



GURL



Our first edition for G.URL Magazine.



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Front & Back Cover Illustration Jenny O'Connor

All OG Character Artwork Jenny O'Connor

Other Illustrations by Jenny O'Connor, unless stated otherwise.



The Editor's Letter

Dear G.URLs,

In this first edition of G.URL Magazine, it felt fitting to let our very first users log into G.URL World: the first of its kind, but hopefully not its last. The world of G.URL is a vibrant spawn of our favourite games, online topics and loveable characters to cherish, celebrate and commemorate. Therefore, it was only right to dub our first issue G.URL World, as our introduction to an ever-expanding universe. Made by a gamer girl for gamer girls, G.URL encompasses our long-discussed passion of a hobby that dominates within a male-centred industry - by turning it into G.URL heaven. We celebrate the slowest of games and the brightest of pinks to poke at the boys, even if they place us on mute. G.URL celebrates what we love about gaming and most of all, how we've been ridiculed for loving gaming. As the only magazine to currently exist for girls who love to game, G.URL Magazine sets the tone for a new era of gaming and a new community of players.

The gaming industry has come a long way since its inception, and with it, the gaming community has evolved too. Yet, the myth that gamers must remain anonymous still persists. In G.URL World, we celebrate the diversity of interests and preferences in feminine gaming, and we believe that all G.URLs have a place here. Our aim is to create a safe and supportive space where girls can come together, share their experiences and connect with each other. As a Nintendogs fan, an Animal Crossing enthusiast, and a fan of Call of Duty, you embody the true spirit of gaming. You show us that it's possible to enjoy a variety of games, from cute and cuddly virtual pets to heart-pumping first-person shooters. G.URL Magazine is a testament to the passion and dedication that our G.URLs have for gaming. We want to be a voice for girls who unapologetically love gaming and to help break down the stereotypes and misconceptions that exist about girl gamers. Through our articles and features, we aim to provide a platform for girls to showcase their love and to inspire others to get involved.

I personally believe that gaming is for everyone and should not be limited by gender, race or age. It is a form of entertainment that has the power to bring people together and create a sense of community. That is why G.URL World is not just a place for girls to play, but a place where they can be their authentic selves and not feel judged. Our mission is to provide a safe space where the beauty of femininity within gaming can be uplifted and enjoyed in a sanctuary space, far from the real world. We want G.URL World to be a hub for gaming knowledge and news, where G.URLs can stay updated on the latest releases, trends, and events in the feminine gaming world without a slew of sexist comments under our posts.

In the midst of 2023, G.URL Magazine is breaking into a digital landscape dominated by figures that lack representation and inclusiveness. It's time for us to step into a new realm, one that is specially crafted for G.URLs.

If boys won't let us in, it'll have to be for G.URLs only.

Logging out,

GURL

Jenny

Jenny O'Connor
Editor-in-Chief

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Loading
G.URL World



The Collective

Editor-in-Chief

Jenny O'Connor

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Lulu Schneider
Ivy Valentine

Our G.URLs

Gabe of BLACKSTARKIDS /
Pizza4Alice / Poster / Chilltf /
Cyber Cider / Divine Ivy / 9Chamin9

Interested in contributing to our next issue?

We love featuring feminine-aligned artists, designers and content creators within our magazine.

Please contact:
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GURL

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Creative Direction Jenny O'Connor
Model 清水風葉 (@cyber_ciderrrr)



The Next Big Bond in Social Media and Gaming Blends Customisation, Virtual Activities, and Global Reach for a Unique Experience.

GURL World

Writing from the perspective of a 21-year-old who grew up with MMO's such as Club Penguin and MovieStarPlanet, I can attest to the fact that personal connections have become somewhat of a rarity in our society. However, this was never the case growing up. Being able to instantly message our friends and continue our friendships from outside school was a luxury afforded to generation Z (that's us!). We had the privilege of forming our friendships through these worldwide franchises, such as World of Warcraft, creating lifelong bonds with people we had never even met. This is something that modern social media platforms, like Instagram and TikTok, just can't seem to replicate. With every swipe, we grow more distant from the countless creators pushed onto our screens. Enter Bondee, the latest answer to this growing problem; a "digital world" that's taking the internet by storm.

Bondee: the brand-new digital realm, released on January 17th in Asia, invites you to be whomever you want to be and dress in any way you please. No more hiding behind virtual avatars like in Club Penguin. Bondee invites

you to embrace your true self and create a unique "virtual twin". Imagine having a digital representation of yourself that is just as unique as you are! Bondee offers the ultimate escape from reality and the opportunity to make real connections with people worldwide. The goal of Bondee is to "break down the barriers between the digital and physical world," allowing users to chat with friends and participate in virtual activities with their avatars, such as camping, dancing, sailing, and swinging. With future updates, we can hopefully expect more activities for users to participate in. Bondee seems reminiscent of other successful games and art styles from over the lockdown period, including the switch release of Animal Crossing: New Horizons and the indie game Kind Words. Similar to Kind Words, avatars are able to visit each other's rooms and leave notes. These purposeful links remind us of the connections we sought during lockdown within gaming.

The popularity of Bondee has been widely publicised on TikTok and it is expected to be a hit amongst the younger generation, who make up

TikTok's largest user base at present. At the time of writing, some outfits in the app are available for a limited free trial, suggesting that they may need to be purchased using Bondee's currency, B-Beans, once the trial period ends. However, Bondee has recently been dealt with accusations on the popular dancing app. Screenshots circulated on TikTok, claiming that Bondee was a scam and that users' credit card information was leaked and unauthorised bank transfers were made. The creator of Bondee, Metadream, issued a statement denying these allegations, calling them "false and untrue". The statement also explained that the app does not collect credit card details or financial information and that a precautionary review of the app's systems had been undertaken to ensure that "our systems and users' personal data remain safe and secure."

Another controversy of Bondee includes looking deep into their privacy policy which states an intention to sell NFTs within their app. Yes, Bondee includes non-fungible token (NFT) and blockchain elements. While NFTs within Bondee have seemingly not



Words Jenny O'Connor
Image Courtesy Bondee



Define, Explore, Breakthrough, Reconstruct.

- Bondee

not rolled out yet, its official privacy policy notes its inclusion. The privacy policy states that users will be able to “create a blockchain-based wallet on the public blockchain within the platform”. While B-Beans will be purchased with real-world currency, B-Beans can be used to purchase NFTs which will then be stored in users’ blockchain wallets. Bondee’s privacy policy also notes that it will not be able to access users’ wallet mnemonics phrase, private key, wallet password and other private data. It is currently unknown what Bondee’s NFT offerings will entail. Essentially, Bondee is a more palatable version of a Metaverse and what this entails is unclear. The Metaverse refers to a virtual world or a collective space where users can interact with each other in a shared digital environment. It is often portrayed as a futuristic world where people can live, work, and play, and can be seen as a convergence of physical and virtual reality. Bondee is positioning itself as a more accessible version of the Metaverse. While the full extent of Bondee’s NFT offerings is yet to be revealed, it is evident that the app is positioning itself as a leader in the digital world and a new frontier in the Metaverse.

What makes Bondee particularly interesting is its pairing with Social Media and Gaming. Bondee provides the ultimate escape from reality and the chance to make meaningful connections with people from all over the world. With the gaming industry being so hugely successful in the UK and other parts of the world, it felt like a clever choice. It’s been estimated that the gaming industry brings in around 4.6 billion pounds a year and is the fastest growing industry in the country. There are no current details at this moment about a potential release date for both the UK and US,

but we can predict it is likely in the next coming months. Topping the app store charts in multiple countries in Asia including Korea and Japan, Bondee has shown that it shows real potential as the next potential Social Media giant. As the next generation of social media and gaming platforms, Bondee has the potential to revolutionise the way we interact with each other and form relationships. With the ability to customise and personalise our avatars, we can truly showcase our individuality and express ourselves in ways we may not have been able to before. The various virtual activities and rooms that Bondee offers allow us to engage in new experiences and have fun with our friends in a safe, online environment. One of the biggest advantages of Bondee is that it caters to a global audience. No matter where you are in the world, you can connect with others and form bonds through the platform. This is especially important in today’s world where travel and physical meet-ups were once limited due to the pandemic - or still ongoing as parts of the world are still affected during 2023. Bondee provides a solution for people to still connect and form meaningful relationships even when they cannot meet in person.

Bondee has the capability to be the next big thing in social media and gaming. Its unique blend of customisation, virtual activities, and global reach make it a one-of-a-kind platform that has already gained a lot of attention in Asia. We can expect to see Bondee expand to other parts of the world in the near future, offering people everywhere the opportunity to connect, have fun, and form bonds that last a lifetime. With Bondee, the bonds of friendship are no longer limited by borders, and the possibilities for connection are truly endless.



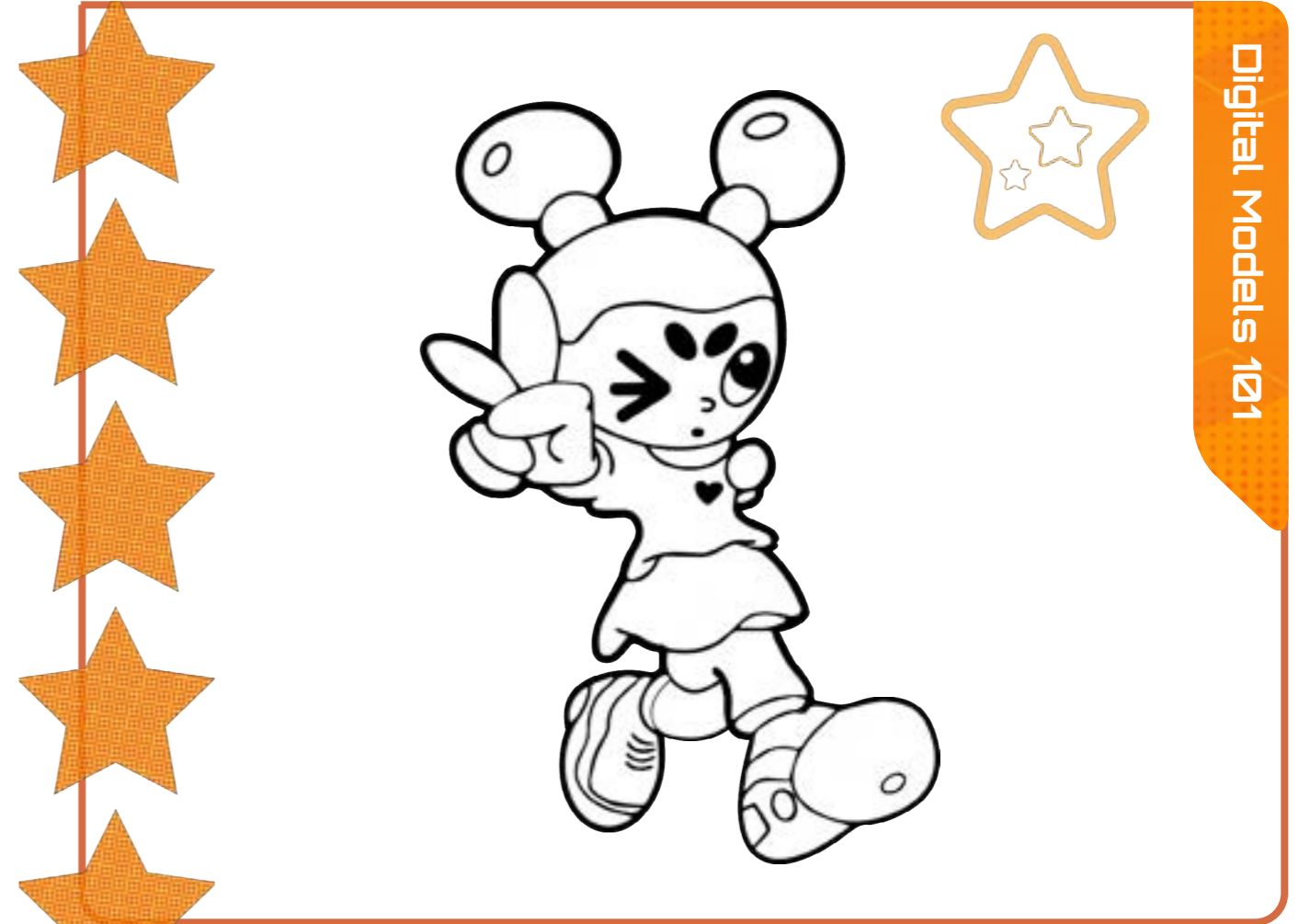
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Thought-provoking



GURL World

Stimulated by the Simulation: The price of problematic perfection.

Words Cari Clark
Illustrations Jenny O'Connor



Digital Models 101



Picture this: it's 2007 and you've just finished your third hour of Just Dance routines on your Wii. Now you're deciding whether your Mii, a rounded character who mirrors your features, should have a go at bowling or compete in a doubles tennis tournament. Since then, the concept of characterising ourselves has only expanded - long live humans' narcissism! Bitmojis and Memojis are now tools to communicate our emotions with friends, while AI software allows us to post uncanny editions of our selfies online. More crucially, at a time where both the metaverse and influencer culture are quickly escalating, it was only a matter of time before the two collided, causing a monumental shift in digital media.

When Lil Miquela first appeared on our Insta feeds in 2016 in a digital flurry of space buns, freckles and the latest fashion trends, we just knew computer-generated influencers were about to blow up! Since then, the likes of K/DA, a virtual K-Pop band created for League of Legends, and Hatsune Miku, a Japanese cyber singer whose voice is synthesised by Crypton, have kept the virtual movement going.

By building a community of fans and releasing their own EP's and albums, the two acts have used their human-like appearances to revolutionise the music industry, catapulting it into virtual reality. Meanwhile, Shudu, the self-proclaimed world's first virtual supermodel and face of Balmain, made a special appearance in an editorial collab for Spanish Elle and Harper's Bazaar last September. In the shoot, the model strutted around a digitalised version of New York in Louis Vuitton's Pre-Fall 2022 collection and posed with an Anex stroller, blurring the line between digital and real-life modelling even more.

Now, it's safe to say as real-life humans, we are constantly searching for new outlets for our creativity. Whether we're rekindling our love for painting, starting to write that novel we've been plotting for a while, or even trying our hand at crochet. But more than ever, virtual influencers are able to expand our artistic process further, delving into tech-driven narratives. In particular, the afore-mentioned virtual model, Shudu, recently collaborated with Lexus and Hypebeast in an Insta

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video, where she appears to be driving into the sunset in a car hovering amongst snowy mountain peaks. Not only would this digitalised sci-fi concept be incredibly challenging to perform with real-life models and a real-life set, but the extreme futurism adds to the video's charm, making it even more exciting. opportunity to connect, have fun, and form bonds that last a lifetime. With Bondee, the bonds of friendship are no longer limited by borders, and the possibilities for connection are truly endless.

Where opportunities are infinite in the digitalisation of models and influencers, the virtual world seems to be hinting at a more inclusive space. Under the same model agency as Shudu, The Digitals, Kami is the first virtual influencer with Down Syndrome, whose purple themed Insta feed is even continued through to her hair colour. As a visual amalgamation of over 100 young women with Down Syndrome, Kami uses her platform to build awareness of her condition, whilst promoting 3D clothing designed by budding artists with Down Syndrome.

However, while the recent horror film M3GAN addresses conspiracies over how robots may ultimately bring harm to us, is it possible that virtual influencers hold the same damaging power over women? Despite opening the door for us to indulge in the creativity of a digital fashion industry, the controversy around virtual models is inescapable. As a slim woman with dark-brown skin and full-lips, Shudu's 238k Insta followers constantly relish in her unique beauty. Yet, when news broke that her creator is Cameron-James Wilson, a white male photographer, claims of racism started sparking, as she is simply a projection of Wilson's own views of black women.

To put it simply, many fans believe he is capitalising off the "movement" of black models becoming more visible, without giving real-life black women the opportunity to shine.

On the other side of the world, Thalaya, a young, slim Indonesian virtual influencer, promotes fashion, travel — and laser hair removal. Yet, despite not having to deal with real-life stressors which ultimately impact our appearances (we're looking at you hormonal acne, anti-depressant weight gain and overall genetics), Thalaya often re-shares diet advice on her Insta stories. Particularly, with a clear diagram separating what we 'should' eat (such as eggs, seeds and vegetables) and what we must avoid (beer, pasta and crackers), the question of whether it is moral for an influencer who ultimately doesn't have to eat, to give us tips on how to stay in shape, begins to arise.

Just as it seems we were starting to appreciate our natural selves amidst the Body Neutrality movement, — cellulite, scars, hip dips and all — virtual influencers may be as problematic as the return of the real-life 'heroin chic' body trend. Yes, some virtual models are going against the grain and opening up the metaverse to be a more diverse place, but when the majority of them are still slim, with flawless skin and a digital wardrobe to die for, are they just too perfect? And more importantly, when the people - real or digital - we see on our screens can strongly impact how we in turn view ourselves, it is vital to consider who should be in control of designing these representations. Without realising it, this new creative tool might just be giving us more body confidence issues - do we need anymore?!

Model 清水風葉 (@cyber_ciderrrr)





A Slice of TikTok Fame

(Introducing)

Pizza4Alice

Digging into the Dough of Success: Pizza4Alice Shares the Secret Ingredients to Her TikTok Rise.

In a digital age where the internet can bring fame in an instant, TikTok has emerged as one of the largest social media platforms for individuals to gain recognition. Amidst the number of TikTok users skyrocketing, the rise of internet celebrities has become more prevalent also. G.URL Magazine caught up with rising TikTok star, Pizza4Alice, to get a glimpse into the world of being this year's "internet girl." From her rise to fame through viral dances that have been popularised over on the app to the complications around ownership of our own image, our conversation with Alice had us wanting another slice.

The question of what makes someone famous has been around since the dawn of global success, and it seems to be a question that is now more relevant than ever. Many people attribute fame to an individual's talents, personality, looks, or that intangible "star quality" that only few possess. Contributing to this phenomenon seems to be the 'TikTok Boom.' With the ability to gain followers seemingly overnight, it appears that Pizza4Alice was one of the lucky few caught up in the TikTok frenzy. "It's a funny story," Alice remarks. "It's clear that Alice probably never saw this happening. Sitting in her bedroom, which doubles as her filming area for TikTok, Alice's walls are decorated with her favourite stars. Her room looks just like that of any older teen her age, as if this career has left no impact on her image. "I was in college, around 16/17 in the beginning of 2019. My friend sent me a video and said, 'you would look so cute if you tried this!' It was a trending dance video - I don't really dance - but she just wanted to see me do it. So, I made an account, and this was my very first video, and for some reason, it ended up getting 70k views!" she smiles. Although it's easy to understand the almost "deer struck by headlights effect" that TikTok fame can have on a user, it's easy to see how this can be enviable to some. Growing up exposed to the idea of famous YouTubers amassing large amounts of fame through their humble starting in their bedrooms, this opportunity seems to be the dream for many of Gen Z. However, for Alice, this didn't seem to be a planned ambition. She shrugs, "I never went out trying to become 'TikTok famous'; it just happened for me."

This story seems similar to the many tales of online fame since the ability to post your own online content became readily available through early 2000s platforms such as MySpace and YouTube. Now, in 2023, this ability to control your image seems easier than ever with TikTok. Alice touches on this topic, speaking about her preferred platform. "To be honest, I love filming and editing with TikTok, but it's tough. You need to be eye-catching and entertaining, so you lose your freedom a little." She thinks for a moment before deciding. "I still post what I like, but its success depends on when my audience actually wants to view it. I'd say TikTok is my favourite platform, but I personally use Instagram more for myself." Alice's answer seems to align with the current trends. For consumership, this seems to be a pretty similar trajectory. YouTube has noted a dramatic decline in users over the last 10 years, but TikTok's viewership seems to be steadily rising. Unlike YouTube, where most only posted in the hopes of starting a YouTube Career or hosting a portfolio of established videos, TikTok exists within the same realm as Snapchat. It poses as an open space for users to post funny, unplanned videos with the idea that its outreach will be limited to, most likely, their peers.

For Alice, this wasn't the case with her outreach garnering mass amounts of views. I was fascinated by Alice's adept ability to build a pattern that would slowly become recognisable within her content, without initially planning to do so. Speaking about her reception from her first video, Alice explains, "I wouldn't say [my video] went viral, but it was pretty big for a first video. Most people were commenting about my fashion and my hair, and I was like "cool!" This is something that is authentically me, I'd like to keep doing it", which she did. Utilising her audience's interests, Alice went on to post a 30 second fashion video, creating a simple life hack to showcase hair bunches through a hat - just cut some holes. This video amassed 7.5 million views. Although this showed some major success, Alice doesn't feel like stopping there. "This platform is definitely something I want to utilise. Music was my first passion and after focusing on social media properly now for the past year, I've started to realise I can incorporate both." Displayed on her TikTok

You can find Alice over on [TikTok](#) and [Instagram](#) under the handle [Pizza4Alice](#). You can also find her under the same handle over on [YouTube](#).

Interested in hearing Alice's music after this interview? You can find Alice's music under the handle [Alice Guen](#) on [Soundcloud](#) and [Spotify](#).



Words Jenny O'Connor
Photography @v.tran on instagram

Loading Interview

profile, I can see Alice's SoundCloud which features covers of popular song from artists such as Arctic Monkeys. She speaks of high hopes to branch out onto platforms such as Spotify, having released a single called "Waiting Room." Although nothing is planned yet, we speak about the possibility of a release within the next year which excites Alice, "I've made it my new year's resolution to release an album by the end of the year over on my Soundcloud - hopefully I'll put it out on Spotify too!"

With her aims to create an established career that extends outside TikTok from her following, I wonder about the choice of her username, and, in true Alice fashion, the decision also remains spontaneous. "Haha, that's another funny story. I never originally meant to use that as my social media alias. When I originally created my account, I was around thirteen and I was just obsessed with pizza. I'm talking every day after school; my friends would tease me about my obsession." Despite the handle not relating to her own account's main reasons for a large viewership - although it seems the love for pizza may still be there - Alice doesn't have any plans of changing it. "After that, it just kind of stuck."

Despite the lack of planning around this username, this may have played to Alice's advantages in pushing her content as the search handle is unique and plays into Alice's genuine persona. However, the unique username may also play to her disadvantages. Alice's face remains a repeating image over on the popular app Pinterest, Alice sighs "I see myself all the time over on Pinterest. I'll check the comments to see if I've been credited; instead, I'll see comments asking, "who is she?" Although disheartening, this seems to be a common practice over on Pinterest where users do not credit accounts for artwork. Although in terms of copyright, Pinterest simply states "Pinterest is not the copyright holder in the images that users pin on the site" without reinforcing the rule. Whether someone needs to be credited for a selfie remains a debated topic, however Alice sums up her feelings about this issue: "there's definitely a disconnect when you're on a major platform." Pizza4Alice is seen as one of this year's upcoming Internet IT girls, as she has grown up with the internet her entire life and is now utilising this skill to build a platform.

In relevance to this, Alice speaks her favourite and least favourite parts of being an online presence. "It's definitely a love; hate relationship." She begins tackling the large topic. When addressing this interview, she speaks about the differences in print and online. "When you put yourself out there on print, you're not going to read comments. People are going to have these opinions, but it's never going to reach you. Whereas on Social Media, people can comment on anything and also feel they have the right to." Although she laments on the ending of her answer, "Yes, you technically do but it's hard being on the other end." It's easy to see where Alice's answers come from. It is difficult to deal with the almost instant commentary on your every action on a platform like TikTok where it is now an instantaneous process when it comes to uploading videos. If you simply want to post an uncut video of you talking, it's now possible. This wouldn't have been the norm 10 years ago, where successful YouTubers had editors finetuning their speech and actions. In short, hate has become more accessible. Alice concludes "Opinions in general are more accessible. People can get a bit obsessed with their online persona because of that."

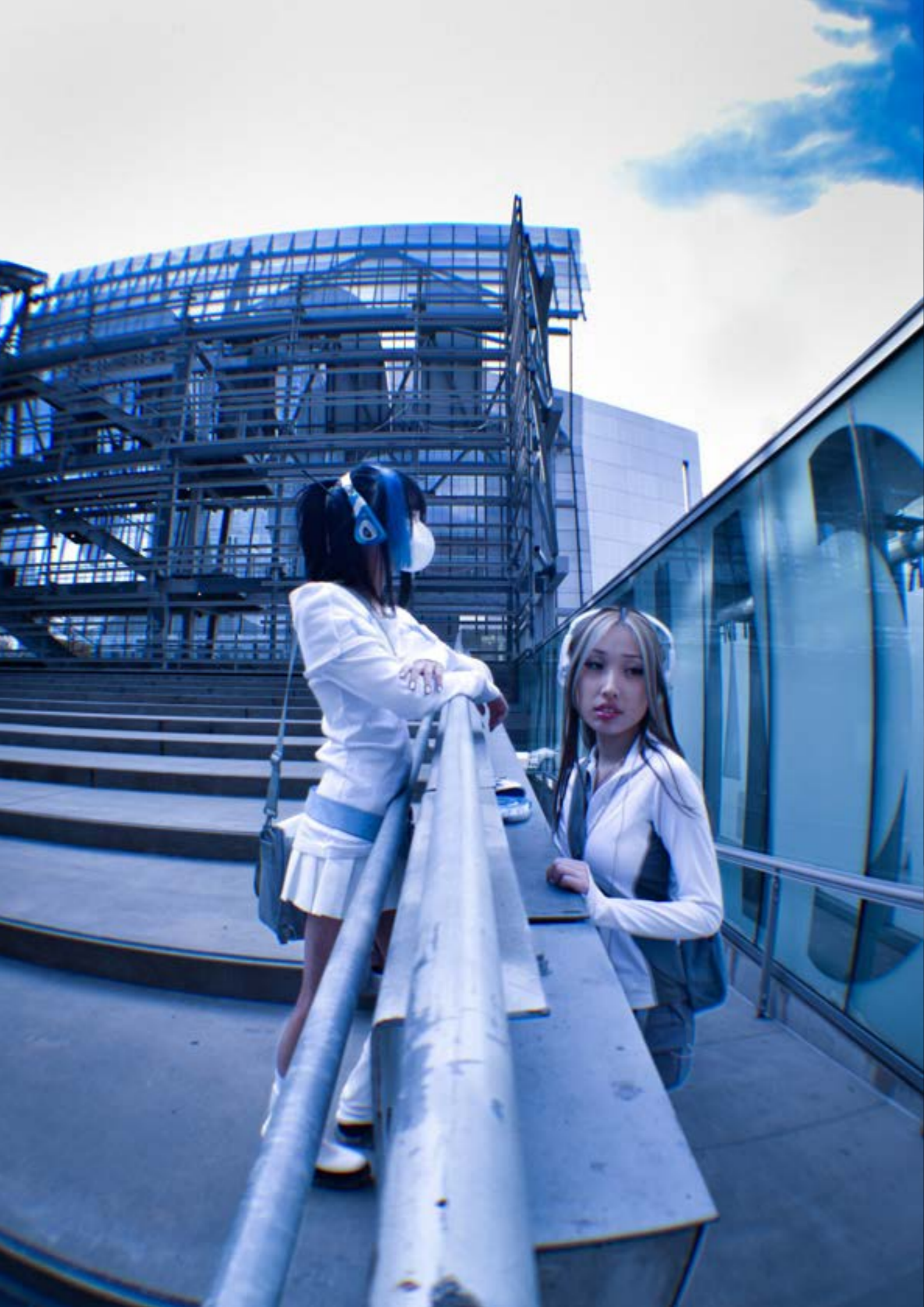
Dwelling on her final point, through the pervasive influence of social media, Alice has managed to maintain a unique and authentic image that sets her apart from the typical influencer. Her username, Pizza4Alice, is a testament to this individuality, serving as a simple reminder of the person behind the screen. Similar to her room, she's unchanging and authentic: appearing to be the same person she was long before her trip as an online celebrity began. Her laid-back approach has earned her a spot in the TikTok spotlight, despite the platform's focus on trend-chasing and viral content. In today's digital landscape, Alice's resistance to the pressures of social media and her steadfast commitment to her authentic self is truly remarkable. Waving goodbye on our zoom call in good old-fashion 2023 style, I can safely say that Alice is G.URL rated, and her influence will undoubtedly continue to grow as more and more people seek out authentic voices in a sea of carefully curated images. In a world full of imitation and trends, Pizza4Alice reminds us that authenticity is the perfect recipe for a slice of success.





Creative Direction Lulu Schneider (@lulusittlegallery)
Photography Lulu Schneider
Models @leanncuisine
@stardrugg.exe







3 BRANDS TO LOOK OUT OF THIS **GURL** WORLD

Including **three interviews** from each brand owner exploring their **personal inspiration** when it came to developing their brand and how their love for **gaming** aided them when breaking into the **fashion world**.

Words by Jenny O'Connor



BRAND 001

chilltf



Creative Direction Haley Marie Hastings (@chilltfart)
Photography @quiernessolita
Models @artpixexo



Hayley Marie Hastings, also known by her online persona Chilltf, is an artist whose work is heavily influenced by nostalgia, particularly the early 2000s. With a focus on the aesthetics of 90s and y2k anime shows such as Cowboy Bebop, Paradise Kiss, and Lovely Complex, her artwork offers a nostalgic trip down memory lane for those who grew up during that era. Drawing inspiration from the fashion of the time, Marie incorporates it into her art in various ways, using elements such as denim to add texture and depth to her pieces. In fact, she is so passionate about denim that she dreams of creating her own line of jeans someday.

Chilltf's journey began when Marie was just 14 years old and created her Twitter account. "Chill tf started out as my username on Twitter when I was 14 and it just stuck!" Marie says. Using the username Chilltf, she began sharing her artwork and building a small following of fans. Fast forward a few years, and Chilltf has become the name of her brand. With the dream of selling her artwork and prints, Marie took the plunge and opened an Etsy shop during quarantine. To her surprise, the response from her followers was overwhelmingly positive, giving her the motivation to continue creating. "Selling prints and artwork has always been a dream of mine since I was 12, and starting out during quarantine was thrilling."

As a lover of technology, Marie incorporates old types of computers and gaming consoles into her artwork, bringing a touch of nostalgia to her pieces. "My main aesthetic is nostalgia," she explains. "specifically the early 2000s - inspired by anime, fashion, and technology." Her favourite console growing up was the GameCube, and she has been wanting to draw it for a long time. In the future, she dreams of creating a video game that incorporates her art style, but for now, she plans on incorporating more gaming and technology into her drawings.

Marie names Enhypen, her favourite Kpop group, as one of her dream celebrities she'd love to see wearing her brand. She believes that her brand fits perfectly

with their style and specifically imagines Sunoo wearing her clothing, although she thinks that her brand fits Ni-ki's style more. When it comes to influences, Nathalie, one of the owners of Happy99, is one of Chilltf's biggest inspirations. Marie has admired Nathalie's work since she was 14 years old and looks up to her the most. Collaborating with Nathalie would be a dream come true for Marie. In addition, she would love to collaborate with more brands, with Diesel, a heavily jean-focused brand, being her dream collaboration. "Designing jeans is my ultimate goal and I know I could create some super sick ones!"

Marie's passion for her work is evident in her commitment to constantly improving and delivering the best possible art to her fans. Her appreciation for the support and encouragement from her followers is clear, and she is grateful for every opportunity that has come her way. "I have so many dreams and aspirations for my art and my brand, but where I'm at right now is farther than I'd ever expected to go," she says. "I'm so grateful for everyone who supports me and enjoys my work, and I can't believe you all have helped me get this far. I promise to create nothing but the best work of my abilities in the future." With such a positive and driven attitude, it's clear that Chilltf has a bright future ahead.

This drive and determination have paid off, as Marie's brand has already gained a loyal following that continues to grow. As she looks to the future, she is excited about the impact that her brand can make on the fashion industry. She sees Chilltf as a unique voice that can bring something fresh and new to the table. But for Hayley, this is only the beginning. With a drive to constantly innovate and improve, she is excited for the future of her brand and the impact it can make on the fashion industry. Despite her big dreams and aspirations, Hayley is already further along than she ever expected to be. With her unique aesthetic and passion for technology and fashion, Chilltf is a brand to watch out for.

Creative Direction Mikey Poster (@wearposter)
Photography Mikey Poster
Models Karla Barrera



SHOPLIFTING
IS A
CRIME

3 brands to look out of this (g-URL) World



BRAND 002 poster

Mikey Poster, the creator of Poster, was inspired to name his brand after a musician he admired. The inspiration came after purchasing a physical poster of the artist and feeling a rush of excitement and giddiness upon receiving it in the mail. "I vividly remember the day. I remember opening up the poster and feeling so excited and giddy." Mikey recalls. This feeling of holding a physical representation of something he cared about deeply drove Poster's founding vision. Poster strives to create a brand that inspires others to feel the same passion and excitement for something that they love.

Mikey Poster's journey as a designer began early on in his life. Drawing was always his thing, "since I was a toddler," he explains. He never expected to have a brand, but his love for drawing led him to create Poster. While designing wasn't always something he imagined doing, it's clear that Mikey has a natural talent for it. The inspiration for Poster's art style comes from a mix of nostalgia and messiness. Mikey is fixated on nostalgia, and he draws inspiration from his childhood obsession with games like Pokemon. As a child, Mikey would get frustrated with his drawings because they weren't perfect or up to his standards. But now, he has embraced the opposite, finding that messy looks clean to him. "Now I've sort of pivoted and embraced the opposite," Mikey says. This perspective is reflected in Poster's art style, which blends playful elements with an intentionally imperfect aesthetic.

Music and childhood memories are the main inspiration for Poster's aesthetic. Mikey tries to find a crossroads between the two seemingly different influences, resulting in an experimental and unique brand. He's not entirely aware of what's going on in the fashion industry, but he encourages other artists to look beyond their own industry for inspiration. For Mikey, this approach has resulted in a creative and innovative brand that stands out from the crowd.

Poster has some exciting upcoming projects in the works, including collaborations and a smaller drop of

Mikey's own work. While he is incredibly passionate about gaming and draws inspiration from games like Pokemon, Mikey is more than just a gamer. He also loves creative directing and making videos/campaigns, which is his favourite part of the brand. In the future, Mikey hopes Poster will be self-sustaining and able to provide him with the freedom to explore even bigger ideas for Poster and other projects.

Mikey Poster's creativity and passion for design extend beyond just his brand, Poster. He has a desire to create unconventional items that challenge people's expectations. As he explains, "I'd love to make random niche things once I'm able to. I gotta get back into that, but I do want to make things that people question why or how I even got to make that." From inflatables to piñatas to car wraps, Mikey hopes to create unique and unexpected designs that capture people's attention. With his natural talent for design and his willingness to take risks, there's no doubt that Mikey will continue to create exciting and innovative work in the future.

Mikey Poster is an artist whose work speaks to the unconventional, the unexpected, and the outlandish. Drawing inspiration from the world around him and his own memories, he creates designs that push boundaries and challenge expectations. Through his brand, Poster, Mikey has found an outlet for his experimental approach to art, producing pieces that are both visually striking and emotionally resonant. With a bright future ahead, there is no doubt that Mikey Poster will continue to captivate audiences with his bold and boundary-breaking work. As Poster grows and evolves, Mikey's commitment to his craft remains steadfast. He sees his brand as an ongoing experiment, a constant exploration of what is possible through art and design. With each new project, he pushes himself to take risks, to experiment, and to push the boundaries of what is possible. Through his dedication and his unbridled creativity, Mikey Poster is helping to reshape the world of art and design, inspiring a new generation of artists to follow in his footsteps.



BRAND 003

divine ivy



Divine Ivy is the latest brainchild to emerge from the creative sphere. The artist behind the brand, Bui, has been cultivating a passion for all things artistic since childhood, and the pandemic proved to be the perfect incubator for this budding talent. During the quarantine of 2020, Divine Ivy was born, a name that's taken on a life of its own ever since. Bui came up with the name during quarantine in 2020. "Honestly, there isn't much of a meaning behind it," Bui admits. "I wanted to use the word Angelic, but I thought that Divine had a better ring to it."

The brand's ethos revolves around unique and individualistic fashion, a sentiment that's more relevant now than ever before. Upcycling clothes and digital art experimentation are just some of the ways in which Divine Ivy creates bespoke designs. Pochi Star, an endearing bunny character that was initially intended to be an elephant, has emerged as the main mascot for the brand. This character, which is often portrayed as an old TV with a plush body, takes cues from Tamagotchis and Furbies and is heavily influenced by the artist's childhood nostalgia. Chowder, the beloved cartoon from Bui's childhood, is the main inspiration for Pochi Star, the brand's endearing bunny character. "Chowder was my favourite cartoon. It truly is one of the biggest influences in my art style and sense of humour," Bui says.

Divine Ivy's aesthetic draws inspiration from other early childhood cartoons like Astro Boy and Doraemon, along with independent designers Happy99, Bobbiegoods, and Monyochita. Bui notes that "the new wave of small businesses that upcycle clothes" is making fashion "very unique and subjective." It's a blend of everything the artist loves, infused into one unique style that sets it apart from other brands. While there's a hint of the cutesy aesthetic of Animal Crossing and Fall Guys, there's also a futuristic feel inspired by Mario Kart.

The brand's dedication to sustainability is a driving force behind its popularity. By promoting small businesses that upcycle clothes, Divine Ivy hopes to reduce textile

waste and combat the constant trend-chasing of fast fashion. Despite straying away from holiday themes, the artist made an exception for Valentine's Day, which happens to be a personal favourite. Mixed media art is currently in the works to be used in clothing pieces, and more plush figures will likely find their way into Divine Ivy's designs.

Divine Ivy is inspired by the new wave of gamer girls who challenge the misogyny that often accompanies a male-dominated hobby. Animal Crossing, Mario Kart, Fall Guys, Little Big Planet, and Super Smash are among the artist's favourite games. These games have had a profound influence on Bui's personal art style, which is a mix of the artist's own interpretation of the cutesy aesthetic that's become synonymous with gaming. Kehlani, a prominent Bay Area musician, is the artist's dream celebrity to be seen wearing Divine Ivy. Growing up in the same place, Kehlani has been a source of inspiration for Divine Ivy, and seeing her wear the brand would be an incredible milestone. "Kehlani is like a big sister to the little girls in the Bay Area." Bui reminisces. "To see her wear something of mine would be a huge honour and milestone for my brand."

Divine Ivy's dream product is beanies, as Pochi Star, the main character, is often seen sporting one. Knitwear is also of interest to the artist, who is curious to see how her designs would translate into knit beanies, giving off a video game aesthetic with pixelated designs. "I want to establish a consistent aesthetic throughout my products that can be more recognisable to my audience," Bui mentions. "I also hope to introduce more characters to my brand." The artist knows that her passion will allow the brand to flourish in ways that are hard to imagine today. She says with finality: "While I can't really imagine how Divinely will change, I know my dedication to my brand will allow me to flourish in ways I can't fathom now." With a vision for the future that's centred around unique and nostalgic designs, Divine Ivy is set to take the fashion world by storm.

Creative Direction @divineivyworld
Editing Jenny O'Connor
Models Kenji De Lara

CHAMIN99



Inspired by the lack of acknowledgment of female gaming artists in the gaming community, G.URL Magazine highlights CHAMIN (@9chamin9). CHAMIN is an upcoming artist who creates original characters fit for their own universe.





Art and Futurism

@Chamin9

PLAYING NICE

Combatting Misogyny in Gaming

Words by Jenny O'Connor





As video games continue to evolve, they offer players immersive and interactive experiences that transport them to different worlds and personas. While traditionally seen as a male-dominated pastime, female gamers are becoming more prevalent, with a recent survey by the Entertainment Software Association showing that women account for almost half of all gamers in the United States. This shift has highlighted the importance of female characters in video games, and the ways in which they connect with female gamers.

Female gamers want representation and diversity in the characters they play. They want to see characters who look like them, come from diverse backgrounds, and face unique challenges. Representation and diversity are important because they allow female gamers to see themselves in the characters they play, and they show that there is a place for them in the gaming world. These traits are essential in creating female characters that are relatable and empowering for female gamers. One of the main reasons female gamers find female characters appealing is because of their strength, independence, intelligence, and relatability. Characters like Lara Croft and Aloy from Horizon Zero Dawn are resourceful and intelligent adventurers who showcase the idea that hard work and training can make anyone into a warrior. These characters serve as role models for young women who want to see strong, capable female characters in video games.

Similarly, Samus Aran from the early days of video gaming represents a classic example of a female character who embodies strength and capability, handling anything thrown her way. Bayonetta, a witch who fights against angels and demons, is also a representation of strong and unapologetic women in gaming. She is powerful, confident, and empowering, and female gamers admire her ability to take control of her own sexuality. Apart from the individual traits, female gamers also want representation and diversity in the characters they play. They want to see characters who look like them, come from diverse backgrounds, and face unique challenges. Representation and diversity are important because they allow female gamers to see themselves in the characters they play, and they show that there is a place for them in the gaming world. These traits are

essential in creating female characters that are relatable and empowering for female gamers.

Female characters in video games are essential to female gamers because they provide representation, diversity, and relatability. Characters like Lara Croft, Aloy, Samus Aran, Bayonetta, Ellie, and Chell are great examples of female characters who connect with female gamers. By offering strength, independence, intelligence, and relatability, these characters empower female gamers and serve as role models for young women who want to see strong and capable female characters in video games. The need for representation is particularly important for young women who are just beginning to explore the world of gaming. When they see female characters on screen who are resourceful and intelligent, who are capable of handling anything that comes their way, they are inspired to be their own heroes. This can lead to a sense of empowerment and confidence that extends beyond the world of gaming.

However, when it comes to representation and diversity in video games, there are still some challenges that need to be addressed. For example, female characters are still often sexualized in ways that male characters are not. They are often given skimpy outfits or unrealistic body proportions that are designed to appeal to male players. This can be off-putting for female gamers who want to see characters who are treated with the same level of respect and dignity as their male counterparts. Another challenge is the lack of female developers and creators in the gaming industry. While there are certainly talented women working in the field, they are still vastly outnumbered by men. This can lead to a lack of understanding of what female gamers want and need from their gaming experiences. As the video game industry continues to grow and evolve, it is important that female characters are given the same level of attention and representation as their male counterparts. This means creating female characters who are multifaceted, complex, and relatable, rather than simply relying on tired stereotypes or one-dimensional representations. One way to achieve this is by hiring more female developers and creators in the gaming industry. By having more diverse voices at the table, game designers can create more authentic and nuanced portrayals of

Game designers can create female characters that resonate with female gamers. This can also help to ensure that female characters are not simply included as token gestures, but are integral to the story and gameplay. Another way to promote representation and diversity in video games is by listening to feedback from female gamers. Game designers can engage with their female fan base through social media, forums, and other online communities to better understand what female gamers want and need from their gaming experiences. This can help to ensure that female characters are created with the input and insights of the very people they are intended to represent.

While representation and diversity are important factors in creating relatable and empowering female characters in video games, it's worth noting that there are other aspects of character development that can make a difference in how female characters are perceived by gamers. For example, the way female characters are dressed can play a significant role in how they are perceived. In the past, female characters in video games were often dressed in revealing or sexualized clothing, which was designed to appeal to male players. This trend has been criticised for perpetuating harmful stereotypes and objectifying women. However, more recently, there has been a push towards more practical and realistic character designs for female characters. Another factor to consider is the way female characters are portrayed in terms of their personality and behaviour. For a long time, female characters were often depicted as passive or subservient, waiting to be rescued by male characters. This is changing, as more female characters are being developed as strong, independent, and capable. These characters can be inspiring role models for female gamers, showing that women can be powerful and accomplished in their own right. It's also important to consider the context in which female characters are presented. Are they simply there as eye candy or to fill a token role, or do they have meaningful contributions to the story and gameplay? Are they portrayed as individuals with their own agency and motivations, or are they reduced to one-dimensional stereotypes? These are important questions to ask when developing female characters in video games. Overall, representation and diversity are important for

creating relatable and empowering female characters in video games, but they are not the only factors to consider. Character design, personality and behaviour, and context also play a significant role in how female characters are perceived by gamers. By creating well-rounded and authentic portrayals of female characters, game designers can help to create a more inclusive and empowering gaming industry for everyone.

Female characters in video games play an important role in empowering and inspiring female gamers. By offering representation, diversity, and relatability, these characters can serve as role models for young women who want to see strong, capable female characters in video games. However, there are still challenges that need to be addressed in terms of representation and diversity, including the sexualization of female characters and the lack of female developers in the industry. By addressing these challenges and creating more authentic and nuanced portrayals of female characters, game designers can help to create a more inclusive and empowering gaming industry for everyone. So, what can we take away from all this? It's clear that female characters in video games are important. They offer representation, diversity, and relatability, all of which can make a big difference for female gamers. But, as we've seen, there are also some challenges that need to be addressed. The sexualization of female characters and the lack of female developers in the industry are real issues that can't be ignored. However, I believe that there's reason to be optimistic. We've already seen progress in terms of female representation in video games, and I'm sure that trend will continue. Game designers and developers are listening to feedback from fans and working to create more nuanced and authentic portrayals of female characters. And, as more and more women enter the gaming industry, we'll likely see even more progress. So, while there's still work to be done, I believe that the future is bright for female characters in video games. As we continue to push for more representation, diversity, and inclusivity in the gaming industry, we'll be creating a better, more empowering space for everyone. And that's something that we can all get excited about!



SNOW
G-SURF



Creative Direction Jenny O'Connor
Photography Jules Pirroni
Model Sarrah Reinbold



Out of this snow!



Bodysuit GANGYOUNG
Fur Hat ASOS
Boots Moon Boots
Accessories Model's Own

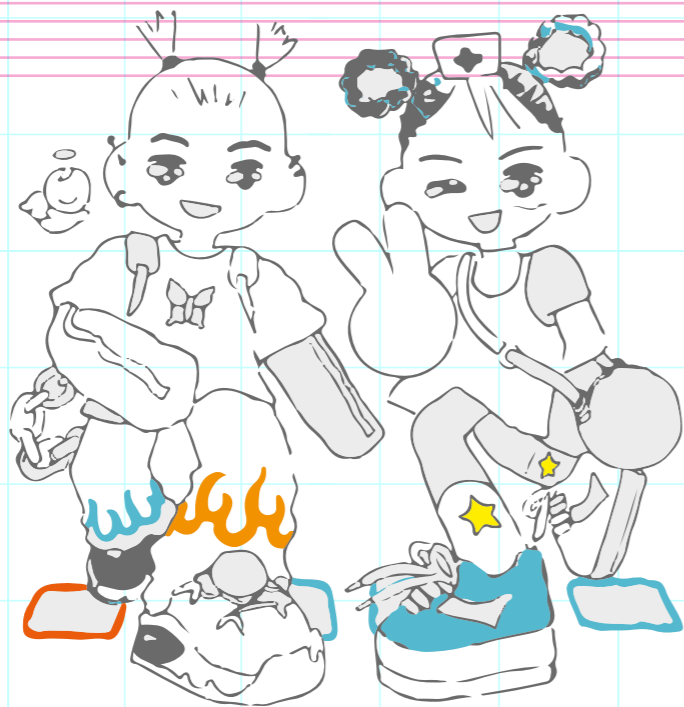


This season just got warmer!

Black Bikini TU
Blue Bikini Calzedonia
Boots Moon Boots
Accessories Model's Own

_Our Favourite Gaming Characters ☆

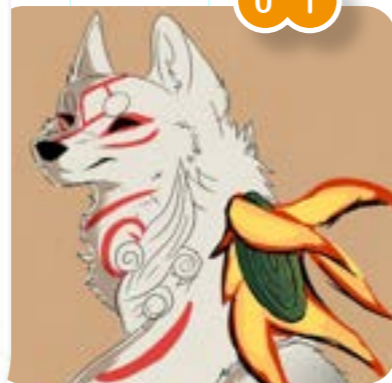
Words Emily Rodriguez
Illustrations Jenny O'Connor



We all know that gaming is full of amazing characters, but who are our absolute favourites? Well, buckle up, because we've got the inside scoop on the coolest game characters around. From fearless adventurers to adorable robots, these characters are not only badass, but also inspiring for girls everywhere. So, let's dive in and meet G.URL Magazine's favourite game characters!

Amaterasu from Okami

Amaterasu is a beautiful white wolf with a celestial origin who possesses incredible powers. She uses her celestial brush technique to restore the world's natural beauty and fight against evil forces. She is known for her courage, kindness, and determination, making her a beloved character for many gamers.

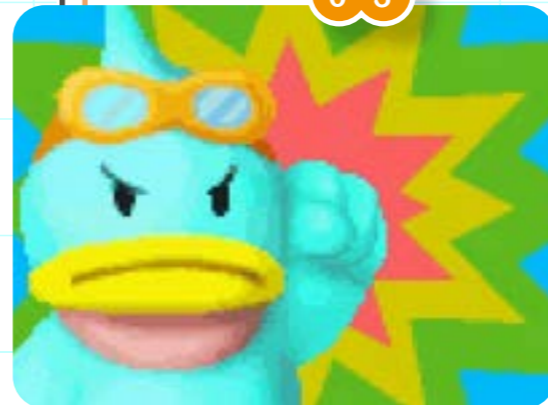


Images courtesy of Capcom



01

03



Kuruin from Kuru Kuru Kuruin

Kuruin is a stick figure character who pilots a constantly rotating helicopter-like vehicle through increasingly difficult mazes. He may not have the fanciest graphics or elaborate storyline, but Kuruin's fun and challenging gameplay has won the hearts of many gamers. His resilience and perseverance in navigating challenging obstacles makes him a great role model for those who love a good challenge.

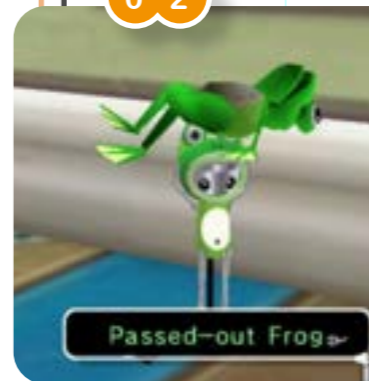


Images courtesy of Nintendo



Chibi-Robo from Chibi-Robo

A tiny robot from the Chibi-Robo game series. Chibi-Robo is designed to assist and make life easier for its owners. He is equipped with a variety of tools and gadgets to help him complete his tasks. Chibi-Robo is cute, charming, and always eager to help others, making him a heartwarming and endearing character.



02



Images courtesy of Nintendo





2024

GURL Monthly Calendar



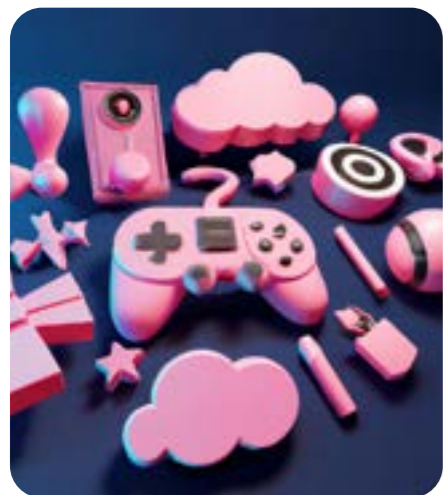
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Just answer the quiz questions and remember which letters you pick, then find the answer that matches the letter you picked the most.

MATCH UP!

We all have our favourite video games, and they often reflect something about our personalities. Are you curious to know what your favourite video game says about you? Take this quiz to find out which strong female character from popular video games you're most like!



Question 1: What kind of music do you like to listen to while playing video games?

- A. Epic soundtracks that get me pumped up.
- B. Something upbeat and catchy.
- C. Hyperpop or electronic music.
- D. Something calming and relaxing.

Question 2: How do you like to spend your free time?

- A. Exploring new places and trying new things.
- B. Spending time with friends and loved ones.
- C. Diving deep into my hobbies and interests.
- D. Relaxing and recharging my batteries.

Question 3: What's your favourite way to unwind after a long day?

- A. Going for a run or doing something active.
- B. Watching a movie or binge-watching a TV show.
- C. Playing video games, of course!
- D. Reading a book or doing something creative.

Question 4: If you could have any superpower, what would it be?

- A. Super strength or agility.
- B. Invisibility or camouflage.
- C. The ability to manipulate technology or electronics.
- D. The power of healing or regeneration.

Question 5: What kind of challenges do you like in a video game?

- A. Solving puzzles and uncovering secrets.
- B. Surviving against all odds and facing tough enemies.
- C. Mastering complex systems and strategies.
- D. Exploring vast worlds and discovering new stories.

Question 6: Which of these qualities do you admire the most in a hero?

- A. Courage and bravery.
- B. Resourcefulness and independence.
- C. Loyalty and protectiveness.
- D. Intelligence and leadership skills.

Question 7: What's your favourite video game genre?

- A. Action-adventure.
- B. Platformer.
- C. First-person shooter.
- D. RPG.

Question 8: What's your favourite thing about playing video games?

- A. Discovering new worlds and stories.
- B. Experiencing thrilling action and combat.
- C. Testing your skills and competing with others.
- D. Creating your own character and story.

Words Rachel Patel
Illustrations Jenny O'Connor



Mostly A's:
You are like Aloy from Horizon Zero Dawn!

You're adventurous, curious, and always seeking new knowledge and experiences. You're resourceful, independent, and not afraid to take on tough challenges. You're also deeply empathetic and care deeply about the people you love.



Mostly B's:
You are like Samus Aran from Metroid!

You're a lone wolf who is self-sufficient, strong-willed, and fiercely independent. You have a cool and collected demeanour, but you're not afraid to take on tough challenges and show off your skills when the situation calls for it. You also value loyalty and have a deep sense of justice.



Mostly C's:
You are like Ellie from The Last of Us!

You're tough, scrappy, and have a bit of a rebellious streak. You're not afraid to speak your mind and fight for what you believe in. You're also fiercely loyal and protective of the people you care about. You have a dry wit and a sense of humour that can be both endearing and cutting.



Mostly D's:
You are like Princess Zelda from The Legend of Zelda!

You're intelligent, regal, and have a deep sense of duty and responsibility. You're a natural leader who inspires and motivates others to be their best selves. You also have a compassionate heart.



ANSWERS



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10th
Smile & Thank

work

guitar

music

natural



Effects

Photo Booth



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Smile

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G.URL MAGAZINE PRESENTS 🎵 THE FUTURE OF MUSIC

ThatBabeGabe

Words Jenny O'Connor
Photography Daniel Ruiz

BLACKSTARKIDS'
ThatBabeGabe talks
music, mayhem, and
making waves.

BLACKSTARKIDS



With the nuance of the pop industry and social media meaning more music is available to stream whenever, the rise of BLACKSTARKIDS amongst the crowd was inevitable. Known for their eclectic sound that blends rock, pop and hip-hop, the smallest of the group stands tall. Meet ThatBabeGabe, the sweetest “rockstar” you’ll ever meet. As the band’s only female member, Gabe proves that “she-ros” can rock just as hard as “heroes”, and her soaring vocals are the harmonious thread that weaves together BLACKSTARKIDS’ genre-blending sound. With her musical talent and creative vision, Gabe has helped the band to chord their own path in the music industry and gain a loyal fanbase. In this interview, we’ll ‘pick’ Gabe’s brain on her inspirations, the making of BLACKSTARKIDS’ latest music, and what tune she plans to play next in her promising career.

Coming off the end of a recording trip in LA, Gabe gleams on camera as she sits in her family home. She’s relaxed: in a bright red hoodie, reflective of her colourful and chill personality. Dwelling on her time during her west coast visit, Gabe reveals some details about her current process making music. “For this trip in LA, I really wanted to level up my writing and get more personal with my lyrics. I’ve shared a lot in past projects, but you can only get so much out when you have two other members on a song. My main focus was to voice everything I wanted to get through with each song topic, which was really nice.” Focusing on the healing elements of this creative journey, she continues: “I feel like I really just wanted to hear my personal voice in our songs, more because our music is such an important part of our life as artists. I feel like each of our songs are a personal memoir of where we are currently – like a time capsule.”

The personable nature of their music is clear throughout their unique fusion, with Gabe dubbing herself “personally electronic”. “It’s really easy for us to blend these kinds of sounds as each genre comes from us individually. When we initially heard all our sounds separately, we were like “yo, we should take all these genres we like and put it throughout each project.” With their stand out sound, the importance of being unique in modern music is getting needier by the second. According to a report by Digital Music News, as of 2023, around 60,000 new tracks are uploaded to Spotify every day. This amounts to over 20 million songs being added to the platform each year. For Blackstarkids, this translates into challenging the status quo, another ambition of Gabe’s on this trip in LA. “[It meant] stepping outside my comfort zone, writing over beats that I don’t usually sing to.”

With Blackstarkids average streams amounting to around a million listens, Gabe’s career seems to be at the forefront of the new wave of futuristic artists. Last year Blackstarkids collaborated with Beabadoobee on their single CYBERKISS 2 U*, a feat that Gabe describes as “super dope”. In addition, the band has had the opportunity to perform at some notable venues, including opening for The 1975 at Madison Square Garden. Gabe describes the experience as “crazy” and “iconic”, walking through the halls of MSG and seeing the faces of legendary artists such as Michael Jackson and Prince on the walls. Despite being early on in their career, Blackstarkids have already been able to perform in stadiums, which is an impressive achievement. Speaking about her time touring with the 1975, Gabe dwells on the need to bring high-energy to the audience. “I feel like we go on stage thinking, “we’re the





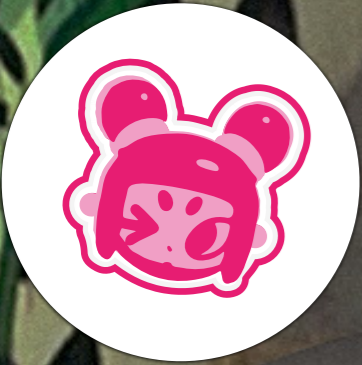
openers, people probably don't know us so let's try to capture a moment with them. I feel like that really motivates you to put in even more energy; even though we're openers: you're going to remember us. I always make sure to directly hold eye contact with the people at the front to let them know."

Speaking about the upcoming of older artists, Gabe comments on the overriding pressure of social media engagement and the vast difference of Blackstarkids' rise. "All my idols just made music and then everything would follow through. It was never this rigid system where you have to post on this, or post on that. It's difficult to get used to the impact TikTok has on music." For Gabe, her role in Blackstarkids is more than just making catchy tunes. As a black girl who was often labelled as "weird" for not conforming to traditional expectations, Gabe hopes to be the person she wished she had as a role model growing up. In her own words, "I want to give hope to girls that look like me. People always want to have a reason to outcast people." She sees herself as a rebel and a rockstar, defying stereotypes and inspiring others to do the same. Gabe draws inspiration from female artists like Janet Jackson, Kelis, and Lauryn Hill, whom she views as shining examples of black excellence. Throughout Blackstarkids' discography, you can hear Janet Jackson's electronic sounds, such as those found in "Rock with U" from her album Discipline. A similar sound can also be heard throughout Kelis' song Digital World, from her album Wanderland. By paying homage to their predecessors, Blackstarkids still craft a sound that is uniquely their own.

As I reflect on my conversation with Gabe, it's clear that Blackstarkids' star power is in full effect.

Like a bright star in the night sky, their music and commentary cut through the noise and offer a new perspective on the industry. They're not just another shooting star that burns out quickly, but a constellation of talent and vision that will continue to shine for years to come. Their success has been built on hard work, creativity, and a refusal to be boxed in by conventional labels or expectations. Like a supernova, their music explodes with energy and excitement, captivating listeners and leaving them wanting more. And yet, despite their astronomical rise, they remain grounded and connected to their fans, never losing sight of the importance of community and authenticity. In a world where so many artists come and go like shooting stars, Blackstarkids are a shining example of what it means to be a comet. And as the lone female member of Blackstarkids, Gabe is the constellation that ties this star-studded trio together.





Feel the music.



OUR TRACKLIST



1. B2B HEARTBEAT CONTACT, CONGIRL CLUE	8. I FINALLY UNDERSTAND CHARLI XCX
2. CDBABY<3 CALOE ANDRIZZO	9. CHAERI MAGDALENA BAY
3. POP STAR COCO & CLAIR CLAIR	10. TAINTED CONGIRL CLUE
4. EVIAN GOLDLINK, PINKPANTHERESS, RIZZOSKI, RAX	11. SIMS 2 COCO & CLAIR CLAIR, GRAHAM
4. HEAVEN SAYGIRL	12. LOVE, STARGIRL BLACKSTRAIDS
5. GIRLFRIEND HEALOCHE SPRINGS	13. FOR GRANTED YETI
6. DIGITAL WORLD KELIS, ROSCOE	14. CALL ME DEEE-LITE
7. STARRY NIGHT PEGGY GORA	






Outfit 001

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ITEM 001 Knitted Hoodie



This star-tastic hoodie stocked by sustainable fashion brand Emmiol makes you want to wish upon a star. Inspired by anime character Killua from the hit show Hunter x Hunter, live out your cosplay dreams in your everyday clothing. Your favourite anime clothing does not need to be reserved for the next convention.

ITEM 002 Cat Beanie



The cat beanie trend took off when the viral cat hat by Molly Hayward was made - found over on her depop store, NotJustTrash. The cat beanie trend quickly gained popularity on social media platforms like Instagram and TikTok, where users were seen flaunting their cute and cosy cat-themed headgear.

Inspired by indie artist Beabadoobee, grab your favourite cat hat and start buiding a crochet outfit for extra cutness factor.

Crochet Heaven

Words Jasmine Lee





Outfit 002

1 2 3

TO ORDER CALL:
1-800-GURL-LDN

Rugged Denim



Denim on denim is back in - with a little extra warmth. Add fur to your favourite denim jacket, or style your outfit with a furry accessory.



ITEM 003 Fur Headwear

Don't leave your furry headgear for winter only! With fashion tiktok being inspired by influencer @Aliyahsinterlude, who enjoys pairing her fluffy items for the beach, we can only expect furry hats to last well into the summer. You can find this head piece in your local charity shop, with it being a guaranteed vintage find.



ITEM 004 Denim Skirt

From the mini skirt to the midi skirt, denim skirts are the next trend in a long line of skirt wear. You can find a range of good quality denim skirts from London fashion brand, The Ragged Priest who have dedicated denim section. Don't be afraid to pair this with another piece of denim, Britney and Justin would be proud!



Outfit 003

1 2 3

TO ORDER CALL:
1-800-GURL-LDN

ITEM 005 Graphic Hat

Following the kidcore trend of 2020 and 2021, Big graphics are being featured loud and proud on our favourite shirt, trousers and now hats! You can grab this Do You Believe in Fairies graphic hat from New York-based brand Beepy Bella. With the graphics featuring childlike doodles and fun phrases, this fragment of kidcore is sure to stick.

ITEM 006 Star Accessories

As seen on our previous denim skirt and knitted hoodie, stars are powering into this year's items. Featured heavily on TikTok through Minga London partnerships and featuring on Prada's iconic sunglasses, these stars are out of this world. Our idea of accessories is not limited to clothing, don't be afraid to grab some star tooth gems on the way!



Inspired by indie artist Beabadoobee, grab your favourite cat hat and start building a crochet outfit for extra cuteness factor.

Starry Eyed

how gaming and fashion truced.

FROM VIRTUAL TO REALITY

Fashion

Words Sofia Nguyen

Video games are no longer just about the gameplay, they are now also a platform for showcasing the latest fashion trends. With luxury brands now partnering with popular video game titles, players can now dress their in-game characters in high-end designer clothing. Here are three games who have collaborated with designer brands.

Gucci x Genies

Gucci's recent collaboration with the avatar app Genies has created a buzz in the fashion and tech industries. The collaboration involves the creation of unique Gucci-branded digital outfits for Genies users to dress their avatars in. The digital outfits will be designed by Gucci's creative director, Alessandro Michele, and will include both classic and contemporary Gucci pieces. This exciting collaboration has the potential to revolutionize the way we think about fashion and technology, allowing consumers to express their sense of style in the digital world.



App Art featuring the different clothing options available on the app Genie.

★★★★★



Two pre-made Genie outfits from their collaboration with Genie. (Genies)

Fashion Banshee



GURL WORLD

gURL

Louis Vuitton x League of Legends

The Louis Vuitton x League of Legends collection is a stunning example of how fashion and gaming can come together to create a unique and inspiring collaboration. The collection features a wide range of apparel and accessories, all inspired by the characters and world of the popular multiplayer online battle arena game. From leather jackets and tracksuits to sneakers and backpacks, each piece in the collection has been crafted with meticulous attention to detail, showcasing Louis Vuitton's signature craftsmanship and luxury aesthetic.



True Damage character Senna from League of Legends (Riot Games). The first LoL collaboration.



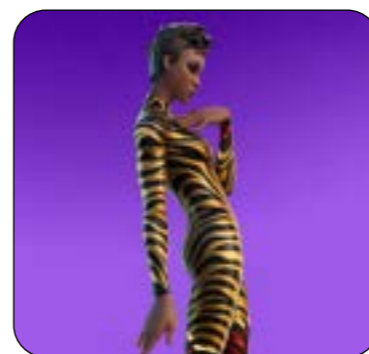
Another view of Senna's Louis Vuitton skin (Riot Games)



League of Legends Champion Qiyana in her new Prestige skin, designed by Nicolas Ghesquière

Fortnite x Balenciaga

Balenciaga's recent collaboration with Fortnite is taking the gaming world by storm. The luxury fashion house has designed a collection that adds a touch of high fashion to the popular video game. The collection features bold designs and streetwear-inspired pieces, including hoodies, T-shirts, and joggers. What's more, the collection's designs are not limited to a specific gender, making it accessible and inclusive to all players. Balenciaga's collaboration with Fortnite has truly bridged the gap between fashion and gaming, allowing players to bring their unique sense of style to the virtual world. This exciting collaboration has opened up a new avenue for luxury fashion brands to connect with a younger generation of consumers who are passionate about gaming.



Fashion Banshee, a skin available on Fornite in the Fornite x Balenciaga collection.

★★★★★



Game Knight, a skin available on Fornite in the Fornite x Balenciaga collection.

★★★★★



Fashion Banshee





The Current Trends of Gaming & Clothing



Are you ready to level up your wardrobe game? From oversized hoodies to graphic tees, the intersection of fashion and gaming has never been more exciting. We've scoured the digital realm to bring you the latest opinions from our community.

"I'm all about the streetwear aesthetic, oversized hoodies and joggers for the win!"
- Alex, 17

"I'm all about the streetwear"
- Mei, 19

"Retro-futurism"
- Jade, 23

"I'm obsessed with the 'Y2K' aesthetic - think baby tees, baggy cargo pants, and platform trainers."
- Zoey, 21

"My go-to is a simple graphic tee and ripped jeans, it's effortless and stylish."
- Kira, 25

"I like to keep it cosy with my oversized cardigans and leggings, comfort is key."
- Louisa, 18

"90s revival with platform boots and chokers"
- Fatima, 16

"Mixing and matching different styles to create your own unique look"
- Aisha, 24



Fashion
GURU





Loading
Spiritual



Horoscopes

Words Jenny O'Connor

Disclaimer

While horoscopes can be fun and entertaining, remember that they are not based on scientific evidence and should be taken with a grain of salt. Ultimately, the best game for you is the one that you enjoy playing the most.

Step One

Find your sign

Step Two

Does it resonate?



Aries (March 21 - April 19)

As a natural leader, you thrive in competitive games like Fortnite and Apex Legends. This month, channel your competitive spirit and push yourself to achieve new high scores. Your natural ambition will help you succeed!



Libra (September 23 - October 22)

As a lover of beauty and aesthetics, you appreciate games with stunning graphics and artistic design. This month, try out a new indie game with a unique art style and let yourself be transported to a different world.



Taurus (April 20 - May 20)

Taurus gamers love playing games that are both challenging and rewarding, like puzzle games and RPGs. This month, try out a new game in a genre you've never played before - you might just discover a new favourite!



Scorpio (October 23 - November 21)

Taurus gamers love playing games that are both challenging and rewarding, like puzzle games and RPGs. This month, try out a new game in a genre you've never played before - you might just discover a new favourite!



Gemini (May 21 - June 20)

As a social butterfly, you love playing multiplayer games with friends. This month, organise a gaming night with your besties and try out a new co-op game together. You'll strengthen your friendships while having fun!



Sagittarius (November 22 - December 21)

These gamers love exploring new worlds and discovering hidden secrets. This month, try out a new open-world game and see how much of the game world you can explore. Who knows what hidden treasures you might find!



Cancer (June 21 - July 22)

As a sensitive and intuitive gamer, you enjoy playing narrative-driven games that tug at your heartstrings. This month, dive into a new story-driven game and let yourself get lost in the emotional journey.



Capricorn (December 22 - January 19)

Capricorns love strategy and tactical games, where they can use their planning and decision-making skills to succeed. This month, try out a new turn-based strategy game and see if you can outsmart your opponents.



Leo (July 23 - August 22)

Leos love being the center of attention and showing off their skills. This month, show off your gaming prowess by streaming your gameplay or sharing your high scores on social media. You'll inspire others to step up their gaming game!



Aquarius (January 20 - February 18)

As a free spirit, you love games that allow you to express your creativity and individuality. This month, try out a new game with character customization options and create a unique avatar that reflects your personality.



Virgo (August 23 - September 22)

Virgos love organisation and strategy, which makes them great at strategy games and simulators. This month, try out a new city-building or management game and see if you can create the ultimate gaming empire!



Pisces (February 19 - March 20)

Pisces gamers love games that let them escape reality and immerse themselves in a different world. This month, try out a new game in a genre that you've never played before - you might discover a whole new world to get lost in!

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- COMFORT ★★★★★
- COOL ★★★★★

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Enter the world of G.URL.

G.URL magazine explores the feminine side of gaming culture in a cutesy take, inspired by retro-futurism, to make a universe only gamer girls would dream of.

What kind of

GURL

are you?

