



# MUSE

JANUARY - APRIL 2017

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*Flamingo* SPRING SUMMER COLLECTION  
2017





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KATRINA KAIF FOR



**INSPIRATION**

*You need inspiration to be creative and creativity to inspire.*

EDITOR'S LETTER

The world runs on inspiration. There's always someone who inspires and someone who gets inspired. One person's creativity can inspire other to create, create something to inspire some other. Muse is creating a platform which meets the needs of both the ends. We want to document creativity that inspires.

A wild mind and a disciplined eye brings out the creativity in a man that allows him to share his soul with the world. Muse celebrates stimulating works of music artists and fashion enthusiasts. In the wide scope that the world of music holds, fusions and combinations of existing genres to create even more happens on the daily in these times. Fusion in itself has become genre. Novelty lies in the fusion of music which hasn't been fused before. The quarterly throws light upon one such ingenious fusion aside from the unconventional new fashion trends that have become significant this season.

Agreya Gandhi  
Editor, Muse Magazine



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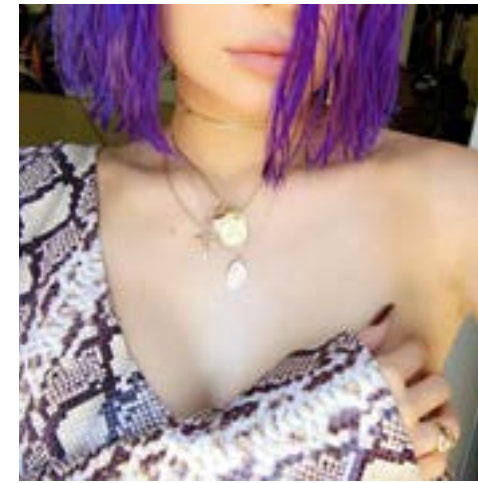
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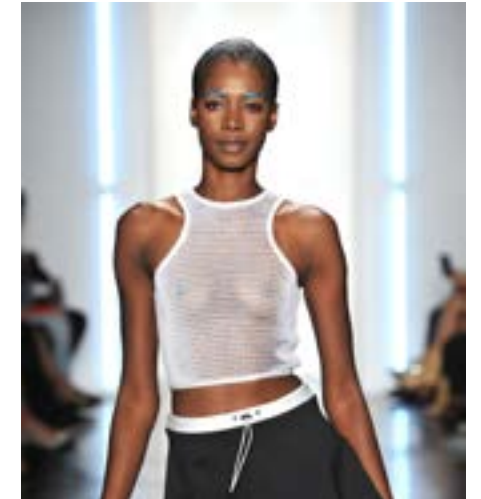


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# LIGHTS



CAMERA

MUSIC



Movies tell stories. Movie take inspiration from various aspects of life and imagination to build stories. Music has also been an inspiring factor. There have been many films that tell stories about music, few are listed below. If you are a music enthusiast, you ought to watch these stories.

### STRAIGHT OUTTA COMPTON

Five young men struggled through the hardships of life in America's most dangerous suburban - Compton, California, in 1987, while alongside they indulged in creating some hardcore beats which brought them the recognition their talent deserved. Dr. Dre, Dj Yella, Ice Cube, Eazy-E and MC Ren formed one of the earliest and most significant American hip hop group - N.W.A., abbreviation for Niggaz With Attitude. They were considered highly influential but also endured controversies owing to the brutally honest and provocative lyrics which some viewed as demeaning to women and glorification of drugs and crime.



The movie 'Straight Outta Compton' throws light upon the life events of these rebels and their journey to success. With their raw talent, swagger and bravado they stood up to the police system which was meant to keep them down, and only armed with the weapon of their music, they exposed the truth of the life in the hood. They brought about a social revolution. Their music revolutionized hip hop culture. If you are a hip hop fan this biopic of the rap gods is a must watch.



At first, Maria is treated with the same hostility, but her warm, jovial and kind nature wins the children over. With her music she succeeds at bringing back the joy of life to the family, which was forgotten due to Captain Von Trapp's stern attitude. Eventually, Georg and Maria find themselves falling in love with each other. Shot at picturesque locations of Salzburg, Austria, the musical stars the beautiful Julie Andrews as Maria and the iconic Canadian actor Christopher Plummer as Captain Georg Von Trapp.

### THE SOUND OF MUSIC

An adaptation of Richard Rodgers' 1959 Broadway musical The Sound of Music, 1965 American musical drama film 'The Sound of Music' celebrates librettist Oscar Hammerstein II's music. Some of the illustrious tracks from the movie are The Sound of Music, Maria, Sixteen Going on Seventeen, My Favorite Things, Do-Re-Mi.

Maria, a young postulant, is failing miserably in her attempts to become a nun. She is sent to the Von Trapp family household when widower and Navy Captain Georg Von Trapp writes to the convent asking for a governess. His seven mischievous children, resentful of their father's decision, have managed to run all the previous governesses off.





## WE ARE YOUR FRIENDS

Cole Carter, played by Zac Efron, is a young aspiring DJ from Los Angeles. He is trying to make it big in the music industry and figure out life with his friends. Living at his friend Mason's, Cole has been working on that one track which will bring him fame and fortune. Life changes for him when a once-innovative DJ James Reed, played by Wes Bentley, takes him under his wing.



Cole gets the privilege of learning from him and working with him at his private studio. Things get complicated when Cole starts falling for James' girlfriend Sophie, played by Emily Ratajkowski. Cole is dwindling between his forbidden relationship, friends' expectations and the successful career that he deserves. He lives, loves, loses and finally finds his inspiration somewhere along the journey.

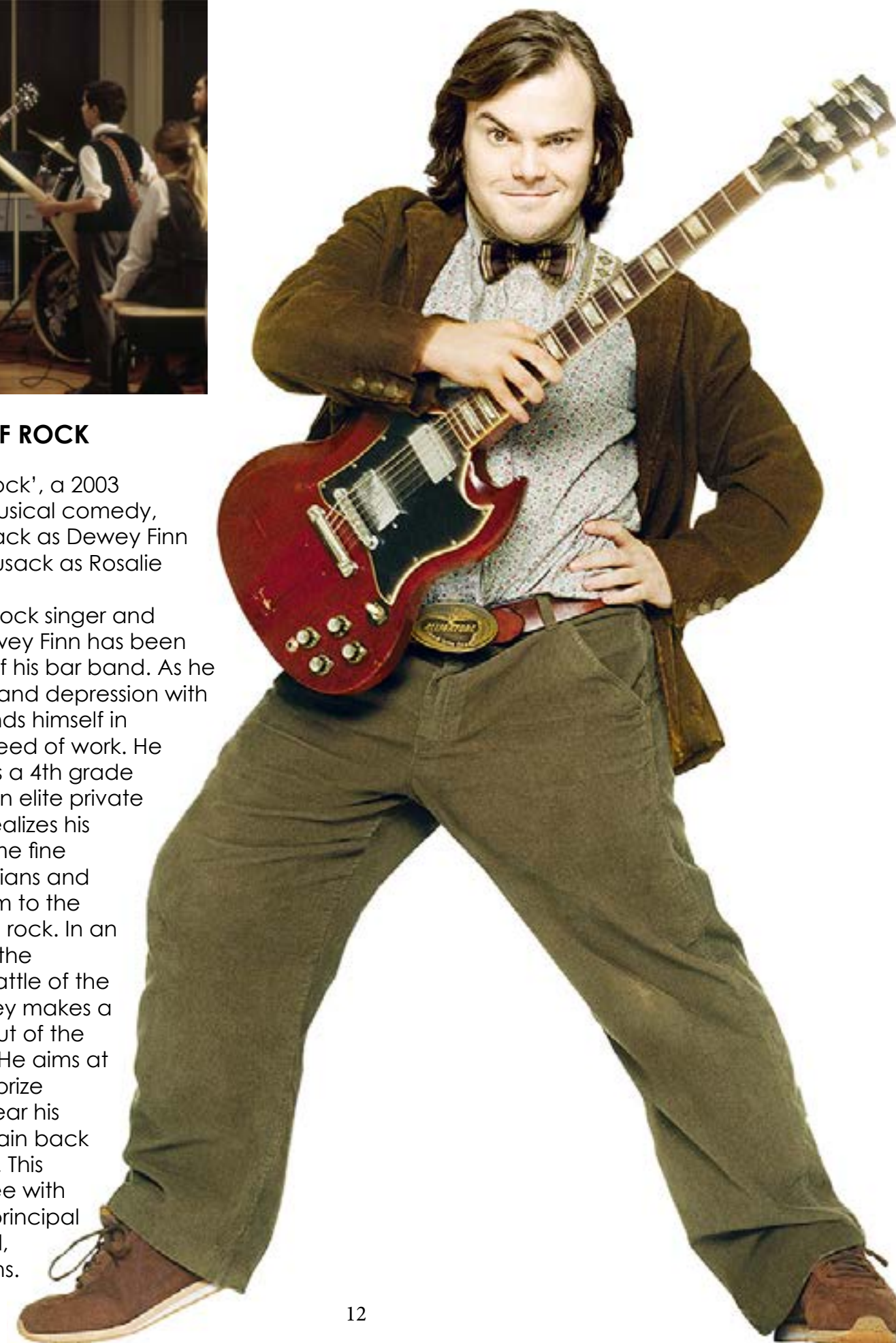
A 2015 drama film, 'We Are Your Friends' gives and insight into the Electronic Dance Music (EDM) scene.



## SCHOOL OF ROCK

'School of Rock', a 2003 American musical comedy, stars Jack Black as Dewey Finn and Joan Cusack as Rosalie Mullins.

Enthusiastic rock singer and guitarist Dewey Finn has been thrown out of his bar band. As he faces debts and depression with no job, he finds himself in desperate need of work. He substitutes as a 4th grade teacher at an elite private school. He realizes his class has some fine young musicians and exposes them to the gods of hard rock. In an effort to win the upcoming Battle of the Bands, Dewey makes a rock band out of the 4th graders. He aims at winning the prize money to clear his debts and gain back the spotlight. This doesn't agree with the uptight principal of the school, Rosalie Mullins.







## AUGUST RUSH

A drama with fairy tale elements, 'August Rush' is the name given by the homeless Wizard to Evan Taylor (Freddie Highmore), an 11-year old musical prodigy. Orphaned by circumstance, Evan escapes from the orphanage to searching for his birth parents in New York City. Evan uses his musical talent to seek his parents. Little did he know, his parents Lyla (Keri Russell) and Louis (Jonathan Rhys Meyers) are searching for him too.



ARE YOU READY TO BE REBORN?

## HARVEY NICHOLS ISTANBUL







Emily Ratajkowski



Janelle Monae



Salma Hayek



Ana De Armas

## RED CARPET FASHION

# OSCARS 2017

Every awards ceremony has its own beauty vibe. This year's Oscars saw stars showcasing certain hair and make-up trends that didn't agree with its usual old school glamour vibe. Nevertheless, they were no less glam than the standard old school.

As popularly seen, the 2016 smoky under-eyeliner trend can be deemed the most gorgeous make-up trend on the red carpet this season. Many shades were seen, but bright and metallic hues reigned supreme. This trend was adopted by stars like Emily Ratajkowski, Ana De Armas and 25 more.

Hair jewelry is seen as one of the most becoming accessories this season. Janelle Monae has fashioned this trend very boldly this season. Not just at the Oscars, but she has adorned her hair with pearls at the Global Globe and Chanel flowers at the SAG awards.

Gold and crystal Jennifer Behr crown accessorized her pixie-cut hair at the Oscars. 9 others were spotted showing off the trend at the Oscars, like Salma Hayek.



Chrissy Teigen



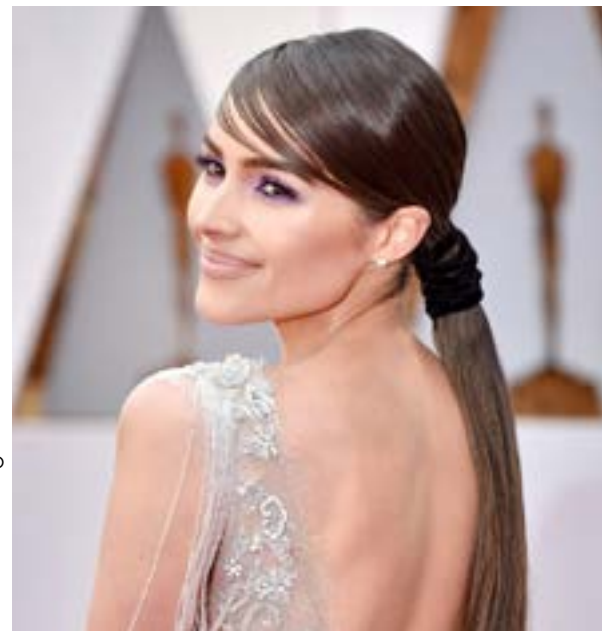
Strong yet feminine, with a hint of edgy, the vampy lipstick was seen on the lips of 7 celebrities this season. Actress Emma Stone and model Chrissy Teigen wore bold lips on their lips and created a striking look, and so did Ruth Negga.



Ruth Negga

A black ribbon is just the simplest way to jazz up a ponytail and this was beautifully demonstrated by Olivia Culpo. With her side swept hair held together in a black tie she looked contemporarily elegant.

Olivia Culpo



Emma Stone



Jessica Biel



Charlize Theron

Shimmery metallic was a huge trend as well. Emma Stone, Jessica Biel and Charlize Theron donned metallic gowns like show stoppers. Isabelle Huppert, Octavia Spencer and Dakota Johnson were also among the stars donning eye-catching metallic gowns. The glitz and glamour at the Oscars was as always trend-setting.

To keep in-sync with the classics, many walked the red carpet in regal reds and the timeless black and whites. Oscar winner Viola Davis sizzled in her red Armani gown as fellow nominee Ruth Negga looked red hot in her custom-made Valentino.

Dakota Johnson







# KNOW YOUR ROOTS

Feed your music library some fresh tunes, soulful combinations of the traditional Indian Cultural beats and progressive soundscaped rhythms.



Shashwat Bulusu

What's your playlist like? Pop, Rap, Electronic, Rock... Indian Classical? The soaring westernization of Indian youth is seeing them grow decreasingly traditionally inclined. Is it just cool to listen to the western genres of music or has Indian Classical Music just lost its essence? I guess not. Within a generation of occidental music lovers there are some eccentric artists who celebrate Indian Classical Music even today.

Shreyang Shridhar Vayeda is one such exceptional musician from Vadodara, Gujarat, who has perfected his Agra Gharana at a young age of 21.

A soloist for 16 years, Shreyang has produced 3 tracks in collaboration with Soundscaping artist Shashwat Bulusu over the last one year. Both recently performed two of their works at a TED Talk held at Lukshmi Villas Palace, Vadodara, on the 26th of March 2017 - 'Ghar' Raag Drabari Kanahdda and Nizamuddin Auliya's 'Mora Joban Navelara' Raag Yaman.

Collaboration of Gharana with Soundscaping has not been heard of before. It is indigenous to the duo. This sets them apart even among the other few Indian Classical Music admirers.



Shreyang Shridhar Vayeda





“

My creativity takes shape on the on the stage. The moment decides for me where my music is headed. It is just like an extempore. The music I and Shashwat produce takes derivation from “Khyal”. The term means imagination. The soundscaping creates and ambience and helps the audience visualize our music.

What is the distinctive quality of Indian Classical Music?

Indian Classical Music is the oldest as well as the latest music in the world. It completes the spectrum of meditation to dancing, making it multi-dimensional. No other music can offer this.

Every artist can add his/her personal style to the same lyrical lines under Indian Classical Music, with the exploration of alap, bandish and other such techniques. One can create a mood he/she wants to set. This again is unique to Indian Classical Music.

My creativity takes shape on the on the stage. The moment decides for me where my music is headed. It is just like an extempore. The music I and Shashwat produce takes derivation from “Khyal”. The term means imagination. The soundscaping creates and ambience and helps the audience visualize our music.

Would you like to comment on the fact that the present musically inclined generation is showing interest in western music rather than Indian?

Indian Classical Music is an acquired taste. One has to develop it. I believe people lack the knowledge required to understand the depths and intricacies of this genre of music. I have metal lover friends who now show deep interests in Indian Classical Music. One only needs to be enlightened.

How do you think Indian Classical Music reflects upon lifestyle?

Indian Classical Music and lifestyle are interlaced. Both take inspiration from each other. This form of music embraces history and has brought to us tales and lore from the past. Similarly, the lyrics framed now are influenced by the social life and surroundings. The songs can talk about festivals, seasons, youth, people, or any possible subject. Also, it is a less known fact but Indian Classical Music has the power to cure a being of his troubles, be it physical or psychological.

What is the recently played track on your playlist?

Raag Des by Padmashree Pt. Ulhas Kashalkar.

Shreyang and Shashwat's music is available on Soundcloud.

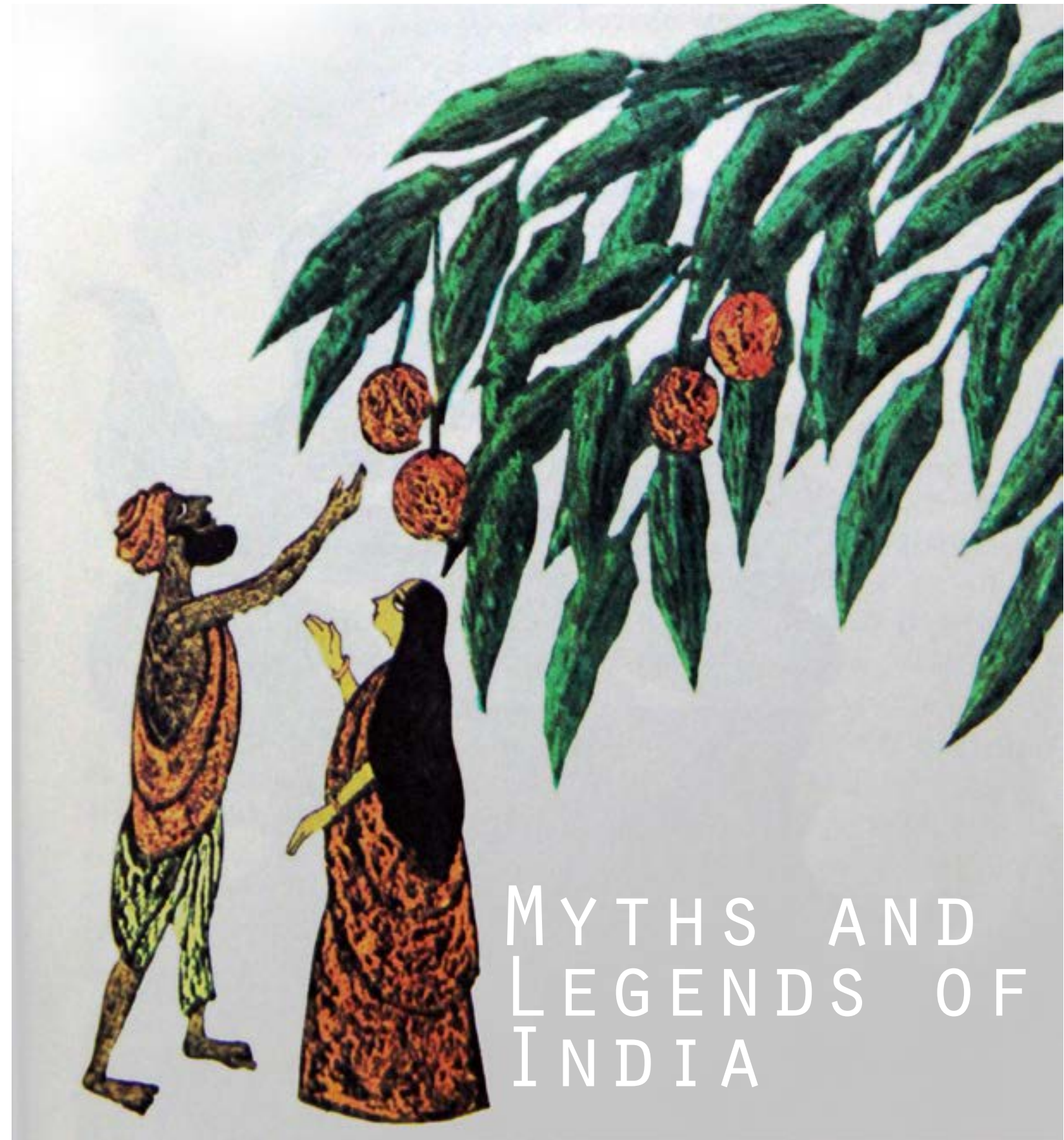




The book embodies historical stories from India that don't belong to the great literary epics like Ramayana and Mahabharata, but have been kept alive by the bards. The stories incorporate certain fairy-tale elements and revolve around the aspects of Gods and demons, mysticism, royal and the laity and speaking animals. The Mogul rule and the conflict between Hinduism and Islam also figures prominently. Many of the stories are based on actual people and events. The richness of Indian story-telling comes from the great cultural diversity in the subcontinent, representing the many races and ways of life. The stories have been classified on the basis of their geographical origins within India.



The book opens with a contents page which states the chapter names and their respective page numbers, and ends with an index page wherein names and page numbers of every tale along with page numbers of every illustration in the book are mentioned. The book sports several illustrations. Colorful lino-cut graphic prints are used to support every legend. The architectural elements, clothing and motifs of the graphics reflect upon the cultural style of the different lands. The illustrations show a creative play of proportions to create depth as well as to give a dramatic feel. The way in which both text and illustrations combine authenticity and contemporaneity makes this a remarkable book.

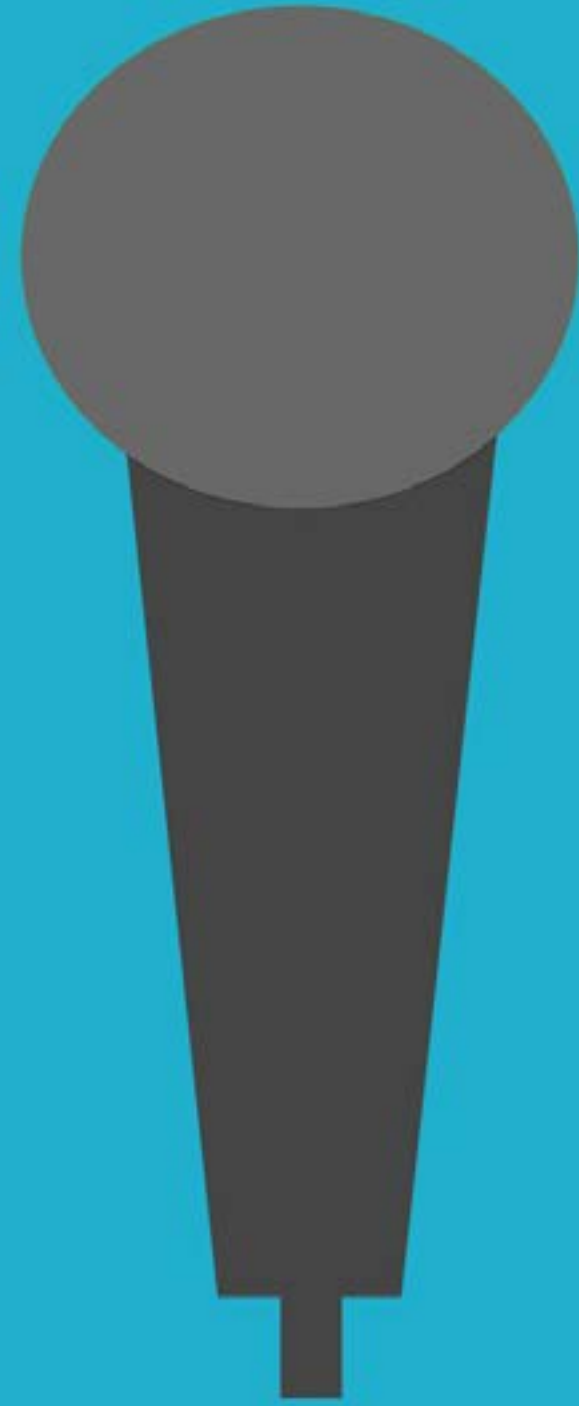


# MYTHS AND LEGENDS OF INDIA





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# MUSIC INFUSED FASHION

It gets easy to distinguish musicians and the genres considering their fashion styles. Each genre of music has an indigenous style associated to it. Over the years music fanatics have adopted and experimented with the fashion that comes from every genre of music. There have been versions of fashion trends that have evolved keeping music in mind. The world of music has undoubtedly influenced the world of fashion a great deal. Now, there are dress codes which get associated to different genres of music. People sport their own variations of the same.

A distinctive style of dress originating from African American youth on the scene of New York City. The intent was to transform the idea of traditional luxury into modern-day 'cool'. Today, it is seen as a prominent part of popular fashion across the globe and for all ethnicities.





## JAZZ

Jazz music was the propelling force of a new and rising, post-war American youth culture in the 1920s. The fashion industry followed the demands of the enormous consumer market. This style has lived through generations of Jazz lovers and seen its evolution.







## PUNK ROCK

Punk rock, an intentional rebuttal of the pretence found in the mainstream music, mainstream culture as a whole, follows fashion which has been influenced by the dressing styles of other subcultures like gothic, glam rock, rude boys,

skinheads, greasers and mods. Initially used as a way of making statement, punk fashion has been extremely commercialized at various times, providing inspiration to many well-established fashion designers.



Indian culture has, over the years, been influenced by various other cultures like Mughal, British. This has reflected upon Classical Indian music and fashion as well. Today, what is considered an ethnic Indian attire is an amalgamation of elements coming from disparate cultures.

INDIAN CLASSICAL



COUNTRY



Country music, 1920s popular music of United States, takes its roots from the southeastern American genre such as folk music and blues music. It is the music of the working-class Americans. The cowboy look, plaid shirts and more importantly denim is good to go for Country style.





(Starting left) Kylie Jenner at Coachella, Day-1; Kylie and Kendall Jenner, Day-2; Kylie at the Winter Bumbleland party, Day-2.

Ariel Winter with boyfriend at Coachella.

# TREND - IT KYLIE!

The reality star Kylie Jenner never fails to make a style statement. The youngest of the Kardashian-Jenner clan, Kylie has never missed her spot in the limelight. Recently, the Jenner sisters were seen at Coachella Valley Music and Arts Festival. Kylie sported a look which turned heads. She debuted neon-yellow hair on the first day of Coachella, followed by shorter purple hair on the second. Kylie and her hair guru Tokyo Stylez broke the internet with this bold and zany look at the festival in Indio, California. Both the sisters hosted the ultimate shindig with the Bumble dating app on the second day at Coachella. At the Winter Bumbleland party, the newly-single Jenner sister flaunted a snakeskin patterned skirt and crop top, deep neck with one shoulder bare, along with her deep violet locks. The bob was wavy and wet. Jenner sisters took to Instagram to share their pictures from the festival.

Modern Family star Ariel Winter channeled Kylie Jenner at the Coachella music festival. She was seen flashing pink midriff lengths. The 19-year old TV star went braless under a cut out crop top and showed some skin. Ariel was accompanied by boyfriend Levi Meaden.





James Franco and Seth Rogen in "Naked and Afraid"

# FASHION EMBRACES NUDITY



Nicki Minaj at Haider Ackermann show, PFW

Fashion has seen drastic transformation since the 19th century, a time when it was considered disrespectful for women to show so much as an ankle or an elbow. With increasing practicality and protests, skin show has gradually become more socially acceptable - from ankles and elbows to, now, complete nakedness.

Call it art, rebellion, emancipation or comment on social issues, nudity has always acted as a mode of expression. Over the years, it has been seen in photography, artworks, movies, runways and lately has become quite casual. While some still see skin baring as indecency, others march to the beat of a feminist drum. Not just women, but men have started unbuttoning in public as well. Celebrities too have acknowledged this trend. Among the many, names like reality star Kim Kardashian, bold music artists Lady Gaga and Miley Cyrus pop up often when nudity is in question. Male actors James Franco and Seth Rogen went completely bare on Discovery's "Naked and Afraid" series. Singer Justin Bieber is a documented fan of public shirtlessness. Most recently, rapper Nicki Minaj's shocking choice of attire at the Paris Fashion week got people talking. She was seated front row at Haider Ackermann's show with her left breast left exposed with only the nipple concealed.

Nakedness becoming more acceptable has definitely opened up new avenues for fashion. Designers are taking the liberty to explore and create new styles and materials. This has enhanced fashion. It is breaking taboos.

Social media is playing a prominent role in this campaign. The issues of social acceptance of nudity have been addressed on all social platforms. One such example is the Free The Nipple campaign which advocates for women's right to bare their nipples publicly. The rising popularity of Instagram has allowed this campaign to become international and has also gained it celebrity support.

All being said, this movement has without a doubt influenced the masses, not to mention the adolescents. Skin show is acceptable to them as well and they cannot be reprimanded. Given the soaring nudity in fashion, what will the coming generations be wearing?





# INK YOUR PASSION

How do you find your passion? Where can you draw inspiration from? When you are into a creative field it gets really competitive, to survive in the industry and earn a living becomes a task, but the most quintessential criteria of all is to constantly remain inspired and productive.

Allwyn Fernandes is a successful Vadodara-based tattoo artist who emerged from the small town of Bhavnagar in Gujarat. Originally belonging to Goa, this talented tattooist is also a part of Sunburn, the organization that hosts music festival. His struggle into this industry is exemplary.

## How did you start out? When did you know you wanted to make tattooing your profession?

I was 19 when my elder brother Mervyn got his first tattoo. We used to live in Bhavnagar then. I have always taken keen interest in art and you would find me sketching a lot. I ordered a tattoo kit for myself online and working with that I just knew I was cut out for this.

## How did you learn the art? How and on what were you practicing?

While I waited for my tattoo kit to get delivered, I learned the skill watching YouTube tutorials. It said on YouTube that initial practice can be done on fruit skin to understand the depth of the skin. I practiced on orange and banana skin for 11 months to 1 year until I started experimenting on myself.

## How long have you been doing this for? How has your journey been?

Six years now. I did my apprenticeship at the

age of 21 at the Duncan Studio, Goa. At 22 I got to work with Tiger Studio, Thailand. Later, I moved to Vadodara at the age of 23 and opened up Peninsula Studio. This city seemed to have more knack for this form of art. The culture accepts it. The journey has most definitely not been easy but I have been lucky.

## What is your style and how would you describe it?

I do concept tattoos. Freehand is my style. I just go with the flow when I sit down to sketch.

## Where do you look for inspiration?

Like I said, I let my art flow when I am working. It is something that comes from within. Apart from that I like the works of some artists, like Nikki Hurtado's color work and how Arlo Tattoos, Australia merges 2 designs.

## You also work with Sunburn, the electronic music brand that hosts music festivals. Is it an alternative professional activity or are you into it for passion sake?

Yes, I do stage design for Sunburn concerts. My brother introduced me to Sunburn and I ended up on the stage design team. It is something I enjoy doing.

## Do you find that your work attracts a specific type of clientele? Are they usually tattoo virgins?

I get clients from various professional backgrounds and different age groups. Some clients come from other places to get their tattoos done here. No type specific clientele. 70% of my clients are tattoo virgins.

The rest mostly include reworking. But yes, a lot of people that I meet for the Sunburn gigs come and get inked.

## Please tell us about the process and experience you get being a tattoo professional.

I meet diverse set of people on daily basis. It is very exciting. They bring their reference images usually and I spend time as long as 2 days working on each design before I do it on them. From tracing to inking, tattooing can be an extensive process. While working you have to make conversation with your client to ease them into it. People share their own experiences, talk about their lives. I get to hear a lot of stories that way.

## What are the difficulties a tattoo artist faces?

The most difficult part is when your client is afraid of the needle. Sometimes they cry or faint. Some even puke. This is the downside of tattooing.

## Are you at a point in your career where you are mentoring?

I once mentored someone who was working at my studio. The outcome was not desirable. I do not mentor anymore.

## As a tattoo artist, you could find more exposure in a place other than Vadodara. Why settle here?

Vadodara gives me good business. With more exposure will come competition and I am not interested in completion. Here in Vadodara I do good business and also spend quality time with family. While excelling professionally I am also giving to my personal life. There's nothing more I want.



Allwyn Fernandes(top) and some of his works



# SUSTAINABLE FASHION

Anyone who recognizes the need for sustainability will understand the importance of organic clothing. If you are not familiar with the concept of organic clothing, it is clothing made of materials produced in compliance with organic agricultural standards. Cotton, jute, silk, wool and ramie is used in organic textiles. The clothing fiber is free from herbicides, pesticides or genetically modified seeds.

Sustainable fashion or eco fashion is a growing trend against fast fashion. It is a part of the new design philosophy which celebrates slow design. The shift to sustainability in fashion was initiated in the late 1980s and early 1990s by Yvon Chouinard and Doug Tompkins, the owners of the well-known companies Patagonia and ESPRIT. The work of these companies influenced a whole movement in fashion and sustainability.

Among the many organic fashion brands that have come up, is the Mumbai-based Indian brand TreeWear. The zero-waste organic clothing and accessories brand aims to create awareness, plant new trees and make innovative eco-friendly products to help make the shift to greener, more natural lifestyle organically. The brand upcycles and recycles scraps in ways never seen before through social initiatives with various NGOs. Proceeds from every product sold contribute a new tree to one of the brand's afforestation/reforestation project within India.

TreeWear sells 100% organic personal care products, portable yoga and meditation cushions, apparel for men and women and recycled products like cloth shag mats. The clothing is available in colorful tropical prints and solid colors. Herbally-dyed organic garments are also sold. This project positively impacts the lives of rural communities, wildlife and forests, not to mention the health of its customers.





ROCK  
IT  
OR  
DROP  
IT



We have seen eyebrow trends go from Frieda Kahlo to barely-there, from arched to angled, but the newest trend in the realm of EYEBROW is the under eyebrow beauty trend.

The 'under eyebrow' or the 'painted brow' look is seen booming over Pinterest and Instagram. what started with painting the eyebrow rainbow and glitter in 2016 has now taken a new shift from eyebrow to under eyebrow. The idea is to run a line of color or sparkle along the brow line, right underneath the eyebrow, to emphasize the brow and accentuate the natural arch of the eye.

Eyebrows are the feature that give the face the most expression and character. The color is supposed to help take the brow game up a notch. Is this trend really serving the purpose or taking away from it? Are the attention grabbing colors adding to the natural beauty of our eyes and brows or overpowering it?





**KENNETH COLE**



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