

issue one

fruitful
zine

Hi everyone and welcome to **fruitful!**

My name is Mollie, I'm about to graduate from my degree, and this fun zine is a result of my final major project.

I created **fruitful** with my younger self, and even my little sister, in mind. Growing up surrounded by societal standards that were condoned by social media, magazines and celebrities was hard. I would read advice columns and see posts about new trends that were not made with the idea that everyone could be involved. And I felt alone and isolated in an industry that should be full of individuality and inclusive content.

So, I decided to construct a platform or a safe space for people to share their unique experiences and personal stories unfiltered by social norms. Allowing individual to spread awareness, vent or self-reflect in a judgement free zone, while also benefitting readers who are in search of advice and someone they can relate to. Real people helping with potentially unspoken subjects. A contemporary, communal, reciprocal twist on the Agony Aunt concept.

Finally, a thank you for everyone that has taken part in creating issue one A Sense of Self. Please be respectful of the stories you're about to read. But most of all - Enjoy!

I hope you leave with some... **fruitful** thoughts.

- Mollie Jeffery

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Mollie Jeffery

Hey BUG,

You've been on my mind a lot lately. And while I have so much to share with you, the first thing I want express, is how proud I am of you. I know you're laughing right now, thinking I've gone mad, saying what could I possibly have done to make you proud? So, allow me to explain myself.

Growing up was never supposed to be easy but watching you forever trying to be invisible was heart-breaking. Hiding from harsh words and prejudiced beauty standards with black, oversized hoodies and your silence. Scared to even take a breath, for someone would ask you to cover-up, suck it in, or even to simply tell you can't. You can't wear that. You can't shop in there. Shrinking yourself into an "acceptable" mould, that you knew would never fit right; like trying to fit an ocean into a single glass. Shopping trips with friends turned into a nightmare of only buying accessories, your jokes revolved heavily around your weight and body-type because, if you made fun of yourself, it wouldn't hurt as much when other people did. You lost friends and even closed off from family.

Then in September of 2019, you lost your creative inspiration, your first muse, your Grandpa. I remember when he first showed you his sketches and watercolours, encouraging you to pick up a brush yourself; a moment that fanned your creative spark and turned it into a fire of passion. Inspiring you to chase your dreams and inevitably landed you on the degree you've wanted since you were thirteen. Grandpa's last words to you were to "just be happy" - and I watched as these bittersweet words became your life's proverb. The walls of your gloomy comfort-zone started to crumble, and your negativity began to melt away. And you finally took a deep breath.

You've now blossomed into a higher and truer version of yourself. Embracing everything that makes you, you; from your witty humour and warm demeanour to your soft curves and tiger-stripe stretch marks. Gone are the oversized black hoodies, making room for your newfound love of flared jeans, crop-tops and platform heels. And these positive shifts reflect within your creative working style as well - the visuals you produce are full of vivid colours, playfulness and femininity. You have truly surrounded yourself with things that make you happy - people, music, fashion, colours, books; even your social media has changed for the better, as you now follow influencers who have similar looks and values to you. Your transformation is inspiring.

A piece of advice I have learnt, and I would give you to aid in your sense of “self” journey, specifically your self-confidence would be this. Over-thinking is the biggest waste of human energy, whether someone likes you or what you’re doing is not your problem; plus celebrating how hot and funny you are, is way more fun. Having confidence and trust in yourself is a learned behaviour so don’t be scared to practise it.

I know this all sounds trivial but read it and then re-read it again, because you have so much to be proud of when it comes to where you were and who you are today. I’m proud of you. Finally taking up all the space you deserve in this world. Living. Breathing. Happy.

I promise I love you always,
From yours truly,

Mollie Jeffery
(AKA: BUG – Beautiful, Unique, Girl)

XOXOXO

don't over-
think it.



FROM THE SOLE

Hello, My name is Isaac Sole and I am the owner of the brand FromTheSole [FT-S].



fruitful



The brand's form of self-expression is by using my cultural background, pop-culture, old cartoon advert bumpers, 00-90's skateboarding and graphics and streetwear.

This is evident in the "Made In The U.K" design as it has the outline map of Nigeria at the front with the head logo but has "Made In The U.K, Lagos Affiliated" written at the back as my way of acknowledging both my British and Nigerian heritage this is just one example of the ethos of the brand.

As stated in the beginning, my inspirations are very eclectic as I branch inspirations from very different areas but I would say my main inspiration comes from the streetwear brand Stüssy and I consider FT-S to be a love letter to it. The reason for this, is because I always loved the aesthetic of Stüssy which has handwritten and sometimes drawn designs the concept is simple, yet it's very effective and stylish and I wanted my brand to have the same element but by using myself as the designs and what makes me "me" into the clothing while trying to form my own unique identity into the brand.

Another inspiration of mine comes from skateboarding and the graphics. As I grew up, Skateboarding was always around me in some shape or form whether be the shoes I buy or the brands I follow from down to the outfits I wear. I was absorbing skateboarding without even knowing.

When it comes to the graphics, I am obsessed especially the T-shirts as I take strong influence from early 90's-00's skate graphic T-shirts as most of them had a boxed or framed central design.

I really liked that as it was compact but still looked cool and stylish in its own way an example of this is the Masquerade Design which has the Nigerian Masquerades called Eyo but in the style of the 90's boxed skate graphic again combining two of my interests into one design.

The American TV channel called Adult Swim, is another influence to the brand in terms of aesthetic especially with the usage of brackets. Although, true inspiration comes from their bumps which consisted black screen of text and music before and after a show. This is what made Adult Swim famous as the channel itself was talking to you directly scary I know.

I loved the concept so much, that I wanted to do the same thing. FT-S isn't a TV channel of course so I did my own bumps by posting on my Instagram stories mainly talking absolute nonsense but it was my way of making the brand have a sense of personality and connection to the audience and to show that it's not some soul-less give me your money brand it has a "Sole" no pun intended.

I think this way helped, as I feel like brands today are trying too hard to stand out but I feel like you can stand out in other ways without having people running down the streets to get a hoodie. Is my idea completely original? No, but it is what it is. I mentioned before that cartoons played a part as well although not directly in terms of clothing, but definitely something I want to include in the brand.

I always loved the brief animation clips before or even after a show yes, it's a very peculiar influence, but it gives me that sense of nostalgia when I used to watch Cartoon Network and after the credits, they would be a snippet of animation of the characters you've just watched interacting with the logo or each other in their own world and that to me was awesome and that's the vibe I want to give off with FT-S, familiarity with a tint of nostalgia.

If you were to ask me what's my word of wisdom I follow, it would be "If you have an idea, do it!" see, FromTheSole was never meant to be a brand, it was originally going to be a personal collection of T-shirts for myself which was made during my final year of Uni and at the same time made out of spite towards the uni.

At the time, I felt that making a brand was a trend in itself and it really put me off into turning it into one (I know sounds big-headed) but I saw myself having immense fun with it from the designs, the concept and everything else I had the blue-prints in front of me but I was denying it as I wasn't really a "fashion guy" I just loved cool looking T-shirts and brands.

One day, I was browsing through my laptop and I stumbled upon a design I made for a T-shirt for my final year project in 2020 just before the first covid lockdown. Three years later, I saw myself doing the same thing without realising so at the point, maybe it was meant to be so that's why I say if you have an Idea, DO IT!

As for advice, I would say to people who are struggling to find their authentic self, is to be proud of what makes you "you" and relish it. I've had some times where I felt weird for the things, I like for example I'm a huge nü-metal fan but I don't look like the stereotypical fan AND THAT'S FINE! Who cares because you'll find out that people honestly don't give a damn so just do you and do what you want! There are 8 billion people on this planet, we all can't be the same.

This is ThelsaacSole speaking, thank you for reading my TED Talk see ya! [FT-S]



FROM THE SOLE

instagram: @from thesole

be PROUD
of what
makes you
YOU and
relish it.

- TheIsaacSole

Brogan



**Mollie
Mollie
MOLLIEEEEE
Oiii
BITCHHH!!**

**Brooo
What's up?!**

**The dress Lana del Ray wore to Coachella
this year was fucking stuningggg!
I need it!**

**And Sabrina Carpenter's
dress! Did you see it?!**

**Yeah I was waiting
for you to say that**

**All the frills and sparkles
are right up your alley.**

My fashion icons:)

**I'm really into hyper
feminine styles right now.
I'm talking BRATZ dolls mixed
with fairy princesses! And all
the cherries and bows on top!**

That's so cuteee

**I wish I had the
confidence to wear
things like that -
I'd love to be a living
BRATZ doll!**

**OMG if you were a
BRATZ doll what would
you be wearing?**

Stop it! You are beautiful!
You've got to fake it till you
make it. That's what I did x

No one was born confident. I
still have days where I'm insecure
(about my body and how
people see me) But then i remeber
how strong and powerful me and my
body are and I say "I am THAT BITCH"
and kiss the mirror.

If I was a Bratz doll I would
wear... probably the outfit I
wore to the Lana del Ray club. You
know my white corset co-ord,
platform heels with a bow in
my hair. x

Okay RiRi - you're so sweet
- and that's such a good
motto to live by.

You're so funny and strong and
beautiful - my new inspiration!

Oh that would be so sweet and
pretty - we should do the shoot
with you in that outfit!
With some Sabrina blush pink
makeup <3

I LOVEEEEEEE THAT IDEA!!!

BTW - are you going to talk about
makeup in the interview for
fruitful? x

Oh yeah definitely!
It's a big part of how i express myself x

Silly Question!

Haha - Why is that a silly
question? x

Because you know it's my biggest creative outlet! It's my life! Haha!

It allows me to express myself and elevates my style. Plus it low-key lets all of my personalities have their moment haha! x

TBH I love watching you do your makeup- with all your inspiration pics and gems and stuff x

Yeah its so fun! Not only that but it makes me feel good. Like on a nightout when I'm getting ready doing my makeup I'm in the zone! It gives me a confidence boost and sets the vibe of who I want to be that night. Whether its a BAD bitch or a CUTE bitch vibe.

I love that!

Question: who got you into makeup? Like was there a pinnacle moment?x

I've always been into makeup but when the show Euphoria came out it really triggered my obsession with bold expressive looks.

My favourite character Maddy said "90% of life is confidence. And the thing about confidence is that no one knows if it's real or not." and this is what I now live by.

Ooops that got a bit deep haha ;)

Don't worry about it - I love Euphoria too and I knew you were obsessed but I didn't realise how much of an impact it had on you creatively xx

Aww <3 wait I should've saved this for the fruitful interview! xx

OMG wait! Why don't I just use this chat as your interview?

That would be so cute x

YEAH! That's a great idea you're a fucking genius

Oh didn't you want an introduction tho? xx

Yeah, just write one here quick! x

Hey, I'm brogan! Welcome to my brain. I'm a 22 year old makeup student and I love to express my hyper feminine energy by using lots and lots of blush! Lots of glitter and bows! And all things cute and frilly! And Mollie is my bestest friend! xoxo <3

Awe <3 love you x

with Love



hyper femininity

Instagram: @bluebroganblue



leave your mark.

*In the quiet dawn of her waking world,
A girl with brown hair, like tendrils unfurled,
Seeks the mirror not for vanity's sake,
But to find the self only she can make.*

*With eyes like stars in a twilight sky,
she dances through days, letting dreams fly
high.
Each step a story, each smile a song,
In the symphony of life, where she belongs.*

*Love, a whisper, tender and true,
In the blush of cheeks, in the morning dew.
Romance blooms in her gentle touch,
In moments shared, where words mean so
much.*

*But deeper still, a love profound,
A self-embrace, where her heart is found.
In quiet reflections, in solitary nights,
She discovers her strength, her inner lights.*

*No need for others to define her grace,
For in her own soul, she's found her place.
A girl with brown hair, a spirit set free,
In the dance of life, she's truly to be.*

-fruitful



A Sense of SKETCH

with Nathan Rundle

What or Who inspires you the way you express yourself?

I don't really think I could define what inspires me, my ideas and inspirations come from such a wide spectrum of things. The more consistent influences, that are present in nearly all of my art, would be the intersection between horror, glamour and camp so think; Vampira, Elvira, The Silent Hill franchise, gimmie gimmie and the exaggeration of British stereotypes.

How do you feel that the fashion/beauty industry and social media has influenced your identity?

For me personally all 3 of these have had a massive impact. I was growing in my own expression during the formative years of social media beauty/ fashion wise. 2015-2018's social media zeitgeist was one that to me changed the face of the way we view beauty. Although I was following along with that era's general timeline (KingKylie, J star, Beyonce's Tumblr era and badgalriri just few for example) I still found myself getting the most inspiration

from independent and original artists. Those who really stick out to me are Lucy Garland who is a multimedia artist who basically taught me drag makeup. Colourcreep who was a beauty youtuber that did everything pastel and creepy. Drag artists such as laila mcqueen, Evah Destruction and Aquaria who had huge followings and a really focused fan base. As I've grown my tastes in things has matured and become more 'fashiony' and less 'costumey.' I wish I still worked the way I used too. I had the focus and time to sit down for hours with a makeup brush and see what comes out.

Which fictional character do you relate to the most - why?

I'm not entirely sure to be fair. Elvira in Elvira mistress of the dark. She looks so hot and spooky but then when spooky things happen, she's surprised. She's totally unaware of the power that radiates off her so she's in a constant state of ditsy unconsciousness.



Which of your personality traits are you most proud of?

I've found myself to be extremely adaptable. In a pinch I'm able to do what needs doing and carry it off with pure conviction (and delusion.) I love that no matter what I do it's still very me. I can try new things, but it all has a route in Sket.

How do you define confidence?

Knowing yourself. If you know your capabilities or if you know your attributes and morals. You don't question yourself all the time. I wish I had a little more of that.

What advice would you give your younger self?

Hurt people hurt other people. Give those around you the space to make mistakes but set up boundaries, if you let people take advantage of you they will keep doing it. Also write everything down. Every idea, any picture, any inspiration save it. All of it.

What do you wish other people knew about you?

I'm very reserved as a person. I'm not super social I'm out with friends and I've been called rude because I look angry or I'm not talking to everyone. It's not that I'm rude I just struggle in social situations.

What would your super power be?

Teleportation. I'm always late. It's a huge problem for me. Or influence over peoples intentions, a LOT of Politicians need that right now.

What would your theme song be?

Flowers- Sweet female attitude, Babycakes- 3 of a kind or What's it gonna be by H "two" O and Platnum.

If you could only wear one outfit for the rest of your life, what would you be wearing?

Dior f/w 2004 couture collection look 3. Babydolls dark blue two piece from Suckerpunch, Megan fox's bloody puffer jacket costume in Jennifer's body or her costume in Jonah hex, the distressed corset one. Love them.

If you could change anything about yourself what would it be and why?

I would change my brain chemistry. I need to remove the self-destructive dark nature and I need to know that I am in the right body, all gender worries gone.

Can you describe yourself in three words?

Gorgeous, grotesque and gormless.

Have you had a pivotal moment in your self-identity journey that has been very formative or inspiring?

The transition from doing drag in my bedroom to being on stage and doing gigs was a WILD jump. I could spend hours getting ready without a time constraint. If things didn't go right, it was okay; the eyelashes didn't need to be glued down, I didn't need a wig. I had no idea how drag undergarments worked in practice. It's hard to figure out what works for your body. I've had a few gigs where I've had really visible tights, or a wig has fallen off.

Lastly, do you have any words of advice for those just starting their self-expression / identity journey?

You don't have to do the most in the beginning, with time comes resources and knowledge. Your ideas might be massive and extravagant but focus on one area at a time. OH MY GOD EXPERIMENT! Don't get too caught up in trying to be perfect at one style. Really just sit down and fuck around. Try new things you'd be amazed what you'll learn and how you can transfer that to other things.

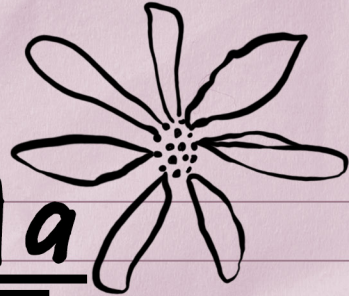
OMG Thanks so much for reading! I had so much fun :) You can find out more about me and SKET's shows at my intsa:

@skettybaguettey





Diary of a hella



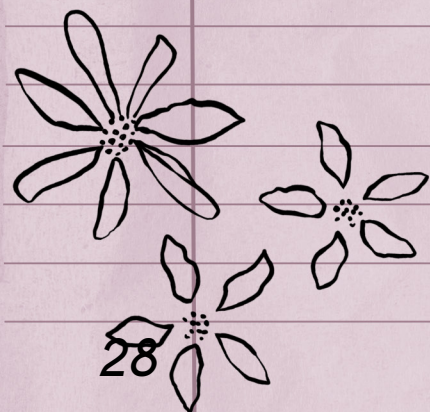
GROOVY Introvert



if lost please return to

Lauren Sullivan

(AKA: Slay Pussy Queennn)



Thoughts I thought Today...



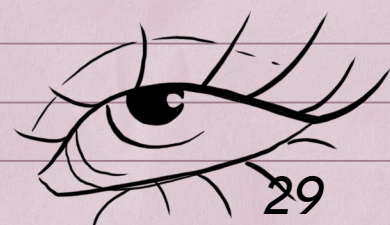
Self identity and expression let's us say a whole lot about ourselves, without really having to say anything at all - which is ideal for a socially anxious introvert like me. I wish I wasn't. I'm an introvert that is dying to be an extrovert but I don't even know how to actually make friends; everything is online now, and as much as I love scrolling through Instagram and TikTok and Pinterest, sometimes I wish I could time travel, so maybe the 70s/80s.

Not only would I have groovy clothes but no phones mean people have to talk to me <3 I feel like maybe that's why I express myself through the way I look, gives people a sense of who I am.

But it's also what feels normal to me - dressing the way I do, having tattoos and piercings. I think as an Aquarius and a queer, this is the way I was meant to be! I appreciate art and creativity and nature and love seeing what people make and how others dress so I can take influence and simply just appreciate it!!

When I think back to school though, I looked nothing like how I do now. But school was/is hella restrictive with how you can look, which I HATE - but I guess it's cool seeing how I've changed. I'm always changing though to be honest, I don't think I'm ever sure about my identity or how I wanna look or be, or maybe I just lack confidence (I know I lack confidence). To me, confidence is knowing you're the shit, being sure of yourself, comfortable in yourself, and recognising that only your opinions on yourself should matter - give yourself some lovin! I know I'm not there yet, but at least I know what to work towards I guess :,)

And just a little extra sweet note, I've been thinking about what part of myself I'm most proud of. And I've come to the conclusion that I'm a humour girly - through and through. I think I can be quite funny and I really enjoy making people laugh. I like being goofy because that's when I'm most comfortable!

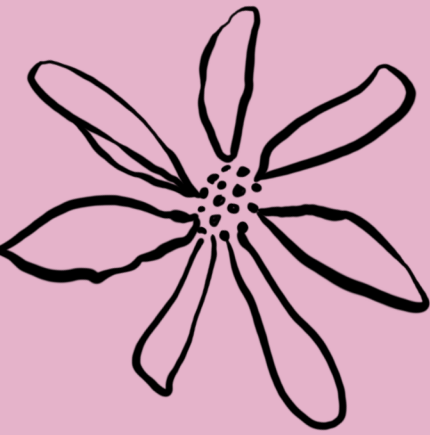




Instagram: @Olauren.

+





**When a
flower
doesn't
bloom, you
fix the
environment
it grows in,
*not the flower.***



