

ENTERTAINMENT

# ONE. MAG

*Music*

*Fashion*

*Inspiration*

*Foot gear*

*Artists*

A Malawian legacy working towards a cleaner appearance to pass over prominent agreement towards the on coming generations and beyond.





# EDITORS WORDS NOT MINE

*Wanga Kanjala*

Hello reader, this magazine journeys into a different prospective of fair play in business. Fast money is a need and we need it yesterday. So we look at what people think and how people do it in the business industry while being clear as possible. I'll be honest and let you know that most of the articles are written by myself and I wouldn't mind to be diverse but its so hard for me as an

introverted person to constantly try to convince people to write paragraphs while they could laugh at a meme or watch some Ticktok. This won't be the last you read about me though. You have 9/10 more topics under One magazine to go and this is the business section. This compilation will talk about how to go about handling money the right way to boost capital gains gradually as the kwacha devalues further.

For fair sport, find the topics the same way you would have to find them in reality, links and announcements will be provided for all to take part in the building of wealth through capital gains.

**ecology sports**  
*food fashion stories*  
**information**  
**spirituality**  
*music psychology*

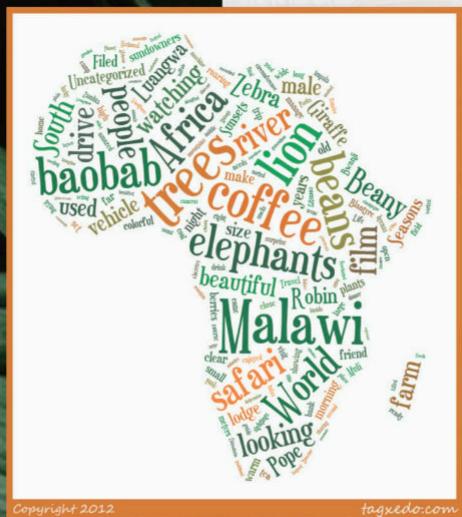
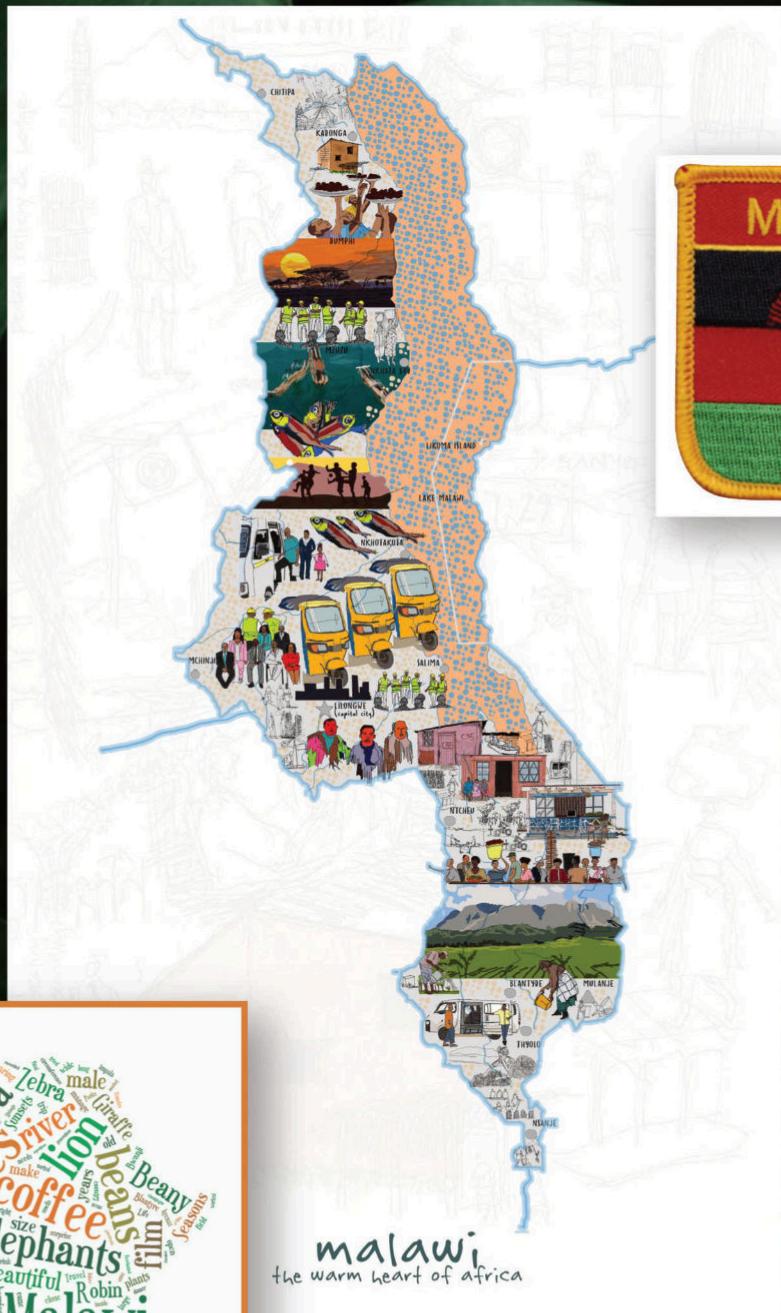
# THE MOVEMENT

# Inspire Change

**PROMO WEEK**

CHALLENGES

# **MEMES**



# Pressure Makes Diamonds

George S. Patton Jr.

The final lesson is the one you teach yourself.  
(Mae, Star Wars: Acolyte S1E4, 2024], George Lucas)

We are not defined by what we lose, we are defined by what we survive.

Jackie, Star Wars: Acolyte S1E4, 2024], George Lucas)

On the other side of fear, lies freedom  
(Marilyn Ferguson)

Growth is about walking through fear, it's about sacrificing a part of yourself quote  
(Abraham Maslow)

Always one, born as two  
(Mae & Oshi, Star Wars: Acolyte S1E3, 2024), George Lucas)

Worrying is carrying tomorrow's load with today's strength—carrying two days at once. Worrying doesn't empty tomorrow of its sorrow, it empties today of its strength.  
(Corrie Ten Boom)

Have patience with all things, but chiefly have patience with yourself. Do not lose courage in considering your own imperfections but instantly set about remedying them—every day begin the task anew  
(St. Francis de Sales)

The most beautiful people we have known are those who have known defeat, known suffering, known struggle, known loss, and have found their way out of the depths. These persons have ... an understanding of life that fills them with compassion ... a deep loving concern. Beautiful people do not just happen.  
(Elisabeth Kübler-Ross)



Stay positive, as long as you're alive, don't care about what people think about you, here are some quotes to help.

# WHAT'S THIS ALL ABOUT

**I**F you didn't get the memo, these issues will invest knowledge hiding in plain sight but very useful. It may not be important to you now, but reading and knowing about it boosts your brain's capability to learn more. Familiarizing your brain with taking in information builds a stronger and healthy brain that will have your back in moments that could end in embarrassment or near death in seconds. The easiest topic to start with is about animals, even kids could guess a few, but what you didn't know is that they all speak a universal language. That means a cat can understand a dog. Unlike humans who like complicated lifestyles. Animals decided to have a centralized method of communication. If you were to understand one animal's language you know them all. Well there is a doubt on that one, there are some sounds that animals make especially when calling young or a pack. Some make warning sounds that can be heard by specific type of species. There is still on going research in the field of linguistics.

ther topics will resonate around technology and what it's doing to us or for us. People should grow an interest for Information Technology, because one day it will be the talk of the show and you'll have a lot of reading to do, maybe when it takes over the world. When it's given too much power over our lives and information. We'll also have a dip in the pool of the

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world's concerns like the ongoing pandemic and its impact. Subjects will definitely depict the meaning of phenomenons and efficient methods of being lucrative. Most importantly new and impacting words have been used in some content to give the curious a chance to build their vocabulary.



Yours if fine, you could boost it so that no one takes you by surprise and leaves you thinking that they are the smartest person in the world.

massive thanks to all those who considered to join my cause to stand out in the world. It is really brave of you to take the leap and

**A** beneficial when the aftermath presents itself. These people include those who wrote their own content, the stocks

collected from various sources with no intent of commercialization linking directly to them. Collaboration is an important ordeal when building an empire. We may not work together again or meet but a moment in time is enough, we move on to the next thing. My intent was not to entertain, but to be a voice to spread a message. Asking the right questions and demanding change for the betterment of everyone. During the pandemic, a lot of things had to change. A lot of time was wasted. Yet again the youth have found themselves struggling to build their future. We take deeper meaning into what really goes in the mind of the youth and why is it important to invest more in the future leaders. Comparisons of what to buy are made in the other topics, there is a little bit for everyone as the channel grows. The first thing to say is the gratitude towards you for taking your time to read this digest and the other topics that follow, they had to be split so that you don't have an endless read. This also means people could have a voice in a topic that they are familiar with for the sake of spreading good news and knowledge.

# 1

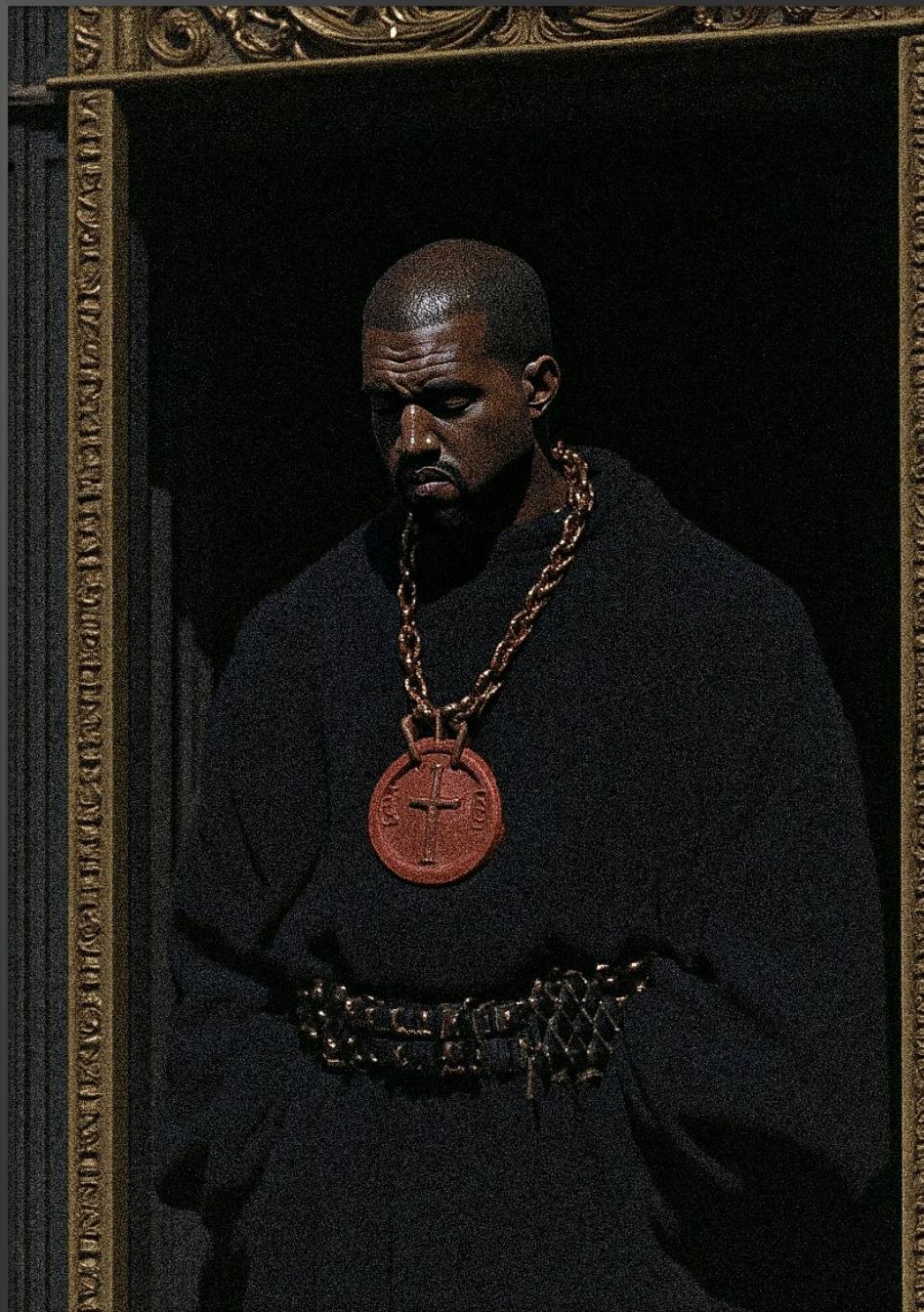
As binary as it sounds life follows a simple rules, either a yes or no, on or off, alive or dead. One mag is on the positive side of this aspect in life. As part of a multi-cultured population, producing content that is for a broad prospect of people isn't easy but achievable. A lot of youth and intellectuals do good to contribute to this idea without hesitation, lets keep up the good work creatives.



**“To love is to be  
Concerned and  
troubled to help.”**

The journey that will inspire you.

# POWERFUL QUOTE



*"One must choose one of two pains: The pain  
Of discipline or the pain of regret."*

Jim Rohn, source from a picture on twitter(X) which was a picture of a book.

# CONTENTS

## PAGE 2

Editors words not mine.

## PAGE 4

Take Pride in your actions.

## PAGE 12-13

Artists today.

## PAGE 14

Local artists.

## PAGE 16 - 17

Music production.

## PAGE 18 - 19

Inspire.

## PAGE 22 - 23

Music today.

## PAGE 24 - 25

Fashion section.

## PAGE 26 - 29

White.

## PAGE 30 - 31

Foot gear.

## PAGE 32 - 34

Black.

# PRICE LIST

## A4 POSTER + 3 REVISIONS

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MK 30,000

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## BUSINESS CARD

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## MAGAZINE 34 PAGES

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funded by the owner because research is done for existence comparison and grammatical corrections. All investments are

non refundable with a counter offer to suffice satisfaction.

# NOTHING BUDS

Coming a long way from introducing their first fun mid-range phone to their own sub-brand, the CMF phone. So far they have about 8 products they sell on the market that are still less than a decade old.



# ARTISTS

The thirst for art in Malawi is not going to fade anytime soon. From music creation to clothing design, I know once you're in the loop, it's for life. Recently I met a peer who is still making Hip-Hop music even though Africa is flooded with Afro artists. The idea being, once you choose a domain, stick to it. I worry

each day if there are still people out there doing what they started. I was assured that they still are and it was I that didn't check up on them. To be fair, people have grown out of a phase of creativity and into a journey to build wealth. In the process, they steer towards what profits them more than what gives them a sense of

dopamine towards self creation. Not a bad thing either, though you lose a part and connection of yourself and friends for the rush for different goals. Which ever path you choose, wealthy or not, art will always be a part of a true artist till they can't make some more. Regardless, music is alive and it will never die within the artist.

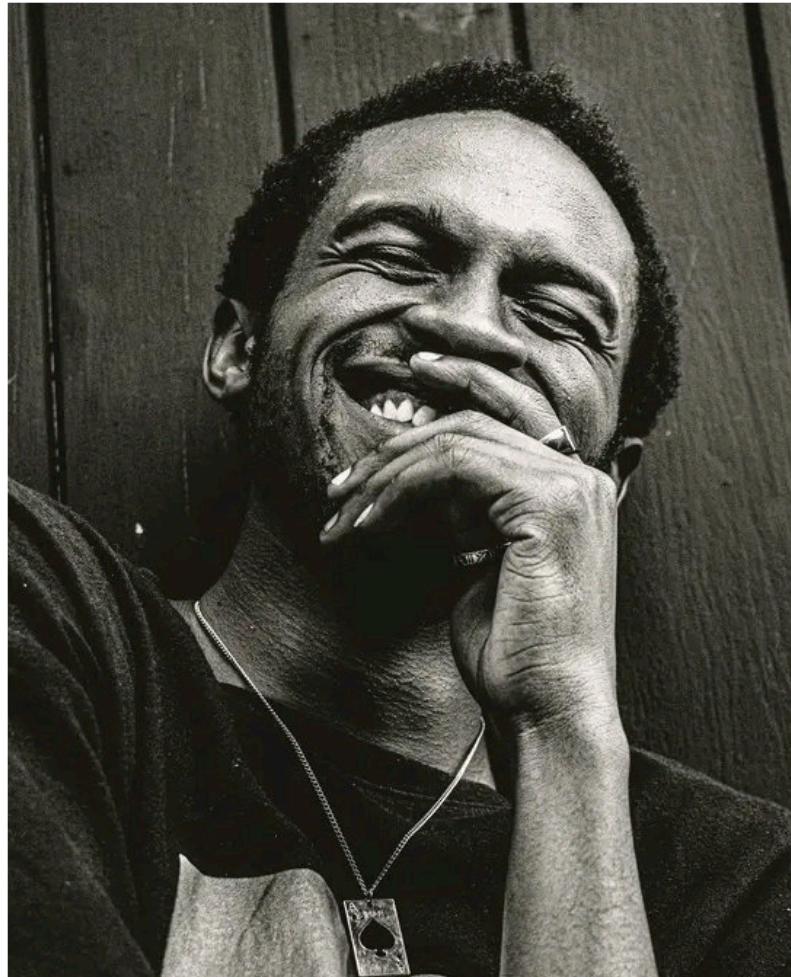
# TODAY

In the modern world today, it is really complex to be an artists. There are just so many of us, who do you focus on? I have seen people constantly switch favorites and they cannot make stable decision. I remember in the early days of my childhood, people used to listen to music in phases. If Micheal Jackson was popping up in one section of the country, you would hear his music on every radio station, house hold, TV station and public transport. It was so easy to love music.

You could tell that a particular person likes a specific type of music. This doesn't mean they didn't listen to other artists, it's just that who every they are listening to, its mainly them with a proper loyalty discipline. In this generation, there is so much distribution of music that you find it easy to pick up new artists and move away from other artists. This has forced many legacy artists to invest in other hobbies and businesses with the money they made from their time making music in their early days.

This means your favorite artist stops making music, starts another personal hobby and you end up following their moves. I did explain how artists influence their audience, sometimes what the artist does is not the best. Their method might work for them but it might not for you maybe because of environment, morale and the people who support you. The way I see it sometimes is that artists embrace each other especially if they don't see each other as a threat but a contribute to distribute good music. I have found out that it is easy to get back to the roots when time and resources are available. What could let people down is the ability to humble themselves to work on music with less fortunate artists. Not all of us have the equipment that some artists are used to and that is fine, that is where collaboration shines.

In this world, we grow together and there are times where we have to grow apart to develop even more because now



all resources and attention is on you. As time builds experience, artists tend to pick up new skills in different disciplines. This also contributes to the factor where their direction changes. It could be the industry demanding new forms of entertainment or lack of entertainment through the previous performances. Music being a staple resource, there is always room to discover what is missing. Some artists look into video recording and streaming to boost their reach. This comes after realizing that music has given them a fan base.

Taking into consideration that people change and out grow their passions, sometimes its time that determine how they proceed in their career. Things don't always go as planned but new paths light up when you try

something unique. As an artist, it is easier to create bonds with fellow artists on a creative level and learn from each other. When you look into what happens in the music industry, you find out that most artists do realize their competitors and monitor closely. Sometimes its hard to know what the reaction will be but for Hip-Hop artists especially from the United States, have this habit of playing rough.

Brother hood is what brings together an entire team and following to believe in a narrative. But when wiping the competition is the only option, you only keep a scar fresh for the rest of your life and the people who depended on an integral surface. In music and art we trust and together we shall create something for generations behind us to listen to.

BASELINE MUSIC IS BACK WITH A NEW FRONTLINE





M alawi's strictly acclaimed recording label, Baseline Music is back again with a new frontline. Young Kay (now known as Hyphen), Barry Uno, Sonyezo, Harry B, these are only a few of the names that went through the doors of Baseline studio, but the list could extended further to include the numerous other acts that worked with the duo, Sonyezo and Pempho Kafoteka "P on the Board". This was before the time the guys went their separate ways and Pempho migrated to South

Africa in 2012 where he now resides and runs his own Digital E-commerce Agency, but the remnants of the duo's hard work such as Young Kay's "First Impression" still lives on. Now it's 2021 and a new era, Pempho wants to resurrect the movement again, working with the old roster as well as introducing some new names. "I might have retired in 2012, but really I have always been there, silently working in the background and helping other acts with their craft," said Pempho. "Recently, I worked with Rashley for his Ndizasangalala

track - after having come across it on YouTube I reached out to him and we did the promo run with that having also worked with artists Episodz and Fredokiss, along a list of other people that might have asked for my input and advice" – Pempho. Questioning why now he would want to resurrect Baseline, he said: "Mainly it's for passion. I look at the industry now and think of how we might have done things a little different if we had started our movement now and what our sound would be like. That's why I reached out to Hyphen and Barry Uno".

About some of the new acts that are being listed to Baseline Pempho added: "Some names might not be new, but along with I also have a project slated with Lilia and Base Cube. I actually heard of Base Cube from Harry B who also used to be in Baseline, and I liked his sound and movement, so we are definitely planning on doing a lot with him. I believe he embodies the new spirit of the new movement without sacrificing his skills". Base Cube: "I knew about Baseline back in the days and every song that had a "P on the Board" on it was a smash. The day this dude texted me and said we should start working together, the conversation we had and the ideas he told me about were amazing, I definitely told myself that these are the type of people I need in my career". Barry Uno: "Baseline is just a different vibe, there is so much teamwork and the effort put in by everyone is amazing, so motivating to work as hard to have a great product or outcome.

There is always a need to have a theme before a project is worked on, so a lot of things are discussed before work commences, the aim, objective and what impact is targeted. I learned so much from Baseline, I grew as an artist because of Baseline, and till today, I'm still learning more from the teammates. I'm honored to be part of this family, they do not hesitate to criticize when they feel I'm going the wrong way so that is love right there". The first planned projects to be released from Baseline are by Barry Uno, followed by releases from Hyphen, Lilia, Base Cube and Slessor.

# Music Production

Looking at how the music industry has evolved over the years makes me reminisce about how time has taken its toll on the flavor of music. The reason why you have a favorite song or artist is the production itself. They way the song has been articulated and preformed sets off a series of endorphin's in your brain.

I cannot begin to imagine what life would be without music, or rather good music to start with. What makes a song very interesting is how the artist merges their vocals and words with the instrumental. Music production is not just a process, it is a culture. It defines your roots and identity. It also separates you from the pool of artists who are already in the zone and making their presence louder.

Making a song is not easy unless you have done it for the 100th time, and by then you'd still feel like a rookie. It is the strength of your team that will give you confidence to keep going and make high quality music. When I say team I don't mean supporters of people around you who hang out with you. During the compilation of music, there are a series of key players who make an entire song or artist meaningful. It all comes down to the triads of music and below we'll describe who they are and what are their key operations.

**The Artist** is the first key player who uses their vocals as a unique musical instrument to contribute to a song. In essence you require an instrument to complement vocals in a song, without the instrument, it's hard to interest the listener. Most of the times artists are a special breed that need to be handled well. They are able to express their feeling without remorse and this give the listeners a voice. It brings a diverse group of people together with one voice to appreciate an artist. Most of the time an artist has to travel and experience different things and also explain most of their ideas to the world. Hurting the feelings of an artist to end in negative ways. Either you motivate them to be better and make quality music or you demotivate them and they do



not release music, but this won't be for long because it's in the blood of an artist to come out with explosive verses.

**The Producer** is another key player who organizes and conducive environment for the creation of a song. This means they have to have the best equipment and recording area to capture the essence of the artist. This is also similar to a movie producer who also makes sure the best side of an actor who in this case is the artist would be captured. Recording a music session and making sure its verses are taken without errors is their main focus but there is a merge of skills these days due to the development of technology and information.

**The Engineer** is the third key player but not the last. This individual is overlooked in basic studios but completes the wholeness of a song. Their main duty is fine tune the produced song and make sure the vocals and instrumental are in harmony. This means adjusting sound elements that are too loud and replacing instruments with higher quality sounds till the song sounds super professional. Sometimes a song can take long to record or it can take even longer to engineer. Fine tuning a song is a powerful art and it's how some very controversial artists with zero talent rise to fame and stay there with a strong team behind their back.

**The Beat maker** sometimes confused as the producer but as long as they simply make the instrumental or score and ship it to the artist or producer, they retain the position as beat maker. If they also handle recording an artist, then they are the producer as well. Sometime beat-maker may also be the sound engineer but these are intricate roles which take a careful ear and years of practice to master. It is essentially easier to split professions to maintain an optimal performance level. Because a bit of everything would reduce the overall number of project release.

**The band** is a rare gem which appears in studios that can afford a multi person session. Sometimes a drummer may join the session to produce an authentic high quality drum line with all sorts of on the spot variations. You may have back up singers who aid in the setting of a choir in your song, reminiscent of Bob Marley's band or church bands.

In conclusion, there are a lot of key players in the creation of a song and just to mention the few above is enough to get the importance of diversity. This provides a set piece for a complete song that will capture the essence of a good song or album. Music production is a skill that till today racks in a lot of returns to investors because for every event out there, there is music playing in the background. We as a race need music to cope with everyday life challenges.







# INSPIRE

**A**s an artist, the one thing that drives success is inspiration. It may not be something you think about fluently but it is what happens in the background as a reflex. Most artists don't realize that they are working through the power of inspiration. A lot of the time artists would believe that it's talent that led them to where they are, but before they started, they saw something that sparked that fire around the gas that was ready to explode. It is wise to understand what inspires you because when you reach your goal, you might be left half satisfied.

Where do artists draw their inspiration? in most cases you'd think they listen to music and get motivated to perform as well but that's half of the process. Inspiration comes from what is happening around the artist and what they care about. Violence, awareness and appreciation truly lay down the foundation for music with substance. most of the time, we are surrounded by some tragic news on a daily basis, its something that can touch the soul of an artist to enable them to write a song about what they have experienced or what others are going through. Sometimes artist can sense a lack of knowledge in some areas so much that they come up with a catch song to educate the masses. It isn't easy to teach people but music makes it a lot easier to grasp a concept because you can listen to a song a lot of times.

In rare occasions, artists would praise the lord for their blessing and also others for their support, it's really nice to hear dedication towards someone other than themselves. Though in the Hip-Hop and R&B industry, explicit content has been flooding the market, from drugs to profanity, we see a correlation in the behavior and Hip-Hop/Rap and R&B music. It is the artists who influence the listeners. From the dressing, walking style, hair cuts, accents, hair styles, dance moves and even vocabulary. This

is one of the interesting times in life, music made beyond borders and convert an entire culture.

People easily absorb what they see on TV and it really sticks. It is up to the artist to make sure that what ever they do is exemplary and inspirations. You would be surprised that people get influenced about the simplest things and being simplistic and consistent is one of the most important fundamentals in an artists journey. Serving more than one master is what slows down progress, there is a shift in things but now as swift as a concentrated shift when you follow one grind. A lot of artist's success comes from dedication to what they know best and this really inspires people. The sad part is that most people don't understand that it takes a lot of dedication to be an inspiration. Most people want things done the easy way and there is no easy way in life.

If there is an easy way in life that something is suffering for you to achieve your goals quick. Most of the times the sacrifice is one that most people wont want to take and that's why most people simply envy others for the courage they took to follow their dreams. Looking at most American and English artists, we find them with the iconic tattoo and bad boy behavior that follows this career. For the people that are inspired by their achievements, they forget that their environment prohibits such behavior but they do it anyway. Sometimes its best to keep inspiration focused on the positive sides rather than the negative parts.

When it comes to inspiration, be ready to understand that there are things that you have to filter to get to what you need. Some sort of inspiration is all noise, be weary of how you grow, and follow artists that really bring a positive vibe towards your life and be an artist that inspires youth with great behavior and progressive contributions to society so that we leave a world that is worth living.

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# Music Today

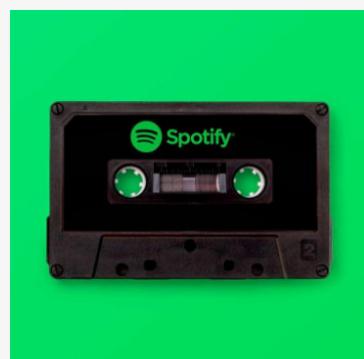
I didn't want to make a fuss about it but I just can't ignore the way technology has shifted the way we listen to music. From the media we use to access the music to the technology we use to listen to the music. It has been such a long journey but I would like to start at a point where I found it. I won't go deep into when it started but I'll have a take on how it's changed around me and how it took me long to adjust.



Following the invention of the phonograph by Thomas Edison in 1877 and the gramophone by Emile Berliner in 1887, through out the 1880s, records have been a mode of playing music. I cannot say much about their quality, but owners of records and the players said they played a high quality and authentic experience of music.

Surely it can't be a mystery to most that people from the 90's used cassette tapes, they were palm size and easy to use. But sometimes when the tape inside the cassette would reach the end of its strip, you'd have to rewind it to the start. Some radios had that auto rewind feature and some maybe didn't or lost the ability due to age. A few years later, companies like Sony after ruling strong with their portable Walkman music player, moved on to CD's (Compact disks). These also got their portable CD players

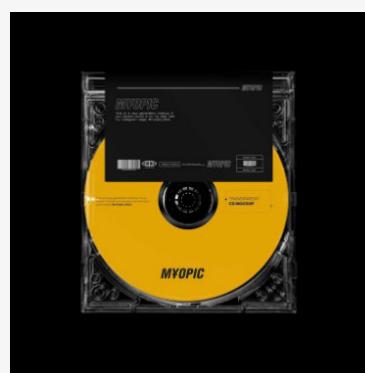
and radios and are still available to majority of car radios which still feature that old school CD player and most likely desktop computers. These could carry more songs, were more robust than cassette because of no moving parts and didn't require rewinding.



In this modern era, music was simply stored on a memory card, usually a big SD card or the ones used in DLSR or HD cameras but those are usually used for HD cameras these days because the cameras have more space to include the memory card.



The down side being they didn't take long to scratch and easily snapped in two if the owner wanted to do that. Till today scientists are still finding ways to pack more space in CD's but mainly for console and desktop games. The CD did its best though and it held us down, till today, legacy systems will still use a CD as a last resort and that's completely fine because they were reliable and kept us going for decades. An honorable mention would be the record which is like a CD but bigger and made of vinyl material. These are for platinum musical albums and the highest quality studio music. The chances of you seeing these are in an accredited studio or if your old folks had a record player and some records laying around. These are some of the few but note worthy media of music.



Mobile devices mainly smartphones have been using micro SD cards to carry music and videos through out the decades, roughly since 2010 in prospective, but for those who had early access maybe way before. Now between that time of using micro SD cards, there were changes in the speaker and headphone department. I didn't what to make this article too technical but descriptive enough to say that so far technology has shaped the way we listen to music over and over again. So far I simply describe the way music was being distributed and stored, for more technical details, the technology issue of one magazine will describe a rich picture of how the listen experience has been improved or altered over the years as well.

With the world constantly changing, you are always forced to adapt to change or the devices you use won't be compatible with the media you use. These days modern smartphones stopped shipping with a headphone jack and memory card. This means you have to rely on wireless headphones and the internal storage. This could be a push to move with the times but at a cost of the lively hood of companies that made a profit for legacy stuff.

Thinking twice about it, why don't we go ahead and catch up with the times right here, things change as you know it and technology is the one that has changed a lot. Apart from the media that stores the music, lets look at the devices that play the actual music.



For the longest time, wired earphones were the defacto method of listening to music, we have seen an evolution in the way they plug into our ears, so I won't go that deep but I can say they evolved with the introduction of the iPod in 2001. Fair to say the technology back then was groundbreaking but today would spoil your hearing and comfort when used for prolonged periods of time. I have always been a fan of the music quality that came out of a combination of earphones and an iPod because they were finely tuned for each other. Today most devices are able to produce high quality audio that is hard to compare because each company now slaps labels and specs of their products. For a while, apple had dominated the media industry as they kept releasing unique products to change the dynamics of the market at a premium price.

Now that I look back, I could afford an older version of an apple device but it has aged with time and cannot be worth the purchase, with modern tech, come a premium price and rivaling companies like samsung and sony are not far behind. The battle of sound continued with companies and Beats By Dre leading the professional studio headset space and apple's solution to this was to simply buy them off in 2014. Sure enough they got some profit from that

aquisition and a bit of ease in competition. But they had nothing to worry about because by then when they introduced the iPhone, they had started their long journey of innovation that would superseed Steve Jobs, the late co-founder of apple.

The biggest innovation to me really wasn't the smartphone, because one way or the other, if it wasn't apple that made the bold step to sliming down on tech, it would have been HTC or Nokia. But these two tech companies weren't able to make bold steps as if they were tech startups of SME's. This is where apple stepped in, though they had no business coming in with slim tech like they did, they just had to find their identity and invest heavily in it. Over the years we have seen companies literally copy and paste what apple has been working on with a little bit of their

signature, but shameless companies like Xiaomi simply just grabs the whole book and changes the author. This has been a behavior for some years but it has been like this so much that the consumers and apple itself has let it go. But with their safe

approach to innovation, companies caught up to their tech. But when apple introduced the Air Pods in 2016. My mind was blown, like how did they even begin to imagine that adding small batteries in each earphone would give us a couple of hours of play time and still be worth the experience.

The shift from wired earphones to wireless was a no brainer, I mean wireless headphones had been around for years, but they usually came as one unit and had most likely longer play time and minor limitations. What apple had brought to the table was integration, security, personalization, and most importantly, mobility. They even thought about using ultra band to track one side of an air pod if it went missing. That is one feature that copy air pods don't do till today, they are cheap enough to sound good and still be wireless but not offer the level of quality apple offers on their in house technology. Of course there has been new tech such as bone conduction audio found in VR glasses that uses contact and vibrations to play music directly into your head instead of using speakers but really I haven't used them before so I'm yet to praise their

innovation seeing as how they haven't taken off as maybe the company that introduced them had thought. But if it were apple that did it, most likely they would be a hit and most of us would find means to acquire them and experience them. As for now,

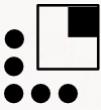




BL  
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Modern stealth fashion in 2021

Full article on page 40-41



WHIT

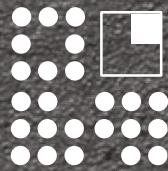


NIKE ACG

ACG MEANS  
ALL CONDITIONS/GEAR  
AND ALL CONDITIONS  
MEANS  
ALL CONDITIONS.

The art of clean fashion in 2021

Full article on page 32-33



# White.

*A brief prospective on color*

**C**olor is a pillar of revolution especially with its use in devices today all over the world. Being able to see color is a blessing but the scientific reasons have been discovered.

Humans are able to see Red, Green and Blue in the color spectrum. Dogs see Green and Blue if you were curious as I was.

My definition of white is the absence of darkness. Black and white are two colors that work hand in hand to show each other off in the world. White reflects more, it absorbs the light and throws it back in all directions like a light bulb. Its purpose is to attract subconsciously arousing light sensitive stimuli in our eyes.



Knowing the geeky park is half if it, figuring out how to Chanel this discovery is another thing. In winter, white is a color that blends well into the environment. Most things will be reflecting the little light they can get in cloudy weather. Wearing white clothes will bring the attractiveness in yourself with the appearance of a clean angle on earth. White being hard to maintain, becomes something that is envied upon .



earing white is posting a statement that you are clean today. Extra care with your environment, it poses the threat to your threads. In events like family weddings or special dressed occasions, white is an outfit that needs a special day to be embraced. Doesn't mean that if you want o rock white you can't, it would be smart to be dressed for an event. Even if its not something you wear, it could be your bag or shoes or phone. Keeping white is essentially hard because of how dirty the environment is. Even if you had a clean environment. Dirt finds its way to accumulate on surfaces over time. You should be mindful of the technique of cleaning it efficiently to maintain its level of whiteness. Unlike other colors, white doesn't fade away, it loses its contrast, it starts to change color to something less pure. At that point even you notice that it's time for a refresh. A new set of white consumables appeals to the mind, it keeps you pure and in search of clean and high quality products. Do try to explore the whole spectrum.



**SIMPLICITY IS  
WHERE WHITE  
SHINES.**



90°

Keep it simple with a complete 90 outfit. Something that holds you tight right? Winter comes once a year and doesn't take long to calm down. Make it one worth getting ready for.

White is easily the best pick because the light that is reflected from the material is more visible to people than most colors. The few that appreciate the effort of looking clean will pave way to a clean path for you, generosity with start with you, be kind enough to look exquisite for people to get appreciation back. Ever wondered how someone would look if they unravel their turtle neck? Hilarious right? But that still looks cool than weird. People do really unusual things in life and a few of them are cool. We need people who should enlighten us with clean behavior and presentation. There are a select few

that represent on the streets, but if we all pitched in to change the look of the demographic, we have a town with a clean mindset. People stay away from the basic things but forget that if you put in enough effort, you create something special, something worth praising. Every step taken by you should be suppressed to prevent dust from crawling on your heels. With smart dressing, comes smart behavior, you feel entitled to walk in a triumphant way to get used to the feeling.

**BRIGHT COLORS REFLECT  
THE SUN'S RAYS AWAY  
FROM YOU , IF YOU WANT  
TO STAY COOL, WHITE IS  
THE WAY TO GO**

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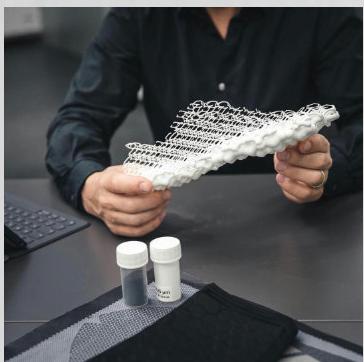
# FOOT GEAR

*The right wear For  
the right time*





Just like everybody else, they want their new favorite shoes to last. But have their kicks ever been built to last? If you want what's trendy and making to big out there. You should be prepared to try of experiments. Just think about it, if you wanted to make something



happen, that means you attempted and might have failed a couple of time to know how to do it right. What we praise and obtain are usually experiments that need an audience to try. If they are a success, they are satisfied for about the length of their customers. That isn't the case for shoes that were built to last and also maintained a visual appearance appealing to the eye. Depending on where you're from, the stigma that one will be judged by the location where they find themselves. In a environment where people are well strapped with shoes and clothing, it is easy to feel short of what is trending and

required for you to fit in. The base models of any trending shoe is fine at this point because as long as you're with the times, then people might not even look twice at you. But if you'd want to catch the attention of the masses, you'd have to find a way to have a cohesive outfit that matches everywhere and most likely be of the same shade till a certain degree. If they don't match in one single color, try to build as much contrast as possible too the main color. For as such white and gray, or black. At this point you'd have to be so

creative to surprise people with a perfect match.

Looking for inspiration should be where to start. You can't just be inspired by a few words here and there. Go out into the world and discover how your peers have been doing it long before you appreciated the culture. The idea is to find what suits you and stick to it. It should be a style that makes sense. Unlike our screenshot here with the Timberland's only an art session would have those looking as clean as possible but a test run in those and you wouldn't manage to wipe off the dirt if you rocked them.

The technology that we have today is capable of



building the perfect pair of shoes. With 3D printing, you could send an image or molding of your foot and the people behind the era of innovation will print a shoe with the sole purpose to fit only your feet. Even if the next person wears the exact size as you. It would fit perfectly on your foot instead. Those are the levels of perfection needed when rocking white. Okay that could be overdose but those are levels to dream about when the time is right and the cash flow is endless. Until then, what ever works... works.

# Black.

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*The application of a color.*

**B**lack is the adversary, a true reflection of white in its purest form. Darkness is the absence of light, black will most likely match well with itself. Consumer products that are released in black after being released in other colors like silver always get the customers. No doubt most products at least come in black as a default.

Well does black look great on food? Well I would be amazed of it tasted sweet at all but one can wonder what a dark color could taste like. Black is a universal color of language, it could mean the end or in most cases, a sad day. It is easy to work with in designing and sure goes easy on machines that print the designs. Lets still agree that black is not an everyday color, it does have its moments of lows like when its hot, it absorbs the heat and presses it directly to your skin, ouch. Lets still agree that black is not an



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culture has a tendency to mix with other cultures over time as they see fit to blend in. Black wasn't famously considered as the shade to weigh the scale on fashion and functionality. Black alone wont do the job, It need that extra level of detail. A variation of nature, mostly a blend of elements that give black it's strength and character. Leather in the shade of black is an impacting form of black, it bring it to life with processed skin with a touch of smoothness. Black followed by white strips or styles of your choice showcase the brilliance of black. The dark shade will hold its hue but cannot outmatch the patches of light bleeding out. That's when white pops out the most, it signifies cleanliness with precision. Any shade that inherits the elements of black will appeal to those who don't prefer beaming strobe lights.

Bright lights often attract a lot of things mainly bees. Darker colors attract interest but without approach. In the wild, seeing something dark in a corner would give you the keeps but still interest you. If you were looking at something cheerfully colored, it would generally pick your attention. The wild is way more complex than that though, bright colorful colors can also mean poisonous. Especially if its the black and blue ones. In line with the context, black is a color that needs to be cohesive. The rest of what you wear and accessorize should match the look. Most would argue that black shoes will go with any outfit, but to be honest, it would make even more sense if the rest of your body was in the same color as your shoes.

You've probably heard that

black is beautiful. Without any disagreements there, that is true. But there is more to the story that meets the eye. Black like white isn't much of a color, it's the absence of light. Someone found a way to wear darkness on their body and make it look exquisite. Being the darkest color in the spectrum, black absorbs a couple of things. It absorbs light, replaces it with a spot of darkness. It also

does n't appeal much as dirty when faced with a mess, depending on the surface or material. Unlike white, black will fade away. Darkness can't last forever it has a limit like like night and day. Keeping black straight is mainly about not letting it get too

exposed to the light. You've probably heard that black is beautiful. Without any disagreements there, that is true. But there is more to the story that meets the eye. Black like white isn't much of a color, it's the absence of light. Someone found a way to wear darkness on their body and make it look exquisite. Being the darkest color in the spectrum, black absorbs a couple of things. It absorbs light, replaces it with a spot of darkness. It also doesn't appeal much as dirty when faced with a mess, depending on the surface or material. Unlike white, black will fade away. Darkness can't last forever it has a limit like like night and day. Keeping black straight is mainly about not letting it get too exposed to the light.

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