



January 2022

Issue #10

solucky

**EUPHORIA:
MESSAGING
THROUGH
FASHION**

Dive into the
unique fashion of
the trending show

**R.E.M.
BEAUTY**

A look into Ariana
Grande's new
makeup line

**CREATOR
SPOTLIGHT:
SHLOK GORE**

Learn more about the
new album release

Olivia Gonzales



19 year old UC
Berkeley student,
majoring in Political
Science & Media
Studies + is
passionate about
fashion, design, &
art

Creative
Directors +
Photographers:
Olivia Gonzales
+ Sanjana
Solanki

Sanjana Solanki



19 year old, Bay
Area native +
attends San Jose
State University,
majoring in Business
Administration
(Management) &
minoring in Physics

Founder of solucky

in this issue

Overview - 4

Brand Overview

Magazine Overview

Trending - 10

Euphoria: Messaging Through Fashion

Makeup Tips & Tricks

Friday Fashion Favorites

Culture - 27

Creator Spotlight: Shlok Gore

Looking Backwards

Review - 34

Spotify Playlist of the Month: Cyberbabe

Black Mirror - A Reflection of the Future

r.e.m. beauty - Ariana Grande

More - 42

Applications

Acknowledgements

OVERVIEW

GRAND OVERVIEW

With the first month of 2022 already over, we can already confidently say that *solucky* absolutely has a couple of big things coming up. With our monthly digital magazine possibly hitting an

end at twelve issues, *solucky* has a few ideas hidden up our sleeves. As a creative brand, we want to always make sure that something is going on with the brand, whether that is a

collaboration, a monthly issue, exclusive photoshoots, etc.. Our

main goal is to always strive to be creative & passionate in everything that we do-as well as put out to our audience. These big ideas will soon be released to our loyal audience rather sooner than later as well as a clearer establishment of what *solucky* really is, in addition to what we will be working towards.

As for the first issue of the year, you may seem to find that our content may be lessening over time. This is due to the fact of

cycling out old writers, photographers, designers, etc.

Nothing wrong with changing up the specific contributions that we receive from different individuals.



Courtesy of Heena Bains

Sometimes our team members tend to want to pursue other things, whether that is another aspect of *solucky* or entirely separated from the brand. Either way, both options are completely acceptable & will always be pushed for. Within *solucky*, no one is meant to be in their position "forever" nor to be stuck with one kind of niche. We want our audience as well as our team members, *solucky*'s contributors, to always know that as *solucky* does not limit itself in what we can achieve, therefore you also do not need to limit yourself either. Push to achieve great things, even if that means different things.

- Sanjana Solanki, Founder of *solucky*



Courtesy of Sanjana Solanki



MAGAZINE OVERVIEW

BY ANANYA DUTTA + HENRY PHAM

The latter year was full of trials & tribulations. As a collective, we had to learn to adjust & live through yet another year of the pandemic. Every day, we adapted & found a path towards a new normal. However, through it all we created & grew; which is what makes us so excited for this upcoming year.

In honor of the ideas of looking forward, our January edition of solucky is based around a futuristic theme. This is evident in everything from our playlists (*Cyberbabe*) to our design & writing pieces. Some of the topics include features of up-and-coming artists as well as explorations of dystopian shows like Black Mirror. Overall, we hope you have as much fun reading this issue of *solucky* as we did putting it together.

Courtesy of Natalie Getz



9



10

EUPHORIA: MESSAGING THROUGH FASHION

BY ANANYA DUTTA

HBO's hit TV show Euphoria has been making waves. The show has continued to grow in its impact & has become a part of the cultural zeitgeist. Countless media has been inspired by the show's shocking twists & turns which are brought to life by a star-studded cast. A huge part of Euphoria's significance, however, is derived from its aesthetics.

The show was created by Sam Levinson, an American Actor & Filmmaker. Levinson recruited Heidi Bivens who is an international fashion stylist, editor & costume designer to put together outfits for the show. Bivens began her career in fashion by working with magazines such as W Magazine & WWD. Her work with Euphoria has been the subject of much discussion on social media, with users often making jokes about the elaborate outfits the high schoolers wear to school.

Season two of the show opened with an episode set at a New Year's Party, which meant that the audience got a chance to see

the characters in exciting new outfits. The interesting thing about the show is that each character has a distinct style, which Bivens fully explores while still being able to stick to the theme, so to speak. For example, the character Maddie (played by Alexa Demie) is known for her sleek, modern style. Her typical outfits are marked by plunging necklines, cutouts, & her signature gold hoops. At the New Years Party, Maddie stays consistent with her style & dresses in a gorgeous black cutout dress.

Since these characters have such distinctive styles, when someone on the show lacks consistency in style, they almost instantaneously become the subject of deep fashion analysis on social media. This season, the character Cassie (played by Sydney Sweeney) goes through an identity crisis & subsequently begins changing her style. While she initially had more of a classic & timeless style, her identity crisis forces her to explore other styles. We even see Cassie imitate Maddie's style which led to this iconic still going viral on Twitter.

Biven's fashion choices for the characters are a great example of how a style within a show can influence the perception of characters & even serve as a medium to communicate their emotions. As the season progresses, keep an eye out for the message behind the outfit.



Image Credit: Reddit

Courtesy of Heena Bains



13

Courtesy of Niya Maudgalya



14

MAKEUP TIPS & TRICKS

(WEBSITE > MAKEUP > TIPS & TRICKS)

SOME ADVICE BY YOURS
TRULY TO ACQUIRE THE
HIGHEST POTENTIAL OF
YOUR MAKEUP LOOK

BY SANJANA SOLANKI

ALL Photos are Courtesy of Sanjana Solanki



15

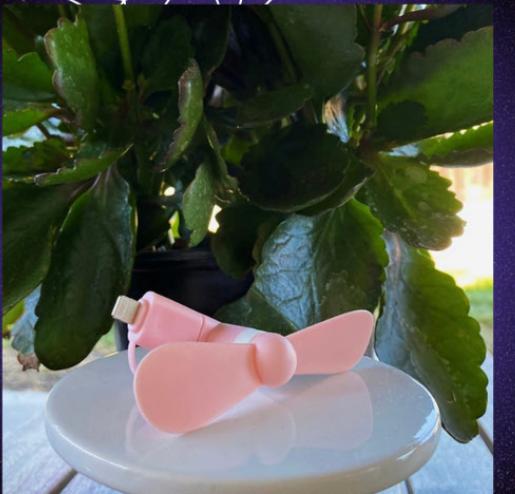


For all the makeup users with dark-haired eyebrows, do not throw away your dried-out or simply almost-empty mascara! This can be used either as an eyebrow gel or eyebrow filler. As someone who does not focus on eyebrows as much as the rest of the face, I like to use this trick to fill my eyebrows in a tad bit more than they already are.

Applying mascara can sometimes be a messy process. Personally for me, mascara often gets onto my eyelids when applying the product. One trick I like to use to clean up the mess is using Q tips. By wetting Q tips with water or a makeup cleanser, I am able to easily clean up any unwanted spots of mascara on my eyelids, even near to my waterline!

Using tape for eyeshadow looks is one of my best tricks. Whenever I am in the mood to create a sharp wing or eyeshadow look, I use my tape along my eyelids to do so. The tape leaves a clean look while also staying very convenient to find within the average household. Any kind of tape can work, I personally use washi tape I bought when it was a craze a few years ago.

16



Right after applying setting/finishing spray, I like to think we all sit there for ten seconds fanning ourselves with our hands. Instead, I recommend using something flat or even an actual fan! Using something to blow actual wind towards your face will not only save you time/energy, but also evenly dry your face.



You must let your glue sit before directly applying the false eyelashes onto your lash line! The glue usually needs to sit from anywhere between thirty seconds to a minute. Depending on your glue, you will have different waiting times. This will make the glue somewhat tacky when placed on the lash line, leading to a large duration of staying put!



When washing my makeup brushes & sponges, I like to use liquid hand soap! I honestly have never had to use specific soap for cleaning makeup applicators, liquid hand soap has always done the job for me. After I mix the soap into the applicator, I simply rinse it out & let it dry for four to five hours!



Sometimes the pairs of false eyelashes are too long for some of our set of eyes, if that is the problem for you, then go ahead & trim them. When cutting your pair, you need to cut it from the outer corner of your false eyelashes. Do this after confirming how long you would want them to be able to fit comfortably!



If using tape did not give you the satisfying clean & sleek look you wanted, concealer is your next best option! By using a thin angled brush & a little bit of concealer, you can use it to do what the tape did not do in the first place!



Reuse your false eyelashes! They can be used three to four times, especially ones with a thicker band. Personally, I prefer to peel the lash glue off the band. When your pair of false eyelashes start to come apart you can then discard them; but until then, use them as many times as you can to truly get your money's worth!

Courtesy of Sanjana Solanki



19

Courtesy of Heena Bains

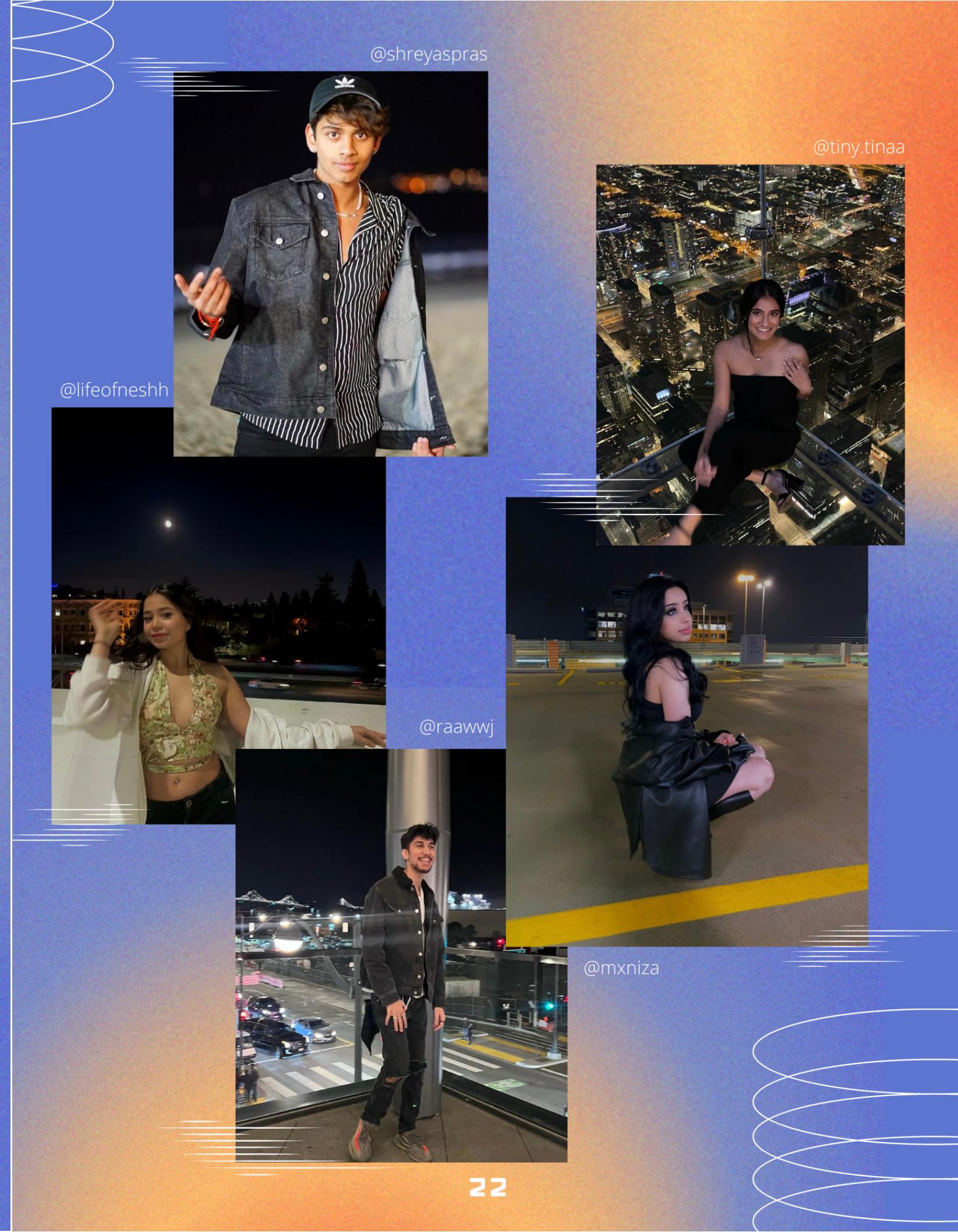


20

CURATED BY RIYA PATEL

FRIDAY FASHION FAVORITES

Instagram handles of each individual are attached - to find more favorites, check out our Instagram highlights (@solucky.life):



Courtesy of Niya Maudgalya



23

Courtesy of Sanjana Solanki



24



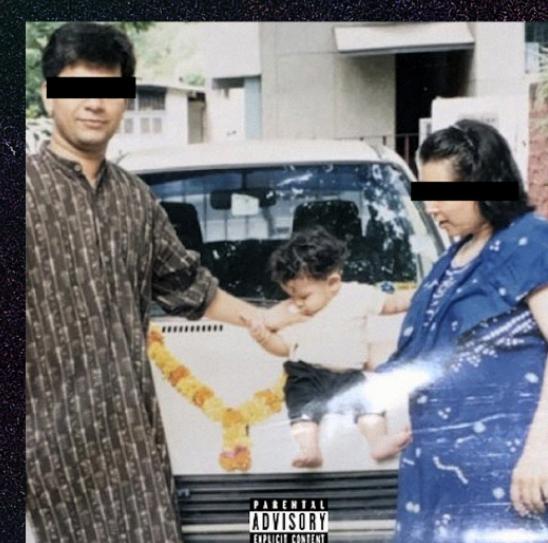
CREATOR SPOTLIGHT: SHLOK GORE

BY SRAAVYA APURI + SANJANA SOLANKI

Second-year student at the University of California, Berkeley, studying Microbial Biology & Public Health, is Shlok Gore. Aside from his academics, Shlok finds enjoyment in working out, film/photography, as well as specifically creating music with his friends. Shlok recently released his first album, 20. The visual aspect of the latest album pays a tribute to his roots & family. According to Shlok, the album cover is a childhood photo that was taken of him & his parents back in India. This was a way for the artist to add a visual to the overall purpose of the album, his journey on the way to adulthood. The album's title, "20", comes from the fact that the album was dropped as a precursor to Shlok's 20th birthday.

"Ultimately everyone experiences & interprets music differently, so what I intend a song to be might not be what someone feels when listening to it."

As mentioned before, the entire album as a whole represents a progressive journey. It is a combination of his own teenage experiences & some stories that he had written prior. The intention behind each song is to be more of a universal



22, Album Cover - by Shlok Gore

experience, something that everyone can possibly relate to, rather than releasing songs based on things that specifically Shlok has done in his own personal life. Every song of this album had the purpose to trigger their own set of memories & emotions, whether that would be, "some happy, some sad, or borderline manic", as Shlok mentioned in our interview. For instance, specific songs like, "2 AM IN THE CITY", "SLIMESEASON", & "FLAWS" have more of a direction to portray, as he described it as, "the euphorias that people can feel".

when living life, whether it's through the lenses of love, lust, or chemicals." On the other side of spectrum, songs like, "NOTHING LEFT INSIDE", "LATE NIGHT", & "SNOW/LATE NIGHT PT. 2" all bring out a contrast in which was stated as, "feelings of sadness & grief, because life isn't always roses & sunshine."

Even simply, when listening to this album, various feelings that were conveyed through each & every song. It seems to evoke a sense of *deja vu* for listeners. As explained by the artist, this is due to different perspectives & the set of emotions that every listener has from each social/personal interaction they have experienced themselves.

"It was an amazing time making this album & I'm really proud of what my friends & I put together."

For the most part, this path of music started back in Shlok's Sophomore year of high school, where songs were mainly released with the idea of it all being just for fun. Although, with this new album, things are a bit different. Instead of putting together music with random sounds & lyrics, he chose to start fabricating music that actually had meaning behind it. The creative process behind the music is prioritizing what Shlok's personal mood is rather than anything else. It is the priority of generating songs that use sounds that correctly portray & create a "sonic atmosphere" of what he is feeling in that specific moment in time. In addition, Shlok also prefers to occasionally brainstorm with other individuals to truly maximize the creative potential behind making music. Individuals like Mahi Ganatra, Ishaan Ghose, Adithya Kumar, & Sreetej Kalapatapu, have all had their own impacts of being amazing collaborators on this big project of an album!

I G H a n d l e s :



@mahigantra



@ishaan.ghose



@shakstzy



@_sreetej

IG Handle:
@shlok.gore



Courtesy of
Shlok Gore





LOOKING BACKWARDS

BY AKHIL JOONDEPH

I've lived my entire life in the "innovation capital" of our modern world. Life moves fast, with silicon-edged swords constantly drawn, ready to eliminate the next worker who cannot seem to keep up with our ever-changing lives. & our eyes are always meant to be on the future — What comes next, & how can we create a better version of that futuristic ideal?

Ironically (or perhaps, logically actually), eighteen years in this environment has done nothing short of making me obsessed with the past. Perhaps I am driven by some inherent desire to stand out or act against the grain, or maybe my mind is too feeble to keep up with unstoppable new technologies & programs. But taking the stairs down, below the basement, to gaze at our world's foundation has taught me more than any attempt to build skyward has.

Before I knew the words to most nursery rhymes, I could recite a lineage of Egyptian Pharaohs, spanning hundreds of thousands of years. This is when I became a history junkie — the stories of lost kings & snakes & temples & battlefields keeping me on the edge of my seat every day. One of my most prized possessions was my father's college world history textbook, a strange memento for a 5-year-old to adore. But I saw the same value in historical records that so many of my counterparts saw in books & TV shows & movies — beautiful stories exposing the very heart of the human experience.

Next came India, a logical fascination for someone growing up in a home steeped in generations-old cultural traditions. I not only looked to ancient history, but also to the history & traditions of my family, through recipes & kolams & songs & linguistics. Though I could not express it in words so eloquent then, I understood how these integral elements of my culture acted as time capsules, carrying stories of famine, colonization, hope, despair, war, peace, pain, & triumph with them wherever they went. & listening to my grandmother tell stories about her childhood in Chennai while frying Muruku & caressing her Tharatipal in the kitchen opened my eyes to myself, & where I came from.

Classical dance became my next encounter with the roots of the past. A tradition firmly grounded in centuries of scripture & decades of technique & choreography, the first 8 years of my training were centered around learning history, standards, & the great works of my predecessors. & I learned to love this study, immortalizing historical choreographies by attempting to master their nuances myself. My body became an encyclopedia, & I added new pages every year. But most of these new pages were transcribed from older volumes, added to me to provide context & foundation for new slang & vernacular.

It was after I already considered myself a steward of the stories of many of my community members that I took on this role more "officially" — as a journalist. Journalism for me has always been more about creating a permanent record of the thoughts, feelings & values of my community than it has been about breaking the most sensational story in the shortest time.

Listening to survivors of sexual assault, creators of legendary social experiments, & local politicians opened my eyes & ears to new stories & perspectives — & it was my job to preserve those stories for my readers.

It is these experiences & many more that have led me to see so much richness in history & the present. As we move into a new year, filled with goals & ambitions, I urge you to look backward, & look down at your feet — I know I am. Culture & our heritage grounds us & tells us who we are, & our current experiences tell us who we are becoming. & what can we possibly hope to become without an understanding of our birth & trajectory?

So look backward., Learn your stories, find the ways you can engage with yourself before you attempt to move forward. Allow your legs to grow strong before you take the first steps of a marathon, & make sure your gas tank is full before you embark on an uncharted road trip. & as we move into new areas & create new things & explore new ideas, we beat on, boats against the current, borne back ceaselessly into the past.

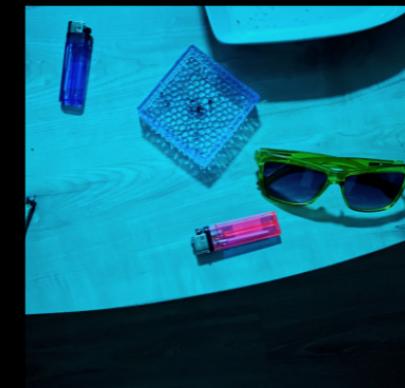
Courtesy of Sanjana Solanki



33



34



· PLAYLIST

CYBERBABE

Spotify Playlist of the Month · January

Created by **sanju** · 34 songs, 1 h 56 m

PLAY



...

Filter

Download



This month's issue revolves around the futuristic theme, inspired by Doja Cat's past few albums. Doja Cat's latest albums allude to the fantastical- that of "life" beyond our mere solar system- a cyber galactic feel. With album covers that depict this kind of theme, Doja Cat's music seems to also fall behind this kind of vibe. Her music tends to have a lot of hyper pop as well as tracks that tend to have sounds that sound "futuristic-esque". Sounds that you would expect "advanced" technology to make, if that makes any sense. With this month's playlist, aside from Doja Cat, we also have artists like; Playboi Carti, Victoria Monet, Lil Uzi Vert, & The Weeknd. This month's playlist was a bit difficult to curate, due to the fact that this "futuristic" sound lies within not only hyperpop/rap, but also within other genres. Thus, making it hard to keep a consistent sound going through the playlist. Hopefully, January's playlist of the month, Cyberbabe, fulfills the overall idea of this month's unique issue.

Link: [https://open.spotify.com/playlist/2eLagc7jy7Ls07UIn3mZLM?
si=f1ad06bfd53c415c](https://open.spotify.com/playlist/2eLagc7jy7Ls07UIn3mZLM?si=f1ad06bfd53c415c)

(I am aware that not everybody has the same taste in music as I do! If this playlist isn't your style, check out this column next month & we'll have something new for you!)

Courtesy of Heena Bains



37

BLACK MIRROR

A REFLECTION OF THE FUTURE

BY ANANDITA PRAKASH

The portrayal of anything futuristic in the media has always been varied. from books such as Fahrenheit 451, by Ray Bradbury, to films such as Back to the Future, & in more recent times, TV shows such as The Handmaid's Tale. There's always been different visions for what humanity's future entails, all depending on many factors including time period, topics of discussion, social trends, & current events among other things.

One such show is Black Mirror, an anthology television series created & released throughout the duration of the 2010s first by Channel 4 (a British tv channel) & later, by popular streaming service Netflix. Regarded to be one of the best shows of the early 2000s, Black Mirror focuses on speculations of what the future could possibly hold through stories using aspects of science fiction, & dystopian societies. These alternative societies often involve extremely advanced technology, & how the effects of these advancements intersect with the human condition as well as emotion.

38

All the episodes are stand-alone, meaning they could be watched in any non-particular order. Many different genres are equipped alongside science fiction to explore many themes & various topics that are present in today's society concerning how they may evolve or manifest themselves in the future.

The standout feature that makes Black Mirror so relevant to the future is the eerie way in which society, technology, & people are "mirroring" what the show is predicting in its episodes' storylines. Even something as fundamental as the title of the show (which references the screens that we stare at everyday for hours upon end) plays into the message of the show! At times, it may seem a dramatization of the topic- yet still lies true to its purpose. Many episodes cover topics dealing with the patriarchy, capitalism, data privacy, surveillance, virtual reality, individualism in the age of the internet, consumerism, & other topics relating to technological advancements (mostly in an extremely negative light). Each episode seems out of this world. Almost every episode has at least one (if not many) unsettling feature or theme. In most cases, the episode ends in a gloomy, hopeless, and miserable manner. However, incredulous these episodes seem, many don't seem to realize that we are not far from that seemingly made-up future. For example, many mobile game apps are designed to keep users addicted & coming back for more to get their daily fix.

This is explored in the second episode of Black Mirror Season 1 where all of society in the distant future are constantly biking to provide power to their building & earn "merits" to spend on food & entertainment (forming an addiction, constantly fueled by the need for more), which is mirrored by the latter mobile games. This is still towards the tamer side of comparisons. In the premiere episode from Black Mirror Season 2, a woman with amnesia wakes up & finds out that almost everyone around her is being controlled by a tv signal which can be cut off from the "White Bear" transmitter, in order to stop the affected people from hunting those who are not. The episode plays out in regular fashion, only for it to be revealed that the woman with amnesia is a murderer who was sentenced to go through daily psychological torture in the form of a reality tv show where she is wiped clear of her memory daily & tries to stop being hunted. All as punishment for killing & torturing a child. The themes explored in this episode are speculated to relate to how society processes & takes shocking news stories in today's day & age, with social media & the internet providing everything at the push of a button. It explores how technology indulges the human condition & people's desensitization to horrific events as well as the possibility of humans wanting revenge or justice through cruel methods (that can be attributed to the anonymity the internet provides).

Show like Black Mirror portray the future & one may say that the entirety of the series shows an extreme that cannot be attained in reality. However, we as a society should try to dissect media like this, which gives profound insight into the unfortunate realities that this show portrays. The existence of Black Mirror is giving us the capacity to avoid the consequences of our own doing.

Courtesy of Olivia Gonzales



41

r.e.m. beauty
— Ariana Grande

BY SANJANA SOLANKI

Back in September 2021, Ariana Grande released her new makeup line, r.e.m. Beauty. This makeup can be seen as very unique when compared to other celebrity makeup lines. Within this line, Mrs. Grande has made it her brand's ethos to truly capture the "futuristic" theme. When you take a look at the Instagram page made for the makeup line (@r.e.m.beauty) with already more than a million followers, or even directly at the website (rembeauty.com), you can see certain elements used to push this specific theme. The futuristic theme runs all the way from the marketing to the names of each product. This line consists of all general makeup products like: lipsticks, lip stains, lip glosses, highlighters, eyeliners, liquid eyeshadows, eyeshadow palettes, mascaras, & false eyelashes. All products range from \$15 to \$25. In addition to these fairly priced items, this makeup line is dropping products based on what are called "chapters", so that the products are grouped into their own mini categories of the overall makeup line. Despite the fact that I have yet to try this makeup line, according to the many reviews as well as overall responses from their audience, r.e.m. Beauty seems to be worth the try!

IG Handle: @r.e.m.beauty

42

Courtesy of Sanjana Solanki



43



44

applications

Contributors Interest Form

The Contributors Interest Form is for anyone who is passionate about something & would like to contribute/broadcast it through this brand. Being a contributor will give you voluntary experience from solucky as a brand/magazine and/or simply showcase your work submission(s). This form will allow you to choose what kind of position or submission you want for solucky. We welcome any kind of passionate work or workers, so feel free to send us a submission at any time! The link to this Google Form is linked below.

Link: <https://forms.gle/7RwTsQGTLfEv9HzGB>

Collaboration Interest Form

Our Collaboration Interest Form is open to anyone who is passionate about a certain cause, product, or kind of service that we can offer to our audience. This collaboration can be for either profit, non-profit, or simply marketing purposes. We welcome any kind of local business owners, small creators, organizations, etc. As long as you have an idea for a collaboration that could work well with both of our audiences, feel free to send us a submission at any time!

Link: <https://forms.gle/wZqEDGGGrK6UiHws9>

applications

Magazine Interview Interest Form

For a chance to be featured in one of our upcoming monthly issues, submit an application to be interviewed! The Magazine Interview Interest Form is open to anyone who believes they have a good influence on their community overall. This application is open to anyone, feel free to submit an application even if you feel that you are unsure if you fit our description for who to be interviewed. We like to pick those who should be interviewed based on our issue's theme for that month!

Link: <https://forms.gle/q6QeGUf2P6qpv6tZB>

Magazine Advertisement Interest Form

If you are a small creator, business, organization, etc., check out the Magazine Advertisement Interest Form for an advertisement in one of our upcoming monthly issues! Your advertisement would be created by one of our Graphic Designers & then placed within one of our monthly issues. Within an issue, an advertisement will take up an entire page, & will include any information/graphics that you provide. Advertisements go for about \$3 each. The link to this application is linked down below!

Link: <https://forms.gle/3gvZ38vB4nY9n7CKA>



ACKNOWLEDGEMENTS

EDITORS

Henry Pham
Ananya Dutta

Writers

Ananya Dutta
AKHIL JOONDEPH
Henry Pham
Anandita Prakash
Sanjana Solanki

DESIGNERS

Disha Desai
Ritvik Jariwala
Akhil Joondeph
Ash Kumar
Sanjana Solanki

CURATORS

Amani Chowdhury
Riya Patel
Sanjana Solanki
Neena Vennamaneni

PHOTOGRAPHERS

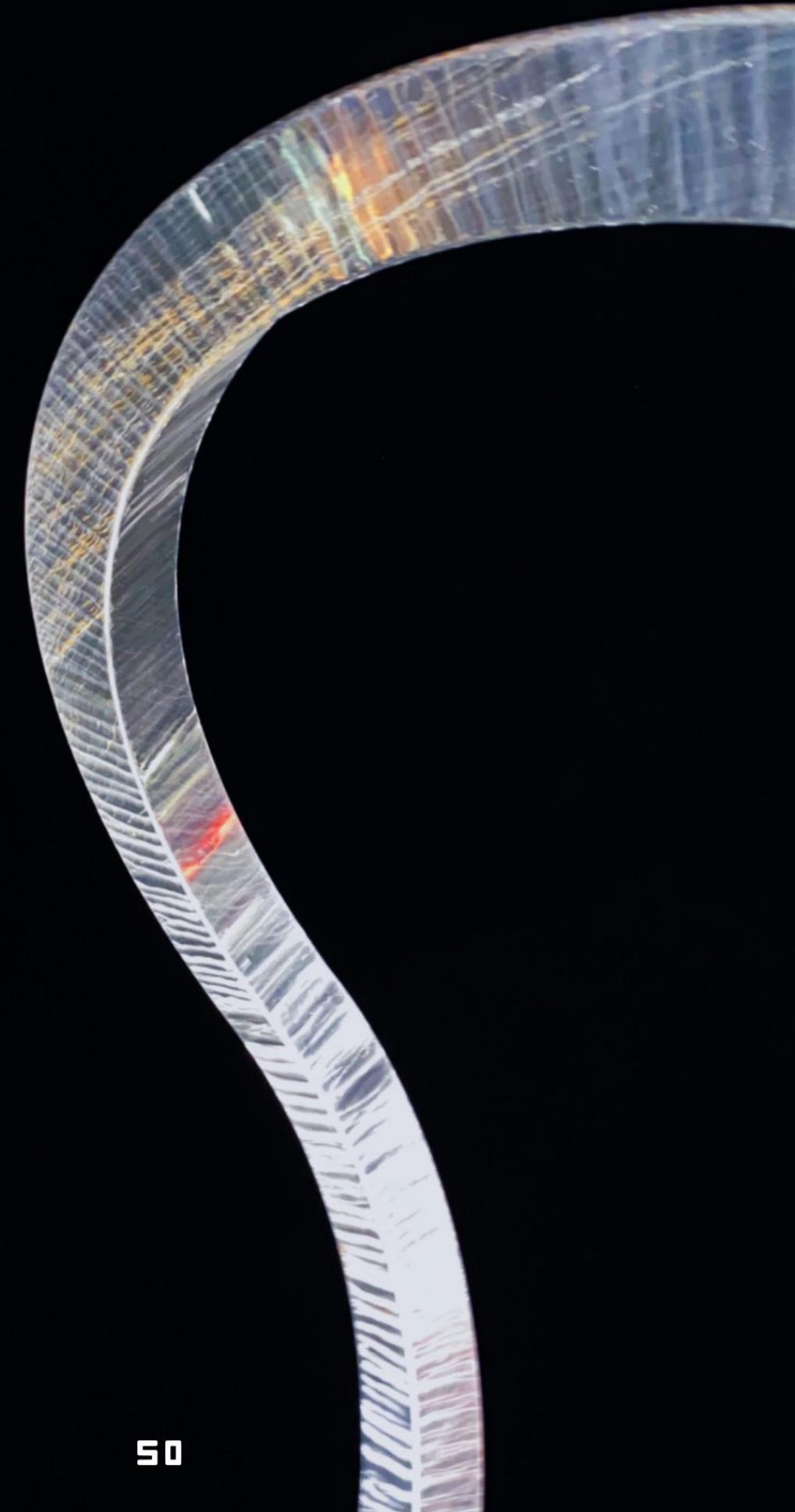
Heena Bains
Sanjana Dadi
Natalie Getz
Olivia Gonzales
Prisha Jain
Niya Maudgalya
Sanjana Solanki

Courtesy of Natalie Getz



49

Courtesy of Sanjana Solanki



50

**THANK YOU
FOR READING
THIS MONTH'S
ISSUE!**

**Find more information about solucky
& our magazine by typing
“solucky.life” into your browser**

**See you next month! - solucky
Team 13**

TEXT ‘@SOLUCKY’ TO 81010 FOR UPDATES