

# maviology

SPRING-SUMMER 2019

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How to say fresh in various languages, for those traveling the world.

# FRESH MEANS...

## C

CUSUB IN SOMALIAN

## F

FRAIS IN FRENCH

FRESCO IN ITALIAN

FRESCO IN SPANISH

FRÉSKO IN GREEK

FRISCH IN GERMAN

FRISK IN DANISH

FARSK IN SWEDISH

FERSK IN NORWEGIAN

## J

JADID IN ARABIC

## P

PRYASNO IN BULGARIAN

PROASPĂT IN ROMANIAN

## S

SO IN THAI

SĪNSIĀN IN CHINESE

SHINSEN IN JAPANESE

SINSEONHAN IN KOREAN

SEGAR IN INDONESIAN

SEGAR IN MALAY

SVJEŽE IN CROATIAN

ŚWIEŻY IN POLISH

SVEZHIY IN RUSSIAN

SVEŽ IN SERBIAN

## T

TAAZA IN HINDI

TAZE IN TURKISH

TEZEDIR IN AZERBAIJANI

TEZE IN KURDISH

TAREM IN ARMENIAN

TUORE IN FINISH

TAJA IN NEPALESE

## U

ÚR IN IRISH

## V

VERS IN DUTCH

## Y

YANGI IN UZBEK



# MAVI'S FRESH TAKE



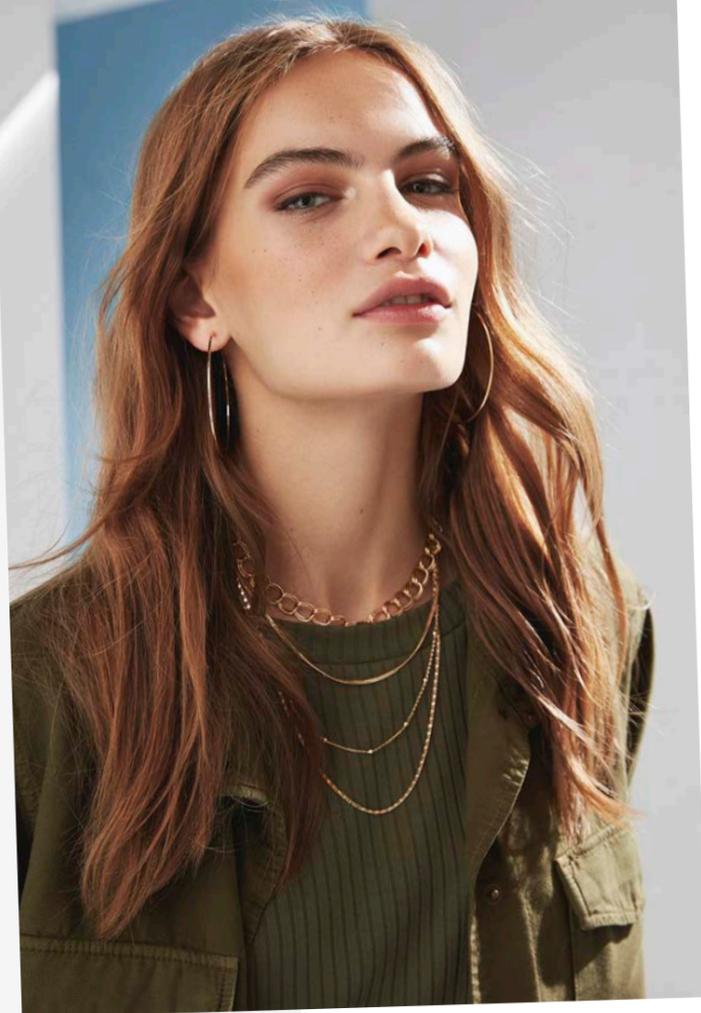
# ON DENIM FOR SS19



Talents:  
Megan Williams  
Nina Marker  
Gigi Ringel  
Ben Bowers  
Alessio Pozzi  
Photographer:  
Emre Doğru  
Stylist:  
Carlo Alberto Pregolato

The Glam Girl story continues, and she embraces her individuality and cool; While eye catching hardware like zippers, buttons and flaps are updated, styles in contrast finishes and curvy back yoke shapes on skinnies keep their sexiness for SS19.

Incorporating the latest innovations and developing new fabrics with fine, lux blend yarns allows Mavi to create new fits with unparalleled comfort for the Gold customer. The Alissa high-rise super skinny will be the must-have style for the upcoming season. Golden Gold is offered in almost every five-pocket fit as well



## WOMEN OF SS19

Stone washed denim, acid washes and bleached denim are a striking trend for SS19. This spring the shades of light blue, presented as color blocking, are featured in various jacket silhouettes including the bomber, oversize gilet and an 80s inspired voluminous drop-shoulder military inspired jacket. Each pair well with washed dusty pink, smoke, and silver coated cargo bottoms, cut-off, ripped boyfriend shorts in true blue indigo, neutral and dusty colors, bermuda shorts, Cindy mom jeans and the high-rise skinny Tess for an everyday look.

The must have statement style of the season is the Cargo, a look that emerged from the move towards 90s and 00s, but in a more feminine look with dusty pink, coated silver and 90s smoke washes.

Denim has its roots in western wear. Reimagined western shirts and mid-light finished, fringed denim jackets with leftover fabric gives new dimension to the collection. The bootcut and boyfriend jean are the seasons' anchor fits.



as the Mona, Molly, Sophie and Kendra styles. Gold Icon features fashion styles in a real denim look. Super premium, soft fabrics and high-performance materials meet exclusive details and superior tailored construction. Tencel and modal-blended fabrics provide strength and comfort for all day wear, and are finished in special hues of dark indigo, ink and black shades.

For Summer, denim shirt dresses, mid-rise slim boyfriends and high-rise wide crop legs in white, ice grey and ice blue colors will be easy to wear to summer destinations and for every day city life.

# MEN OF SS19

**Mavi Black** offers a smart and contemporary premium look for Spring 2019. Timeless ink and mid to dark clean shades are revitalized with new black selvedge placements, innovative cuts, special labeling and fresh details.

Reworked for the warmer months, **Summer Black** combines similar features, but in fresh mid-dusty shades, neo denim, smokey blue washes and unique light hardware.

Flat shades have a special cast with minimal brushing and whiskering for a sleek interpretation. The assortment is completed with deep ink shirts and a jacket cut from premium denim with a coated surface.

Young and casual by nature, our **Grey Blue** denim story continues to be important for the modern city guy. This total look fuses together new denim constructions, accent stitching and contemporary metal accessories for a rich finishing touch.

Drawing inspiration from the tech communities of the digital world, the **Silicon Valley** collection features functional details and just the right amount of stretch for comfort and effortless movement. Mid and shaded 5-pockets are carefully laundered with sporty tapes, leather accents and folded cuff details. This casual commuter concept includes a detachable snap-off hooded denim jacket, mid-grey, used black and heavily washed denim shirts.

**Mavi Athletic** presents a series of urban sporty pieces engineered for extreme comfort and a progressive look. Everyday casual 5-pocket jeans are reimagined with sporty athletic tapes, deep reverse denim cuffs and articulated knees. Beautifully crafted in soft twill, chinos blend classic details with wide tonal tuxedo stripes, selvedge placements and zip-closure elasticated hems for enhanced originality.

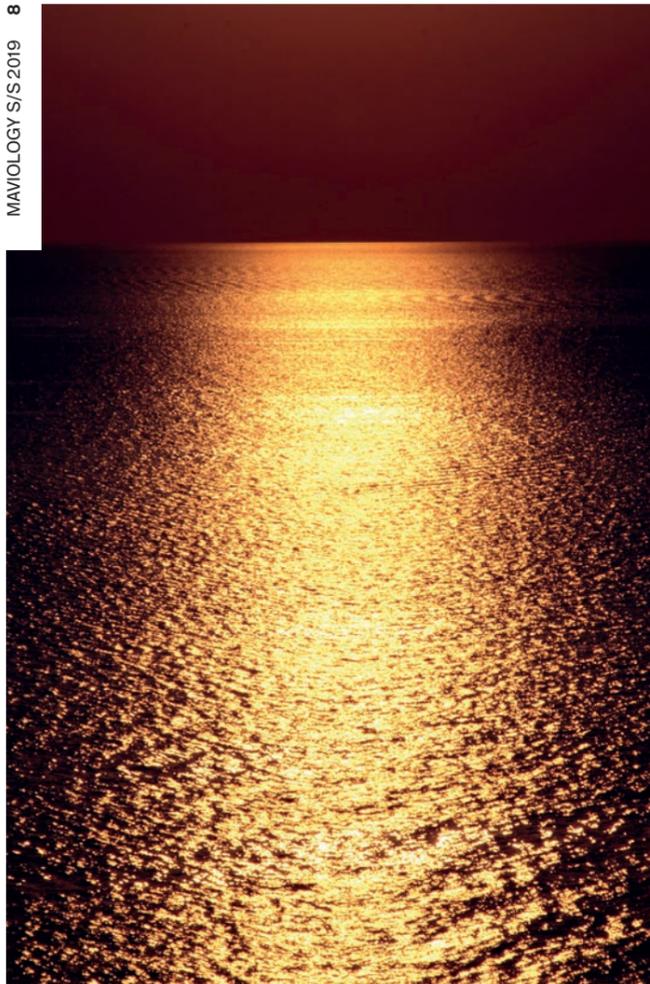
Adaptability and smart styling are key areas to pay attention to. **Ultra Move** elevates this season and presents a new smart urban look. A clean, futuristic use of color takes place with a white touch. Sporty zips and architectural pockets have a fresh feel. Constructed, 3D articulation, cuts, darts and reflectors as design details are combined with mid-clean and odd shade finishes. New packaging focuses on Mavi branded details, including all hardware and labels.

WEAR FRESH - LOOK FRESH - FEEL FRESH



Photographer: Emre Doğru

# ISLAND LIFE: A HUMAN SELF-REFRESH MODE



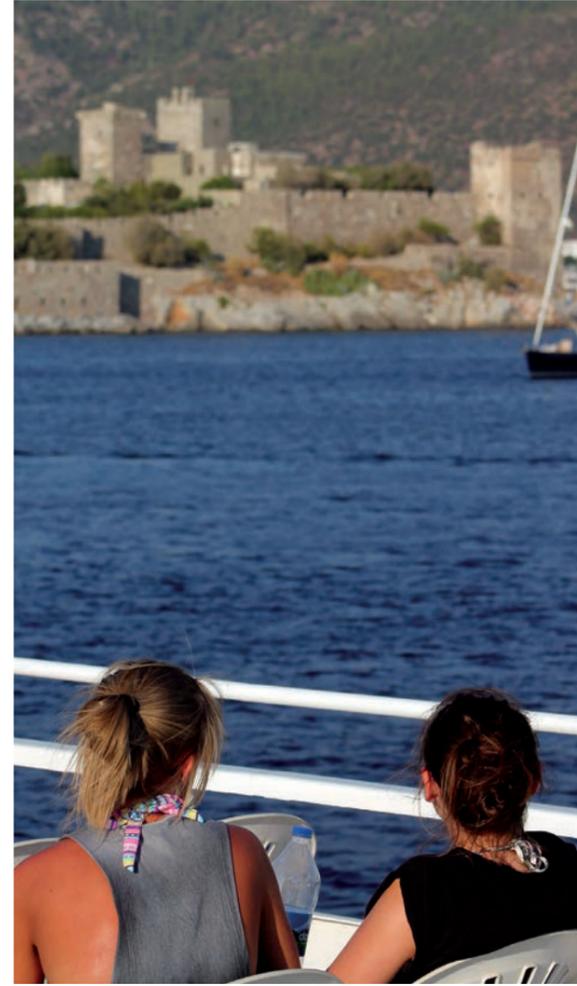
## MAVI MYKONOS JEAN

In the Mediterranean, when the summer solstice marks the longest days of the year and the setting sun aligns within rocks, near a village of Mykonos, if you want something new to wear, try the Mavi Mykonos Jean.

## MAVI IBIZA JEAN

The sunset sure knows how to throw a party, but if you're at a sunrise party with your favorite friends in Ibiza where the music never stops, and want to feel like the star of a fairytale, try the Mavi Ibiza Jean.





## MAVI BALI JEAN

If each summer evening the entire sky turns an epic, vivid orange, you're in Bali where it's difficult to imagine a more enjoyable life with your best companion, try the Mavi Bali Jean.



Editorial photos: Izzeddin Çalışlar - Styling photos: Hasan Karaarslan

## MAVI BODRUM JEAN

After a glamorous beach party in Bodrum, with a stunning sea and splendid views over the bay, when you need a pause to ask yourself, "Where am I," the Mavi Bodrum Jean will answer, "Where the angels sleep."



# FRESH INSPIRATIONS FROM DENIM DAYS

by Emma Shrouder from Mavi Design Team

For Spring Summer 2020, Denim PV London and Kingpins Amsterdam showed a lot of exciting developments. Here are the highlights for denim:

Real denim looks are highlighted.

Moving away from the athleisure trend and returning denim to its roots.

Heavier weights were significant (13 to 14 oz) in stretch and 100% cotton.

Fabrics have an authentic look with salt & pepper effects, distinctive twill lines, retro constructions.

Super soft cashmere-like denims that move like a jegging, with less flat constructions to look like authentic denim.

Feeling light and comfortable in all weights and constructions. Lightweight articles had a heavy look.

Drapey denim with slubby constructions were prevalent in all collections.

Protection and preservation of the environment is a key factor.

Vendors are marketing collections created with a sustainable approach using recycled and renewable materials.

Water saving processes and using natural chemicals are important.

This unique sustainable collection developed as a result of collaborative work accomplished by "Baykanlar X Calik Denim".

The companies who are competent in their own field joined their expertises to create these special products.

Calik Denim engineered an eco-friendly fabric line offering considerable saving values for both Indigo Dyeing and Finishing steps of denim fabric production;

- Reduces water consumption from 6,4 liters to 1,1 liter at Finishing process per meter of fabric
- Makes possible to use only 9 grams of chemicals per liter at Finishing process per meter of fabric instead of using 90 grams
- Baykanlar's Environmental Sustainability department continuously develops projects to find out better and sustainable way of Washing and Finishing processes with a great care in a sustainable way.
  - Low Liquor Ratio < 1:5
  - Ozone Bleaching without chemicals and water
  - Laser Burning to prevent fugitive air pollution
  - Sustainable Chemicals that are biodegradable and less hazardous
  - Promoted Product Safety

Baykanlar X Calik Denim proud to present this eco-conscious collection to denim industry, contributing to the protection of our planet!

Logos: SUSTAN, 100% ORGANIC VEGETABLE DYES, REDUCE REUSE REGENERATE RECYCLE, S.CAFE, ORGANIC SELVEDGE, SAVE BLUE, ORGANIC STRETCH SELVEDGE, NEW LIFE, SUSTAINABLE FIBERS.

One size can fit a broader size set (Shaping technologies with high elasticity).  
 —> 'One size' garment manufacturing.  
 This is important for online shopping.

ALSO —>

Neo-vintage constructions inspired by 70s and 80s. Orta's Archive Chronicles collection showcased fabrics reproduced from rare iconic vintage pieces.

The 90's open-end look is still important and defined the young shapes and total denim looks.

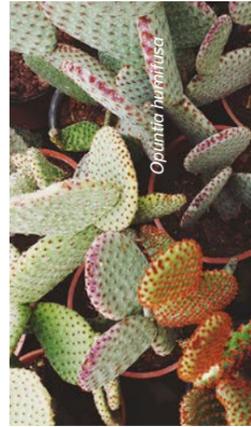


## PRICKLY PEAR

*Opuntia ficus-indica*

A Mexican eagle with a snake in its mouth perches on a cactus and the Aztecs build their city right there. The symbol depicted in the Mexican flag is based on this story. That cactus is *Opuntia ficus-indica*, also known as prickly pear. Whether it is called Indian fig, sweet prickly pear, barbary fig or spineless cactus, you should definitely taste it. Its red, orange and yellow colored juicy fruits, sitting atop the thorny and smooth varieties of cactus like a crown, are chock full of Vitamin C. The fruits of the *Opuntia* cactus, which is widely cultivated around the world and happiest in the dry and semi-dry climates of North Africa and the Mediterranean, can be easily found in the local markets or the roadside citrus stalls in those regions. Picking the fruits is no easy task and peeling them requires a special technique because they are covered in glochids and bristles with large and tough seeds. In regions such as Sicily and Malta, the fruit is

used to make a liquor and the crimson red blood of a scale insect living in the cactus is used to dye fabrics. The fruits are called *tuna* in Mexico, where they are used to make jams and ice cream and in Sicily and Malta, they are the ingredients of a liquor and a drink. The red fruits are also a source of natural fabric dye while the crimson blood of an insect called Cochineal that lives on these cacti is used as dyestuff. It was also used in the Aztec structures that have survived in neutral tones but were originally painted vibrant colors such as red and blue. The plants, which are utilized in erosion control, can withstand long-term droughts thanks to their succulent leaves and easily take root when their pads, the prickly tongue-like parts, fall to the soil. This is one reason why they are known as an invader species in North Africa. The plant can be grown easily in pots but it requires very long hours of daylight, otherwise the pads develop weak and slim rather than round.



## CENTURY PLANT, MAGUEY, AMERICAN ALOE

*Agave americana*

A giant Mexican succulent, *Agave!* Be careful because it's not a cactus and while it may be hard to believe, it comes from the same family as the asparagus, the asparagaceae. It is sometimes called American aloe, but actually has nothing to do with Aloe. It is a monocarpic genus, meaning that the original rosette dies after flowering once, fortunately it can take 10-30 years to blossom. With the rhizomatous suckers that develop above the roots at the base of the rosette and fruit development after fertilization, the plant almost becomes perennial. There are many varieties, but the most common feature of different *Agave* types is that they can be utilized almost completely with all their parts. Roots, leaves, juice, fruits, flower stalks, teeth... Sisal hammocks and rough knitted textiles from *Agave sisalana*, tequila from *Agave tequilana*, mezcal, another spirit made by treating the sap of some varieties in kilns and then distilling it, knitting pins and needles from its thorns, syrup from the 7-8m long stalks like the sugar canes harvested before they blossom, medicines from its roots and so much more are produced from the plant. In addition to its origins in Mexico and South America, the plant also enjoys regions such as Australia, India, Africa, China and the Mediterranean. In Turkey, as you drive in the South Aegean and Mediterranean regions, you may come across *Agave americana* species with blossoms that resemble giant candelabra. It can be grown in pots, but it should have enough space to go around it and be placed where it can get long hours of daylight. It would be too grand to be a tabletop plant; we could say a garden or a large balcony would be more suitable. The skewer-like thorns at the tips could pose a risk for families with infants and active young children, but they look great as architectural features in the gardens.

# SUCCULENTS WITH STORIES:

# WHO WANTS WHICH FOR THEIR BALCONIES, GARDENS OR WINDOWSILLS?



Agave flower stalk



Agave flower

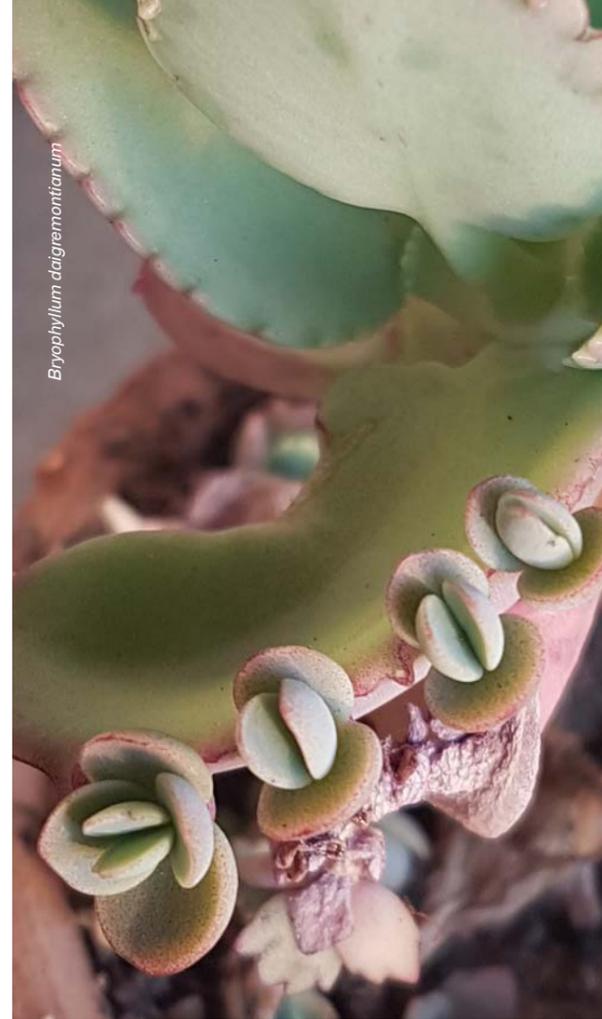


Bryophyllum daigremontianum

## DEVIL'S BACK BONE, MOTHER OF THOUSANDS

*Bryophyllum daigremontianum*  
(formerly) *Kalanchoe daigremontiana*

These plants are a native of the ancient world, or to be more specific, Madagascar, and are also the nightmare of gardeners in places they invade. This beautiful succulent (and some sub-species) from the *Crassulaceae* family is also called Mother Of Thousands, Devil's Backbone, Mexican Hat, Evil Genius in English, and is able to propagate very fast at almost "annoying" speed with the plantlets lined along the leaves. It is a great looking plant with lovely orange bell-shaped flower clusters. It is possible to grow these plants outdoors in mild climates or indoors in cold winter to take them out in the summer. They are easy to care for and lovely to look at. They would do just fine on a balcony or indoors in front of a very bright window.



Bryophyllum daigremontianum



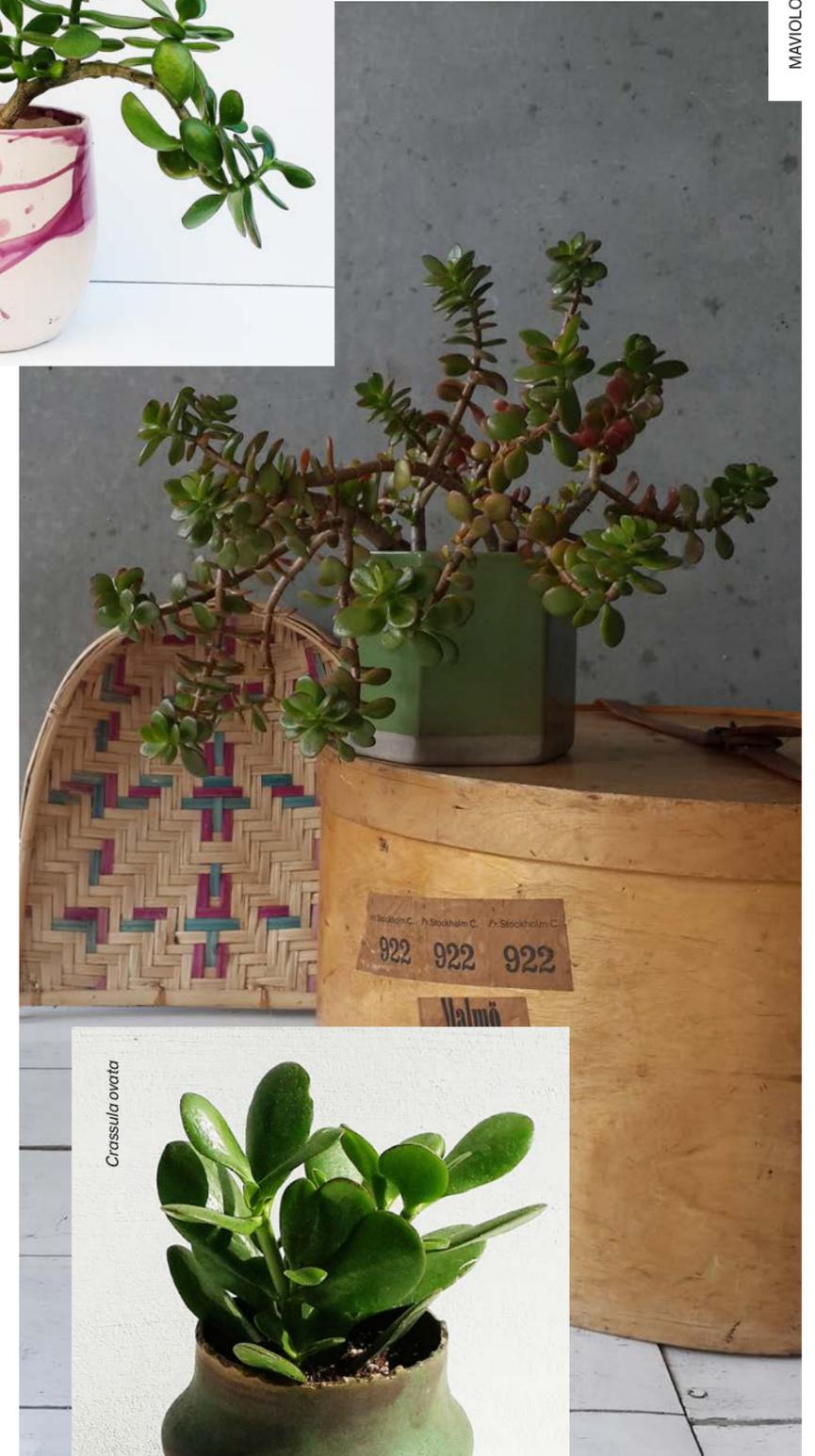
Crassula ovata

## JADE PLANT, MONEY PLANT, GOOD LUCK PLANT

*Crassula ovata*

The jade plant, which is believed to be auspicious in feng-shui, is part of the *Crassulaceae* family and a beautiful succulent that releases oxygen at night, requires lots of light and produces tiny pretty pink and white flowers when it's healthy. Both the leaves and branches hold water and are very resistant to droughts. It also attracts bonsai makers with wits form. There are some cultivated species, which have been named after Tolkien's Lord of the Rings trilogy. Think of a book that even inspired Sting! *Crassula ovata* "Gollum" has more tubular, almost finger-like leaves compared to *Crassula ovata* "Hobbit". According to feng-shui, bedrooms or bathrooms are not suitable for this plant. You need to place the plant, which triggers positive "chi" energy, in the main entrance of an office or home for prosperity and money, and in the south-east corner of your home for health, peace and harmony, but only if these locations get plenty of daylight. Otherwise, the plant will weaken and you will subconsciously think, "prosperity is gone." You must provide an environment with a lot of daylight before you believe in the auspicious powers of this small plant, or the system will not work!

Words & Photos: Fem Güçlütürk



Crassula ovata

# ORIGINS OF FRUITS (BEFORE BEING FRESHLY SQUEEZED!)

The history of fruit growing is an ancient story. Fruit was probably cultivated around dwellings long before purely decorative plants. Productive fruit plants were regarded as ornamental and an essential part of the garden until the creation of, usually walled, kitchen gardens in the 18th century. The earliest evidence of juice production are groups of grape pits that date back to 8000 BCE, however it is impossible to know whether these grapes were used to produce juice or wine. The first regularly produced juice was lemonade, which emerged in 16th century Italy as an import after its conception in the Middle East. Soon to follow was orange juice, which originated in the 17th century. Here is a quick look at the origins of the everyday tastes from everywhere.

A fruit seller shown on a fresco in Palmyra, Syria.

## MEDITERRANEAN FRUITS

### Date

An important traditional crop in Iraq, Arabia, and North Africa, west to Morocco. Also mentioned more than 50 times in the Bible and 20 times in the Qur'an.

### Grape

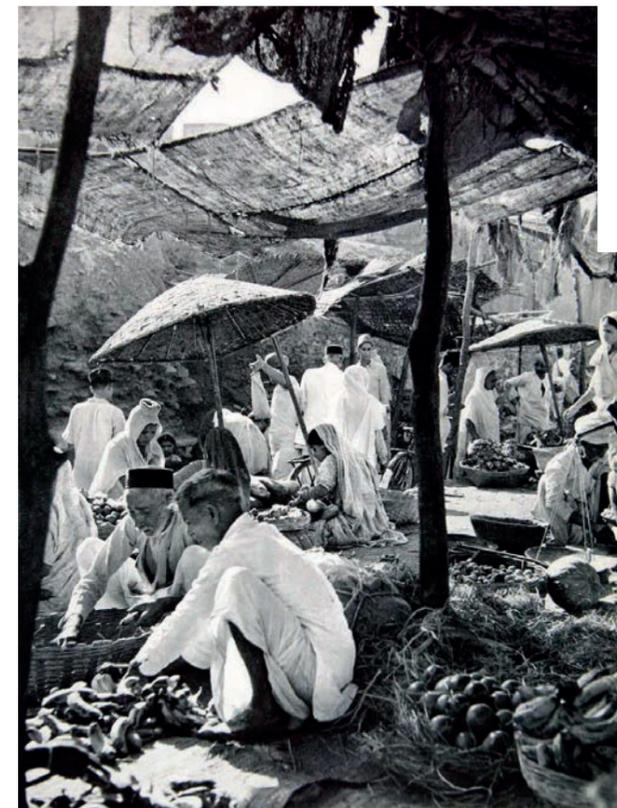
The cultivation of the domesticated grape began 6,000-8,000 years ago in the Near East. Ancient Egyptian hieroglyphics record the cultivation of purple grapes, and history attests to the ancient Greeks, Phoenicians, and Romans growing purple grapes for both eating and wine production.

### Fig

Cultivated since ancient times and one of the first plants that was cultivated by humans.



Fruits market in India.



Orange sellers in Tunisia in 1900's.  
Below: Date palms in Algeria.



## ASIAN FRUITS

### Peach

Native to Northwest China.

### Lemon

Native to Asia. First grown in Assam, a region in northeast India, northern Burma and China.

### Banana

Native to tropical Indomalaya and Australia. First domesticated in Papua New Guinea.

### Mango

Native to South and Southeast Asia. The national fruit of India, Pakistan and the Philippines, and the national tree of Bangladesh.

### Kiwi

Chinese gooseberry. Shortened to kiwi in New Zealand.

### Pomegranate

Native from Iran to the Himalayas in northern India and was cultivated and naturalized over the whole Mediterranean region since ancient times.



Juice maker in Santo Domingo, Dominican Republic.



Orange juice stand in a Casablanca, Morocco.

## AMERICAN FRUITS

### Pineapple

Tropical plant with edible multiple fruit consisting of coalesced berries. Indigenous to South America and is said to originate from the area between southern Brazil and Paraguay.

### Avocado

It was used by the Mesoamericans since 5000 BC. Discovered by the Spanish in the 15th century.

### Passion fruit

Native to Brazil, Paraguay and northern Argentina.

### Papaya

Native to the tropics of the Americas, southern Mexico and Central America.



Fruit market in Guadeloupe.



Statue in Aix-en-Provence, France of King René holding the Muscat grapes he brought to Provence.

## AFRICAN FRUITS

### Watermelon

Originally from southern Africa. Cultivated in Egypt since at least the 2nd millennium BC, and by the 10th century AD had reached India and China.

## EUROPEAN FRUITS

### Strawberry

The very first garden was grown in Brittany, France, during the late 18th century. It was mentioned in ancient Roman literature in reference to its medicinal use.

# A TURTLE MADE IT TO THE WATER



by Deniz Candaş (Ecological Research Society-EKAD)

The ancient stones are not the only silent witnesses of history. The body of a thousand-year old olive tree or sometimes sea turtles that made the same waters their home for millions of years swimming in the shimmering blue Mediterranean have the same effect.

As the waters of the Mediterranean witnessed civilizations, wars, and love stories through the ages, the sea turtles were also part of this history. For an estimated 110 million years, this species, which has been a part of nature since the dinosaurs, shared the same seas and coasts long before human beings.

Currently, there are seven different sea turtle species around the world and they all face the threat of extinction. Two of these species regularly visit the Mediterranean coasts to nest. Apart from *Caretta caretta* and *Chelonia mydas*, the leatherback turtle, daytime nesting turtle and hawksbill turtle have also been seen on these coasts, even if very rarely, for feeding or having accidentally arrived in the Mediterranean.

## LET'S MEET THE TURTLES...

The sea turtles are relatives of a group of reptiles but spend almost their entire lives in the sea, having adapted to life in the water.

These sea creatures, with legs that end in flipper-like feet, have different numbers of sharp nails. With flippers supported by strong muscles attached to the lower carapace, they are able to move through the sea with amazing elegance. Their tails also serve as rudders. The tails of the male sea turtles are quite long while the tails of the females are just slightly longer than the opening at the very back, called the cloak. This allows the tail not to get in the way during mating. The nails are also used during mating to hold each other firmly.

Though they spend most of their lives in the sea, the sea turtles still need to rise to the surface at regular intervals to breathe because they have a respiratory lung system. In such times, the hatchlings can become prey to birds. Adults may also face dangers such as boat propellers or fishing rods. Since the spine and ribs are attached to the carapace, the blows taken to the head and carapace can be lethal.

The sea turtles have highly developed smell and vision senses, however we cannot say the same for their hearing because the nostrils shut down under water with a special structure and the water is prevented from entering the lungs. Their vision is three-dimensional and they perceive both color and brightness well.

## WHAT DO THEY EAT?

Instead of teeth, the sea turtles have sharp keratin protrusions called the rhamphotheca on the jaw, which resembles a beak. Some species are only herbivorous, while others are carnivorous. Naturally, the rhamphotheca structure has a morphology suited to the feeding of the species, and those in the herbivores are not as sharp as those of the carnivores. The carnivores can chew almost all shellfish with their strong jaws. And their favorite food is jellyfish. Unfortunately, they sometimes swallow plastic bags thrown into the water, fishing nets and lines, mistaking them for jellyfish. Herbivores are very effective in preventing excessive algae growth. They secrete the excess salt they take in from sea water with the help of the glands in the back of their eyes.



## FROM HOT SANDS INTO COLD WATERS

The life story of a sea turtle begins in the nest buried under the hot sand. The egg, which the mother lays in a carefully selected spot on the beach and then covers with awe-inspiring care, is warmed by the hot sand and has an incubation period of 6-10 weeks. The average nest temperature in the middle of this period determines the sex. Generally, in temperatures below 30 °C, the hatchling becomes male and in higher temperatures, it's female. Eggs are a valuable nutrient for several animals. Foxes, raccoons, crabs, seagulls or dogs that dig up sand can damage the eggs. If all goes smoothly, the hatchling that completes its development at the end of this period comes out of the egg and reaches the sandy surface to arrive at the sea in the cool of the night. However, it is not

that simple because there are hunters waiting to prey on these hatchlings that are about to take their first big test on this short journey. There are also obstacles and pitfalls on the way that they may not be able to overcome with their tiny flippers. A hole in the sand or an ordinary tire mark can pose a very serious danger. Any light that is brighter than moonlight can also cause them to lose direction. They must make it to the sea overcoming the hunters and other dangers that come their way before the sun rises. Otherwise, they run out of energy and are faced with the danger of drying under the hot summer sun.

Those that make it to the sea instinctively swim non-stop to reach the feeding areas. All the energy they have up to that moment comes from the nutrients inside the egg. They are not only unable to feed until they reach the safe areas, but they are also

unsafe against all kinds of danger in the sea as well. They are tested with preying sea creatures, garbage, fishing nets and lines as well as starvation. Those that can grow to the size to be able to defend themselves only reach reproductive maturity in 25-30 years and then return to the beach. When the weather begins to get warmer, they go to the beaches where they were first hatched to nest. Encountering male sea turtles at the beach is a very rare situation because it is very difficult to carry their already heavy bodies on land. Since they are used to living with the buoyancy of the water, gravity on land is too high. Furthermore, when they stay too long on land, the shelled body causes pressure on their lungs and it becomes difficult for them to breathe. This species lays eggs every few years, and when she does, she doesn't settle with one

nesting. Females return to the same beaches every 2-3 years and most nest 2-4 times during the years of nesting.

The mother watches the beach from afar and when she decides there is no danger, she goes ashore to look for a suitable spot. When she finds one, she uses her rear feet skillfully like scoops and creates a nest. She lays the eggs in the plump vase-shaped nest and then covers it with sand. She even throws some more sand on it to make sure that it is hidden well.

## PUTTING UNDER PROTECTION

We learn almost everything we know about sea turtles from research on the turtles that come to nest, the hatchlings and the nests themselves. But what we know about their life and behavior in the sea is quite limited. The feeding areas of some of these turtles are very

far from where they nest. We know that they follow certain migration routes. These journeys can be partially tracked with the help of satellite monitoring devices fitted on their shells. The studies are important in terms of preserving the species and better understanding of their biology. The protection activities prevent damage to the eggs through regular monitoring of the nests and ensure that as many hatchling as possible reach the sea. Local people, tourists, touristic facilities and administrations are all informed. The young turtles that are injured or need help are treated. And yet, on average only one in a thousand eggs can reach the age of reproducing.

The sea turtles live in all the regions with mild climates across the world and nest in relatively pristine beaches with suitable sand. The Mediterranean is an extremely important nesting

area. And many of the countries by the Mediterranean have nesting beaches. Turkey is among the countries with the highest number of nesting beaches and the most protection activities. The nesting beaches and the nesting turtles are protected under the Bern Convention and CITES.

Currently, adult turtles are hunted or eggs are gathered for nutritional purposes in some countries. The shells are used to make souvenirs and their fat is also extracted. The Ecological Research Society, EKAD, is one of the several working groups that strive to alleviate the negative effects of human action on the turtles and has been operating in Belek, Antalya for twenty years. Securing financial support for the monitoring and protection efforts plays a key role in these activities. And Mavi has been supporting these efforts with the Indigo Turtles project since 2014.





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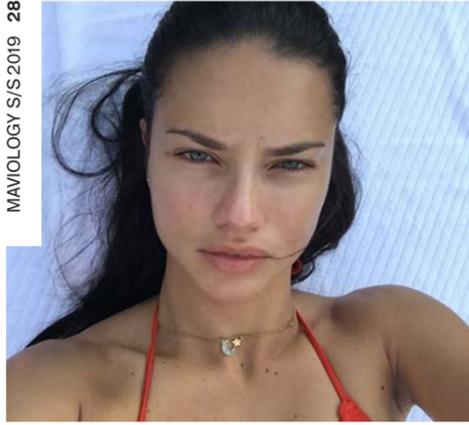
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# #ILOVEMAVI

INFLUENCERS FROM DIFFERENT COUNTRIES SHOW THEIR LOVE FOR THE MAVI BRAND BY POSING IN MAVI PRODUCTS.



Instagram: @adrianalima



Instagram: @adele



Instagram: @drewbarrymore



Instagram: @itsmeighton



Instagram: @iiswhois



Instagram: @jennifer.garner



Instagram: @katieholmes212



Instagram: @vanessahudgens



Instagram: @gigihadid



Instagram: @gwynethpaltrow



Instagram: @kaiagerber

# NO MAKEUP FOR A FRESH LOOK

Haley Nahman's article "What If Makeup Didn't Have to Be a Tentpole of Womanhood?" on manrepeller.com is a good place to start this discussion because it shares the results of a 2012 study by Renfrew Center and informs that 44 percent of women feel less attractive without makeup. And it goes on to note that an average American woman uses 16 beauty products every morning and spends \$300k in her lifetime, according to 2017 data by Skin Store. These two data points alone can be enough to explain why the volume of the beauty industry is measured at \$500 billion. Considering the countless makeup stories posted on Instagram and YouTube, we can say that makeup is not just dedicated to special occasions anymore.

When Marc Jacobs put the models on the runway without any makeup in his 2015 show, he adopted a very radical approach and defined them as the army of the no makeup movement. Francois Nars was the makeup artist behind the scenes at the show, in what was probably his easiest job ever. Unlike shows where the fresh-faced look is created with the clever use of makeup, the models for Marc Jacobs wore absolutely nothing, not even lip balm. A similar attitude came from Aerie, which used unretouched model images in the Aerie Real ad campaign. Then came Dove, supporting the movement beyond ad imagery with the statement, "Beauty should only ever be a source of confidence, not anxiety." Saying that "Viewing unrealistic and unachievable beauty images creates an unattainable goal which leads to feelings of failure," the brand was not blaming "young girls who have grown up in a world of filters and airbrushing" but advocating for natural looks. Yet, it is clear that this movement has not put a dent in the revenues of Adobe Photoshop because the advertising world's approach to brushing up images has not changed.

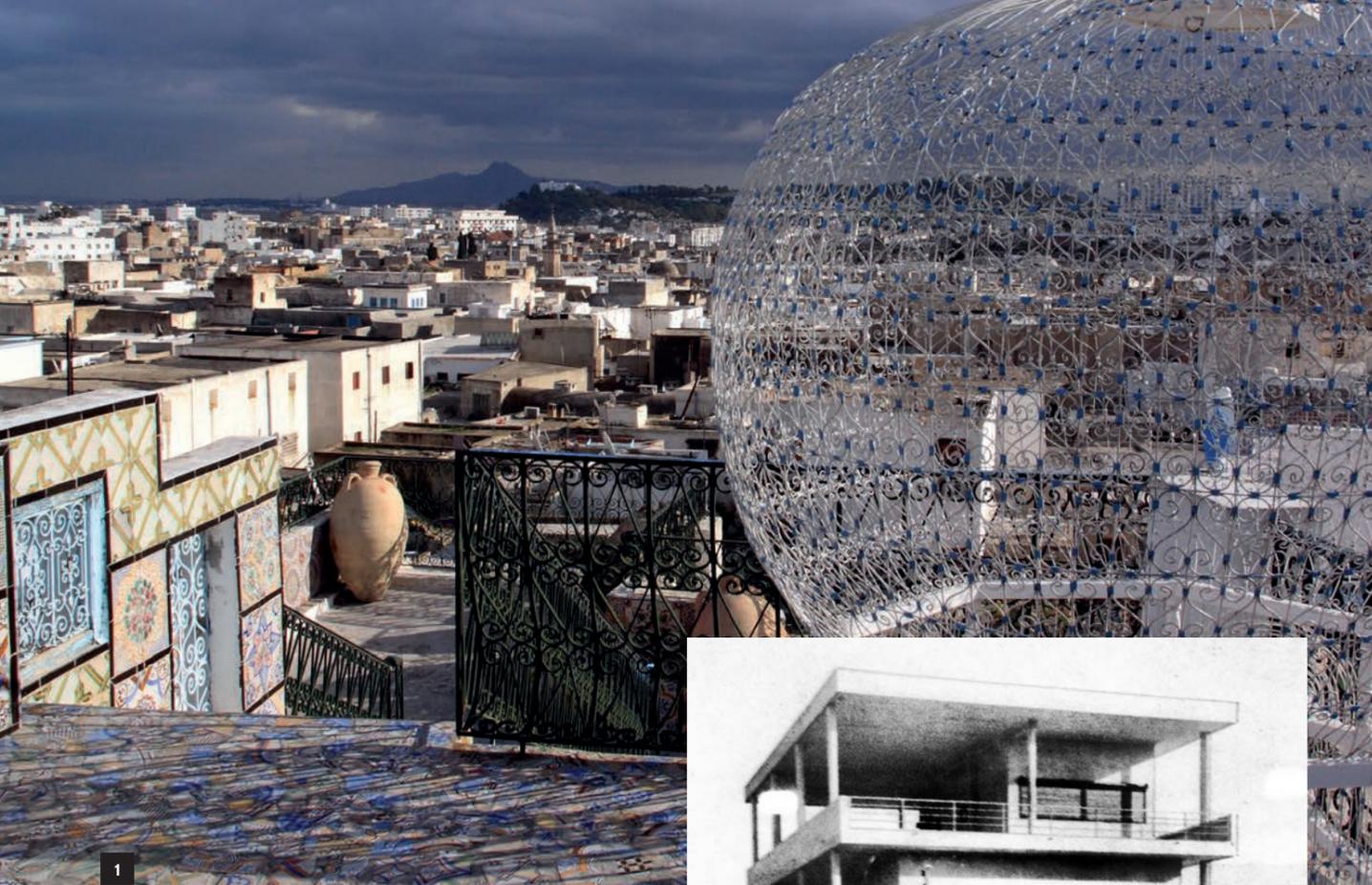
On the one hand, there are those who advocate that the no makeup revolution is empowering women, and on the other, there are the self-videos, showing detailed makeup techniques for every morning before going to work and every evening before going out. The ones

on both sides of the debate that draw the most reaction are mostly those born with flawless beauty or those that have undergone countless aesthetic procedures and now stand for the no makeup movement. Another point to note is that no one who uses makeup says, "I wear a lot of heavy makeup." Almost all those on the side for makeup claim, "Mine is 'light' makeup."

As with anything in excess, it was only natural that an opposing stance would emerge. As more and more powders, creams, paints and brushes appeared, it didn't take long for the no makeup movement to become a manifesto of self-confidence. To suffer the face painting process for a softer and better look or to avoid all that for a sense of freshness? Tough question, tough choice.

We should remember that Cancer Research UK and Unicef are only two of the organizations that made a profit out of this dilemma. *The Guardian* covered this news: "Women posting bare-faced selfies online have helped a leading cancer charity raise more than £8m in six days – despite thousands of pounds being donated to Unicef by mistake." The craze has seen soaring numbers of women posting pictures of themselves wearing no makeup on social media sites and nominating their friends to do the same. Cancer Research UK, which did not start the campaign, said the #nomakeupselfie trend had resulted in an unprecedented increase in donations. But it has emerged that some people intending to donate to the charity sent their cash to Unicef in error, while others mistakenly inquired about adopting a polar bear with the World Wildlife Fund (WWF).

So, what will it be? Is the no makeup challenge or the "Talk to me while I'm making up" style videos here to stay? As always, only time will tell. But, in the opinion of *Maviology*, those that can turn heads without makeup and those who wear subtle makeup will always be more special, fresh and pretty.



1

1. Tunis, Tunisia  
2. Villa Baizeau, Carthage, Tunisia



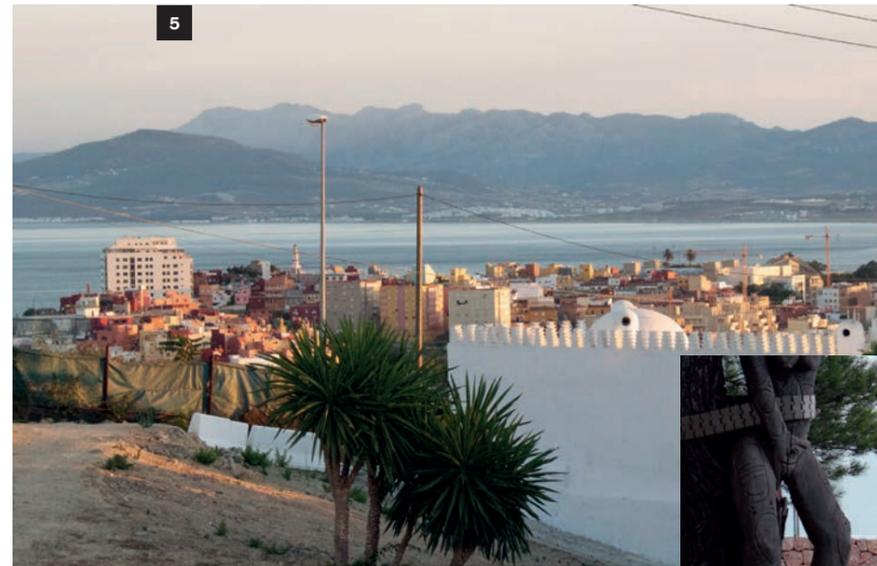
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Words & Photos: İzzeddin Çalışlar

# MEDITERRANEAN ARCHITECTURE VS. MODERNISM

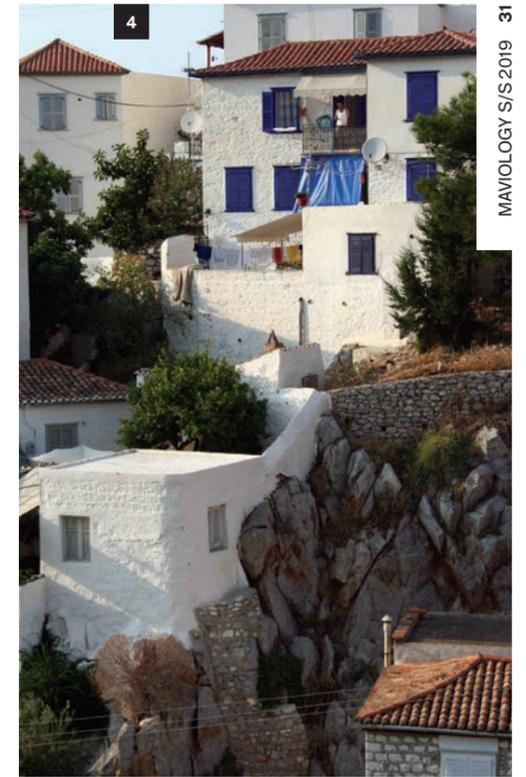


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3. Hydra, Greece  
4. Hydra, Greece  
5. Ceuta, Spain  
6. Ibiza, Spain



4



6

On the map of the Mediterranean, Sicily is where Europe sits closest to Africa. A wide strait lies between this Italian island and Tunisia, which makes one wonder how much these two cultures have influenced one another. However, most of the Tunisian population speaks French, not Italian, and the Maghreb does not mean much to the Sicilians. It is not easy to find two cultures around the world that are so close and yet in such stark contrast.

With its own unique traditions, architecture, vibrancy and morals, the island off the southernmost tip of the boot seems almost like an antithesis of Italy. Tunisia is a couple of hours from most destinations in Europe, and yet it doesn't really fit the African image with both its exoticism and Roman remains. Both of these cultures are delightful

combinations that not only herald small surprises but also display similarities in terms of architectural textures. And the reason is that they share a common denominator, the Mediterranean.

One can find architectural commonalities in every piece of land bordering the Mediterranean, not just in these two contrasting cultures. And these elements are the result of sensibility, a shared paradigm.

Three periods have played a defining role in the modern history of civil architecture in Mediterranean countries:

the necessary designs between the two wars, the thirty-year golden age, and the late century. Through these periods we see a path from pure Mediterranean to archaic styles and then to realism. A vast region can be studied from this viewpoint. There are countless examples of iconic civil architecture reflecting this process. From Villa Baizeau in Carthage designed by Le Corbusier and Jeanneret to Villa Oro, a Cosenza and Rudofsky designs in Naples, there are so many landmarks in the history of modern architecture that one can easily compile a tourist guide for those focused solely on 20th

- 7. Molfetta, Italy
- 8. Matera, Italy
- 9. Gallipoli, Italy
- 10. Villa Oro, Naples, Italy
- 11. Polignano a Mare, Italy
- 12. Otranto, Italy
- 13. Locorotondo, Italy



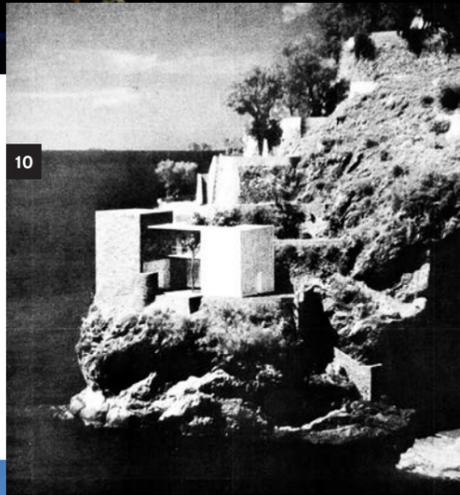
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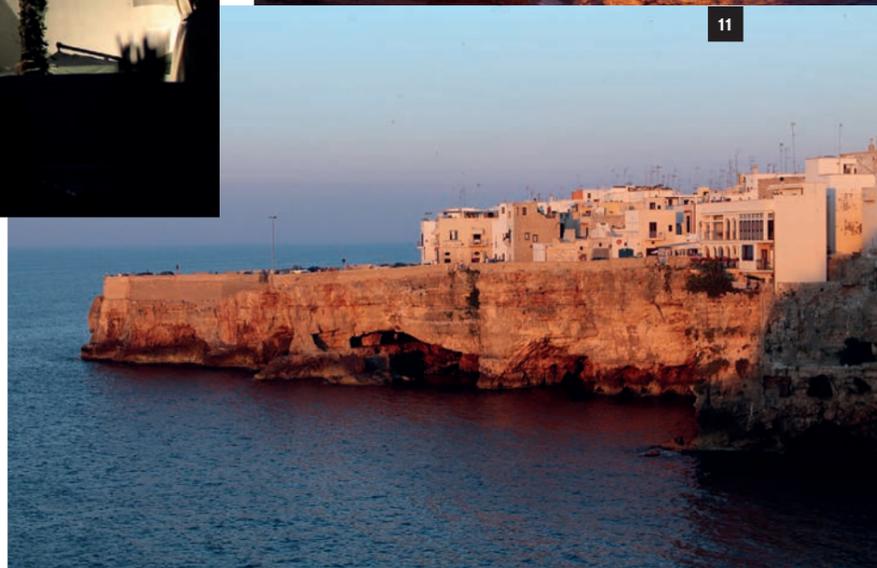
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century Mediterranean architecture. And it is because these gems are scattered across the Mediterranean in Dolce Vita-like centers of attraction that everyone wishes to one day visit Ibiza, Majorca, Hyères, Cassis, Antibes, Capri and Cerba.

A few basic concepts play a definitive role in the analysis of modernist architectural attitudes, manifested in the dominant texture along the Mediterranean shores, combining traditional civil architecture, predominantly white and underlined with indigo. The anthropological and conjunctural influences emerging from locality as well as classic universal aesthetics form a key perspective. Modern lines are built upon this foundation while the pure and archaic textures of the past are also preserved. One could say that modernism has not disrupted the Mediterranean architecture. A radical detachment, like some other disciplines saw particularly in the 1930s, is replaced by regional realism. In short, the design revolution has handled this region delicately and almost ensured that it stays aligned with the cosmos. And the result can be summarized in two simple words: breathtaking and tranquil.

- 14. Casablanca, Morocco
- 15. Beirut, Lebanon
- 16. Villa Noailles, France
- 17. La Seyne-sur-Mer, France



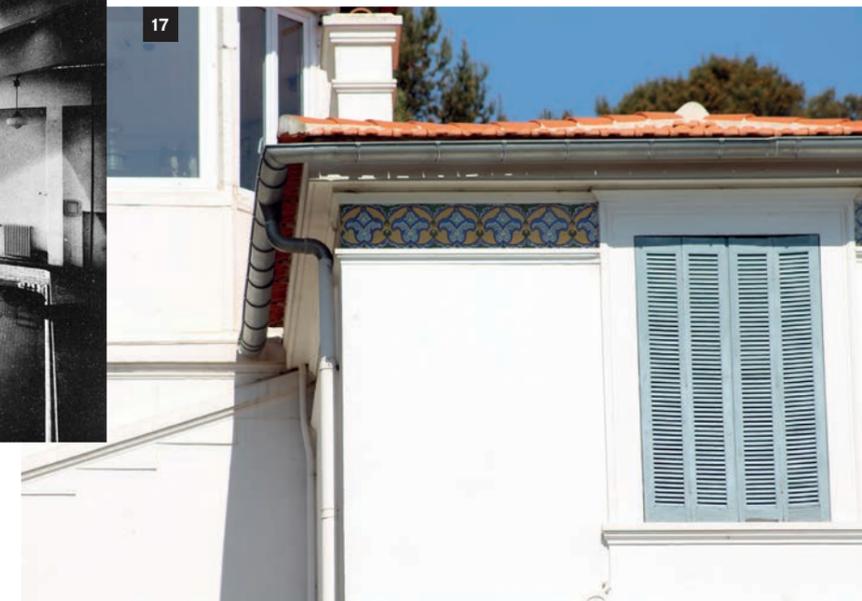
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# ONLY HUMAN: MARTIN PARR



A major new exhibition brings together works by one of the world's most well known and most widely celebrated photographers, Martin Parr. Including recognizable photographs never before exhibited, *Only Human* focuses on one of his most engaging subjects – people. Portraits of people from around the world, with a special focus on Parr's wry observations of Britishness, explores today's British identity at the National Portrait Gallery, London.

Martin Parr's take on the social climate in the aftermath of the EU referendum, have gone on public display in a major new exhibition. Although best known for capturing ordinary people, Parr reveals a selection of portraits of renowned personalities including British fashion legends Vivienne Westwood and Paul Smith, contemporary artists Tracey Emin and Grayson Perry, and world-renowned football player Pelé. As usual his images take the visitor on a color-saturated journey through places where public and private worlds intersect. Other photographs capture the infectious joy of dancing, an everyday activity enjoyed by people across the globe. *Only Human* also features the unforgettable self-portraits Parr has made throughout his career. For over thirty years he has visited studio photographers, street photographers and photo booths across the globe to have his portrait taken. The resulting *Autoportraits* raise questions about portraiture and the business of portrait photography, showcasing a range of fascinating and often humorous settings employed by professional portraitists. Works on





display include his *Photo Escultura*, a group of shrine-like carved photo-sculptures, based on Parr's likeness and commissioned from the last remaining traditional maker in Mexico City.

Dr Nicholas Cullinan, Director of the National Portrait Gallery, London, said: "We are delighted to be able to display so many new works by one of Britain's most widely-celebrated photographers in this major new exhibition. Martin Parr's witty, surprising and ingenious photographs not only reveal the eccentricities of modern life with affection and insight, they also change the way we look at ourselves, and the way we consider our relationship to the wider world. *Only Human* contributes to an ongoing debate about what it means to be British in an international context and reflects on the shared cultural and social history that defines the United Kingdom during a moment of change."

As well as Britain in the time of Brexit, the exhibition focuses on the British Abroad including photographs made in British Army camps overseas, and Parr's long term study of the British 'Establishment' including recent photographs taken at Christ's Hospital school in Sussex, Oxford and Cambridge Universities and the City of London, revealing the obscure rituals and ceremonies of British life. Parr says: "I am very excited to have the opportunity to show my work at such a prestigious Gallery. One of the main themes is British identity and given March 2019 is when we are supposedly leaving the European Union,



the timing could not be better." Philip Prodger, curator of *Only Human: Martin Parr* says "Provocative, surprising, and ultimately uplifting, Martin Parr explores the great issues of our time with sensitivity, compassion and a sense of fun. This is an exhibition that will make you think, and leave you with a smile on your face."

The exhibition also includes a pop up café inspired by Parr's iconic food photography and the traditional British 'caff'. Visitors can purchase a selection of Great British tea-time treats and beverages such as a 'nice cup of tea' and a slice of Battenberg, or an exclusive 'Only Human' beer created in collaboration with British craft brewery Lost and Grounded Brewers, Bristol during the Gallery's Friday Lates.



Vivienne Westwood, designer, London, England, 2012

Pelé, Brazilian footballer, London, England, 2003

Hugh Collins sentence in for murder. Works in an Edinburgh, 5

Anna Wintour and fashion Week, Milan

Photographer: Elif Akarllilar





# BODY AND SPORT



Perhaps as a first, Parisians are feeling the need to wear sneakers to visit an exhibition, because “Corps et Sport” (Body and Sport) invites visitors to be as active as possible. The event has two different meanings: the first is opening a door to exploring the individual relationship with sports as an essential part of everyday life, and the second is offering an opportunity for active physical participation as an exhibition technique. Viewing segments from the history of sports, for instance learning the development of the tennis racket or soccer ball over time, or measuring one’s ability to jump or climb a wall, all offer different experiences for sports fans of all ages. People exercising in purpose-built, protected physical experience areas within the exhibition space can learn how many liters of sweat they generate in various forms of activity, reflecting this temporary exhibition’s unique approach.

The stages that sports marketing has gone through on the journey to becoming one of the world’s largest industries give us clues into what will happen in the near future. Today, a sporting event anywhere in the

world can attract tens of thousands of people to the location and get hundreds of millions of people pinned to their screens. Naturally, the bond between the sporting event and the sports viewer would not remain a relationship between just the two forever. The sports marketing concept first emerged to maintain a satisfactory relationship between the parties. Its connection to other fields such as technology, geopolitics, sociology and economics deepens the scientific approach to sports. As the “Corps et Sport” exhibition raises awareness about these issues, it also questions the role of sports in social life and its relationship with wellbeing.

According to 2016 data, the sports industry’s global annual revenues measured at \$1.6 trillion, one of the largest economic fields worldwide. Sports sponsorships account for 81 percent of all sponsorships in the world. Today, annual sports investments exceed \$200 billion globally while adjacent events including sports betting, create almost double that volume. Sports is a \$400-billion industry and there are 129 million





athletes actively involved through a sports organization or facility. The market consisting of sports centers and gyms alone is measured at \$100 billion and when we consider all sports-focused elements, a massive economy emerges. Since capital movements of this scale, no matter the industry, can be definitive in international economic data, it should be regarded as normal that for the last quarter of a century, investors have based their spending decisions on sound scientific and intellectual foundations. Putting all of this aside, the exhibition places particular emphasis on the relationship between the brain and other limbs and the ideal movements to make the right decisions about the body, while enabling every visitor, no matter how active or sedentary they are, to make sense of their mental and physical

activity. When strength, balance, flexibility and risks, football, climbing, skiing, competitive shooting and tennis come together, it is inevitable for the atmosphere to have a dual nature. This is why visitors to "Cité des sciences et de l'industrie," an exhibition center in the city, can find a variety of people pursuing a ball like crazy and others enriching the sport culture with their serene movements, all under one roof.



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