

# **RESEARCH & ANALYSIS**

# CONTENTS ANALYSIS



## Vogue magazine Analysis (contents page) -

The layout of the contents page is in a clean, minimal format with 2 images and text boxes around them. The overall placement and layout is very simple, classy and easy to understand with neutral tones.

The text is simple and clean with proper spacing.

The headings are highlighted and are in bold so it is easy to distinguish between the descriptions and the titles. The images have a caption with their respective titles and credits along with the page number that features that particular image.



Above: crochet sandals with upcycled soles, Chloe & Ocean Sole. Right: Sustaining grace, page 184



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Advertising their subscription with a page number.

It mentions that the cover features Kristen McMenamy. Also credits are given - Styling : Carlyne Cerf de Dudzele, Photography : Steven Meisel, Makeup : Pat McGrath, Hair : Guido

Every topic is introduced a little bit like the interview with Wizkid, Sustainable fashion, fashion editorials, etc. with styling and photography credits mentioned. Page numbers are also mentioned in the beginning of each description.

Description of the cover image is given under the heading - ON THE COVER - which comes under two different categories - Beauty & wellness and fashion features.

### Fashion & features

#### 150 ON THE COVER

Return to splendour  
As model Kristen McMenamy steps back up, Vassi Chamberlain meets her. Photographs by Steven Meisel. Styling by Carlyne Cerf de Dudzele

#### 164 ON THE COVER

The rise of resale  
Second-hand is now fashion's first port of call, writes Ellie Pithers

#### 184 Sustaining grace

Inside the London home of Kerry Olsen and Federico Marchetti. By Aimee Farrell. Photographs by Simon Watson

#### 190 Reflections on beauty

Casting director Michelle Lee introduces the East and South-East Asian women changing the face of modelling. Photographs by Sharif Hamza. Styling by Dena Giannini

#### 200 ON THE COVER

All hail the king  
Afrobeats superstar Wizkid speaks to Chioma Nnadi about his sell-out London shows, fame and fatherhood. Photographs by Micaiah Carter. Styling by Karen Binns

#### 206 Working capital

Dressing for the city. Photographs by Scott Trindle. Styling by Kate Phelan

#### Vogue asks

252 What would Aurora James do?  
The fashion designer takes our quiz

### Mr Vogue

117 Blue streak  
Actor Rish Shah meets Radhika Seth

### Beauty & wellness

126 Director's cut  
Amber Valletta chooses her favourite sustainable beauty products

128 Pretty sleek  
High-gloss go-tos. By Twiggy Jalloh

#### 130 ON THE COVER

Holistic hideaways  
Eco spas that make a difference, from Jessica Diner and Celia Ellenberg

132 Beauty musings  
Hannah Coates goes for newly released fresh-faced essentials



Vogue research  
mood board

VOGUE





# DAZED

The format of the contents page is very basic and simple. The text is left aligned and there is no image put around.

Every content is divided in four simple and understandable categories - Agenda, Mains, Gallery and Fashion. These categories are further divided into sub-headings which are the titles given to the page items.

At the bottom, both cover images featuring Harry Styles are displayed with styling credits: Ibrahim Kamara and Photography: Rafael Pavarotti written on top in block letters.

## Contents

### Agenda

#### Atlas of Identity

42 - 47  
We embark on an interactive, pulsating journey through the world's vast yet under-explored spectrum of gender identity traditions - from Samoa to Guyana

#### Pacoima Techno

48 - 55  
Take a dive into the underworld art collective exploring Latin creativity (and melting faces) up and down the San Fernando Valley  
photography BENNET PEREZ  
styling EDWIN MOHNEY

#### Higher Education

74 - 81  
In Dhaka, Bangladesh's first school for the hijra community celebrates its first year - and gives us an education  
photography SAMSUL ALAM HELAL

#### The Pleasure Principle

82 - 85  
A (non-exhaustive) peek at the uncertain, slippery meanings of sex for digital natives. How have things changed post-pandemic? Fuck around and find out

### Gallery

#### Sam Rock

56 - 63  
The photographer's previously unseen visual essay explores the endless search for ourselves, even in the shared fervour of a festival  
photography SAM ROCK

#### Six Degrees: Dazed Live

254 - 255  
The students behind Dazed Labs' live zine-making class reflect on the chaos and thrill of smashing a deadline

photography  
RAFAEL PAVAROTTI  
styling IBRAHIM KAMARA



Crystal and gold-plated  
Millenia clip earring set  
SWAROVSKI Collection  
I by creative director  
GIOVANNA ENGELBERT,  
the Pearlescent Illuminating  
scrum and the Pleasing Pen  
Matte lip oil PLEASING by  
founder HARRY STYLES

### Mains

#### Turning the Tide

104 - 111  
In Jamaica, two generations of trans activism come together to discuss their work before and after Covid, and where it could go from here  
photography LUCA KHOURI  
styling EMANI EDWARDS

#### Mask Off

112 - 121  
UK drill is a complex world - especially when it comes to public image. Offica, TccZandoo, Millionz, Kilo Jugg and V9 offer new takes on the thin line between fantasy and reality  
photography CHIESKA FORTUNE SMITH

#### Harry Styles

128 - 143  
With his place in the pop pantheon assured and screen stardom beckoning, Harry Styles prepares for his most audacious leap yet - from musician to mogul  
photography RAFAEL PAVAROTTI  
styling IBRAHIM KAMARA

#### Under the Skin

160 - 171  
From Moldova to South Sudan, a new generation of designers is peeling back layers of history, turning inwards to build outwards  
photography GABRIEL MOSES  
styling MARIKA-ELLA AMES

#### Concrete Futures

178 - 185  
Amid Ghana's accelerated modernisation, Limbo Accra is activating city shells hanging in development, turning ruins into radical playgrounds  
photography DAVID NANA OPOKU ANSAH  
styling KUSI KUBI

#### Enter the Void

198 - 207  
Technological terror and dual existence: Ahead of the simultaneous release of her next three LPs, Arca and *The Matrix Resurrections* screenwriter Aleksandar Hemon meet minds and tap the netherworld



All custom-made clothes  
and leather boots GUCCI,  
crystal and gold-plated  
Millenia clip earring set  
and crystal and aluminium  
Dulcis cocktail ring,  
SWAROVSKI Collection  
I by creative director  
GIOVANNA ENGELBERT,  
the Pearlescent Illuminating  
scrums, the Pleasing Pen  
Matte lip oil and Perfect  
Pearl nail polish PLEASING  
by founder HARRY STYLES

### Fashion

#### In Rainbows

64 - 73  
photography PAULO ALMEIDA  
styling GEORGE KRAKOWIAK

#### Within You, Without You

86 - 95  
photography JET SWAN  
styling CLAUDIA SINCLAIR

#### No ID

96 - 103  
photography EWEN SPENCER  
styling IMRUH ASHA

#### Sundance Kids

122 - 127  
photography MALICK BODIAN  
styling IBRAHIM KAMARA

#### How It Started / How It's Going

144 - 159  
photography WILL SCARBOROUGH  
styling IMRUH ASHA

#### The Push and the Pull

172 - 177  
photography ILYA LUPKIN  
styling MIRKO PEDONE

#### The Kids Are Alright

186 - 197  
photography MARC HIBBERT  
styling HARRY LAMBERT

#### Team Too Much

208 - 229  
photography CARLUN JACOBS  
styling IBRAHIM KAMARA

#### Couples Therapy

230 - 237  
photography BRUNO STAUB  
styling GEORGIA PENDLEBURY

#### Twinning

238 - 245  
photography JUSTIN FRENCH  
styling IBRAHIM KAMARA

#### Faded

248 - 253  
photography PEDRO NAPOLINARIO  
styling GEORGE KRAKOWIAK

Contents are explained with brief sentences along with styling and photography credits in the end. The page numbers are mentioned in the beginning, including starting page number to the end page number of the feature.

The topics and the whole vibe of the page is very bold, simple and to the point, like the magazine.

All the other credits like the clothes, jewellery, makeup and product names are written beside the cover image in smaller text.





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