAG.COM.'






THE 'ANOTHER MAGAZINE' GROUP IS A REGULAR CONTRIBUTOR TO 'DAZED MEDIA'.



# COMPETITOR ANALYSIS: POP / POD

MAGAZINE	POINT OF PARITY	POINT OF DIFFERENCE
<b>DUST</b>	<ul style="list-style-type: none"> <li>- INDEPENDENT MAGAZINES</li> <li>- CULTURAL EXPLORATION</li> <li>- MIXED DEMOGRAPHIC TARGET MARKET: MAINLY GEN.Z + MILLENNIALS</li> <li>- ONLINE MAGAZINE AVAILABLE</li> <li>- LUXURY BRAND ADVERTORIALS</li> <li>- COLLABS WITH ARTISTS</li> </ul>	<ul style="list-style-type: none"> <li>- BERLIN BASED</li> <li>- BI-ANNUAL</li> <li>- £ 15</li> <li>- EDITORIALS IN COLLABORATION WITH BRANDS-</li> <li>- NUILITY FRIENDLY</li> <li>- BERLIN / ALTERNATIVE CULTURE</li> </ul>
<b>TANK</b>	<ul style="list-style-type: none"> <li>- INDEPENDENT MAGAZINE</li> <li>- CULTURAL EXPLORATION</li> <li>- MIXED DEMOGRAPHIC TARGET MARKET: MAINLY GEN.Z + MILLENNIALS</li> <li>- ONLINE MAGAZINE AVAILABLE</li> <li>- LUXURY BRAND ADVERTORIALS</li> <li>- COLLABS WITH ARTISTS</li> </ul>	<ul style="list-style-type: none"> <li>- LONDON BASED</li> <li>- QUARTERLY</li> <li>- £ 14</li> <li>- EDITORIALS IN COLLABORATION WITH BRANDS: CREATION OF OWN CAMPAIGNS EXCLUSIVELY FOR THE MAGAZINE.</li> <li>- EXPLORATION OF ELITIST CULTURE.</li> </ul>
<b>DAZED</b>	<ul style="list-style-type: none"> <li>- INDEPENDENT MAGAZINE</li> <li>- CULTURAL EXPLORATION</li> <li>- MIXED DEMOGRAPHIC TARGET MARKET: MAINLY GEN.Z + MILLENNIALS</li> <li>- ONLINE MAGAZINE AVAILABLE</li> <li>- LUXURY BRAND ADVERTORIALS</li> <li>- COLLABS WITH ARTISTS</li> </ul>	<ul style="list-style-type: none"> <li>- LONDON BASED</li> <li>- QUARTERLY</li> <li>- £ 12</li> <li>- HAS A MORE POLARISED MARKET: U.S, EUROPE, ASIA, ETC.</li> <li>- WORLDWIDE / MAINSTREAM CULTURE</li> </ul>
<b>AnOther</b>	<ul style="list-style-type: none"> <li>- INDEPENDENT MAGAZINE</li> <li>- CULTURAL EXPLORATION</li> <li>- MIXED DEMOGRAPHIC TARGET MARKET: MAINLY GEN.Z + MILLENNIALS</li> <li>- ONLINE MAGAZINE AVAILABLE</li> <li>- LUXURY BRAND ADVERTORIALS</li> <li>- COLLABS WITH ARTISTS</li> </ul>	<ul style="list-style-type: none"> <li>- LONDON BASED</li> <li>- BI-ANNUAL</li> <li>- £ 13</li> <li>- NUILITY FRIENDLY</li> <li>- TREATS MORE CONTROVERSIAL SUBJECTS.</li> <li>- PUBLISHED IN MULTIPLE LANGUAGES</li> <li>- SECOND ISSUE DEDICATED TO WOMEN</li> </ul>

# DIGITAL COMPETITOR ANALYSIS

	<b>DUST</b>	<b>TANK</b>	<b>DAZED</b>	<b>AnOther</b>
	1239 POSTS 148 K FOLLOWERS 6 FOLLOWING ER = 0,23 %	3252 POSTS 78,1 K FOLLOWERS 866 FOLLOWING ER = 0,166 %	11,4 K POSTS 1,7 M FOLLOWERS 2296 FOLLOWING ER = 0,15 %	9215 POSTS 1,3 M FOLLOWERS 321 FOLLOWING ER = 0,1 %
	31 K LIKES	42 K LIKES	1,1 M LIKES	481 K LIKES
	394 FOLLOWERS 50 FOLLOWING JOINED: OCT 2013	29,7 K FOLLOWERS 511 FOLLOWING JOINED: JUNE 2009	1,2 M FOLLOWERS 10,2 K FOLLOWING JOINED: JULY 2008	279 K FOLLOWERS 92 FOLLOWING JOINED: AUG 2009
	N / A	N / A	176 K FOLLOWERS 719 VIDEOS	17,8 K FOLLOWERS 58 VIDEOS
	N / A	YES	YES	YES

ALL OF THE MAGAZINES ARE VERY ACTIVE ON SOCIAL MEDIA, ESPECIALLY ON INSTAGRAM: THE HIGHEST BEING DUST, FOLLOWED BY TANK AND DAZED. IT SEEMS AS THE HIGHER THE FOLLOWERS THE LOWER THE ENGAGEMENT RATE. DAZED IS VERY ACTIVE IN YOUTUBE, TANK, DAZED AND ANOTHER MAGAZINE HAVE A PINTEREST ACCOUNT WHICH HELPS IN THE CUSTOMER ENGAGEMENT. OVERALL, DUST HAS ESTABLISHED A POWERFUL DIGITAL PRESENCE THAT NEVER CEASES TO GROW.



# PEN PORTRAIT

NAME: LORENZO SAMPAIO

AGE: 26

NATIONALITY: ITALO - SPANISH

CURRENT COUNTRY OF RESIDENCE: LONDON, UK

OCCUPATION: FREELANCE PHOTOGRAPHER

STYLE: BOLD, MODERN, SENSUAL, SOPHISTICATED, REFRESHING

SHOPS AT: DION LEE, LUDOVIC DE SAINT SERNIN, MSGM, CK, DSQUARED2, GIVENCHY

PERFUME: AQUA DI GIO, GIORGIO ARMANI

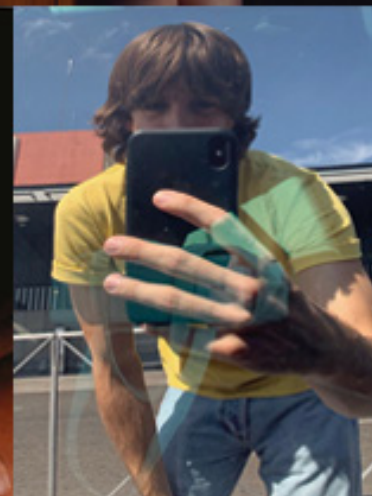
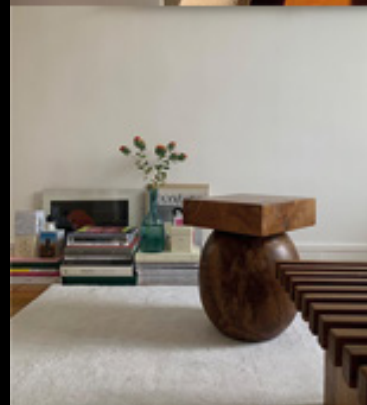
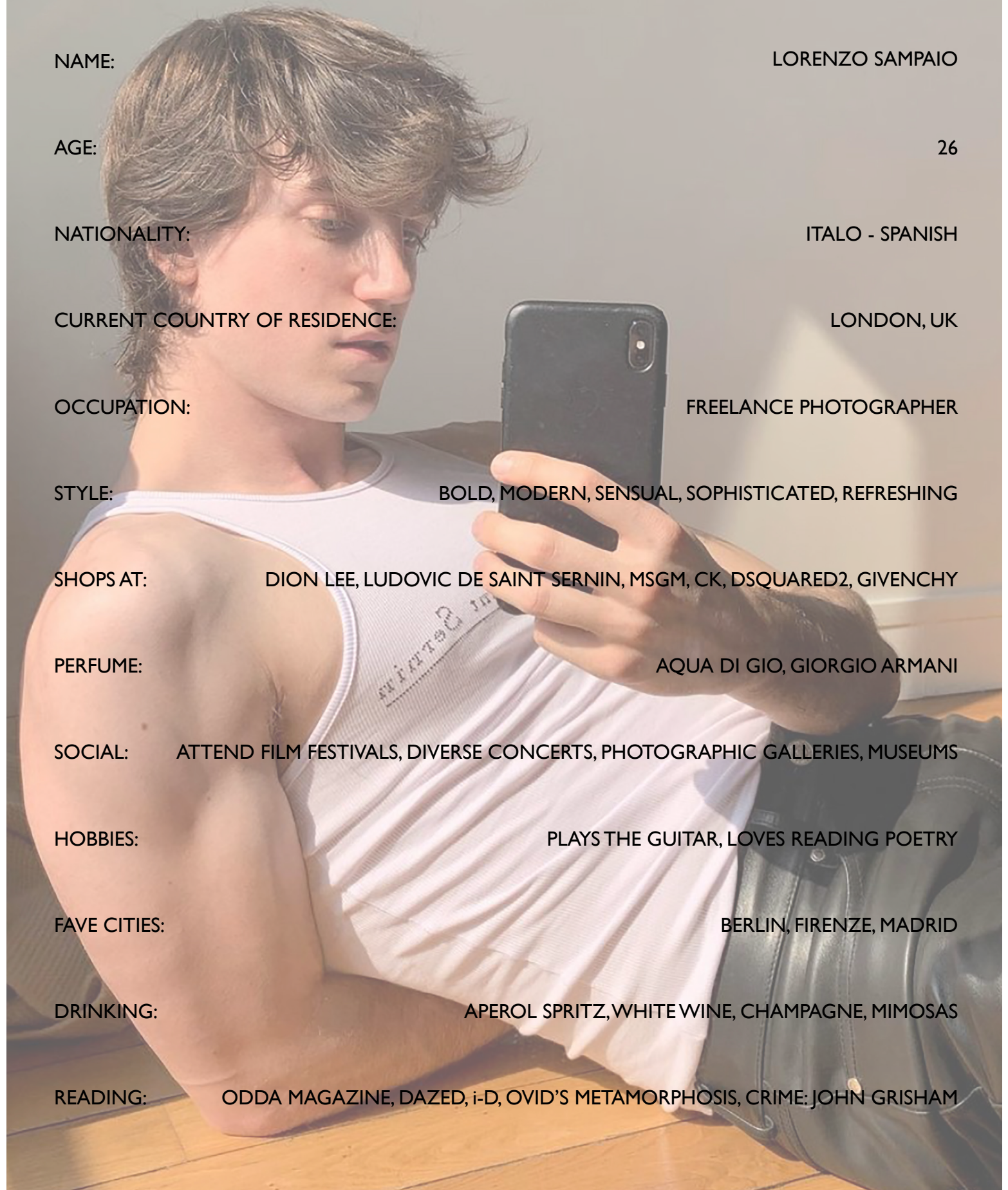
SOCIAL: ATTEND FILM FESTIVALS, DIVERSE CONCERTS, PHOTOGRAPHIC GALLERIES, MUSEUMS

HOBBIES: PLAYS THE GUITAR, LOVES READING POETRY

FAVE CITIES: BERLIN, FIRENZE, MADRID

DRINKING: APEROL SPRITZ, WHITE WINE, CHAMPAGNE, MIMOSAS

READING: ODDA MAGAZINE, DAZED, i-D, OVID'S METAMORPHOSIS, CRIME: JOHN GRISHAM





## S TRENGTHS

- COLLABORATIONS WITH NUMEROUS ARTISTS IN VARIOUS FIELDS: LITERATURE, PHOTOGRAPHY, STYLISTS.
- TARGETS A LARGE DEMOGRAPHIC: MILLENNIALS + GEN.Z.
- ORIGINALLY FROM BERLIN BUT THE CONTENT IT DISPLAYS IS PRODUCED AROUND THE GLOBE.
- ESTABLISHED PRINTED PLATFORM FOR ART, FASHION & CULTURE.
- HAS POWERFUL ADVERTORIALS FROM DIVERSE FASHION FIRMS: MOST ARE LUXURY BRANDS.
- IS CONSTANTLY TRUTHFUL AND DOESN'T FALL UNDER 'BIASED' TOPICS.
- ISSUE 17 IS AVAILABLE ONLINE + FREE

## W EAKNESSES

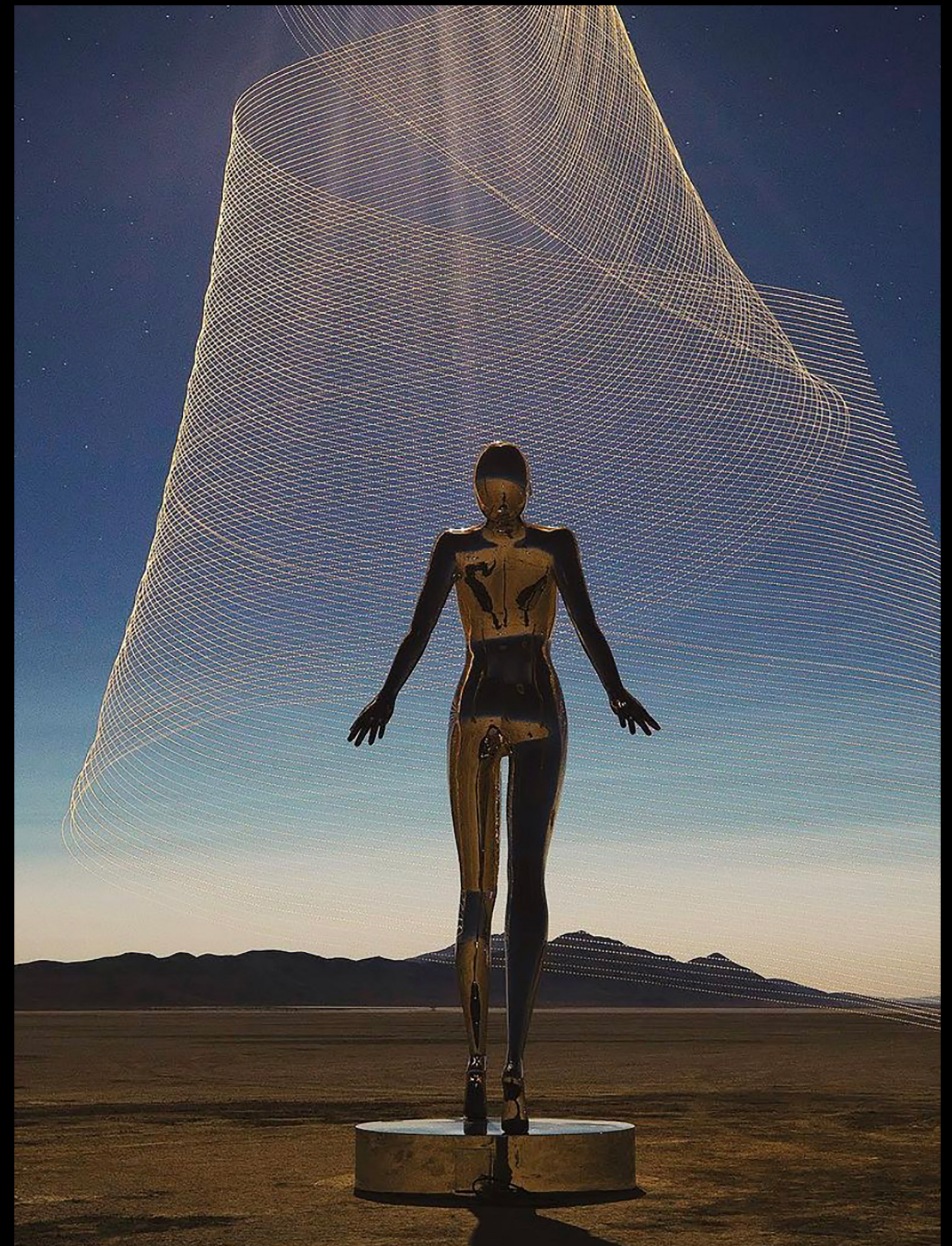
- ELEVATED MAGAZINE PRICE
- ELEVATED DELIVERY PRICE: £ 12
- STILL AT IT'S YOUNG STAGE
- ONLY AVAILABLE IN 1 LANGUAGE: ENGLISH
- SOME OF THE WRITING PASSAGES ARE TOO LONG (OVER 5 PAGES OF WRITTEN CONTENT) - CAN EVENTUALLY GET TEDIOUS FOR THE READER.

## O PPORTUNITIES

- EXPAND IT'S ONLINE PLATFORM: FURTHER EXPANSION OF WEBSITE + INCLUSION OF NEW TECHNOLOGIES: AI, VR, CGI.
- INCREASE IT'S SOCIAL MEDIA PRESENCE (ESPECIALLY IN FACEBOOK & TWITTER - NO POSTS FOR OVER A YEAR).
- DEVELOP THEIR ESTABLISHED AESTHETIC.
- INCLUDE A 'ZINE' KIND OF PUBLICATION WITH EVERY ISSUE: TO EXPLORE MORE FIELDS AND DIFFERENTIATE FROM ITS COMPETITORS.

## T HREATS

- EVER-CHANGING WORLD + SOCIETY, ITS CONTENT MIGHT FALL BEHIND. EXTEND BI-ANNUAL TO QUARTERLY?
- CANNIBALISM FROM OTHER COMPETITORS: ODDA, NÚMERO MAGAZINE FOLLOW A SIMILAR AESTHETIC.
- THE HUGE SHIFT TOWARDS THE DIGITAL WORLD: READERS MIGHT PREFER A DIGITALLY INTERACTIVE FORMAT.
- WORLD ECONOMY MIGHT MAKE THE MAGAZINE LOSE CONSUMERS IF THEY DON'T LOWER THE PRICE BY A BIT.





## POLITICAL

DUST MAGAZINE IS A BERLIN - BASED BI-ANNUAL PUBLICATION THAT PRODUCES ITS CONTENT AROUND THE GLOBE: ITALY, SPAIN, FRANCE, UK, GERMANY, THE U.S.

THE TEAM CROSSES CONFLICTING TERRITORIES TO, NOT ONLY EXTOL POLITICAL MOVEMENTS, BUT CULTURAL ONES. (DUST, 2021)

THE MAGAZINE CAN'T EXCLUSIVELY FOCUS ON THE LEGISLATION OF ONE PARTICULAR COUNTRY AND ITS POLITICAL FACTORS, INCLUDING: TRADE REGULATIONS, TAX GUIDELINES, BUREAUCRACY AND OTHER KEY SUBJECTS, BUT RATHER POLARISE ITS REACH AWAY FROM GERMANY AND DIVERSIFYING IT TO OTHER COUNTRIES.

WITH THE APPEARANCE OF COVID-19 NEW GOVERNMENTAL REGULATIONS HAVE APPEARED IN EACH COUNTRY AND POSSIBLY, DUST MAGAZINE HAS BEEN AFFECTED IN ITS PRODUCTION PRACTICES.

## ECONOMIC

THE ECONOMIC GROWTH OF A COUNTRY MIRRORS A HIGH RATE OF EMPLOYMENT, AND AS A CONSEQUENCE, A HIGHER PURCHASING POWER EMANATING FROM THE CONSUMER TO POSSIBLY BUY ITEMS SUCH AS MAGAZINES. (INVESTOPEDIA).

ANALYSING THE CURRENT ECONOMIC SITUATION, COVID-19 HAS LEFT A LANDSCAPE OF CONTINUOUS ECONOMIC CRISIS, WHERE THE UNEMPLOYMENT RATE IN GERMANY PEAKED TO 6,1% DURING 2020. (STATISTA.COM). THIS HAS CAUSED A HUGE INCREASE IN DUST'S SHIPPING PRICE, WITH A STAGGERING AMOUNT OF £ 12.

## SOCIAL

DUST'S MAIN TARGET MARKET CONSISTS OF MILLENNIALS AND GENERATION Z. THE CONSUMER WANTS TO FEEL ATTACHED TO THE MAGAZINE AND ESTABLISH A BOND WITH WHOM THEY CAN APPEAL TO, EVENTUALLY CREATING A SOLID READERSHIP GROUP.

DISCUSSING A SUBJECT SUCH AS DIGITAL HUMAN INTIMACY IS SOMETHING THAT MOST HUMANS HAVE EXPERIENCED OVER THE LAST MONTHS, SPENT IN LOCKDOWN. IT IS A TOPIC THEY CAN RELATE TO AND HOPEFULLY MORE CONSUMERS WILL COME ACROSS WITH THE MAGAZINE AND SHOW INTEREST ON THE ISSUE TREATED.

## TECHNOLOGICAL

DURING THE PAST CENTURY, PRINTED MAGAZINE SALES HAVE TROUGHED DUE TO THE MASSIVE SHIFT TOWARDS DIGITALISATION. (STATISTA, 2021).

PEOPLE ARE USED TO READING ONLINE MAGAZINES AND ARTICLES CONSTANTLY, SO THE PRINT MEDIA BUSINESS IS SLOWLY, BUT STEADILY LOSING ITS CUSTOMER.

COVID-19 LEFT HUMANITY AND MOST OF ITS PRACTICES PARALISED, FREEZING THE PRODUCTION AND SUPPLY CHAIN FOR MANY BRANDS. DUST ADAPTED TO THIS SUDDEN CHANGE AND CREATED THE FIRST FREE ONLINE VERSION OF THEIR MAGAZINE: ISSUE 17: 'CRISIS IS OUR TERRITORY'.

THIS MIRRORS A HIGH LEVEL OF INTELLECTUALITY AND RESILIENCE FROM ALL OF THE MAGAZINE'S MEMBERS, SATISFYING THE CONSUMER'S WANTS & NEEDS.

## LEGAL

MAGAZINES HAVE TO KEEP A CLOSE LOOK AT THEIR COPYRIGHT PRACTICES, CONSTANTLY CREDITING THE CONTRIBUTORS: PHOTOGRAPHERS, STYLISTS, WRITERS, PRODUCTION TEAM.

IF THE COPYRIGHT LAWS ARE NOT AS FOLLOWED, THE MAGAZINE COULD FACE A PLAGIARISM LAWSUIT. (COPYRIGHTLAWS.COM)

IT IS ALSO CRUCIAL TO FOLLOW ETHICAL ISSUES AND IT'S THE EDITOR'S RESPONSIBILITY TO DRAW THE LIMIT BETWEEN THE EDITORIAL CONTENT AND WHAT THE ADVERTISER'S WANT.

## ENVIRONMENTAL

IN A WORLD WHERE YOUNGER GENERATIONS ARE BECOMING SO VOCAL, SUSTAINABILITY IS ONE OF THE MAIN PILLARS FIRMS ARE STARTING TO TACKLE.

EACH DAY, THE CONSUMER IS MORE AWARE OF THE CATASTROPHIC ENVIRONMENTAL SITUATION THE PLANET IS UNDERGOING.

DUST IS A BI-ANNUAL PUBLICATION, HOWEVER, THE PAPER USED IN THE PRINT VERSION DOESN'T COME FROM RECYCLABLE SOURCES: IT'S NOT ECO-FRIENDLY PAPER.

THEIR CARBON FOOTPRINT IS STILL VERY HIGH, AS THEY SHIP WORLDWIDE AND BY PLANE.

THE ONLY DIGITAL VERSION AVAILABLE OF THE MAGAZINE IS ISSUE 17, THE REST ARE PRINTED VERSION, THIS COULD CHANGE BY MAKING EVERY ISSUE AVAILABLE ONLINE.





AUTOMATED  
NATURE



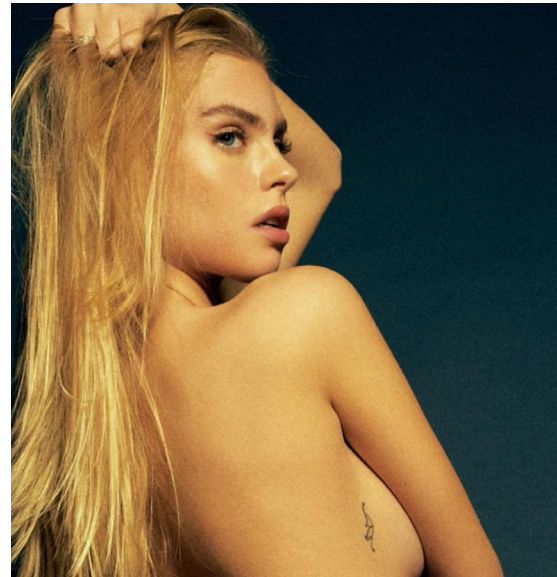


# EDITORIAL I AUTOMATED NATURE

## MODELS



CORRADO MARTINI



DANIELA WASHINGTON

'AUTOMATED NATURE' WILL BE THE THEME OF THE OPENNING EDITORIAL. IT WILL CONSIST ON AN EXTERIOR SETTING, SPECIFICALLY IN THE HEIGHT OF THE CLIFFS OF PORTHCURNO, PENZANCE, CORNWALL. A SET WILL BE CREATED TO BRING TO FRUITION A DIGITAL SURROUNDING. THIS WILL BE ACHIEVED ESSENTIALLY BY THE NEON LIGHTING: ORANGE, BLUE, CORAL: ALL VIBRANT PASTEL TONALITIES.

IT'S THE MIXTURE BETWEEN THE REAL AND DIGITAL WORLD, AS A SOURCE OF PARALLEL ESCAPISM: MANY CONSIDER TRUE ESCAPISM CAN ONLY BE FOUND IN REAL LIFE, WHILE OTHER'S STRONGLY DEFEND THAT INTERNET AND OTHER SEARCH ENGINES ARE THE UNIQUE SOURCE OF ESCAPISM.

THE OVERALL AESTHETIC IS THAT TO CONFER A NAÏVE, GENTLE, YOUTHFUL & DELICATE ATMOSPHERE WHERE THE NATURAL ELEMENTS ARE ALSO THE PROTAGONISTS AND WHERE THE SEPARATION BETWEEN WHAT'S REAL AND WHAT'S AN ILLUSION IS DIFFICULT TO CONCEIVE.

TWO MODELS WILL INTERACT WITH ONE ANOTHER, MAKING THE WHOLE EDITORIAL ENGAGING FOR THE CUSTOMER. THERE WILL BE A MOVEMENT DIRECTOR TO GUIDE THE MODELS IN THEIR DIVERSE MOVEMENTS AND MUTUAL INTERACTION.

THE TEAM HAS BEEN CAREFULLY CRAFTED, MOST MEMBERS HAVE ALREADY WORKED TOGETHER IN OTHER EDITORIALS, SO THEY WILL HOPEFULLY GET ALONG AND WORK IN A FRIENDLY - PROFESSIONAL MANNER.

# COSTING BREAKDOWN

THE PHOTOGRAPHER'S FULL COST WILL BE OF: £ 20,475 WHEN USING THE A.O.P USAGE CALCULATOR. THE PHOTOGRAPHER OWNS THE FULL RIGHTS OF THE IMAGE.

## EXPENSES

Photographer Kito Muñoz	£3.600	INCL. 20% FEE
Assistant 1	£300	
Assistant 2	£150	
Stylist Adrian Bernal	£1.000	
Assistant	£100	
Makeup Artist Fernando Martínez	£960	INCL. 20% FEE
Assistant	£100	
Hair Stylist Anthony Turner	£1.080	INCL. 20% FEE
Assistant	£100	
Nail Technician Marian Newman	£720	INCL. 20% FEE
Movement Director Jordan Robson	£480	INCL. 20% FEE
Set Exterior Designer	£3.000	INCL. 20% FEE
Assistant	£250	
Materials	£2.000	
Lighting Technician Amets Iriondo	£500	
Lighting equipment	£500	
Digitech Brian J. Páez	£300	
Model 1 Corrado Martini	£1.200	INCL. 20% FEE
Model 2 Daniela Washington	£1.200	INCL. 20% FEE
Transport	£600	
Location Scout	£400	
Location: Penzance - Mandatory permit	£0	
Catering	£500	
<b>Producer 10%</b>	<b>£1.904</b>	
<b>TOTAL EXPENSES</b>	<b>£20.944</b>	





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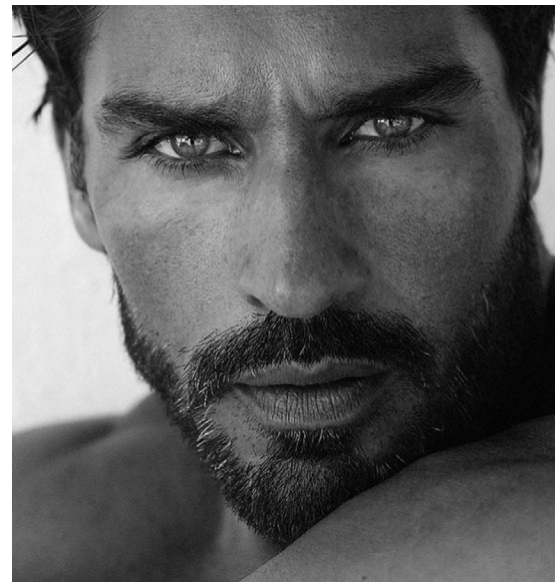
# EDITORIAL II

## ALTER EGOCEMTRISM

### MODELS



VALENTINA FERRER



FABRICIO ZUNINO

'ALTER EGOCEMTRISM' WILL CONSTITUTE THE HEART OF THE THREE EDITORIALS. IT WILL REPRESENT THE ULTIMATE MEANING FOR THE 'DIGITAL DREAMS' ISSUE. IT WILL BE CONCEIVED IN THE HEART OF LONDON, IN A STUDIO CALLED 'CHERRYBOOM', LOCATED NEAR THE CITY CENTER.

THE WHOLE ENVIROMENT WILL BE CREATED WITH NEON RED LIGHTING, MIRRORING SOMEON'ES INNER-SELF: IT'S DARKETS FEELINGS, THOUGHTS, FETISHES. COMPLETELY SHIFTING FROM THE PREVIOUS EDITORIAL: THEY'RE OPPOSITES.

THE DARK ROOM WILL EVOQUE THE IDEAS OF MYSTERY, THE INCOGNITO EXPERIENCE & SEXUAL BEHAVIOURS. IT WILL BE SINUOUS SENSUAL, WITH A TOUCH OF SADISM. MADE FOR THOSE CUSTOMERS WHO BELIEVE IN THE FRICTION BETWEEN THE HUMAN BODIES AND ITS ULTIMATE PASSION ADVENTURE. MATURE POINT OF VIEW (UNLIKE EDITORIAL I).

TWO MODELS WILL ALSO TAKE PLACE IN THIS EDITORIAL, MIRRORING THE CONFIDENTIALITY OF A COUPLE'S PRIVATE AGENDA.

THE TEAM IS MADE UP FROM INDUSTRY PROFESSIONALS WHO HAVE PREVIOUSLY SHOT EDITORIALS TOGETHER FOR DUST MAGAZINE. MOST OF THEM HAVE ALREADY MET EACH OTHER. THE PHOTOGRAPHER SPECIA-

# COSTING

## BREAKDOWN

### EXPENSES

Photographer Gareth McConell	£3.500	INCL. 20% FEE
Assistant 1	£300	
Stylist Mauricio Nardi	£1.000	
Assistant	£100	
Makeup Artist Kathinka Gernant	£960	INCL. 20% FEE
Assistant	£100	
Hair Stylist Michael Harding	£980	INCL. 20% FEE
Assistant	£100	
Lighting Technician	£500	
Lighting equipment	£300	
Digitech	£300	
Post Production	£300	
Model 1 Valentina Ferrer	£1.560	INCL. 20% FEE
Model 2 Fabricio Zunino	£1.560	INCL. 20% FEE
Studio Cherrtboom, London	£180	
Backdrop	£180	
Catering	£400	
Producer 10%	£1.202	
<b>TOTAL EXPENSES</b>	<b>£13.522</b>	

THE PHOTOGRAPHER'S FULL COST WILL BE OF: £ 19,906 WHEN USING THE A.O.P USAGE CALCULATOR. THE PHOTOGRAPHER OWNS THE FULL RIGHTS OF THE IMAGE.





CYBERNATED  
INTIMACY



# EDITORIAL III CYBERNATED INTIMACY

## MODEL



MICA ARGAÑARAZ

'CYBERNATED INTIMACY' WILL COMPRISE THE FINAL SHOOTING. IT WILL BE COMPLETELY DIFFERENT FROM THE REST, WHERE A MODEL AND A PHOTOGRAPGER WILL BE THE ONLY PEOPLE INVOLVED IN THE CREATION OF THIS EDITORIAL. IT WILL TAKE PLACE IN THE MODEL'S BEDROOM, A PLACE WHERE PURE INTIMACY IS ESTABLISHED. THIS WAY, A DEEP SENSE OF INWARDNESS WILL BE DEPICTED, WHERE THE CUSTOMER WILL ACT AS THE 3RD PERSON: THE VOUEUR.

THE ESSENCE OF THIS SHOOTING IS TO BECOME THE 'NEUTRAL' EDITORIAL BETWEEN THE THREE OF THEM. WHERE THERE'S ONLY ONE SUBJECT & ONE PHOTOGRAPHER. THE VIEWER WILL BECOME THE VOUEUR, AND THE SENSE OF DEEP INTIMACY WILL BE DISRUPTED (WITHOUT THE SUBJECT AND PHOTOGRAPHER KNOWING). IT'S A PSYCHOLOGICAL EDITORIAL.

THE COST OF THE PHOTOGRAPHER IS MORE LEVATED THAN THE OTHERS' AS, WALTER PFEIFFER IS A VERY WELL KNOWN ARTIST, WITH A VAST TRAJECTORY AND COUNTLESS EXPERIENCE ON HIS BACK. MICA ARGANARAZ IS ONE OF THE CURRENT WORLD'S FEMALE TOP MODELS. AS A CONSEQUENCE OF THIS, HER FEE IS MUCH ELEVATED THAT THE OTHER MODELS.

# COSTING BREAKDOWN

## EXPENSES

Photographer Walter Pfeiffer	£7.000	INCL. 20% FEE
Model Mica Argañaraz	£4.000	INCL. 20% FEE
Producer 10%	£1.100	
<b>TOTAL EXPENSES</b>	<b>£12.100</b>	

THE PHOTOGRAPHER'S FULL COST WILL BE OF: £ 39,813 WHEN USING THE A.O.P USAGE CALCULATOR. THE PHOTOGRAPHER OWNS THE FULL RIGHTS OF THE IMAGE.



# IN CONVERSATION WITH...



## LUDOVIC DE SAINT SERVIN

LUDOVIC DE SAINT SERVIN IS THE FOUNDER AND CREATIVE DIRECTOR OF THE PARIS - BASED FASHION LABEL: 'LUDOVIC DE SAINT SERVIN', ESTABLISHED IN 2017.

THE PARISIAN FASHION DESIGNER WHO INITIALLY STUDIED WOMENSWEAR RTW, SOON DISCOVERED THE WONDERS OF MENSWEAR AND GENDERLESS CLOTHING WHILE BEING AN INTERN FOR BOTH: SAINT LAURENT AND BALMAIN. THIS AREA OF FASHION THEN BECAME HIS TRUE PASSION.

AFTER CREATING JUST TWO SEASONS, HE WAS NOMINATED FOR THE 2018 EDITION OF THE LVMH PRIZE. HIS DESIGNS ARE OFTEN DESCRIBED AS VISCERAL AND ICONIC, WHERE HE APPLIES THE 90'S SUPERMODEL ERA TO THE MENSWEAR MARKET. DE SAINT SERVIN NEVER CEASES TO EXPLORE FACETS OF GAY SEXUALITY IN HIS CLOTHING.

IN THIS INTERVIEW, HE TALKS ABOUT THE SYMBOLISM BEHIND HIS RECENT 'E-BOY' COLLECTION AS WELL AS WHAT THE DIGITAL WORLD SYMBOLISES FOR HIM.

### QUESTION 1

THANK YOU FOR BEING WITH US LUDOVIC. WHERE DID THE PRIMORDIAL LOCKDOWN CATCH YOU AND WHAT WAS YOUR INITIAL REACTION?

### QUESTION 2

WHAT WERE YOUR BUSINESS PRACTICES TO OVERCOME SUCH A DIFFICULT LOCKDOWN PERIOD? HAS YOUR BRAND SURPASSED YOUR EXPECTATIONS DURING LOCKDOWN?

### QUESTION 3

I'VE READ ON AN ARTICLE THAT YOUR SPRING/SUMMER 2020 COLLECTION WAS MOSTLY INSPIRED BY YOUR YOUTHFUL YEARS LIVING OFF THE IVORY COAST IN AFRICA. HOW IS THE PROCESS LIKE, OF LINKING MEMORIES OF THIS CULTURE WITH YOUR CLOTHING?

### QUESTION 4

DO YOU PERCEIVE A CHANGE IN THE WAY MEN ARE DRESSING IN 2021? DO YOU BELIEVE YOUR GARMENTS ARE WELL CONSIDERED AMONG THE MENSWEAR MARKET?

### QUESTION 5

LE ME CONGRATULATE YOU ON THE RELEASE OF YOUR NEW COLLECTION: 'E-BOY'. WHAT INSPIRED YOU TO CREATE THESE DESIGNS?

### QUESTION 6

LINKING A SPRING/SUMMER COLLECTION WITH THE DIGITAL WORLD IS AN INTELLIGENT STEP TO TAKE. IS THE VIRTUAL UNIVERSE A KEY COMPONENT IN YOUR LIFE? IF SO, WHY?

### QUESTION 7

WHAT WILL YOUR MAIN SOURCE OF INSPIRATION BE BEHIND YOUR UP-AND-COMING AUTUMN/WINTER COLLECTION?

### QUESTION 8

HOW HAS THE INTERNET AND SOCIAL MEDIA AIDED YOU IN COPING WITH THE CURRENT COVID-19 RESTRICTIONS?

### QUESTION 9

DO YOU PERCEIVE DIGITAL PLATFORMS ARE USED AS A TENDENCY TO FIND ESCAPISM? OR HAS REALITY BECOME THE ULTIMATE ESCAPISM?

### QUESTION 10

YOU CONSTANTLY MAINTAIN A CONNECTION BETWEEN SENSUALITY AND EROTISM IN YOUR DESIGNS, HOW DO YOU ACHIEVE THIS WITHOUT IT BECOMING TEDIOUS?





# IN CONVERSATION WITH...



## STEVEN KLEIN

STEVEN KLEIN, INTERNATIONALLY RENOWNED FASHION PHOTOGRAPHER. HE DISCOVERED HIS PASSION FOR PHOTOGRAPHY AS AN ACCIDENT, WHEN, AT THE AGE OF 20 HE NEEDED SOME 'CASH' AND SHOT A CAMPAIGN FOR THE FRENCH MAISON CHRISTIAN DIOR IN 1985.

KLEIN IS PERCEIVED AS THE SIGNATURE PHOTOGRAPHER FOR FASHION LUXURY BRANDS SUCH AS: TOM FORD, CHANEL, ROBERTO CAVALLI OR LOUIS VUITTON. AS WELL AS ARTISTS LIKE MADONNA. HIS WORK IS GENERALLT DESCRIBED AS HYPERREAL, LYRICAL, WITH A TOUCH OF GENTLE SADISM. KLEIN IS VERY WELL DISTINGUISHED AMONG THE FASHION INDUSTRY, WHERE HIS WORK BECOMES TRULT ICONIC, SETTING HIGH STANDARDS FOR THE COMPETITION.

HIS MAIN SOURCES OF INSPIRATION HAVE ALWAYS BEEN HISTORIC PAINTERS LIKE PABLO PICASSO AND FRANCIS BACON. HE IS EVERYTHING BUT BORING, TO THE POINT THAT HIS PHOTOGRAPHY HAS BECOME MANY PEOPLE'S STIMULI.

### QUESTION 1

THANK YOU SO MUCH FOR AGREEING TO THIS INTERVIEW! WHAT WAS THE MAIN REASON FOR YOUR DEPARTURE FROM THE PUBLIC EYE?

### QUESTION 2

HAVE YOU OBSERVED A PROGRESSION OF YOUR WORK DURING THESE LAST 9 YEARS?

### QUESTION 3

ARE YOUR PHOTOGRAPHIC PRACTICES EVOLVING WITH THE LATEST EQUIPMENT?

### QUESTION 4

NOW, YOU BECAME A FASHION PHOTOGRAPHER OVER 28 YEARS AGO. WHAT IS IT THAT YOU PREFER: ANALOGUE OR DIGITAL PHOTOGRAPHY? WHY?

### QUESTION 5

YOUR WORK IS OFTEN DESCRIBED AS 'VISCERAL' AND 'EROTIC'. HOW DO YOU MAINTAIN THESE VALUES WITHOUT FALLING INTO A PATTERN?

### QUESTION 6

HAS THE DIGITAL REALITY AIDED YOU IN CONSTANTLY FINDING OBSCURE CONNOTATIONS ON YOUR LENS?

### QUESTION 7

HAVE YOU EVER SEARCHED FOR AN 'ALTER-EGO' ON THE NET, TO REINVENT YOURSELF OR TO DISCOVER MORE ABOUT YOUR PERSONALITY?

### QUESTION 8

WHAT IS YOUR OPINION ON THE POPULAR MOVEMENT ESTABLISHED DURING THE INITIAL LOCKDOWN ON PHOTOGRAPHING A SUBJECT VIA FACETIME? WOULD YOU EVER TRY IT?

### QUESTION 9

WHERE DO YOU STAND REGARDING THE CREATION OF A CGI EDITORIAL? WOULD YOU TAKE PART IN IT?

### QUESTION 10

WHAT DO YOU THINK THE FUTURE OF FASHION PHOTOGRAPHY WILL LOOK LIKE? DO YOU PERCEIVE AN EVOLUTION IN THE IMAGERY TECHNIQUES WITH VR, AI AND AR?





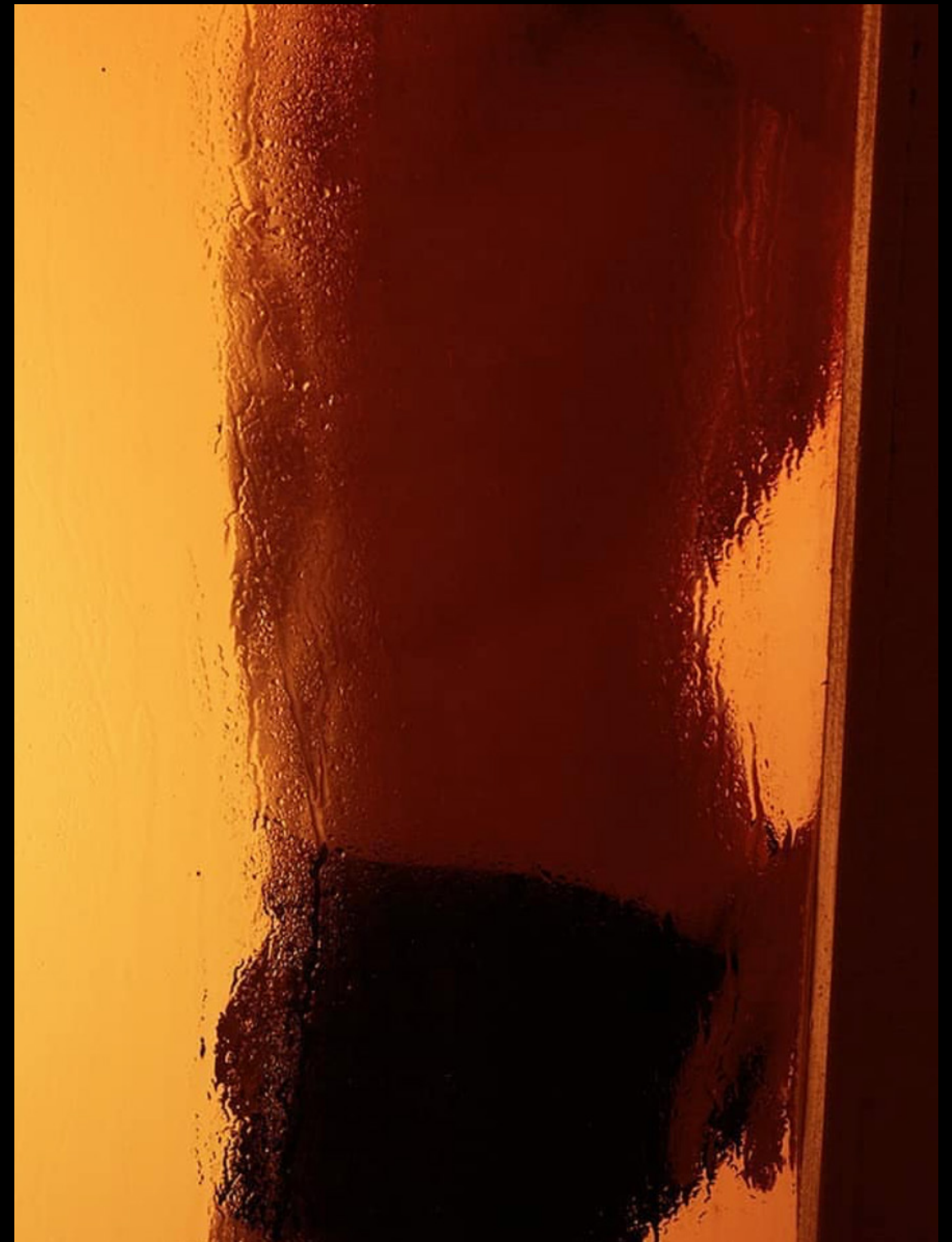
# CONCLUSIONS

WE TRULY HOPE YOU HAD ENJOYED THE 'DIGITAL DREAMS: EXPLORING VIRTUAL HUMAN INTIMACY' ISSUE.

THE EXPLORATION OF HUMAN BEHAVIOUR IS ALWAYS AN INTERESTING AND CRUCIAL SUBJECT TO ELABORATE ON. IT'S A WAY TO UNDERSTAND HOW WE ARE EVOLVING AS A RACE AND WHAT AWAITS US IN THE NEAR FUTURE.

AT DUST, WE ALWAYS HAVE THE CAREFUL DELICACY OF CREATING SENSITIVE CONTENT FOR PASSIONATE PEOPLE, WHO ARE IN LOVE WITH CULTURE, FASHION AND OUR COMMUNITY. WE'VE GONE FAR, BUT THERE'S STILL A LONG WAY TO GO IN ORDER TO EDUCATE AND REACH A GREATER AUDIENCE, BUT UNITEC & TOGETHER WE CAN REACH INFINITY.

**• THIS ISSUE IS DEDICATED TO ALL THE PEOPLE WHO ARE MAKING THE FUTURE HAPPEN. • THE PEOPLE CREATING A NEW WORLD. • THE PEOPLE WHO DON'T WANT TO WAIT. THE PEOPLE STANDING AGAINST RACISM, FASCISM, SEXISM, HOMOPHOBIA AND TRANSPHOBIA. • THE PEOPLE WHO WANT A WORLD WITHOUT BORDERS. • A WORLD WITHOUT NATIONALISM. A WORLD WITHOUT GUNS. •**





# BLACK LIVES MATTER

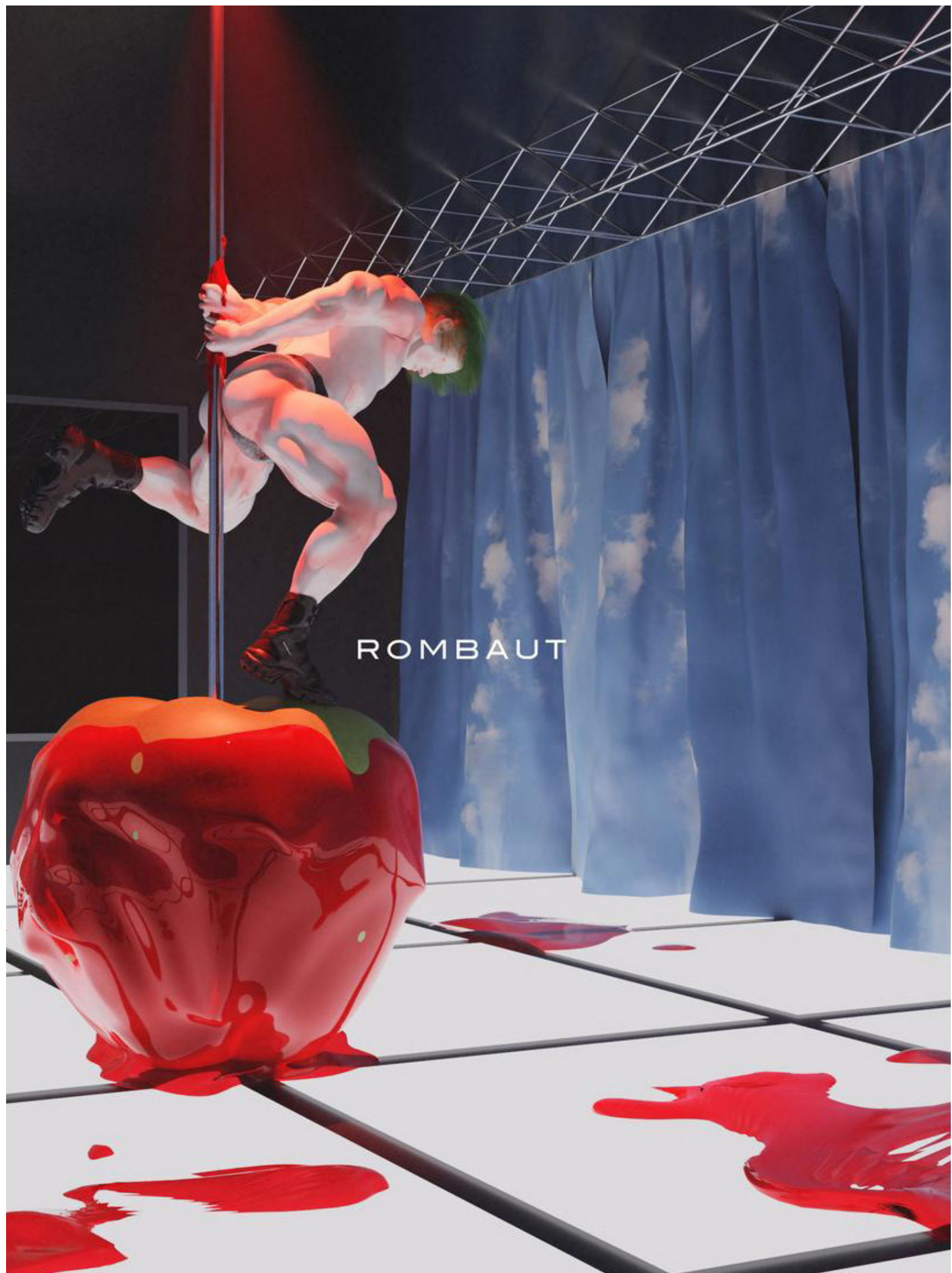
**#blacklivesmatter**  
**#blacktranslivesmatter**



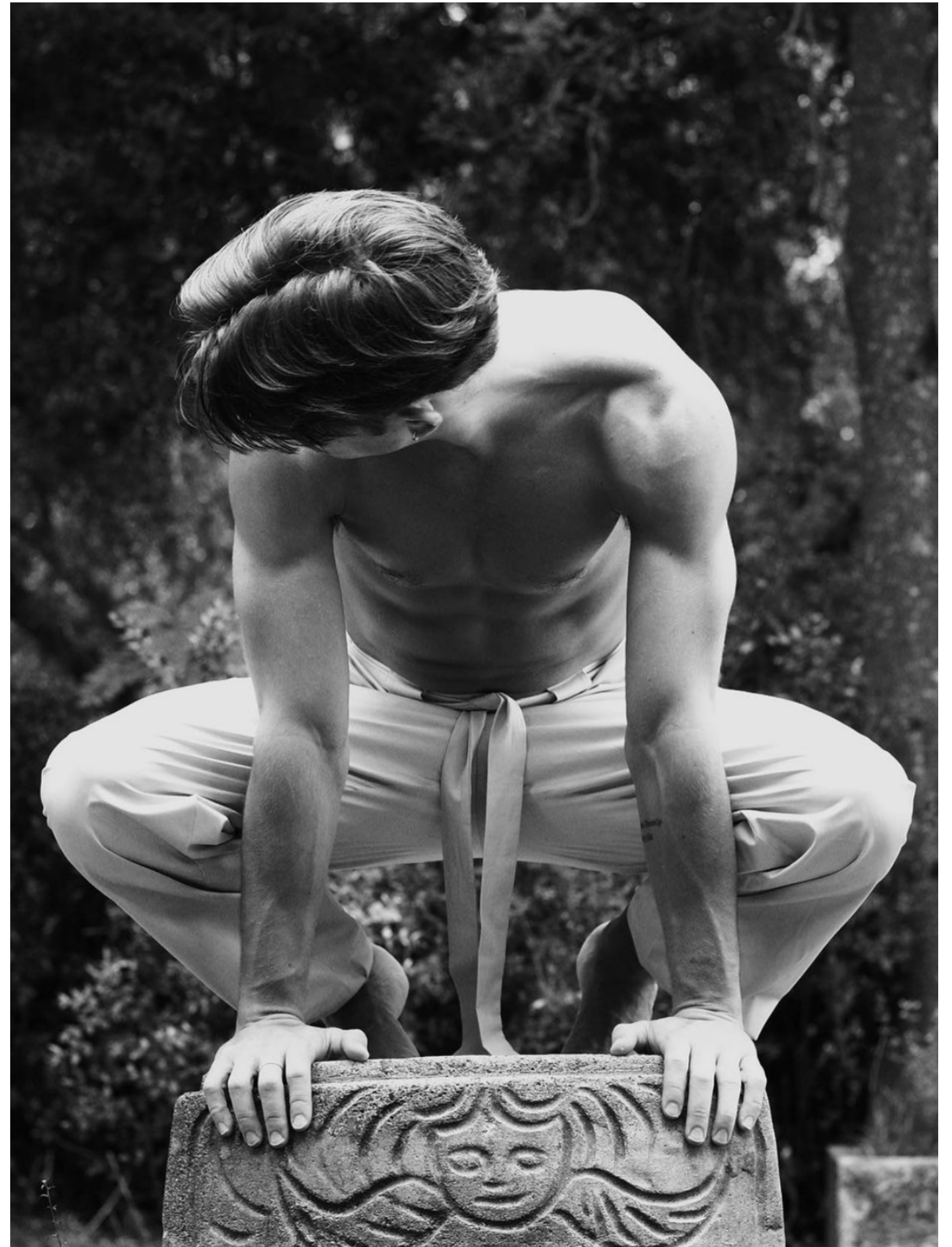


**PALOMO**  
SPAIN











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Moodboard 7:  
Man staring directly at subject. 2020. Danielle Fummo.  
[https://i-d.vice.com/en\\_uk/article/d3njnm/dickprint-magazine-anti-fetishisation-gay-black-bodies](https://i-d.vice.com/en_uk/article/d3njnm/dickprint-magazine-anti-fetishisation-gay-black-bodies)  
[Online image] [Accessed 10 March 2021]

Lady looking outside in nightgown. 2013. Quentin Sihih.  
[http://www.quentinshih.com/photography/personal/imagined\\_3/QUENTIN\\_SHIH\\_World2\\_12.jpg](http://www.quentinshih.com/photography/personal/imagined_3/QUENTIN_SHIH_World2_12.jpg)  
[Online image] [Accessed 10 March 2021]

Stalker Motel Images. 2013. Andreas Kocks.  
[https://img-lumas-avensogmbh1.netdna-ssl.com/showimg\\_ako400\\_full.jpg](https://img-lumas-avensogmbh1.netdna-ssl.com/showimg_ako400_full.jpg)  
[Online image] [Accessed 10 March 2021]

Short Hair woman leaning. 2019. Anne of Carversville.  
<https://i.pinimg.com/564x/30/2a/05/302a051c3d91ac9fff5abf9b2cccc0fc.jpg>  
[Online image] [Accessed 10 March 2021]

Kendall on her bed. 2020. Kendall Jenner's Instagram.  
<https://www.instagram.com/kendalljenner/?hl=es>  
[Online image] [Accessed 10 March 2021]

Mica Argañaraz. 2020. Mica Argañaraz's Instagram.  
<https://www.instagram.com/micarganaraz/?hl=es>  
[Online image] [Accessed 10 March 2021]

Ludovic de Saint Sernin Profile. 2019. Willy Vanderperre.  
<https://www.instagram.com/ludovicdesaintsernin/>  
[Online image] [Accessed 10 March 2021]

Steven Klein Profile Image. 2014. Unknown.  
<https://pleasurephoto.files.wordpress.com/2013/08/stevenkleinvplvictoriabartlettfrontrowfn6slfgmk7jx.jpg>  
[Online image] [Accessed 10 March 2021]

Male silhouette behind glass. 2021. Anthony Arquier.  
<https://www.instagram.com/anthonyarquier/?hl=es>  
[Online image] [Accessed 10 March 2021]

Palomo Spain Ad Campaign. 2019. Palomo Spain.  
<https://www.palomospain.com/archives/autumn-winter-2018-campaign-the-hunting>  
[Online image] [Accessed 10 March 2021]

Rombaut Ad Campaign. 2021. Rombaut.  
<https://rombautparis.com>  
[Online image] [Accessed 10 March 2021]

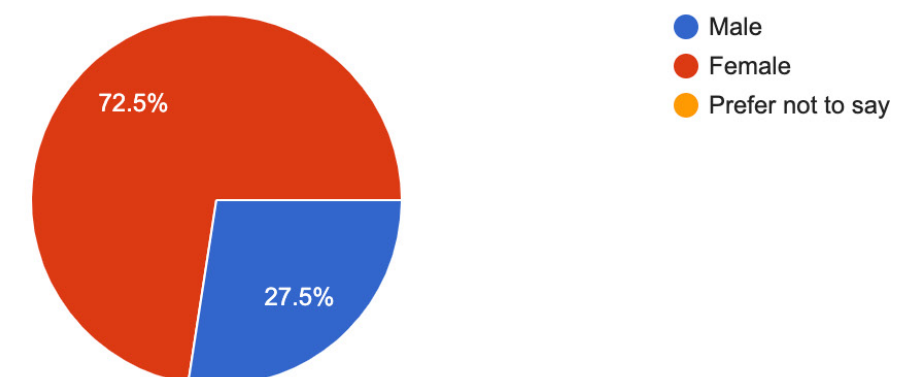
Frnkow Ad Campaign. 2021. Frnkow.  
<https://www.instagram.com/frnkow/?hl=es>  
[Online image] [Accessed 10 March 2021]

## APPENDIX:

Figure 1.1: PRIMARY QUANTITATIVE RESEARCH: SURVEY

Are you:

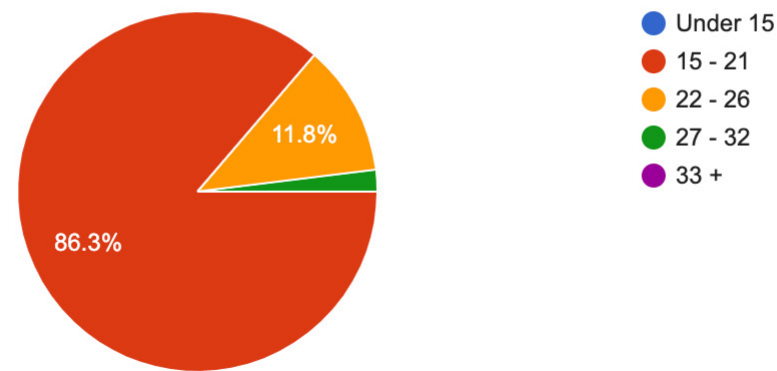
51 responses





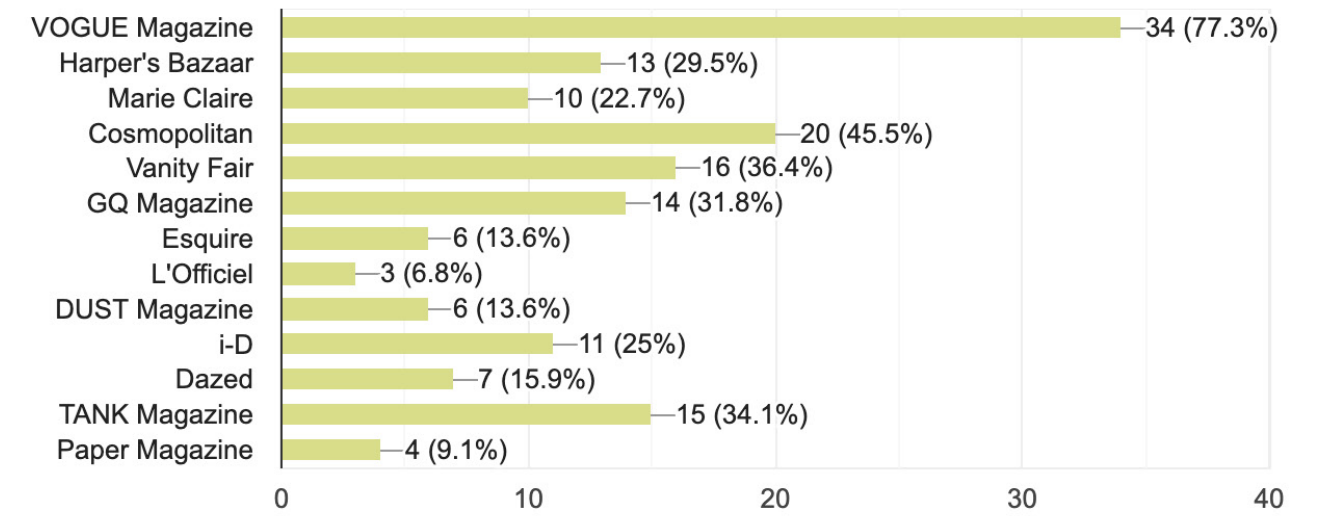
### What age group do you belong to?

51 responses



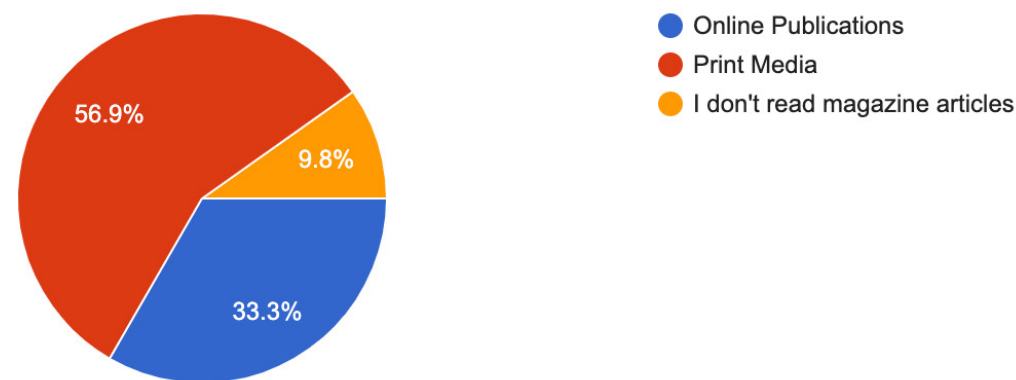
### Have you ever purchased any of the below? (Tick all that apply)

44 responses



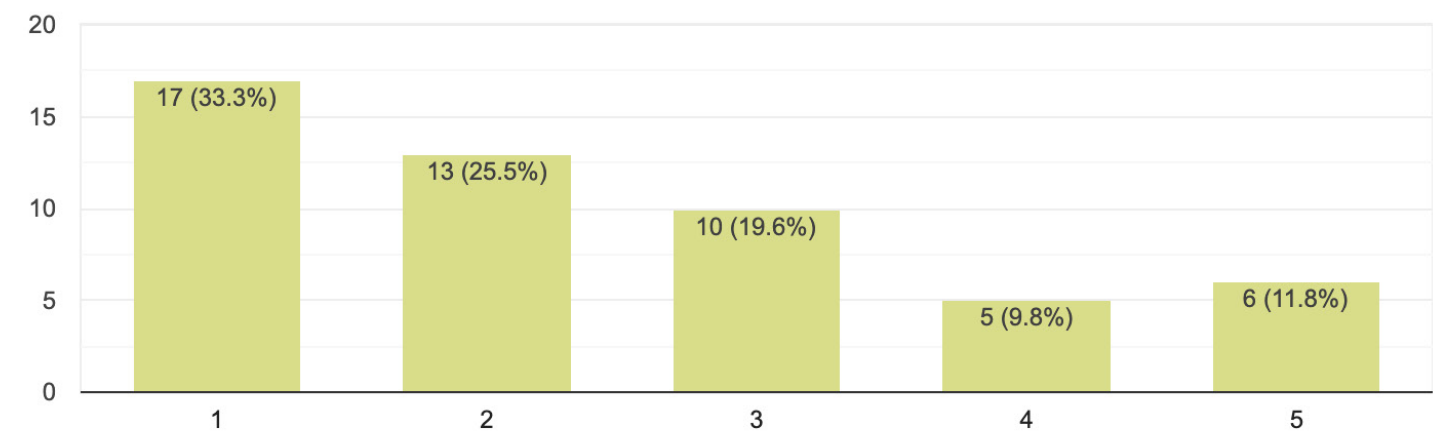
### When reading a publication / article from a magazine, what do you prefer?

51 responses



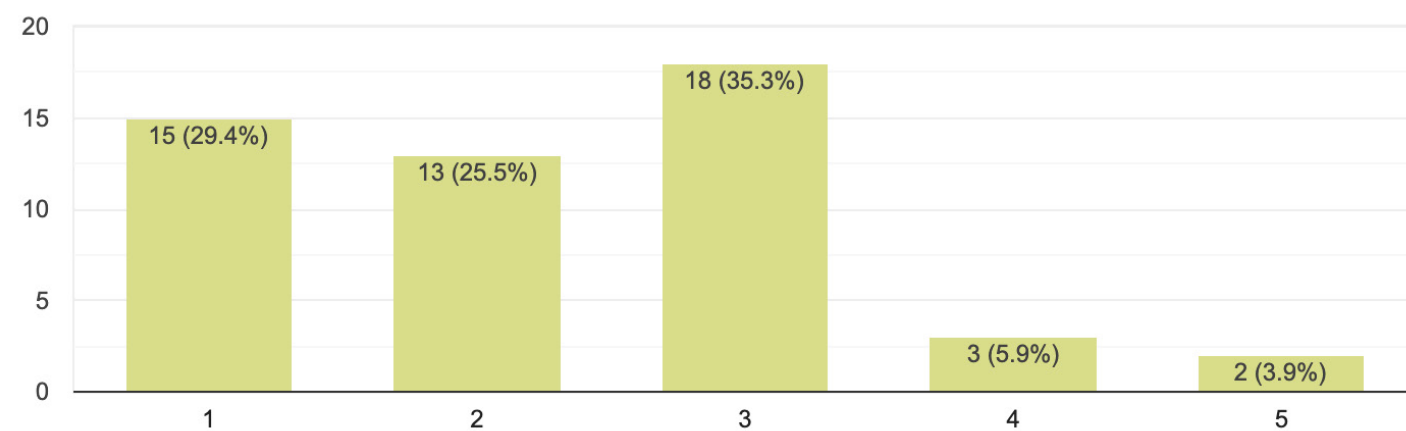
### How familiar are you with DUST Magazine?

51 responses



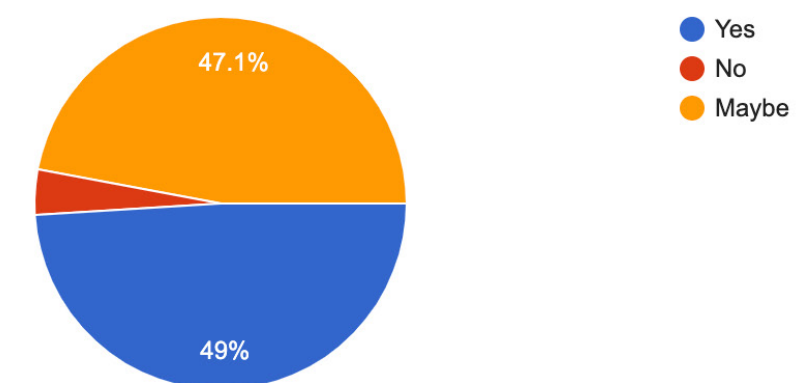
### On a scale from 1 to 5, how often do you purchase fashion / cultural magazines? (Such as Vogue, Harper's Bazaar, GQ, etc).

51 responses



### Are independent magazines appealing to you?

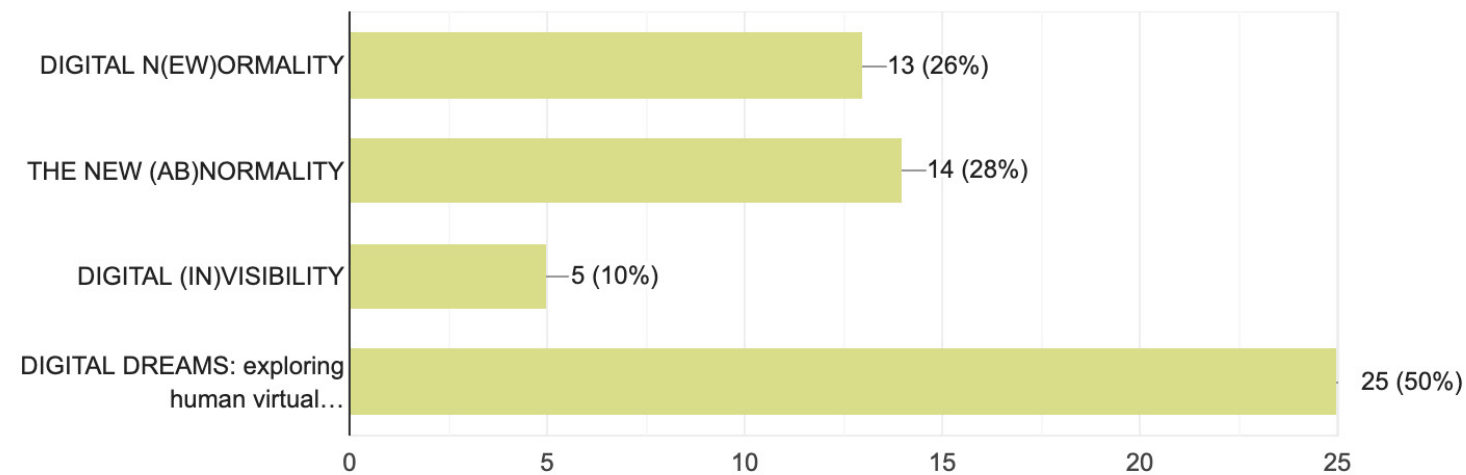
51 responses





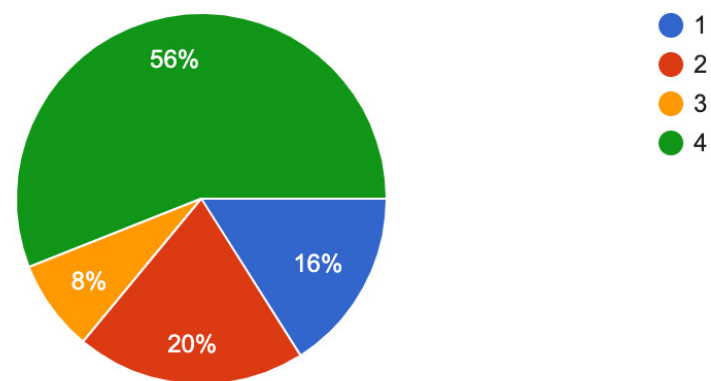
What title would you prefer for DUST's September issue:

50 responses



What cover seems more appealing to you?

50 responses



Would you buy DUST's September issue if it featured topics such as: searching for an alter-ego online, the selling of erotic, personal pictures and how virtual interaction is leading to a new kind of intimacy?

51 responses

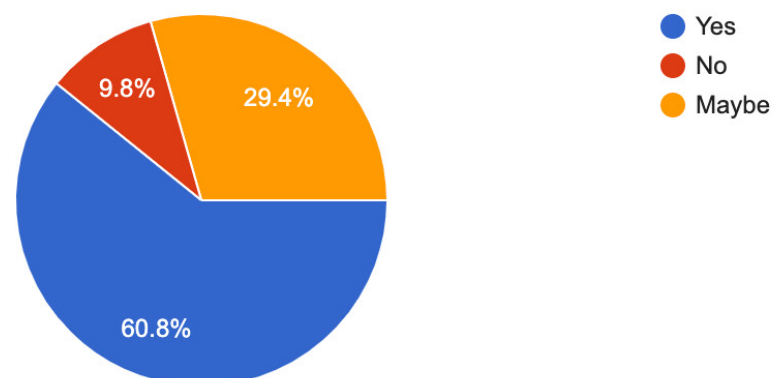


Figure 1.2: Shooting reference (for budgeting).

ALL MEMBERS FOR THE SHOOTING COSTING HAVE BEEN THOROUGHLY EXPLORED IN THE WEBPAGE: MODELS.COM ALONG WITH SOME EDITORIALS DISCOVERED ON INSTAGRAM.

AN AVERAGE PRICE COSTING PER PERSON WAS ESTABLISHED AND OUR 'HISTORY OF PHOTOGRAPHY' TEACHER REVIEWED OUR BUDGETS, GRANTING US THE GREEN LIGHT.

Figur

istitutomarangoni

Coursework submission sheet  
Academic Year 2019/ 2020

Programme	Fashion Business, Communication & New Media
Unit	Editorial Environment
Term	Term 2
Teachers	Trishna Daswaney, Disha Daswaney, Nick Clements, Daniele Colucci, Darren Black
Name and Surname	Enrique Fernandez Zeka
Student Number	053638
Deadline of the submission	17 <sup>th</sup> / 18 <sup>th</sup> March 2021
Signature	

\*\*\*Late submission will be penalised\*\*\*

**PLAGIARISM DECLARATION**

By sending this message I certify that I have read and that I understand the regulations of The University regarding plagiarism and unauthorized collusion.

I understand that all of the assignments submitted by me in the course of this module should be work written by me, and that they should clearly cite and reference each and every source that was used in their development. Where I use the actual words of a source, I must put those words inside quotation marks. I understand that the inclusion of a quotation in my answer only adds academic value if I discuss or analyse it, or compare or contrast it with other materials.

I understand that submitting materials, or parts of materials, that were not created by me, without clear citation of the source, constitutes academic plagiarism and is a punishable act of academic fraud.

I have read and I understand the explanation of how to cite and reference my sources which is available at per the student handbook and guideline of references.

I understand that unauthorized collusion with another student or with anyone else is also a punishable act of academic fraud.

I understand that I might be asked to explain close similarities between work submitted by me and work created by others, or to explain considerable changes in my usual writing style. I understand that failure to provide a convincing explanation to these will be taken as evidence that the said work was not created by me.

I understand and agree that my work may be checked using automated software systems which will detect similarities with other work.

Signed:



**DUST  
DUST  
DUST  
DUST**

