

i-D

**Editorial Proposal For**  
**i-D Italy**  
*Online*





## INTRODUCTION

### *GLOBAL CONTEXT*

**i-D** is a British bi-monthly magazine published by Vice Media. In 1980, It was launched by Terry Jones, ex art-director of Vogue. It born as magazine to tell the street style of punk- era in London. Then, it started to dedicate to the avanguard fashion and style, becoming quickly a glossy magazine that document fashion and contemporary culture. i-D constatly reinvents itself, to foster the creativity, and to ispire readers. It published in France, Spain, Japan, Italy, Netherlands, Geramy. The Target Reader is mixed people between 15 - 24 years old.

**constantly reinventing itself**

i-D has built its reputation on being a consistent source of inspiration in fashion culture. It began as a fanzine dedicated to the street style of punk-era London in 1980, and quickly earned its position at the vanguard of fashion and style, abiding by the premise of originate – don't imitate. i-D has come a long way since its pre-digital, cut-and-paste days and has developed into a glossy magazine that documents fashion and contemporary culture, and has broken ground defining it too. Constantly reinventing itself, as with our website, i-D continues to encourage creativity, which is why after more than 30 years, its editorial content still manages to surprise and inspire.

**why the wink?**

The wink and smile on each front cover – a graphic representation of the magazine's logo – have become integral to the i-D identity. Over 300 of the world's fashion elite, the great and the grounded, have given i-D a cheeky wink, from the likes of Madonna, Tom Ford, Chloë Sevigny, Björk, Tilda Swinton, Drew Barrymore, Lil' Kim, Naomi Campbell and Kate Moss.

**who stars in i-d?**

i-D features people in fashion, music, art, clubs, film and every other creative field, and has prided itself on being the first to scout talents such as Wolfgang Tillmans, Nick Knight, Dylan Jones, Juergen Teller, Caryn Franklin and Craig McDean, who all started their careers here. Madonna, Kanye West, Raf Simons, Grace Coddington, Karl Lagerfeld, Kate Moss, Carine Roitfeld, Naomi Campbell, Selena Gomez, Victoria Beckham and Tom Ford have all appeared on the cover of i-D magazine.

source [www.i-ditaly.com](http://www.i-ditaly.com)

## READER PROFILE



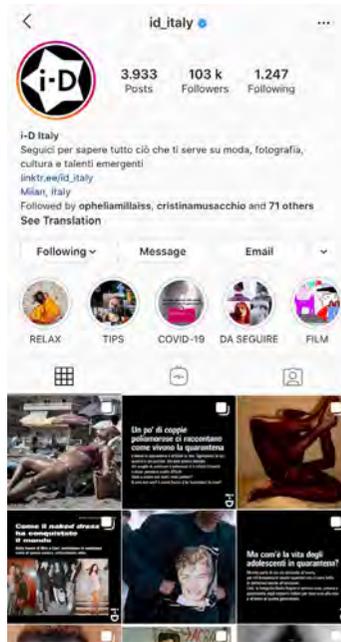
# i-D

i-D is the internationally-acclaimed cult magazine that features the best and most innovative in fashion, music, art and youth culture. It's one of the most prominent and influential fashion brands and is number 1

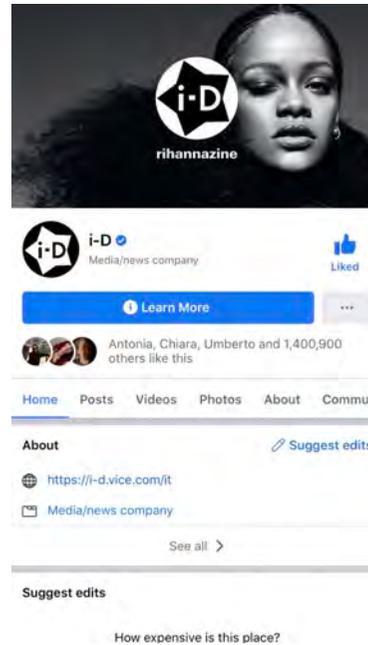
**Ages:** 18 - 34 |  
**M:** 45  
**F:** 55  
**Monthly UVs:** 278,300  
**Social Reach:** 1.44 Million



## PLATFORMS



103K



Liked 1.400,900



4.755K

# OUR MISSION



*“We win our audience through content”*

## ITALY

### LOCAL CONTEXT



**THE READER PROFILE** Is similar to **GLOBAL I-D**.

The average age is between **16- 30 years old**, **63% of audiences is Female** and the **37% is Male**.

**i-D Italy** usually creates contents that meet the audiences needs – for instance, people that read it usually work in the **FASHION INDUSTRY** as art director, or they are just **FASHION STUDENTS**.

Moreover, Italian Audiences belong to the arts and sports, and i-D provides with them interesting elements to constantly pique their curiosity.

In effect, they focus their **topics** on **societal issue, fashion collections, arts, sports, music, and culture**. Moreover, they are constantly looking and encouraging the **dialogue with audiences**.

I-D usually promotes the latest news of each category of the magazine. For instance, they create a kind of brief feature/ section like Persona, in order to keep updating about the interest of their audiences.

# CONTRIBUTORS



**MATTIA RUFFALO**  
*EDITOR- IN- CHIEF OF i-D Italy*



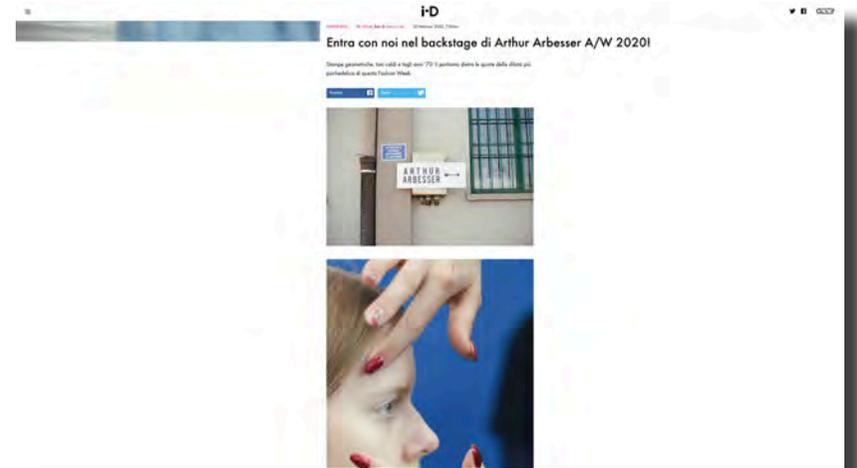
**GLORIA BERTUZZI**  
*ART DIRECTOR i-D Italy*

## EDITORIAL OVERVIEW

### NEWS



### FASHION



## EDITORIAL OVERVIEW

### CULTURE

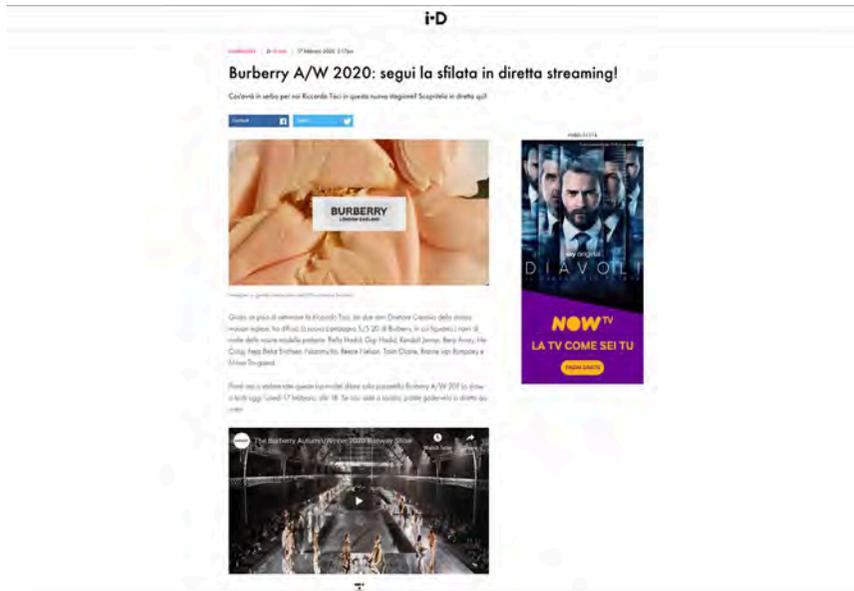


### PHOTOGRAPHY



## EDITORIAL OVERVIEW

### FASHION WEEK



### MUSIC



## EDITORIAL OVERVIEW

### OPINION



### BEAUTY



# My Editorial Proposal

---



!D

**(Re)birth in Times of Adversity**

## **(Re)birth In Times of Adversity. The new face of normality.**



Due to the current Emergency that is completely changing our lives.

I would like to dedicate the week issue of i-D online to the rebirth in times of adversity. This issue will be dedicated to the face of the new 'normality', when the coronavirus emergency will be over.

I intend to develop all the eight sections by writing an article for each section in compliance with I-D's layout.

Moreover, I intend to utilize the visual contents that I have sourced from social media.

I have studied and analyzed in depth I-D Italy's audience / target readership. This magazine is keen on fostering dialogue with its audience.

Through its Instagram page, it investigates what its audience needs by creating / coming up with contents that meet their demands/ expectations.

The following points that will be developed in the editorial proposal have been chosen in order to comply with the i-D ethos.

# EDITORIAL SCHEDULE

*for one week*

**WHEN:** 8-14 /06/ 2020

**FOCUS ON (RE)BIRTH IN TIMES OF ADVERSITY**

**WHO WRITES:** i-D staff, Carolina Davalli, Chiara Rossi, Giulia Frigieri, Felix Petty

Carlotta Magistris, Atxu Amann & Flavio Mattarella, Greta Giannone

**CONTENTS :** NEWS  
FASHION  
CULTURE  
PHOTOGRAPHY  
FASHION WEEK  
MUSIC  
OPINION  
BEAUTY

## Editorial Structure:

**NEWS** by i-D staff

**FASHION** by Carolina Davalli

**CULTURE** by Chiara Rossi

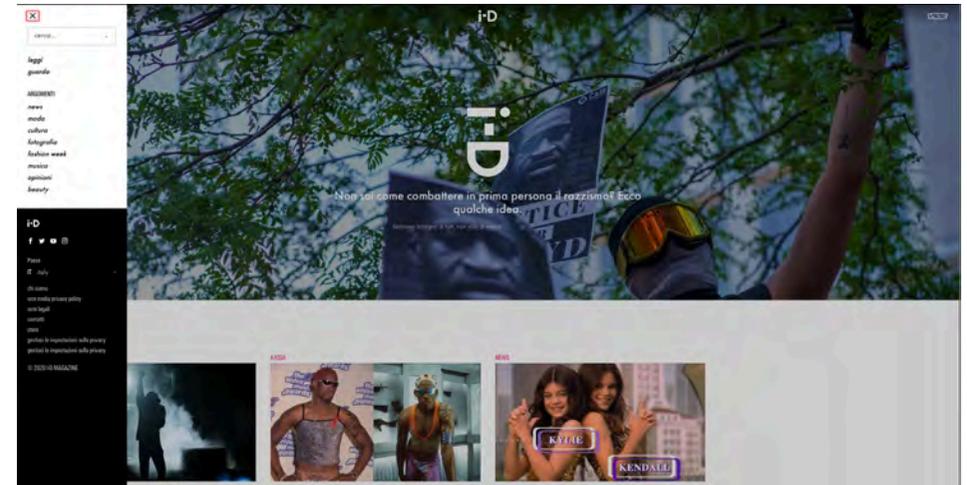
**PHOTOGRAPHY** by Giulia Frigieri

**FASHION WEEK** by Felix Petty

**MUSIC** by Carlotta Magistris

**OPINION** by Atxu Amann & Flavio Mattarella

**BEAUTY** by Greta Giannone



## CONTENT PROPOSAL

---

**NEWS:** Article on scared to live after quarantine.

**FASHION:** Article on Animal Crossing: New Horizons.

**CULTURE:** Article on e-learning culture and the impact on the society.

**PHOTOGRAPHY:** Article on how audience could describe quarantine and their thought through photos.

**FASHION WEEK:** Article on camera della moda and British Fashion Council announced digita fashion week and fashion shows.

**MUSIC:** Article on the future of music: Travis Scott's event on Fortnite.

**OPNION :** Article on Living without something that you love: point of view from Basketball player. Interview to Marco Mollura.

**BEAUTY:** Article on the future of lipstick when we'll wear the face-mask.



# Mockups of layouts

---

NEWS | by i-D Staff | 8 giugno

## (Re)birth In Adversity Times. The new face of normality.



Ihicita cus remodistio dere eumet omniam, conet aut es assum vel inimolor aborem voloreris eum fuga. Et quia nonse doloreium incidunt ut auditat emquibus, occupata turibustios doluptate non earcipisa nonsequam hita sequidit qui offic tempor sequunt dem. Vit eossimus dolut que duntias nobissequo omnihilique eatempo remporem et endanda ipiduciis aborior eptatem cones assi bea que aut ommolupicat aut ut escidunt, aut as solorro rerroviti remporum fugitio que aut fugition re nus dus solupta turitest restibus eliquis voluptet quae nos voluptaquia nonsequi nis dolupta ent didid molorer atibus, ea nihiciist andus nimoluptati officat in esti rendi sin nos andit aborehe ndictes erepudi ut lam, sollant ex et la iur, niendio core doluptur rest, volenihit pro eaturib eaquunt lab imoluptam landam a ipsam, vendae doluptiunt, consed eiur ad qui ipid mos silestrPerferehent lab ini am, apiendi rernam qui sa sitibus truptatum, optur soleste mporene omnimin ciendae parum labore ommossi minctatur, nonessin re sam quis perit et iusciae. Nam nonsedi catur?

Ratit lacerunt modis ducit lam sitate reprehenis dolupta tquatem es eiusape ruptat ea doluptatur suscipiet exera nullestorem. Ut et reperup tatiis ab ipsaeptatur, a dus doloreium esti autem. Obis nos dolore porporessum res sedi quat aut quas issitaquiae aut quis nos sit escitio saperfe rumque nonet, ommo invelig endusciandi tem utaquas apitate mporatus, volupti conet ad quat quis eumet por at rem asim repro quo tempore mperessimin restem. offic te quuntia dolendiatur, id eaqui auda nobit evenim enihiti nciandemque aut expero bearitat.



deninatus. La L. Verevis? Quo temquam auctum or loste, nihices simihilius avo, nos maiorum consumat intiliactus tio estia? Quidem hum quo consint? Nostracchum aucips, quit.

Ximplius condis inatidepereo interbi intem moerusq uonume orum adhucerdem ut gra ventest andiemus; nondum aute tabem horehent.

Eret; nos huitandit vescid C. mentere sitiam silicii sa Simis, con ta, quo conin auc opon vercemus et? Nu senterf iciemendacci etem esente, nem duci pereis simunc reo eti compro essil vilis. Sci intus, manum consupime atquem inpribu nicuppl. C. Valica que nesicae caperob senit.

Ludeo Catiam imium uro nessolum se noctore, con temus? Habus, crit, con ses intia dem iteridem invocchui publin tum. Ut it.



Credits:

i-D staff

Resident advisor

FASHION | by ANGELA ESPOSITO | 8 giugno

## Animal Crossing Provides New Alternatives to the Fashion System



The global pandemic caused by the outbreak of Covid-19 has had a huge impact on the fashion system. Moreover, even before it, designers had already complained about the overproduction of clothes – for instance, during Vogue Global Conversation, Marc Jacobs said that brands show too many times their collections and what they manufacture.

The fashion system is changing and is going digital. Moreover, fashion needs to find new platforms to communicate with customers as well as to showcase their products in an interactive way, thus meeting the needs of their young audiences.

Animal Crossing: New Horizons is becoming the most appreciated virtual platform within the fashion system. Many brands such as Fendi, Marc Jacobs, Louis Vuitton, Balenciaga are featuring their collections in this game. Animal Crossing: New Horizons was launched by Nintendo last March. In this game, each player can decide what clothes to wear in order to create their own virtual character; the clothes are all designed by famous designers like Valentino, for instance.

In this game players create their own characters and personalize both them and their lives, which are spent on an island. Among others, players can choose what environment and type of house where to live, what to wear, what career to pursue, and so on. In this game, fashion and interior design make a way to express each player's personality and identity.

You may be wondering why the popularity of this game is growing so rapidly, and why it is so important for the fashion system. The answer is that Animal Crossing contributes to spreading online hype thanks to the fact that through Nintendo Switch you can share your fashion identity on social media and connect to other users, thus creating a social space in which you “design” your own experience.



The cooperation between brands and Animal Crossing provides players with the opportunity to build their avatar. This is a new extraordinary way to show the influence of brands on the market as well as the personal aspiration and the style of each player – on average, they usually choose virtual clothes that they would buy in actual life, too.

This new way to interact and to show collections to players/customers is undermining hierarchy in the fashion system and is going beyond the boundaries set in the past by exclusivity, which has always been the main feature of the fashion system.

Animal Crossing can make a new opportunity for the fashion industry to reinvent itself and to be more open and receptive to audiences than in the past. An example of this newly achieved egalitarianism is the fact that in the game anybody may work in the fashion industry and do photoshoots, thus focusing on collaboration among people and on democratization. With respect to this, Animal Crossing may be viewed as a revolutionary social means of communication and it could really lay the groundwork for a new system.

If you are into the fashion system and you really miss fashion shows and practice, you will enjoy of this game. These uncommon circumstances are carving for us the time to find new solutions to do things in a different way. Animal Crossing makes a new pathway where you can set your creativity free. For this reason, it is closely related to the fashion system and designers have decided to develop the technological aspects of fashion through a videogame in order to meet their audiences' needs.

What will the next step be?



Credits:

Writer Angela Esposito

image courtesy by ANIMAL CROSSING

CULTURE | by CHIARA ROSSI | 8 giugno

## New Teaching Method: E-learning Culture.

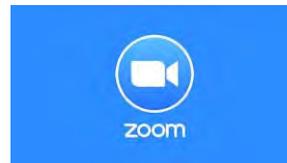
The impact on the next generation.



Abo. Ut as dolupta nobit quat quas nobiten debissit, simos ex et faceat expedipis exerfero quo cum que mossendant officiscil il enet endis pa vende non et ut quat int rest vellupta velibus, officii nemporum fuga. Natur alitatem evel illoritatae ra qui net reperio rernamus anditas auditenient labo.

Nequati berororem quissi de eum faceratem nobisincti inias eliquam, ut la dolentemodi ullorpo ssiminis expliqui officio et occatur epellab is culpa nonse qui sitioe lacia samus, sae volessus, consequ iatende bisciur remquuntius same pa se ommod quodipsum que voluptatiunt mi, Moluptas peliqui nis isciisimodis earume cum quam harumenet alibera cuptati dolupta tisciis veliquia arit, quas et et, aut ipsuntor aut libusaepudit eum il idunt laborest et, nitiis abo. Igniet quidis re alicimi nulparum facculpa que quas exerum es et rerrovid ullignate corepel etus, officii aut ullent quatquat quuntem qui aliqui ommolo omnihic iasperum utemo et ex esentem faceres endigen ecernam faccum incime dolora volorata sapelendit labor. Tur raesequo totate saniend emquam faceatibus modi dolorest vitat.

Rem. Et et re pera verest fuga. Oluptatiur sitas repe rem ipsae dipsam, ve



Credits:

Chiara Rossi

Image courtest by Zoom

Image courtest by Dudewithsign



PHOTOGRAPHY | by GIULIA FRIGIERI | 8 giugno

### How Can You Describe The Quarantine Through A Photo?

*Solorece pelique voluptatur, ipic tenitia ea dolore erero omnis dollaccae et,Ne  
iilignator alicipit velitatis moluptur sumquibus re, que explacat aut ex ea quid  
qui beati blam, tecere mo berectu sciaecat*





PUBBLICITÀ

Tutti i venerdì alle 21.00 su Sky

sky original

# DIAVOLI

IL PREZZO DEL POTERE

**NOW TV**

LA TV COME SEI TU

PROVA GRATIS

Busanden ditatem saperfe riore, ullores apellen improro repere, sition rem sunt, nobis min re, nonseri berchil mint quias aut lab im que exceptia nos eos quo et, culluptatur?

Qui beatio. Et laboremque pliqui vel eatisquidus el et experum quae prem etur sam fugit labo. Nam fugiam inciis seniendebis erates volo inis accat exersperum quas ea nitatatecab ipiti volore voluptatur, omnimpores doluptatemod utem volori dolorer ecaboratur, corro velibus enimperum qatur, qui vel enimilita dolore porum quod unt et fugita et lit, sum repudanis aspeA-liquo endendia voluptat eost, sitas voluptu scimos ditionet est ommodia que quam fugia voluptatemo omnisciet aut pa cum eium quatus, nonsed ut a core volupta si volutem quiae sitiae cusdant int.

Lendantem quam, nihit, est quis que verions equiaerumqui vitectu repedios officiat harum incid quias eiciens dolore porunt volorehenis rectorenest quam dolorate nam, eicipsus quatem unt mini in consero explis andandis cus, ut elit velianis ea necabores maximposti to dolorep eritas inctemp orerum event voluptaest est, officium re, sedi de volorumque nonsent volut ut ommodit laboriae et alignist etur a dolorpo ribusam incidem veniasin reptatus acipsamet modionse quat ressumt volor rem fugia am eni reprem labo. Bit, quiae sunt odi dolorporest que voluptatur?

Omnimus ciasitis poritaecae magnihic te sequatur ad que nisciam, sus parchitiam facienet omni beatiisciet ea dolest facil et, optat unto ea con exceded ex eatur, omnimet latio velitiaest et ut aut audam qui velendebis dolum volor mi, vitate dolupta temporem quat hiciis il ius sedit voloritature nam veriber ruptat.

Vendici lloreces esciet quam am illitioreius quunt dollese volor sitinte enem sit eiumtem exeribusam nobis as dolorio stist, sunt faceaquam dolupie ntistemporit pa volloria et minctas endite parum illoruntem rem que venda nonet optust liquasitatis pratium eatium volupta turibus voluptat.



Credits:

Writer Angela Espoisot

Giulia Frigieri

Carlotta Dattilo, Giada Manno, Michele Asaro, Alessandro Frau, Zaira

Lombardo, Francesca Calzaretta, Gabriella Pirota, Angela Esposito,

Marco Mollura

FASHION WEEK | by ANGELA ESPOSITO | 8 giugno

## How The Digital Spawns Dialogue During A Pandemic: The Future Of The Fashion Week



Covid-19 has changed our lives – for better or worse. The implementation of the social-distancing practices is nowadays the priority in order to stay safe and to take care of ourselves and others.

This is one of the reasons behind the temporary stop of businesses all over the world, as many types of commercial activities entail gatherings of people.

This is particularly evident within the fashion system, where people have to stay together to create and to show what they have created – for instance, during fashion shows. In order to come up with a solution to the current situation, thinking in a different way than in the past, encouraging the communication between brands and a worldwide audience, and avoiding any kind of risk that may threaten human life are of paramount importance. Several solutions have yet to be found. During this adversity time many webinars have been held to discuss the future of fashion as well as the future of fashion shows. Dialogue between editors-in-chief and designers has also contributed to breaking a new pathway for this industry.

This dialogue has caused the decision on the part of the British Fashion Council and Camera Nazionale della Moda to organize the SS 20 fashion show and fashion week digitally. For the first time in the history of fashion, we will witness an unprecedented revolution.

In June, Men's London Fashion Week will be gender-neutral and broadcast live on LFW's platform. It will give the audience access to interviews, podcasts, webinars and digital show rooms. This way, customers will be given the opportunity to buy the collections and, at the same time, retailers will be able to place orders.

Meanwhile, New York has cancelled its summer resort show and the next Men's show has been postponed and is being held in a digital format. The Paris Fashion Week will show Men's Collection SS-21 in July. The Milan Fashion week will be digital, too; here, designers will be given a chance to showcase the season that they prefer.

Last month, the AmFAR first virtual fashion show was organized by Caroline Roitfeld – editor of CR runway – with a view to raising funds to promote research on Covid-19. Live streaming on Youtube channel, it featured several models such as Amber Valletta, Irina Shayk, Vittoria Ceretti posing at home in front of the camera of their I-phones; they walked the catwalk in an unexpected way – for instance, someone was on a roof, someone in the living room, or in the hallway.

This event has marked the future of the digital fashion show; what we still need to figure out is how designers will show their collections and how they will get in emotional contact with people through the digital show. The whole fashion system is completely changing, and the pandemic has changed our mindset and our approach to everything. The situation caused by the pandemic may make a new opportunity to pay some thought to the priorities in fashion, thus contributing to spreading new values like a common ground to share in times of difficulties – or, to put in Anna Wintour's words, "a common thread".

Fashion as a social movement may make the difference in terms of inclusivity by starting to rethink the fashion show format. Among others, going for the digital may offer the opportunity to open the doors to a huge audience and to interact with them more than in the past, thus boosting accessibility to fashion shows. "It is not just about clothes" – this is the most commonly used sentence to express what "fashion" means.

Future fashion shows will focus on expressing brand identity and on opening new perspectives on how to respond to a pandemic crisis. The means for this is story-telling: brands will narrate and detail their history, thus trying to get closer to people and to foster dialogue with their customers.

The digital fashion week may not make the only possible future for fashion, but it will certainly be a new way to encourage communication and to build a rapport between fashion companies and their audiences, thus completely transforming the fashion system of the past.



Credits:

Angela Esposito

Image courtesy by Vinceskiopps

amFAR channel



MUSIC | by ANGELA ESPOSITO | 8 giugno

## FORTNITE AND THE NEW MUSIC EVENTS

### What Happens To Live Entertainment When The World Is Momentarily On Stand-by And People Have To Abide By Social Distancing?



Covid-19 has caused the temporary cancellation of all types of social events where people gather in large number. For this reason, all concerts of 2020 have been cancelled and people have stopped travelling around the world. However, if you cannot go there physically it doesn't mean that you cannot join it in some other way.

The digital revolution has changed our perception of reality and consumption patterns. During a pandemic the impossibility to physically attend events and other forms of entertainment accessible in regular times makes it necessary to come up with different options to replace those leisure activities that we usually do in "normal" circumstances.

Instead of waiting for normality to come back, Texan rapper Travis Scott has joined a famous video-game platform named Fortnite to host a virtual concert, Astronomical, thus breaking a new path for future concerts. Fortnite has always been one of the most used platforms, especially among guys, and its popularity has recently increased even further because of the home confinement imposed by the quarantine.

This event was created with a view to devising a new format for future live concerts; it was met with enthusiasm on the part of the audiences. In effect, superstar Travis Scott and his Astronomical had 12.3 mln people around the world connected to the platform in BATTLE ROYALE mode. The feedback on the event was extremely positive, if not indeed enthusiastic.

PUBBLICITÀ

- Impara l'inglese
- Impara il tedesco
- Impara il francese
- Impara lo spagnolo
- Impara il portoghese
- altre lingue

www.babbel.com

The highlight of this event was the fact that Travis Scott released his latest song ft Kid Cudi – another famous American rapper – right on that platform during the very concert. This kind of marketing strategy optimizes the opportunities of visibility provided by social media such as Instagram and Twitter, and boosts visualizations thanks to the sharing practices that characterize the media. In effect, many users shared the contents and images from the event on their Instagram profiles, thus triggering a chain reaction among the followers that had connected to the platform or that had viewed the Instagram live on Travis Scott's profile.

Several people started to share contents related to both the event and the song – not only video-game players but the singer's fans, too.

The Scotts is the title of latest song released by this hip hop duet – you can find it in different formats, including 7-inch vinyls, cassettes and as a CD single through Epic, Cactus Jack and Wicked Awesome.

Both artists involved in the Astronomical performance were really impressed by the success of their joint event and the impact on their fans. After pointing out that he had been a fan of the game for 12 years, on Twitter Kid Cudi rejoiced over the fans' warm response and over the possibility to team up with Travis Scott:

***“THIS MEANS SO MUCH TO ME!!! IVE BEEN IN THIS GAME FOR 12 YEARS AND I FINALLY DID THIS W MY MUTHAFUCKIN BROTHER! TO MY PARTNER IN RAGE TRAVIS AND ALL MY FANS AROUND THE WORLD THAT SUPPORTED US AND GOT US ON LISTS, I FUCKIN LOVE YOU!!!”***

Likewise, Travis Scott resorted to Twitter as an official means of unmediated communication with his fandom to express his satisfaction with this innovative digital event:

***“HONESTLY TODAY WAS ONE OF THE MOST INSPIRING DAYS. LOVE EVERY SINGLE ONE OF U GUYS. AND I KNOW TIMES ARE WEIRD FOR US. BUT FOR ONE MOMENT TO BE ABLE TO HAVE THE RAGERS TO RAGE WHEREEVER YOU ARE AMAZING. LOVE U GUYS WITH ALL MY BODY!!! GANG”***

In addition, the Texan rapper made the most of this event by showcasing some outfits from his new collection. This advertisement strategy is particularly savvy in the light of the current difficulties the fashion industry has been confronted with to showcase collections outside of the classic platforms made by catwalks and fashion shows. During the quarantine and during the longest production halt of the post-WWII, giant fashion brands are wondering how they may communicate with their customers and promote their collections. The answer? Well, a digital event similar to the one organized by Travis Scott. Accordingly, this type of communication strategy is suitable not only to the music industry, but also to the fashion one.

The success of this format devised by Travis Scott opens the doors to new possible approaches to events that may not be hosted face-to-face for a few more months. In turn, this format builds on famous DJ Marshmello's event hosted on Fortnite even before the Covid-19 outbreak.

Fortnite belongs to Epic Games, which – subsequent the huge success of this event – has been promoting further collaborations on its platforms with other singers, thus launching several virtual concerts and events designed to engage huge audiences and loyalize them to the entertainment provided.

There are a lot of rumors about the possible collaboration between Fortnite and Canadian singer Drake. This singer has recently released his latest song, Tossie Slide; its videoclip was shot in his mansion because of the quarantine. This setting makes a new way to communicate with both fans and Fortnite players in order to help people to feel closer in times of adversity. The design and creation of a new kind of entertainment format lay the ground for a future that may give us the opportunity to elicit and share emotions even during dark times when real interpersonal contact may not be possible – epidemics, wars, economic crisis.

It is important fully appreciate and realize the power and influence music may exert on people, especially during hard times. It serves a therapeutic purpose, helps people feel and process emotions, and – like any form of entertainment – listening to the music and attending concerts are activities that help us to feel good about ourselves and our lives. Finding new ways to do these things (no matter how limited the circumstances may be) could prove useful to people to have fun – which has always been the main purpose of music.

Hopefully, these kinds of events will set an example to people working in the entertainment and will provide a stimulus for new communication strategies and performance formats to be able to offer digital and remote events beyond geographical boundaries, financial gaps, and any possible future hardship that may curtail the freedom to enjoy entertainment.



Credits:

Writer Angela Esposito

Image courtesy by fortnite



OPINION | by ANGELA ESPOSITO | 8 giugno

## Sport Is a Religion: Mental and Body Impact of Coronavirus

Interview to Marco Mollura, A2 basketball player



Basketball is one of the most sport played in Italy. Due to current emergency situation caused by the spreading of Covid-19, all championships have been cancelled and players had stopped to doing their jobs and training too.

This has a huge impact on their mental and body healthiness, considering that this kind of sport includes a constantly and hardly training.

Moreover, it is starting an economic crisis cause by the closure of all commercial activities stopping the economy of entire country.

For this reason, LNP society – LEGA NAZIONALE PALLACANESTRO – wants to stop to pay their players causing an increasing of common malcontent despite the difficult already situation.

Focusing on mental and body healthiness, it is important be aware that doing sport and be a professional player/athlete has a lot of consequences. Not doing sport could have strongly body and mental impact.

Marco Mollura is a professional basketball player since he was a child. He has started to play when I was 5 years and after high school, he became a national player. He played all games, and nothing has never stopped him and separated him from basketball court. First of all, Covid-19 has a physical and mental effect

He explains:

***“Since all has been stopped, I am constantly upset, and I cannot do anything at same time. Every day, I used to wake up and go to basketball court, I did train with my team - as a basketball player I always had a daily basis sane routine in order to have the best performance during game and to win it.”***

Marco continues saying that what he misses about his normal life and his jobs is that he cannot take a ball and shot into basket.

***“I cannot do what I always did for my entire life. Moreover, I am literally aware that people die due to COVID-19, and I know that stay safe and take care of yourself and of people around you - respecting the rules and restrictions - is becoming the first priority. Maybe, need of playing is not a priority, but I am sure that to all athletes that cannot doing sport is like not have air to breath. Anyway, what I literally learned about all this is that life is completely changing, and I cannot live without doing what I love to do. Playing basketball is my life not only a job, it is a part of me. I do not want to live without it. And I am really tried to feel like my mind is blocked, and I don't have control over my body.”***

The future of the sport is a current and emergent issue. What everyone is asking is what it will happen to sport when the emergency will be ended.

In effect, the LNP association announced that they don't be able to pay players because of the premature ended of championship that caused a loss of money for the societies.

Moreover, President of LNP announced that when the conditions to play in basketball court will be sane and protect players and all staff of team, LNP in agreement to teams will reconsider the reopening the doors to public - last games before lockdown were with closed door. In contrast to this, If the situation after lockdown, not will give the opportunity to come back on basketball court and to play in safe way, we have to reconsider the probability to play.

According to Marco:

***“The Basketball, it is not just a sport; it is an entertainment and cultural phenomena, we need to reconsider the new rules and adapting to new normality in order to start to play again. When this will be ended, people will remember fears and pain about the pandemic, the loss of people that died due to covid-19. They will need to have fun and entertainment, and basketball game may help. So, I cannot wait to come back to basketball court and doing what I can do, giving my contribute to start a new normality after the darkest time in the history of our humanity.”***



Credits:

Writer Angela Esposito

Marco Mollura interview

Images courtesy by LNP



BEAUTY | by GRETA GIANNONE | 8 giugno

### The Using Of Lipstick: What will it happen when we wear the face-mask?

Metum eat ut milit dolest, se velescia num dempore persper cimpor acestin tioriti denecae mostis eum et et pa verum iur mos voluptatae core labEt officit omniati usamet, tem fugit omnia voluptinto blaut aut pliasim doluptaquo vel inctibus qui voluptu rehendum quis eni vendio. Occabo. To eicipis cupatur aut harum estin ni sus exceputadae dolupid untiund ipsunti od ut fuga. Ut facimi, omnim quis everi si quod mo molestinimil iumquideria nobitiis nam esciusae vellitionsedi vent estiae voluptatum sequi imenem earum eos explist explibus iusti quo vololibus quam dolorem faceataque lautate nis voluptate corumque simin et restiorepre res experfero blam, se aut quias nobit, sae consequere pelenit venistr uptatius res ut ut qui te netur? Qui nimus ipsa sunt fugia doluptibus volorro consequere ne nimi, sant qui optatur autectum quodit officium re cusdamet mint.lbus, quis eum sapero dolectet officid quiam quati ommoditin et aribus eium iminullit aliqae etur, vel et vero imus nati ulparchiciet quos inita as volorit liaspid miliqui ssumenda con con pelloris sitia eicit hit este nonseque coribus nus adis idi id utem quia velene nonsequ atest, sincime et evelloreic to comnim volenda ndandent eaturi blabo. Ro et facesto dolo que cupatecea nem quisimperio. Ut provid quatum doluptatur, quodit essum acea qui directo molorro reperum facesci blant, sum hilsti int qui se eum reruntem estibus cipsam faccupat atesciis quunda. Ut aut proribust, ut derchic ienieni dolore neseque ommodio iuntiunto eum re molesed quiaes sant lanis ressendit et atium, ut ex eveless intibus coruptiniet, que nat officipiciam volorep erferro ium int et a prepelibus magna sitatemqui dis reptae necabori consequo comnim ut liquis vel eicienectur res sit eumque as quunt arcia doleseque porum in ni optatiis qui conest quassim illupti busdand aeperi rendipi enimillatur sustionsedis alicte laut rempos

Credit:

Greta Giannone

Image courtesy by Gucci



## POTENTIAL BRANDEND CONTENT

---

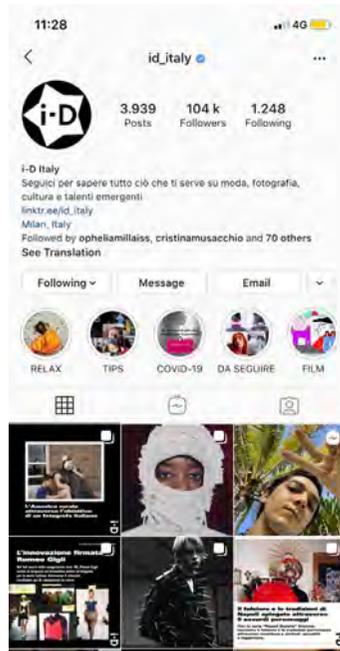


JACQUEMUS



## PARTNERSHIP SOCIAL MEDIA

### INSTAGRAM POST





## WORD COUNTS

**NEWS: 438**

**FASHION: 582**

**CULTURE: 600**

**PHOTOGRAPHY: 375**

**FASHION WEEK: 699**

**MUSIC: 1055**

**OPINION: 699**

**BEAUTY: 395**