

INDIVIDUAL

By Matters

MARY TRETJAKOVKA

*Turning make up
into art*

MEREL VAN NOORT

Fashion and Vinted

THRIFTED

*A thrifting show
made by students*



Hey reader, welcome to **INDIVIDUAL**

By Matters

The same theme, different content; welcome to week 2 of our second edition of INDIVIDUAL Magazine. Another edition of various articles and interviews regarding fashion. This week's cover interview is with Mary, she makes amazing make-up looks and will tell you all about what inspires her, why and when she started doing this and most importantly: what kind of products does she use?

Are you wondering what the trends of 2022 were all about and what are the expected trends of 2023? This week's issue has its very own podcast where three of our editors discuss all that and more!

And to conclude this week's issue AND the fashion theme overall we have an interview with Merel, telling you all about her style, how she uses vinted and she shares some of her tips with you to help you boost your vinted!

Welcome to this second and last issue of the fashion edition of INDIVIDUAL Magazine, enjoy!

MEET THE TEAM



FLOOR
PHOTOGRAPHER



NIENKE
EDITOR



MAX
PHOTOGRAPHER + WRITER



SERANA
WRITER



VIKTORIA
PHOTOGRAPHER + WRITER



NATALIA
WRITER

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ARTIST OF THE WEEK: MARY TRETYAKOVKA

ABSTRACT AND SURREALISTIC

This is Mary Tretyakovka. She's a 20-year-old Creative Business student from Latvia. She shares her make up art on Instagram with her friends and followers.

What inspired you to start with make-up?

I actually don't really know because there wasn't really an idol for me that I was looking at like "omg she does this stunning make-up and I need to do what she does". I am good at painting and drawing, like huge canvas paintings and wanted to try something on my face. My paintings are in the closet, hidden, but with my make-up everyone can see me. I can do stunning eyeliner but I was also inspired by some makeup brands, they have glitter cosmetics and coloured eyeliner and I saw that they did amazing campaigns with looks that I wanted to try doing too.

Does your eyeliner come from your artsy self? Does it have the same vibe/range?

I wouldn't say so because my painting style has more to do with nature and all but my make-up is more abstract and surrealistic.

What is your favorite make-up product?

I think for me, the most important part is blush. Because with the blush you can contour, do the cheeks, do it on the lips and it can be natural but you can also find other colors that make you stand out and colors that are popping out and colorful really. Also it makes your face less plain, like a pancake, it gives your face some features because I hate contouring. you can even use green blush and use it on your eyelid and create a stunning look with just one blush.

Do you like colors more in your makeup looks instead of black and white?

I like more colorful things but it takes a lot of time to come up with a colorful look.

You come up with your own makeup looks, how do you think of them?

My tablet helps me get inspired. I use it to erase and add things, that's easier on the tablet than on the face. but sometimes the makeup brands help me get inspired, the things they share on their social media helps me.

Do you do research on instagram or pinterest for example?

I don't use pinterest, sometimes instagram but i don't usually scroll on my timeline, mostly I get either inspired from the make-up brands or come up with it on my own.

Do you have anyone/anything in particular in the makeup industry that you look up to?

There is this russian make-up artist, she is amazing with make-up brushes and blending things out, it just looks amazing. I don't copy her looks because they are incredibly difficult and they dont match my vibe. but it is very interesting to see.

You post about your makeup, tell us about it

I had a makeup account and also posted about it on my main, personal account but I kinda feel shy to post it on instagram but I am trying to get rid of this barrier and show my friends and followers the makeup looks I do.



Does getting paid for doing someone's makeup sound like something you would want to do in the future?

I would love to but it is very difficult because I don't have the right foundation yet, you can not just ask my clients to bring their own foundation because first of all I don't know what this product is and how it will apply and it makes me look less professional. If I want to be a professional makeup artist I need to buy this make-up kit with yellow, red, blue and white products to mix them and get the right skin color of the client and it is a lot of money. I would rather be doing things on myself for myself.

What is something you find important in a makeup routine?

Skincare is very important, I do it only at night because it doesn't work for me to do it before my makeup. But it's something everyone should do. I'm really a perfectionist when doing my makeup. I need to know that I will have enough time to do my makeup so that when it fails I can try again and not have to rush.

Do you look at other people's makeup as a perfectionist ?

Sometimes, but I realize that I don't pay that much attention to it because I look at it, and then "forget" about it in the way that I don't want to think about how I would change it as a perfectionist because they don't do that for me either.

Looking back at when you just started doing makeup, would you do things differently?

That's a difficult question because I started with eyeshadow rather than eyeliner because I knew I needed more time to learn that and doing eyeshadow looks were easier for me but maybe I would use more of the hacks I learned now but in general I would not change a thing because people were immediately impressed with my looks

Anything else you want to say?

If you want to learn new tricks or new ways of applying makeup or you want to add something new to your daily routine, you need to do it once, go out and then it will get better and better. Get used to it.

 @tretyakovka.ma



FEATURED: THRIFTED

It's very trendy right now: thrifting. You see it all over TikTok nowadays, people going to second hand stores and trying to find the best steals to take home with them.

That is what this show is all about. In 'Thrifed' there are two contestants racing against each other to create the best outfit with the theme they get in the beginning of the episode.

Every episode has a different theme and a different store to shop. The contestants have a budget of 100 euros and a time limit of 30 minutes, they can win more money or time by answering the questions given to them correctly but when answered wrong, they will lose the money.



We want to show you this way of shopping because it is sustainable and it shows you different ways of styling things for multiple occasions. It shows you that fashion doesn't always have to be new and expensive and that itself is just what we need.

DE PLEK VINTAGE



Ossekop 1, 8911LE Leeuwarden



@deplekvintage

MEET: MEREL VAN NOORT

This is Merel van Noort, a 19-year-old Creative Business student from Wirdum, The Netherlands. She likes fashion and using Vinted to buy and sell her clothing items.

@merel_anneke
@merelvannoort



“ I DRESS ACCORDING TO MY MOOD. ”

Where do you get your inspiration from for your outfits?

I think mostly from Instagram and TikTok. I'm trying to take trends from different countries instead of taking trends from the Netherlands, so it's a little bit different.

How would you describe your style?

I would not have a specific word to describe my clothing style but i would say i dress according to my mood, so when i feel happy and confident i would like to wear something that's more outgoing for example a low waist and a tight shirt. But mostly my style is very minimal but trying to spice it up always with some jewelry or some cool shoes.

Do you follow certain brands / influencers?

I follow a lot of Swedish influencers. Some of them also have a podcast, I follow them mostly. And Emma Chamberlain. I don't try to follow any brands. I think it's not influencing me in a positive way because of what they post.

Where do you buy most of your clothes from?

H&M, the basics. I thrift a lot, I try to keep it sustainable. But when I do find something I really like and it's very good quality, like a pair of shoes, those I buy new. I will wear them forever, I hope. Like Nikes and Doc Martens.

Do you make your own clothing?

Yes I do. I alter a lot of my already bought clothing. Sometimes I buy pants in three times my size and alter them. I do that for thrifted clothing as well. I also made a lot of skirts from already existing fabrics.



Why and when did you start selling clothes on Vinted?

Well, because I'm broke. No, I started selling clothing more seriously 3 months ago, I put in a lot of effort to take nice pictures and make pictures that look attractive to possible customers. I did it because I wanted to have another income and because I have so many clothing items that I was getting a bit overwhelmed. My closet is full of Vinted clothing now so I just want to get rid of them.

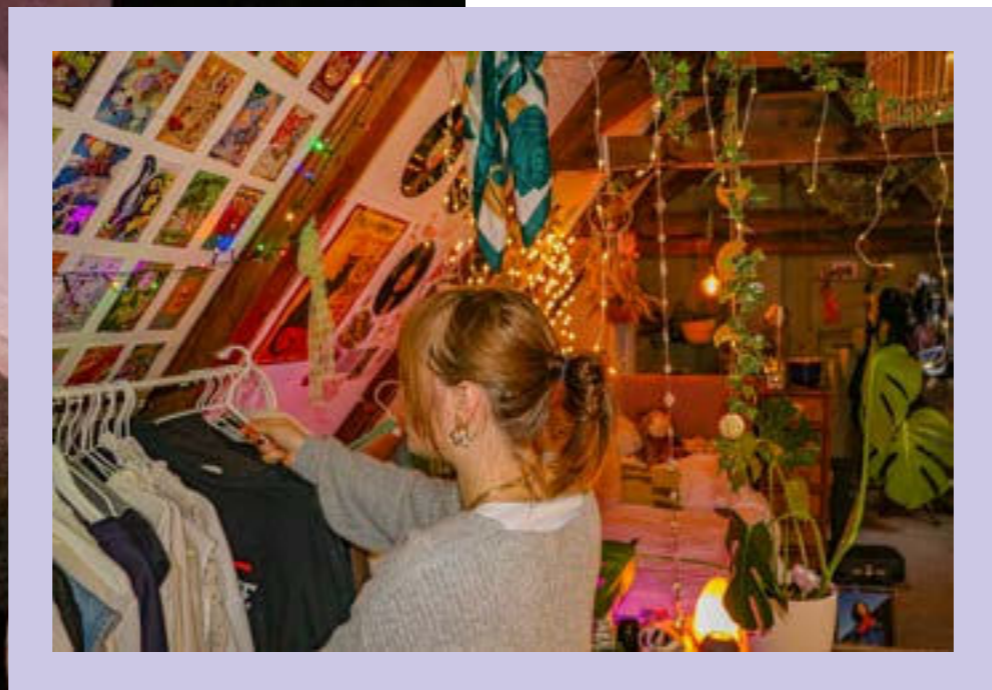
What do you look for when buying clothes on Vinted?

That's the problem, I do buy clothing on there. Lately I realized I like low waist pants so I look for 'low waist' terms. Also French terms and brands, you will get a lot for cheap. If I want a certain shirt or something I literally search up the terms and I scroll for three hours instead of scrolling on Instagram, I think that's a bad thing actually. When I have money in my Vinted wallet I think "ha, it's free", but it's not.

What's your advice for other people that want to start using Vinted?

My advice would be, take pictures where you wear the clothing. Make similar photos, for example in front of one mirror. Take 20 different photos, because people will ask for that one part of the pants. Put down the measurements, even if it's 3 euros people will ask about it. Make sure you

don't get angry easily because people will try to bid 3 euros on something that's 4 euros, me included. Just take the time.



Which current trends do you like and which ones do you hate?

I really like the platform Doc Martens, still need to get mine though. The low waist pants I really like. The trend of skinny jeans should just go and I hope it's not coming back. I also don't like the leather pants, I wore them a year ago and now I'm like "ugh". I also don't like the mix match patterns and colors. Like pink, purple and green. Some people wear that and I don't know why. I do like the Ugg trend, I'm 50/50 on it. It depends on your height if you can wear the platform ones and it depends on the outfit you're wearing them with, I personally would wear it. I hate parachute pants, they look like rain pants. Also I hate when people say they're wearing low waist but it's actually just mid waist, don't lie.

“ I SCROLL ON VINTED FOR THREE HOURS INSTEAD OF INSTAGRAM.”

Any final words?

How do you wear black? How do you match black with clothing? I really don't know anymore, I only wear white lately. Anytime I wear black shoes I'm like " wow that's not it." I'm going to buy new black shoes so now I need to figure out how to do it.

“ HOW DO YOU WEAR BLACK?”

“

**FASHION
IS ART
AND
YOU ARE
THE
CANVAS**

”

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