

♥ LIVON ♥

STYLE TRIBE

JULY
2022

The Stylista Collective



**ALL ABOUT
DENIM**

**BACK TO
COLLEGE
FASHION**

**UPLIFTING
K-POP
TRACKS**

**MONSOON HAIR
MISTAKES**



QUICK LINKS



MUSIC & ENTERTAINMENT

We created an uplifting track list of the happiest K-pop songs to help you beat the monsoon blues

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HAIR & BEAUTY

Here's a list of things you should absolutely not do to save your hair during the rains

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FASHION

Regardless of the era you belong to, now is the time to wear all kinds of jeans and be the coolest kid on the block

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As your summer holiday comes to an end, we give you all the top tips for your wardrobe as you head back to your high school and college

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Image courtesy: JYP Entertainment on YouTube



5-MIN
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YOUR HAPPY K-POP LIST



WE CREATED AN UPLIFTING
TRACK LIST OF THE HAPPIEST
K-POP SONGS TO HELP YOU BEAT
THE MONSOON BLUES



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The sky is overcast with dark clouds and you can't meet your friends as there are chances of a thunderstorm. You miss your time spent in the sun and all those free days of summer before college begins or your work holiday ends. Monsoon is known to bring in the seasonal blues but worry not. K-pop can be a saviour with its out-of-the-world sets, inspiring lyrics and great fashion.

Here's a list of K-pop songs to help cheer your day when things aren't looking up and it's pouring outside.

BTS: PERMISSION TO DANCE



Image courtesy: Hybe Labels on YouTube

This upbeat number by the boys came in just when the lockdowns were easing out and we were worried about stepping into the big world again with our masks on. But BTS told us to get over that fear in our hearts cuz we don't need Permission to Dance and seek our own happiness. No doubt this song surpassed 500 million views on YouTube recently. And consider Butter and Dynamite with their cool dance steps and soothing colours as other BTS favourites for the list. Spring Day is another track that touches on loss and tells us that we all must carry on.

MOMOLAND: BBOOM BBOOM



Image courtesy: iThek on YouTube

This might be an older number but the melody of the song never fails to get us up and dancing.

IU FEAT. BTS' SUGA'S EIGHT

This song by two of our favourites is a bittersweet one about moving on from sad memories and making happy ones. The music, the message, and the melody are something that will lift you up, and the message that comes with this song is perfect for those gloomy days.

RED VELVET: HAPPINESS



Image courtesy: SMTown on YouTube



image courtesy: SMTown on YouTube

Red Velvet has come a long way with their fashion game and is one of the biggest names in K-pop. And they started on the right note with Happiness, their debut single which is all about loving yourself and stopping to smell the roses.

TWICE: CHEER UP



Image courtesy: JYP Entertainment on YouTube

Not everything in life is about your boo and TWICE made a point with their song Cheer Up where the girls say that it's not necessary to leave your life and whatever you are doing just because an anxious lover called you and there's lots more to do in life. So cheer up, live your life.

EXO'S D.O.: THAT'S OKAY



Image courtesy: SMTown on YouTube

"Sometimes I cry, sometimes I laugh, I have high expectations, and I go through pain. I get butterflies once again, and become dull." This is roughly what D.O.'s beautiful track That's Okay roughly translates to. K-pop videos are known for their elaborate costumes, but this simple animated video really pulls on the heartstrings and tells you to not be afraid and trust yourself and bring yourself out of a sad day.



5-MIN
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MONSOON HAIR CARE MISTAKES



HERE'S A LIST OF THINGS YOU
SHOULD ABSOLUTELY NOT DO
TO **SAVE YOUR HAIR DURING**
THE RAINS



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Rains are here giving us respite from the heat and adding some romance to the air. But it's not all love for your hair in this weather, especially after all the heat your hair has sustained in summers. Here are the simple mistakes you should avoid for beautiful and strong hair this monsoon.

TYING UP DAMP HAIR

It takes ages for the hair to dry in this season and often it can be tempting to just tie your wet hair up and do your chores. But that's a bad idea because when you tie your hair back it stretches up to a third of its length causing tension breakage. Also leaving hair and scalp damp for long period (for example sleeping with wet hair) can lead to rashes and fungal infection on the scalp.

USING A ROUGH TOWEL



When hair is wet it is already in a fragile state and roughly drying it with a coarse towel will lead to breakage and pulling. Use a soft T-shirt instead.

NOT USING SERUMS



Image courtesy: Gage Walker on Unsplash

Wet hair equals tangled hair and pulling on them is only going to lead to breakage. Plus excessive humidity in the air means that your hair can get frizzier if it doesn't have a protective sealing coat on top. **Livon Anti-Frizz Serum** can help with both issues. It will help detangle your hair when wet and create a layer on your hair to stop it from reacting to humidity and make your hair less frizzy.

BLOW-DRY ON HIGH HEAT



Image courtesy: Adam Winger on Unsplash

So many of us rely on a blow dryer to dry our hair in the rain. Though, using a dryer on extremely wet hair on high heat will only damage your hair more. Instead, use **Livon Damage Protect Serum** to protect your hair and dry them on a low setting for better results.

USING A FLAT IRON OR A CURLING IRON ON WET HAIR

It's tempting to style your hair before it's completely dry, but avoid it at all costs. Never flat iron or curl on wet hair as you are just frying your hair. Instead, dry them with a cotton T-shirt and blow dry them. Then use your heat tool.

SKIPPING CONDITIONER

You need to create a barrier against the humidity and conditioning your hair not only does that but also provides nutrition and hydration to your hair. So skipping the conditioner or serum is only going to make your hair frizzy this season.





5-MIN
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ALL IN YOUR JEANS!



REGARDLESS OF THE ERA YOU
BELONG TO, NOW IS THE TIME TO
WEAR ALL KINDS OF JEANS AND BE
THE COOLEST KID ON THE BLOCK.



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Denim is one of the biggest, easiest, and most body-positive trends that you can't leave out in 2022. We aren't just speaking about denim mini or maxi skirts or tailored tops; jeans of all kinds are a must-have in our post-lockdown wardrobe. We all looked for comfort as we stepped out with our masks on after so long, and jeans, which were seen on the ramps of the biggest fashion houses, has achieved high fashion status.



Image courtesy: Jason Leung on Unsplash

Denim has always been a universal piece of clothing throughout history. All different types of silhouettes, be it skinny, oversized, bootcut, or straight have come back because of people not wanting to stick to a particular type of look. The eventual goal is comfort. Part of its trend has to do with body inclusivity. Deciding the perfect fit for you depends on not just the cut of the jeans but also the waist, whether it's high or low. With everything from the Y2K era making a comeback, the dreaded low rise is a favourite this season too, adding to the long list of jeans that are acceptable to wear. This host of different styles and cuts allow each of us to explore our individuality, making denim inclusive across style and body types. There is no better time than now to experiment with denim and find ways to repurpose your pieces of denim collected over the years. Get creative with making a bag or a top from denim, and re-welcome the '90s with a classic pair of straight-leg jeans.

Here are all the jeans you could try this season.

DENIM CARGOS



Image courtesy: @kyliejenner on Instagram

One of the most striking, must-have jeans for the season is the cargo jeans. Big pockets, contrast stitching, acid washes, and even bootcut shape, tailored or high-street denim cargo is something you could wear with your favourite sneakers or heels depending on the length you choose.

'90S INSPO

Name a pop star from the '90s, and you will probably find them wearing baggy or relaxed jeans even on the red carpet with the quintessential baby tee. The straight fit is another shape from this era that you can wear for formal outings with a shirt too. The waist is usually high, and sometimes you will also see the punk and emo kid iteration with torn jeans and patches.



Image courtesy: @haileybieber on Instagram

LOW RISE Y2K



Image courtesy: @roses_are_rosie on Instagram

The fashion from this era is back in a better version, and with it have come low-rise jeans. You can wear them as boot cuts (remember Beyonce from the Destiny's Child era?), baggy with pockets, or skinny too. Boot cuts are also back in general from the era.

BAGGY JEANS

A staple of the '80s, oversized jeans is a street-style favourite this season in all kinds of washes. You could wear them with a tank top, or even an oversized T-shirt or a shirt according to your body type.

BOOT CUTS AND FLARES

A boot cut hugs you at the hips till your knees, while flared jeans from the '70s are all about comfort and are much looser than boot cuts.



Image courtesy: Bella Hadid on Instagram



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PRINTED JEANS

Looking to make an eclectic statement? Daisies, mermaids, unicorns, or an abstract marble print, it's not just different washes, but all kinds of prints are adding some visual interest to your jeans this season.



Image courtesy: @miyaveah on Instagram



Image courtesy: @maisonvalentino on Instagram



5-MIN
READ

BACK TO COOL!



AS YOUR SUMMER HOLIDAY COMES TO AN END, WE GIVE YOU ALL THE TOP TIPS FOR YOUR WARDROBE AS YOU HEAD BACK TO YOUR HIGH SCHOOL AND COLLEGE

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BABY TEES

Ringer tees or baby tees were all the rage in the 2000s and they are back now and how. Wear them with cargo pants, skinny jeans or even low rise pants to show off your waist like a pop star from the era (such as Britney Spears) that popularized them.



Image courtesy: @blumarine on Instagram

PLATFORM SHOES

Now, this is a comfortable trend that looks stylish nonetheless. Here's your chance to look taller with everything platform— boots, shoes, sandals, even clogs. You can wear a printed platform sandal with a solid-coloured dress to accessorise with the help of this trend.



Image courtesy: @victoriabeckham on Instagram

COLOUR BLAST



Image courtesy: @maisonvalentino on Instagram

Have a purple shirt and pink pants? Time to ditch that classic white shirt combo and go as bold as possible with colour contrast with items in your wardrobe. You can even add a third bold colour to your look with a pair of bright block heels or squared toe heels and a matching cushion clutch. This love for colour also gave rise to bolder prints often presented in contrasting colours in the same look or as co-ords. We saw this print obsession come to Indian wear too and as many designers showcased bright printed too, as many in desi silhouettes

SEQUINS



Image courtesy: @sabinacarpenter on Instagram

Not just the ramps, MET Gala was also full of sequins this year, and something that has always been a big and often non-negotiable part of Indian outfits is a fashion favourite this season. Just have a look at American actor-singer Sabrina Carpenter's outfit at the Gala, which Indians dubbed as a sequined lehenga-crop-top-combo on the Internet. Sequin fabrics look fantastic for a glam night. Internationally, it was not your usual round sequins, but ones in different shapes and sizes were used by many designers. You could even just carry a sequined sling.

CUTOUTS



Image courtesy: @jacquemus on Instagram

A simple design detail such as a cutout can make the most simple white T-shirt dress look edgy. Or even formal trousers can be party-ready with a few cutout placements. Unusual but strategic cutouts on stomach and waist can elevate the most regular piece. Think of trousers with no waistband and cutouts at the waist, which can add a touch of formality too.

BRA TOPS



Image courtesy: @carolinaherrera on Instagram

Being summer, there were bound to be outfits that would let your skin soak the sun and bra tops were huge this season in stitched or athleisure style designs. Indian designers too paired draped skirts, lehengas and dhotis with bra tops for the summer wedding season. You can wear one under an oversized blazer.