power of freedom  from the past but here today  luxurious spontaneous  traces from the past
color pixels  reflection without acting  diet killers  fast fashion  punk appeal
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Themes of Editorials by Students
“Power of Freedom” by Telya Yaykırın
“From the Past but Here Today” by Merve Ensoy
“Luxurious and Spontaneous” by Melis Oğuz
“Traces from the Past” by Seda Sezen
“Color Pixels” by Yeliz Cengiz
“Reflection without Acting” by İbrahim Duman
“Diet Killers” by Deniz Şeniyüz
“Fast Fashion” by Onur Ünal
“Punk Appeal” by Ecrin Esco Çolak
According to conventional thought, clothes make fashion. This is partly true. Without the creative and innovative output of designers it would be impossible to speak about fashion. Clothes, however, even the most unique ones, have to be communicated, and they have to be represented in such a way that they reflect a specific identity. Thus, the production of fashion refers not only to the creation of the fashion product, but also to using the channels and systems that make it visible. Styling, Photography and Journalism are therefore the forthcoming popular professions for the future of fashion. In relation to all these skills, fashion criticism has further responsibilities: it creates the discourse of fashion and criticizes the practice of fashion designers along with the reflections of the creations. Two questions have come into prominence in terms of defining the role of fashion critique: does the critic have to be the trend setter or set the boundaries of fashion and challenge the understanding of conventional aesthetics?

Criticism doesn’t necessarily have to be connoted with negative comments. Rather, good criticism is constructive, leads opinions, praises the new and the original, the unconventional or even the classically beautiful. Of course this has a subjective nature. All critics have their own opinion and a unique understanding of the visual world. As the saying goes, “there’s no arguing about taste and colour”. This is not valid for fashion which has been subject to change for centuries. Tastes and colors change, as well as judgements about them. Fashion critics, fashion editors, photographers and fashion journalists are there to argue about the untouchables. They are there to explore the novel, fresh and unexpected and change the trajectory of fashion.

Neophilia refers to ardent fashion followers, according to Koenig. Fashion is definitely looking for the new. Even when it revisits the old, there must be a new understanding or a new interpretation of the old. This magazine is the byproduct of a fashion criticism course that experimented with fashion production in terms of writing, talking, styling and re-production of fashion. Nine neophilios from the course experimented to produce their fashion and to represent their understanding of fashion.

Nine different editorial stories refer to different faces and aesthetics of today’s fashion. These young editors reflect the visible and invisible features of fashion with their critical stand. Their criticism is not radical. Rather it is metaphorical and humorous. The first five stories highlight keywords like luxury, nostalgia, retro and glamour which take their honorary place in the classical lexicon of fashion. By the sixth story which refers to the ability of fashion to transform, construct and hide identities, a metaphorical criticism appears. Associating fashion and clothes with food in the next two editorials underlines the potency of fashion to whet our appetites. After this critical approach towards fast-paced fashion consumption, the magazine finishes with an outsider sensibility to mainstream fashion. As a creative reaction to fashion’s expectation of constructing and representing its beauty standards, it reflects the impalpable and controversial nature of street culture through punk aesthetics.

Neophilia promises to open a new, fresh and unconventional view to fashion media. I hope you will enjoy it.

Şülen Kıpöz
power of freedom

Horse and Woman. Two creatures alike. Three common features: power, courage and freedom. They both have these qualities to stay alive. The self esteem of the young and modern woman reflects her power. Just like the powerful and free spirited horse that she is holding. They are a team, both aware of their strength to stay alive and run freely. They don’t like captivity. There are shiny, beaded dresses, sequin jackets, leather shorts and Oxford bootie high heals. The metal accessories remind us of the seventies, an extraordinary style. A contradictory ambience. Not afraid of life or rules of fashion. Mixing colours, textures and designs. Fashion rules out all the rules.
from the past but here today...

Some of the garments in our wardrobe get trendy with a few touches. Classical and old garments especially. For example, fur coats can always be trendy. With different combinations of fur every woman can be chic and attractive. It doesn’t matter whether the fur is worn in a retro style or in an a la garçonne look, or with a golden noir femininity.
left: silk blouse pekyl 399.90€  fur vest zara 79.90€  belt accessorize 50€  net stockings penti 15€  boots narsacca 499€
right: dress batik 249.90€  fur apple 500€  shoes lshop 199.90€  stockings penti 10€  hair pin beril 30€
luxurious and spontaneous

Think about a day full of luxurious events and activities. Black, camp red, always with fur, pearls and gold. A natural view on luxurious items and locations. But that is not the whole story...

This shoot evolved spontaneously and includes feelings of depression and rebellion together with an atmosphere of celebrity. It also shows the contrasts of the celebrity life style. At home celebrities are people like you and me, but they become larger than life when they go outside.
traces from the past

Is fashion so influential that it will make us forget our past and live monotonous lives? Is it possible for a cosmopolitan woman in chic, modern and assertive clothes to find traces of her past? At a curio dealer she may find a pair of ragged stockings, a tuxedo jacket, fur, bootie shoes, low necked tops, vintage accessories and other objects of times gone by...
color pixels

Brands have opted for vivid colors this season. She touched every color on the palette from yellow to purple. Blush and lipstick color were in harmony with her clothes. The colors in the photoshoot pioneered this season's trends.
left: dress YC Boutique 580tl
right: dress YC Boutique 280tl
One girl, at the beginning of the road, takes a decision to break down the rules and the taboos. She adapts to changing circumstances and remains completely independent. She becomes self-confident. She puts herself on the spot and she starts to listen to her inner voice. She asks herself: “What is the difference between who you are and who you want to be?” Challenge yourself and be a part of the change OR Wait for the others and come to a standstill. Let the change happen as soon as possible...
Delicious and gorgeous meals, desserts and drinks hit us on our hearts like cookie smell from bakery or good looking desserts that place the shop cases of patisserie. We do not want to eat them because of our body shape and health but we can not restrain ourselves.

In the same way some shoes, sunglasses, bags, scarves and watches create a desire in us to have them quickly contrary to our budget and our real needs. On these pages, you can find items like shoes, sunglasses and bags which are never enough for customers. These items will kill your consumption diet but you know they are so tasty and one piece of cake will not be a problem!
Left: kabir merve gunduz 1000, denim mini 750, bag giada 1300, watch gucci 328, ashes jessica simpson 350, vintage shirt brun 200 euro.

Right: kabir gap 150 euro, denim skirt berenika 750, sunglasses ray ban 300, shoes converse 100, vintage shirt brun 200 euro.
Fast Fashion

Eating and being fashionable are essential duties of the metropolitan woman. These two main elements of stimulation haven’t changed for ages. The wild side of women is underlined with fur and revealing clothes to sustain the basic attraction between men and women. Feminine and simple is the word.
punk appeal

Whether you like to admit it or not, we live in a society with an intense beauty-addiction problem. Bah.. Forget about it, Let's rock!