



THE *Alphabet*  
OF FASHION

Aa

Bb

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Ee

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Jj

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Zz

THE *Alphabet*  
OF FASHION

Last year, it was Barbie's idyllic world; this year, it's the cheeky boldness of *Brat*. Like a pendulum swinging from one extreme to the other, the trends of 2024 have ruthlessly clashed with everything we cherished in 2023, from TikTok's *de-influencing* phenomenon opposing consumerism to the chaotic rise of *Indie Sleaze* aesthetics as a counter to the stubborn perfectionism of coquette-core. Even luxury, a sector that for years seemed impervious to decline, had to face consumer fatigue in 2024, with slowed spending leading giants like LVMH and Kering to report *significant revenue losses*. 2024 will be remembered in years to come as the start of a crisis and of public disenchantment. Armed with ultra-direct information from platforms like social media and podcasts, the public has reached a level of *awareness* capable of deconstructing any marketing phenomenon within moments. After all, we are in the age of *post-woke culture*, where social paradoxes coexist harmoniously despite criticism. *Second-hand* shopping has reached its zenith with Gen Z (7 out of 10 young people purchase used clothing), yet resale platforms are brimming with *fast fashion items*. Celebrities promote their wellness products, yet all of Hollywood has jumped on the *Ozempic* bandwagon without fully knowing its long-term side effects. Online, *personalisation* and individual style are celebrated, yet pre-packaged bundles of keychains and accessories for "birkinification" are readily available for purchase. The beauty of the internet lies precisely in its contradictions, a crystal-clear mirror of our bizarre and predictable lives — unless, of course, the post was created by *Artificial Intelligence*.

This December, nss magazine's second edition of *Fashion Alphabet* returns to clarify these trends with an A-to-Z guide to the *biggest phenomena of 2024*. Created through an in-depth analysis of the contemporary fashion landscape, the report highlights the most significant trends on Instagram and TikTok, also featuring some of the creative forces behind the year's most important artistic achievements.

Alaia



At the beginning of the year, Alaïa was a name known among archive fashion enthusiasts and fans of *Clueless*, where a dress by the great designer was central to a famous exchange between two characters. Now, things have changed: Pieter Mulier has brought new magic to the brand, collection after collection. In particular, the FW24 show, entirely based on the infinite variations possible from a single thread of wool, hit the mark in the most spectacular way. Beyond the runways, the Le Teckel bag and the brand's ballet flats have become cult products, copied everywhere, by everyone. It's no surprise, then, that the brand found itself in Lyst's Top 5 most-searched brands in the third quarter of the year, nor that Google searches for Alaïa increased by 501% over four years and by 110.6% compared to last year alone. On TikTok, the hashtag related to the fashion house has amassed 327 million views, having been featured in just over 12,000 posts.

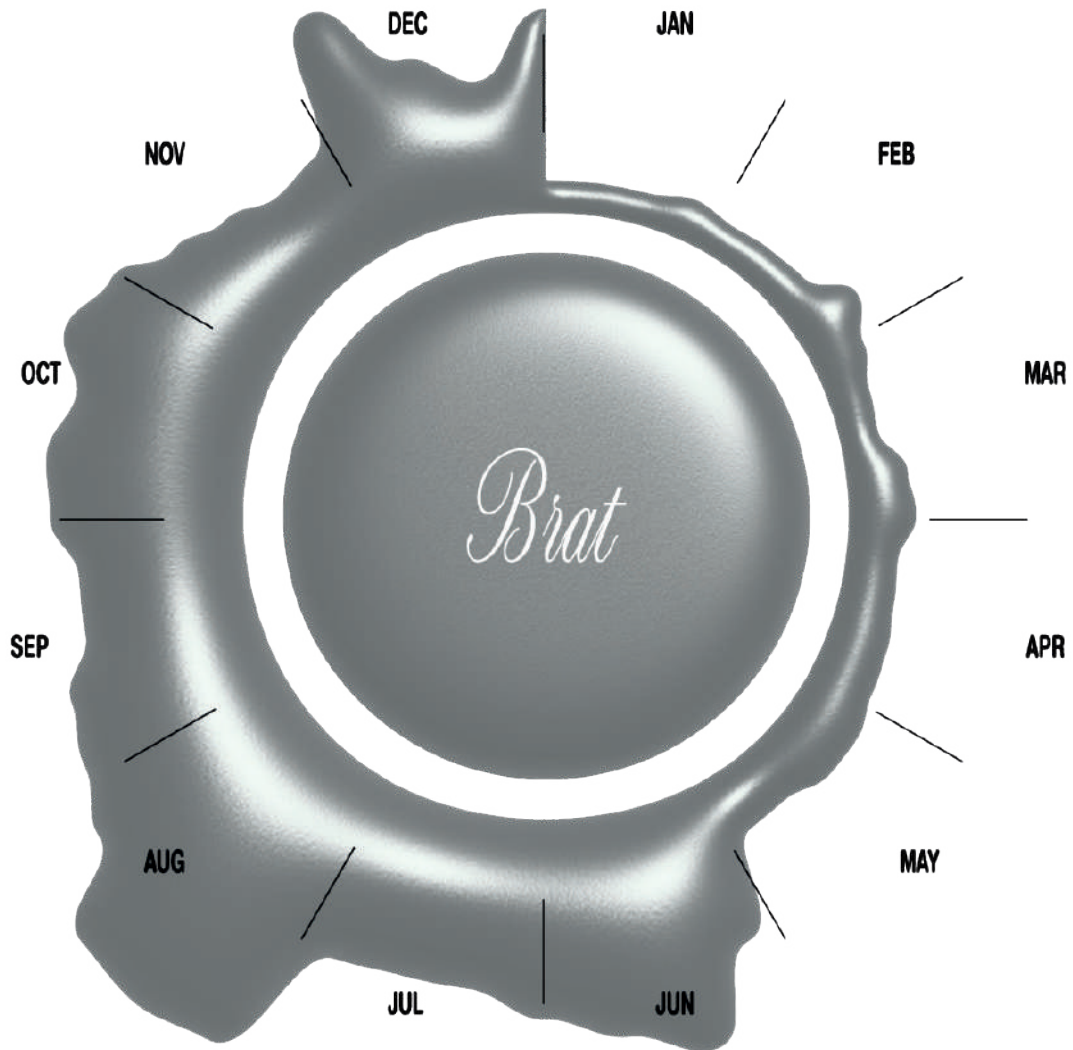
*Alaïa*

# Brat



A cascade of long, dark curls, a couple of wraparound sunglasses, skimpy party-girl outfits that don't leave much to the imagination—who would have thought that this summer would unfold in the name of Charli XCX? With 16 billion views and nearly a million themed posts on TikTok, a 234.9% increase in Google searches for Charli XCX, 213,000 monthly searches for “brat summer,” as well as seven Grammy nominations, Brat encapsulated a feeling—more than that, the attitude of an entire generation. Insolent, feral, and hedonistic: the album symbolizes the radical, selfish liberation in the face of a world that demands its inhabitants dedicate themselves body and soul to too many insoluble causes.

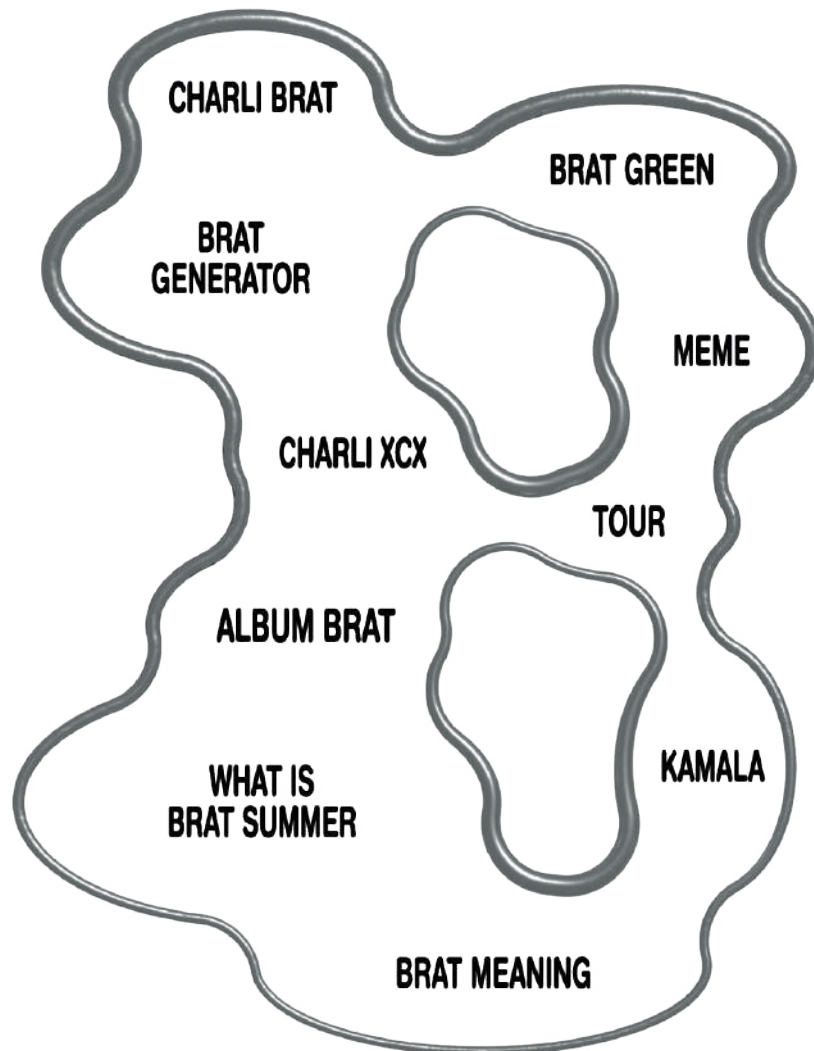
*Brat*



**HOW TO READ**

The timeline graph shows how this topic has trended throughout the year, with peaks and dips reflecting its popularity across social media and Google searches over time.

*Brat*



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*Brat*

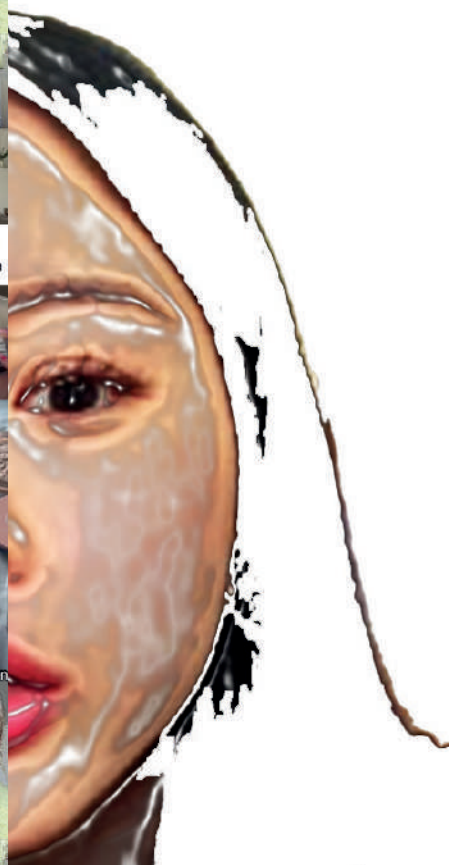
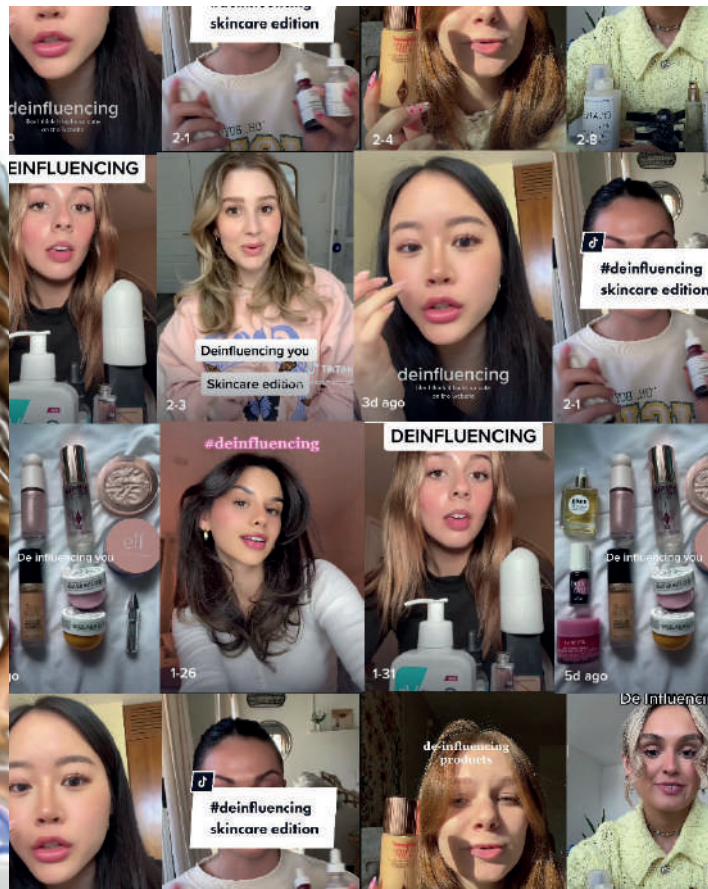
# Chanel Creative Director



Chanel is like that beautiful, unattainable diva who arrives late to a party. When will she show up? Who will she talk to? What will she do? Without even stepping into the room, she already commands everyone's attention. All this anticipation turned into surprise and then jubilation when Mathieu Blazy was announced as the new artistic director for many of the Maison's fashion activities. This excitement is the result of a long cliffhanger about the identity of the new creative director, which kept the fashion world on edge for months and months and, once revealed, turned into a shining promise for the future. The brand's attention is immense: on TikTok, the brand has been mentioned 7 billion times. At a historical moment where skepticism is no longer a healthy critical filter but rather a full-blown epidemic of radical disillusionment, and in a fashion world where no one believes in goodwill anymore, the indestructible brand founded by Coco Chanel has begun to represent a stronghold to preserve, a utopia to return to, with the hope that the dream of fashion can continue.

*Chanel*  
*Creative Director*

# De-Influencing



Deinfluencing you

Skincare edition

deinfluencing

like: think in back to front on the website

3d ago

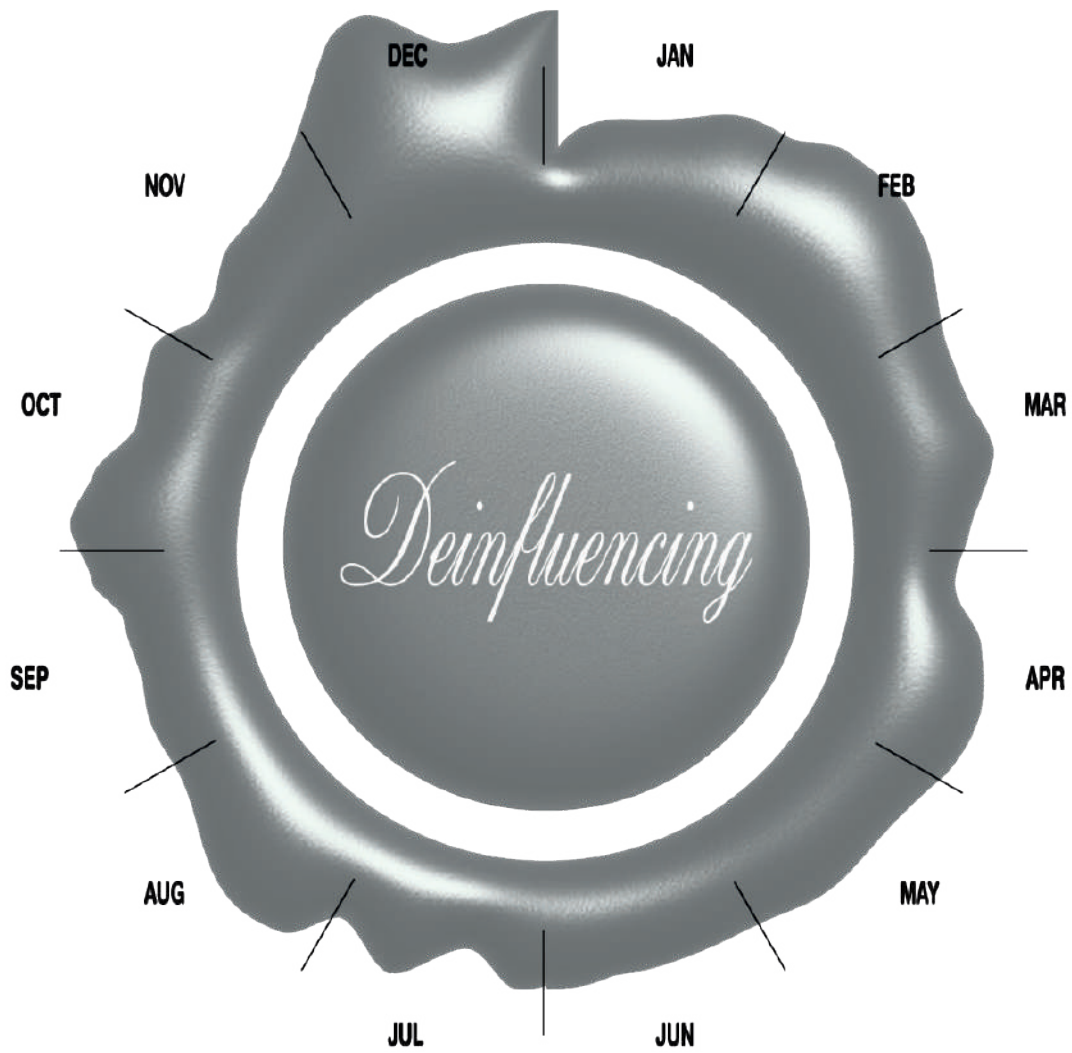
#deinfluencing

DEINFLUENCING



At the beginning of 2024, Italian pop culture experienced one of those nexus events that forever alter the timeline: the Pandoro-gate. With it, the myth of the influencer collapsed—a figure who, like all “privileged” figures, whether real or perceived, has never been particularly liked by Italians. But the phenomenon is global: once reference points, experts, and advisors, influencers have become sleazy salespeople, somewhat shady merchants, pitchmen as biased as they are paid—figures whose words should be taken with a grain of salt, or more. Hence, the rise of the de-influencing movement, which quickly became a billion-view wave on TikTok: honest and straightforward reviews, suggestions of cheaper and more sustainable alternatives, opposition to trends, and ultimately more sincerity and awareness.

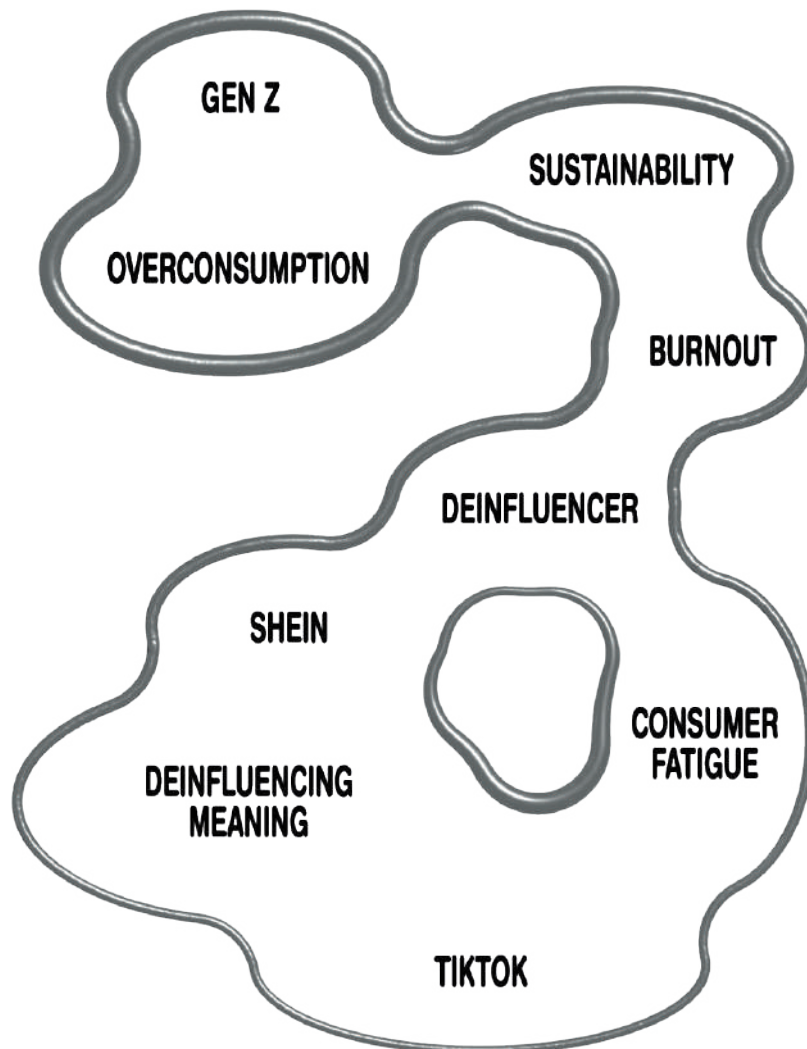
*De-Influencing*



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*De-Influencing*



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*De-Influencing*

# Edicola



“E” stands for edicola (newsstand), because this year, more than ever, spaces dedicated to print media have started to shine again. Until recently, strolling through the centers of Italy’s main cities often meant encountering small kiosks with shutters down, empty shelves, and melancholic newsagents. However, the takeover of newsstands by brands and magazines (such as Loro Piana, nss edicola, Gucci, Miu Miu, Campari, and Zegna) has brought Italians’ attention back to this icon of popular culture. With targeted activations designed to engage an ever-growing community of young creatives, nss edicola has celebrated the newsstands of Naples, Rome, and Milan with unique events and merchandise, restoring the magic of urban energy that cities will always need. With 91,000 monthly searches for “edicola,” Italy is finally filling its squares again in 2024.

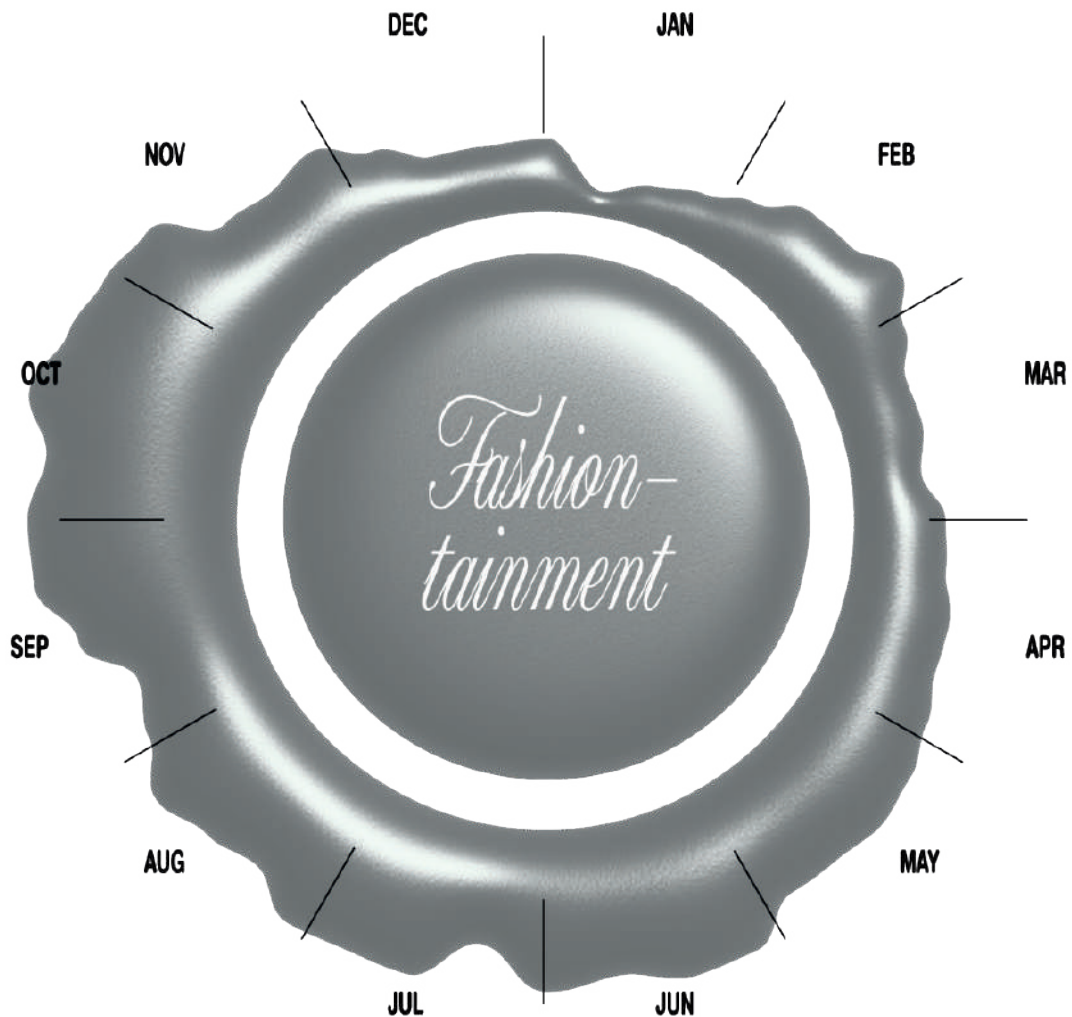
*Edicola*

# *Fashiontainment*



**“Who is this diva?” We might as well ask in a year where actors and singers were famous and loved but where divas reigned supreme. Zendaya, Chappell Roan, Sabrina Carpenter, Addison Rae, Sydney Sweeney, Jenna Ortega, Taylor Russell... The list seems endless and includes countless new divas from cinema and music who bridged different entertainment streams. A perfect storm where fashion took center stage at concerts and film premieres, luxury brands produced documentaries and art films, and fashion show front rows filled with famous faces as celebrity ambassadors were collected by brands like trading cards.**

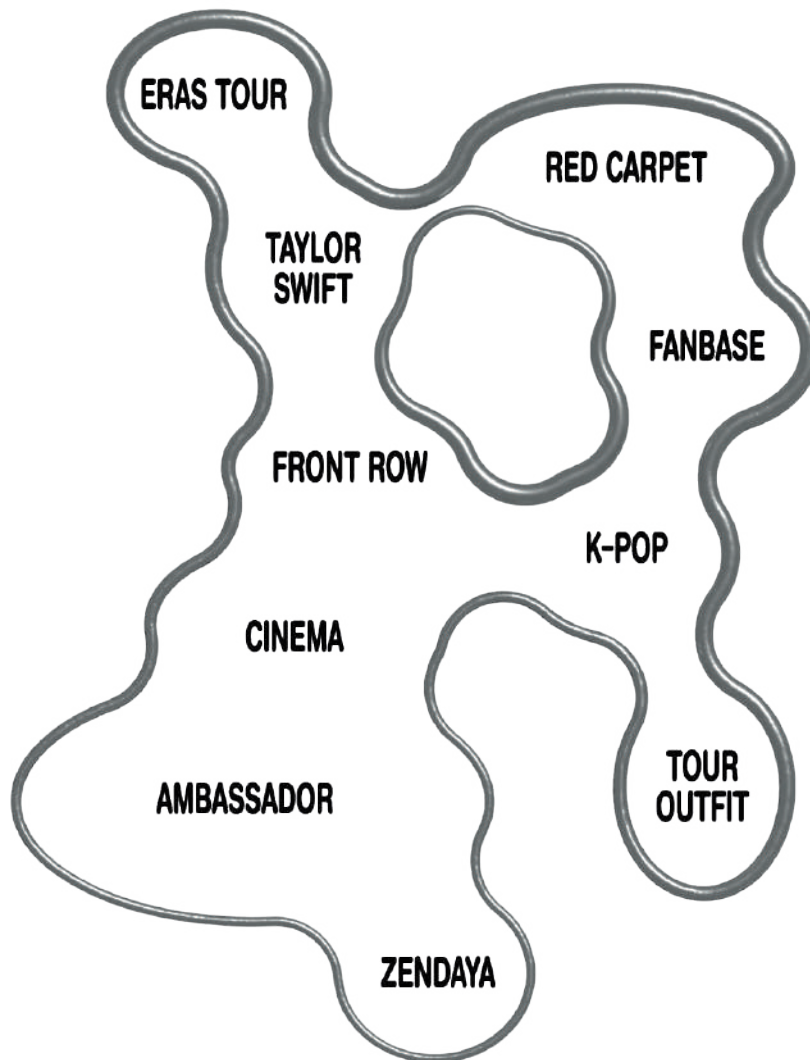
*Fashiontainment*



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*Fashiontainment*



#### HOW TO READ

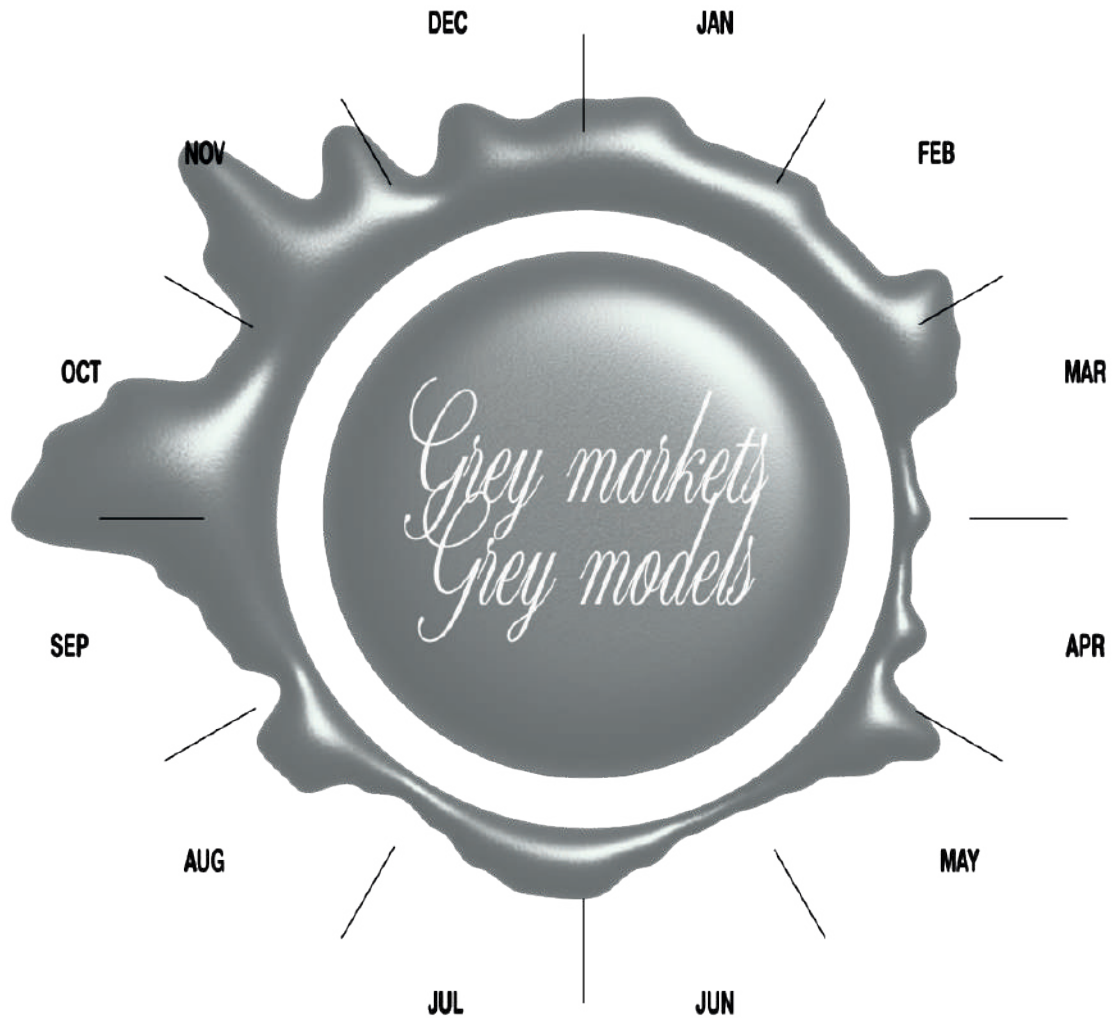
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# Grey Markets Grey Models



Grey is always in style—that's a given. But the idea symbolized by the color goes beyond trends this year: the issue of grey markets painfully emerged with the luxury crisis, while the crisis itself pushed brands to showcase their collections on models sharing the advanced age of the few clients still able to shop without worry. These so-called "grey models", whose presence has risen by 33% compared to last year, alongside grey markets and the return of office-core, made grey a dominant color in a year ablaze, in all its vast metaphorical symbolism.

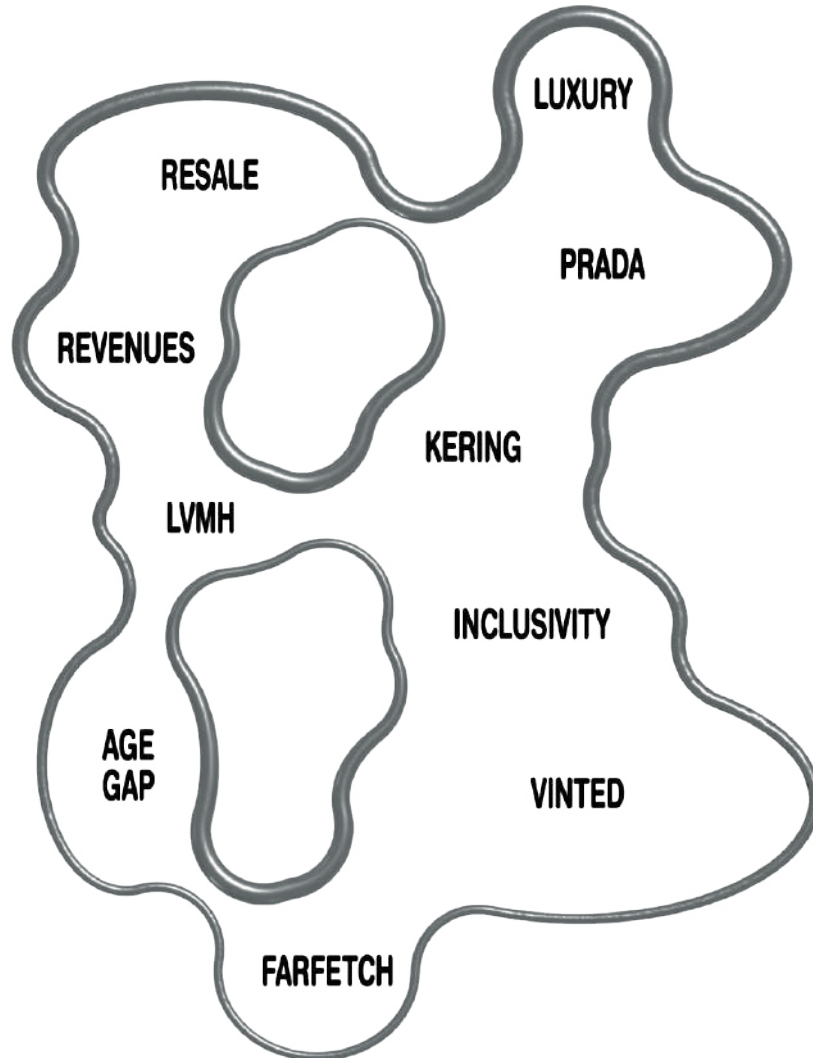
*Grey Markets*  
*Grey Models*



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*Grey Markets*  
*Grey Models*

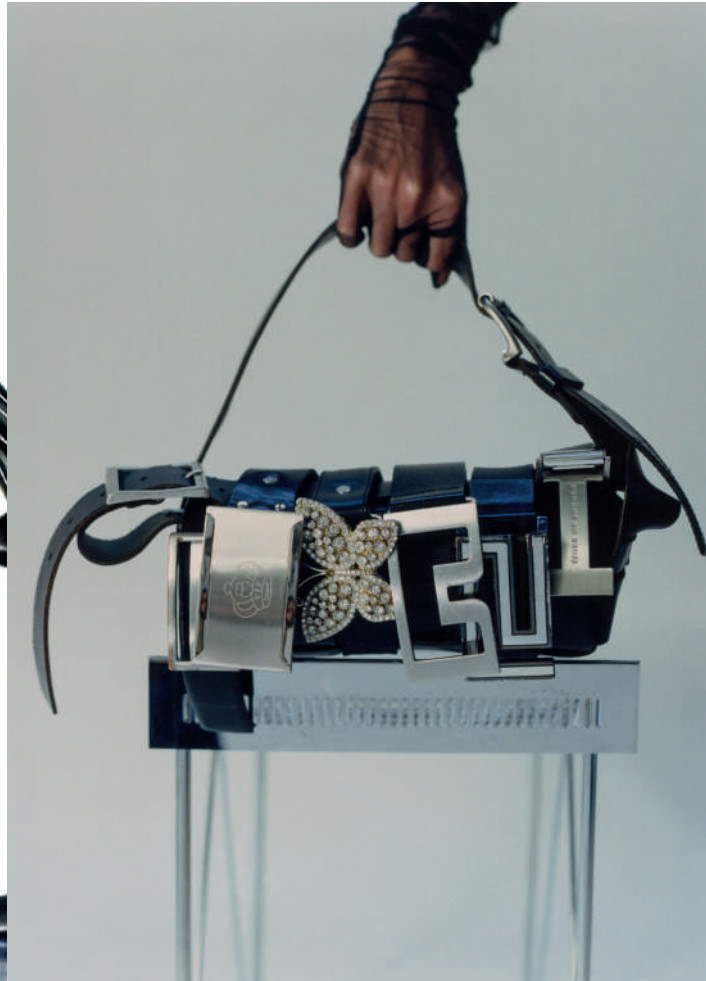


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*Grey Markets*  
*Grey Models*

# Hodakova



How does a brand emerge today? Considering the chaos and hyper-fragmentation of modern culture, resembling an infinite TikTok feed, the brand that stands out is the one most able to capture a general sentiment, defining it not so much in words but in style. This is the case of Sweden's Ellen Hodakova Larsson, winner of the LVMH Prize 2024. Viewed as an anarchic prophetess of creative recycling and a sharp interpreter of postmodern fashion perhaps indebted to the great master: Martin Margiela. Armed with a unique (and sardonic) sense of sarcasm, the brand's rebellion resonates well with the audience: in a year, searches for Hodakova skyrocketed by 321%, while mentions of the hashtag on TikTok amassed two million views.

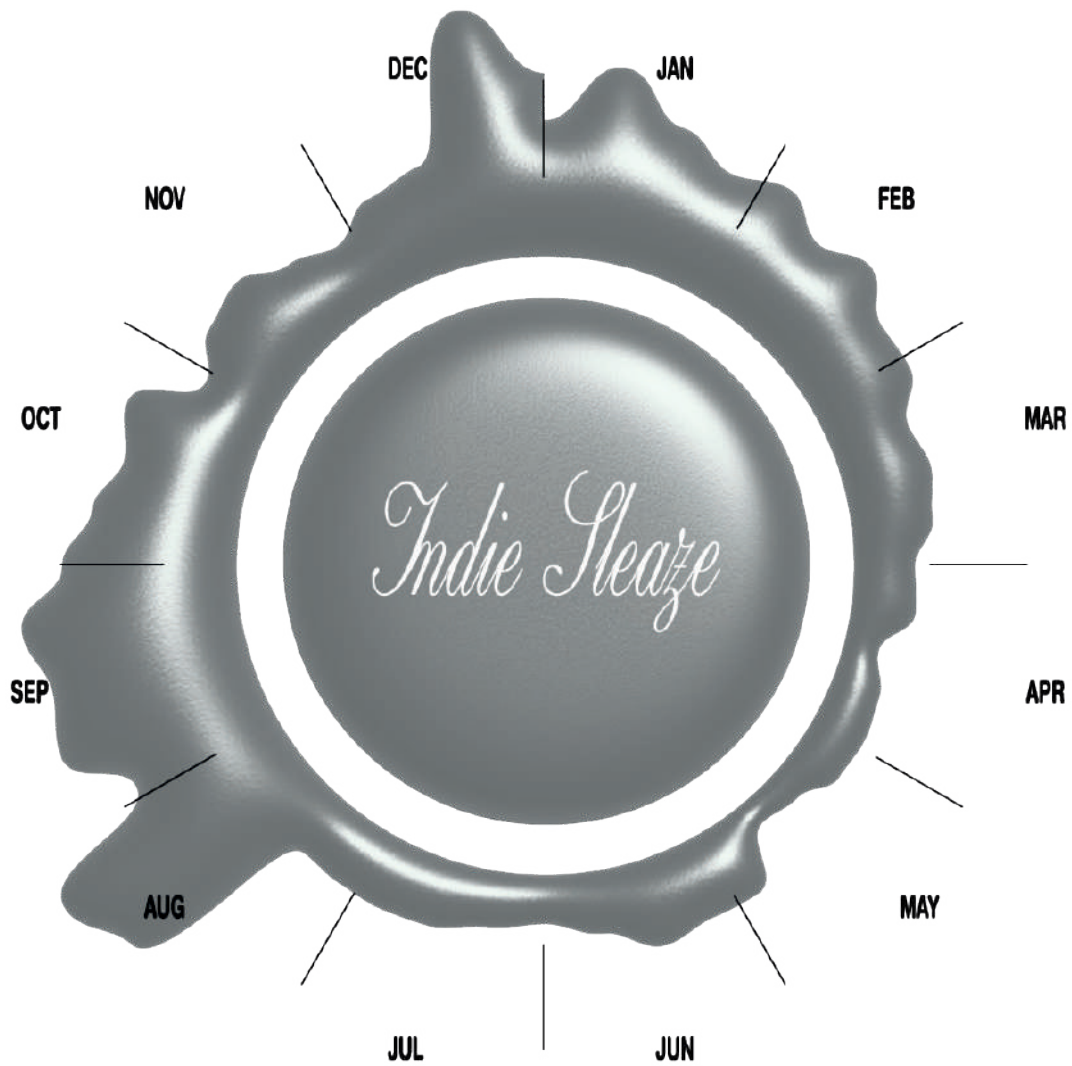
*Hodakova*

# Indie Pleaze



**«I like the girls that do drugs / Girls with cigarettes in the back of the club / Girls that hate cops and buy guns», sings The Dare in one of his most famous songs. He evokes without a doubt an era that seemed gone, one where being cool trumped being healthy, where speaking bluntly was better than being politically correct, and where “good” was another word for “boring.” It was the era of Indie Sleaze; where vintage, grunge, and kitsch swirled together in the haze of clubs hosting alternative bands and young people dressed in oversized glasses, skinny jeans, and golden leggings celebrated an underground life opposed to mainstream blandness. With a 104.7% increase in searches in a year and 183 million TikTok views spread across over 20,000 posts, the return of Indie Sleaze added a strange flavor of peach vodka and cigarettes to 2024. But how can you not love it?**

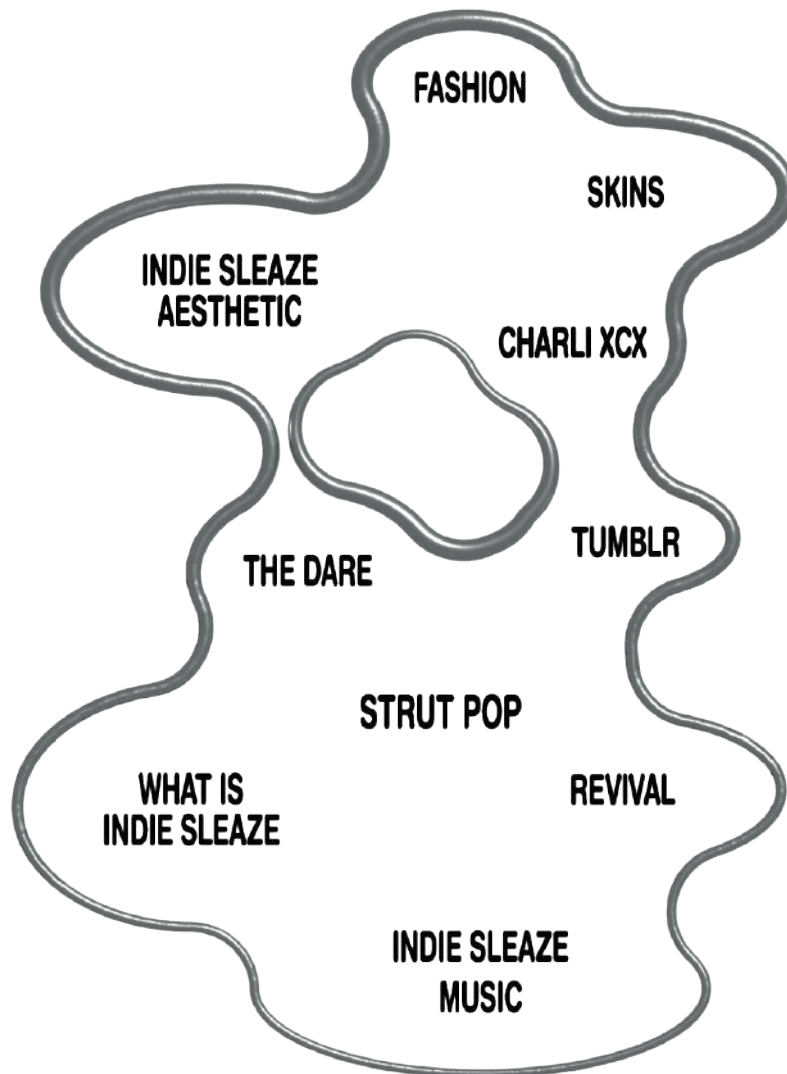
*Indie Sleaze*



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*Indie Pleaze*



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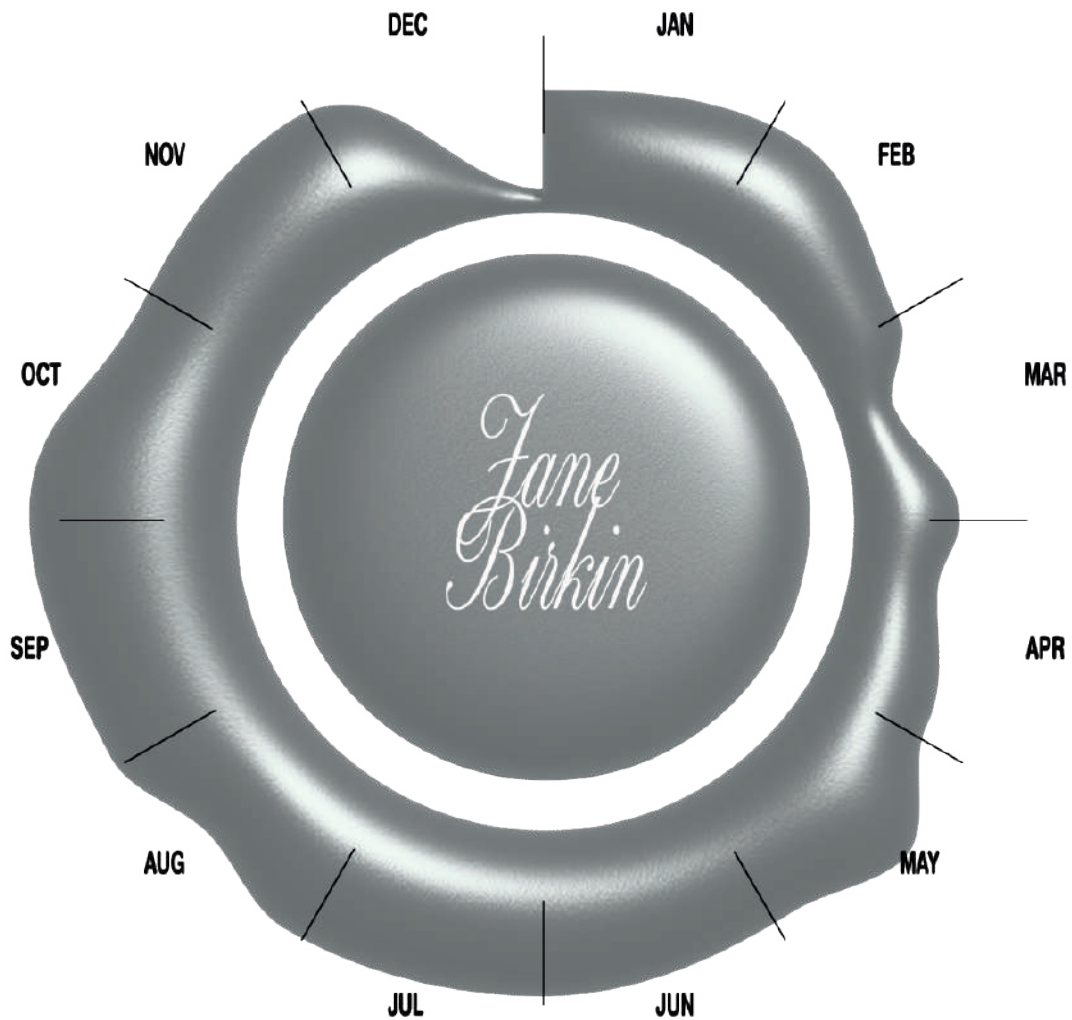
*Indie Sleaze*

# Jane Birkin



The iconic and timeless style of Jane Birkin cannot be tied to a single date, yet in 2024, the aesthetic of the Anglo-French it-girl has sparked a new wave of fans. Following the actress's passing in July 2023, images of her sporting a distressed and highly personalised Hermès Birkin went viral online, with the title "Messy Bag" reaching over 2 million views on TikTok and "Jane Birkin" amassing 284 million.

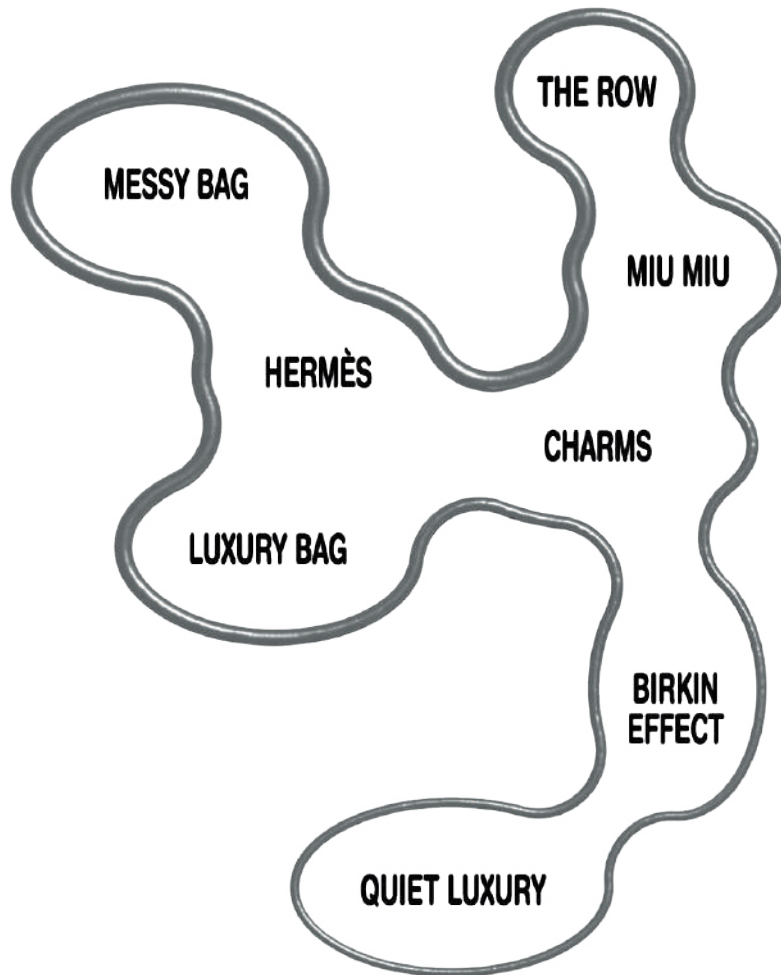
*Jane Birkin*



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*Jane Birkin*



#### HOW TO READ

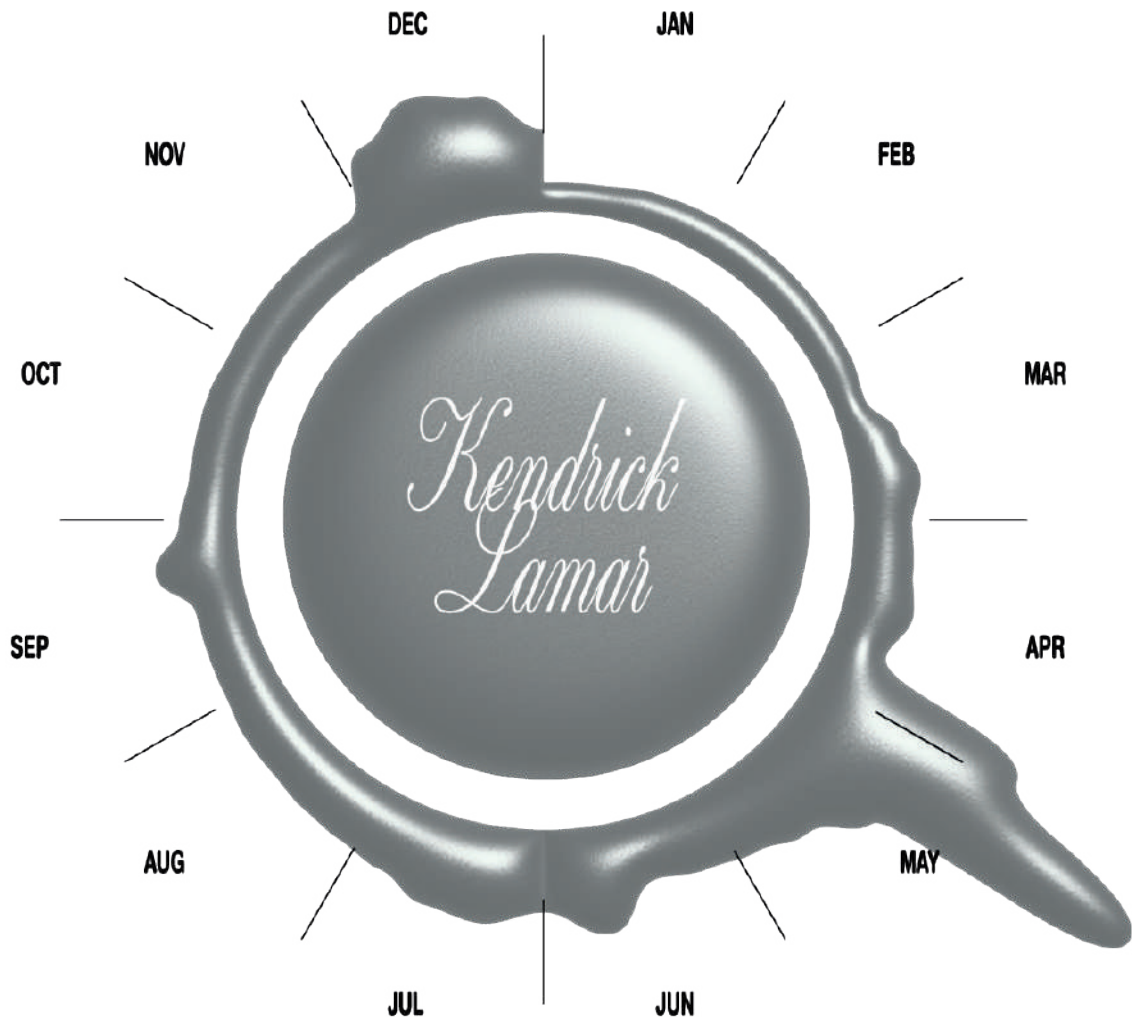
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# Kendrick Lamar



Alongside Sabrina Carpenter and Chappell Roan's pop hits, 2024 has been deeply marked by Kendrick Lamar's music. Considered one of the greatest hip-hop artists of all time, with 17 Grammy Awards and a Pulitzer Prize for music, the American rapper continues to make waves with outstanding projects (and looks). With the release of a surprise album at the end of the year, collaborations with major brands like Chanel and Martine Rose, and the epic diss track aimed at Drake, Kendrick Lamar has stayed on top this year, reaching Spotify's Top Artists Weekly chart for 163 weeks. Meanwhile, searches for his name have increased by 302.6% in the twelve months.

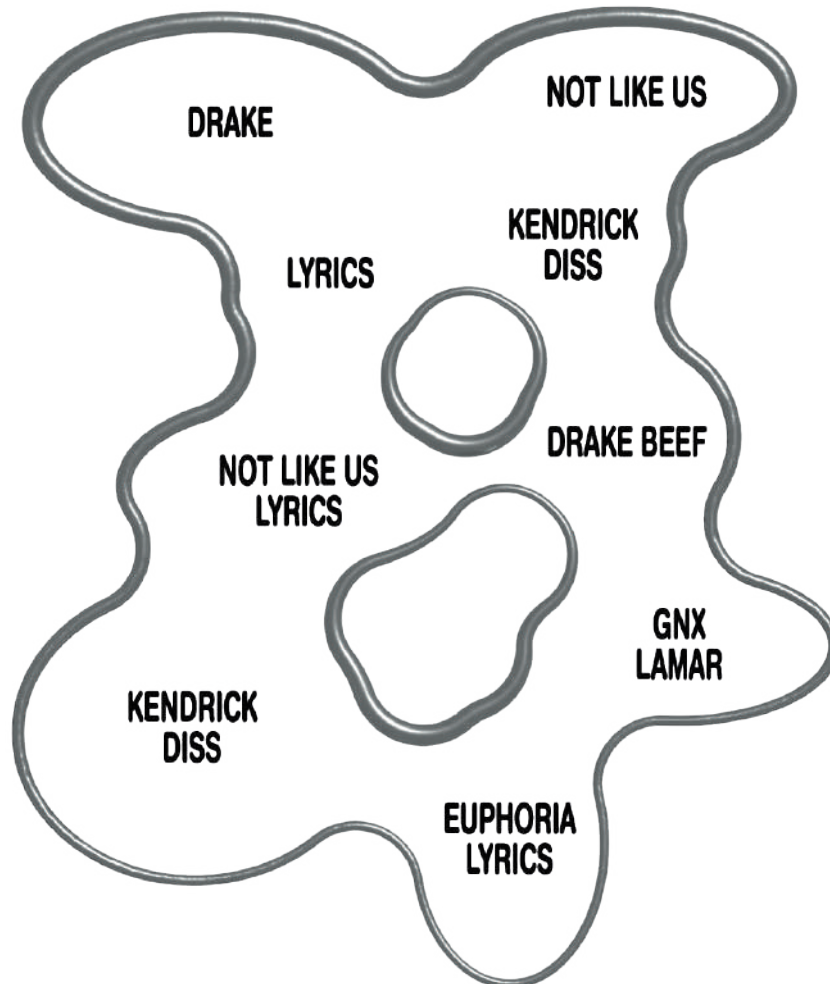
*Kendrick Lamar*



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*Kendrick Lamar*



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*Kendrick Lamar*

Loewe



It's impossible to discuss contemporary fashion without mentioning Jonathan Anderson, who's been recently awarded the Designer of the Year Prize for his creative direction at JW Anderson and Loewe. For the over 100-years-old fashion house, 2024 has been a formidable year: collaborations with innovative technical brands like On, ironic yet elevated marketing stunts (we still remember the "Loewe tomato"), and hero items like the logoed tank top and denim have transformed Loewe into a cross-generational phenomenon. Compared to the past five years' average, the brand saw a 97.2% increase in searches.

*Loewe*

# Maison Margiela



While the rest of fashion grapples with the fleeting nature of trends and consumers' constant demand for novelty, one collection has caused a months-long stir. It's the Artisanal SS24 by Maison Margiela, a project by John Galliano and Pat McGrath that, with its drama and sartorial sophistication, will be remembered for many fashion seasons to come. With 1.4 million online views and 63,000 dedicated posts, the show captivated even makeup enthusiasts, enamored with the "glass skin" effect created on the models by McGrath's team. 2024 was also the year where Galliano left — quite unexpectedly — his 10 year tenure as the creative director of the brand, leaving the Maison without his historical leader. Meanwhile, Tabi shoes have been maintaining a staggering 190,000 monthly searches for over a year.

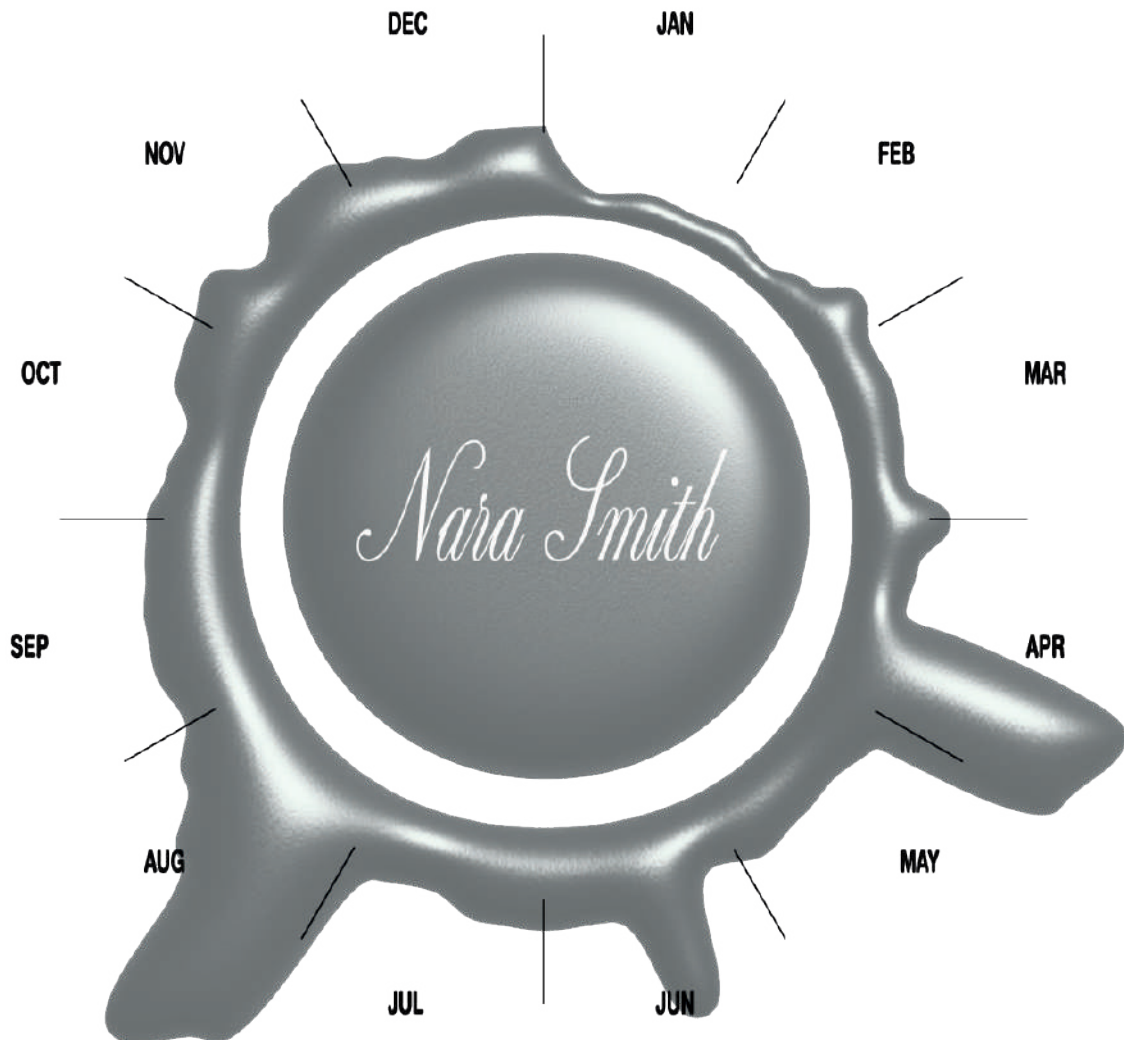
*Maison Margiela*

*Nara Smith*



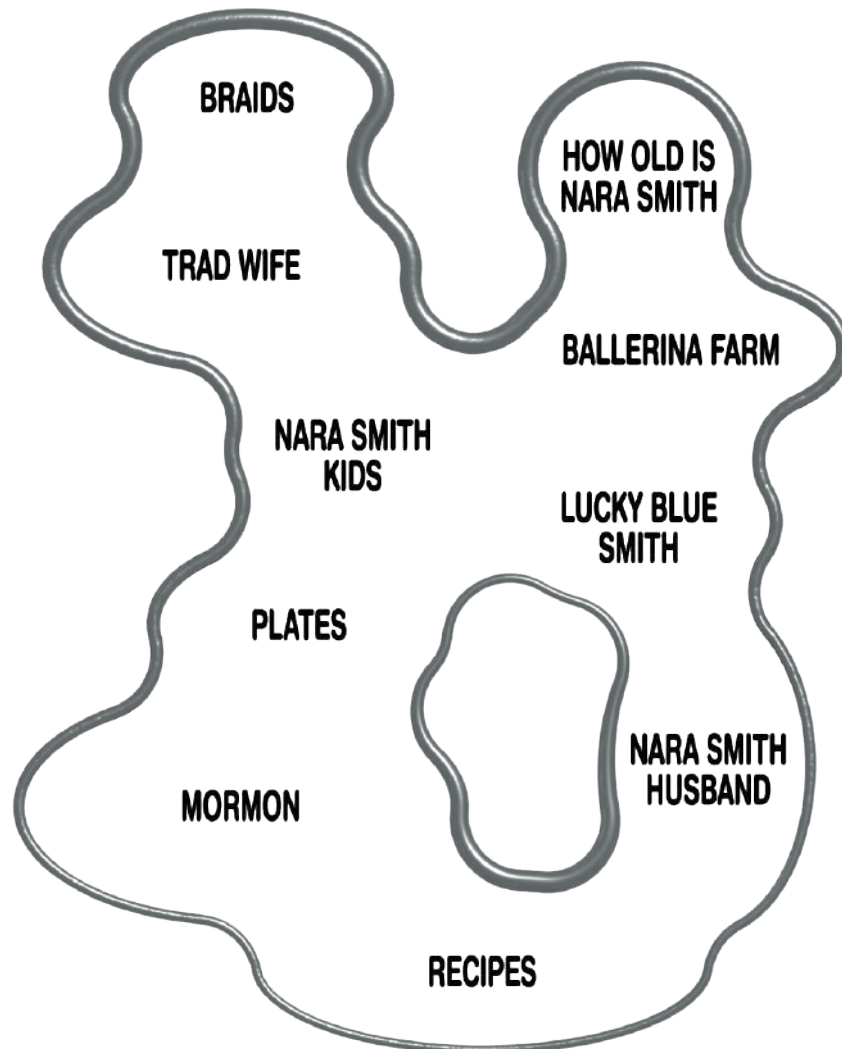
With “simple” video recipes featuring her preparing delicious homemade snacks while dressed in full glam from the world’s top luxury brands, Nara Smith left everyone in awe this year, including the fashion world. Attending Milan, Paris, and New York Fashion Weeks, the it-girl has completely transformed the world of influencing, pushing the much-debated hashtag #tradwife to 1 billion views on TikTok. Whether viewers tune in to learn how to make homemade Coca-Cola or to critique her conservative approach, over 11 million followers now keep up with Nara Smith on social media.

*Nara Smith*



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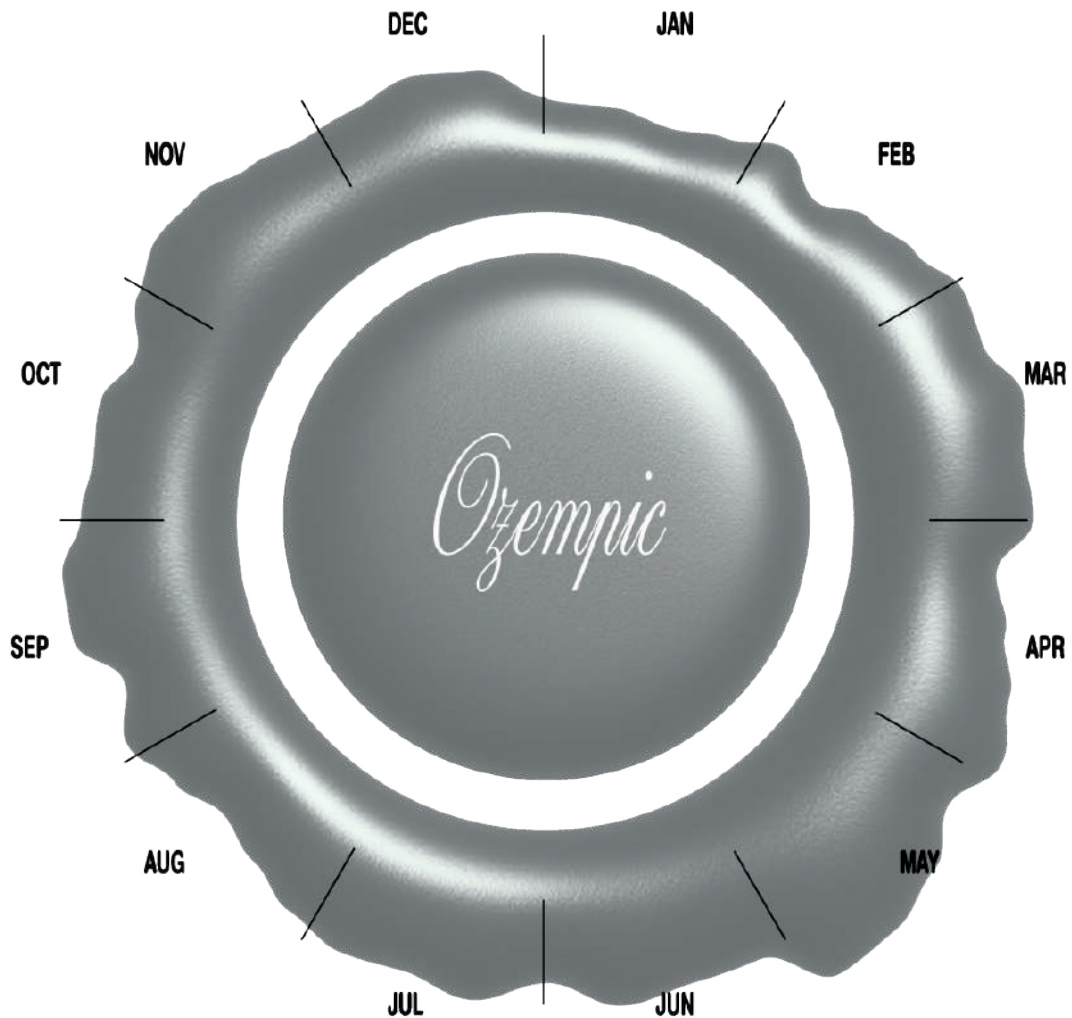
*Nara Smith*

Ozempic



The obsession with health and youthfulness has drawn celebrities, influencers, and consumers to beauty products promising rejuvenation, supplements claiming to “cleanse the body,” and viral smoothies with fantastic (and expensive) properties. Meanwhile, the arrival of one particular medication has significantly impacted the entertainment and fashion industries. With over 5 million monthly online searches globally, a debut on the runway during Namilia’s SS25 show, and the memeification of “Ozempic Face”, this weight-loss drug has been a major player in 2024. As early as January, the market value of Ozempic and its substitute Wegovy hit \$500 billion, making its Danish producer Novo Nordisk wealthier than the French luxury conglomerate LVMH.

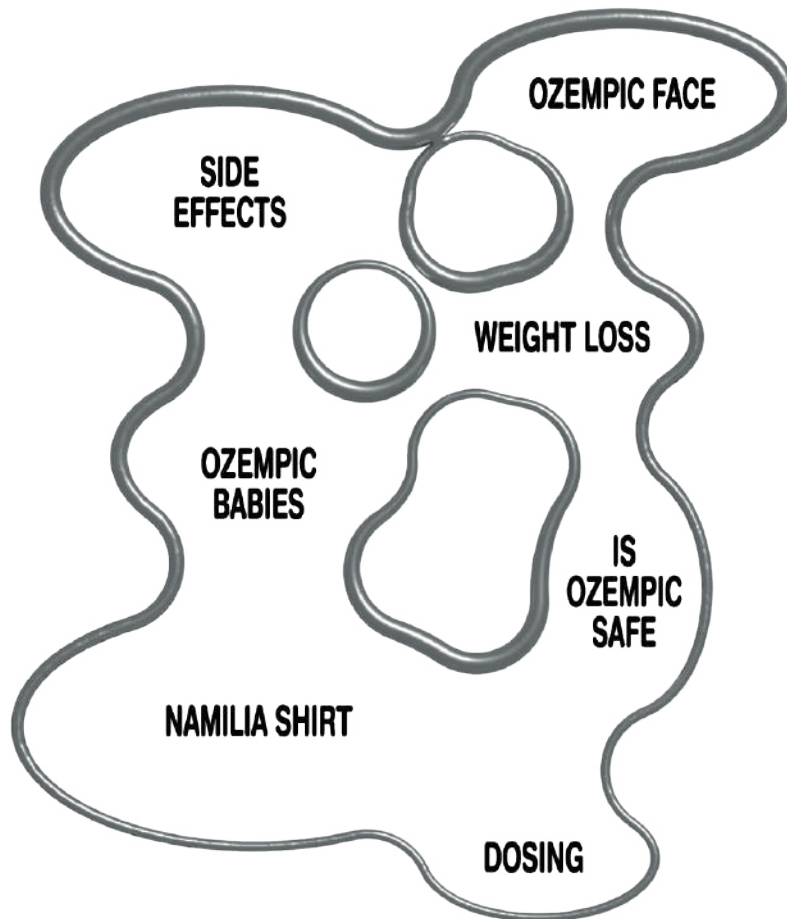
*Ozempic*



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*Ozempic*



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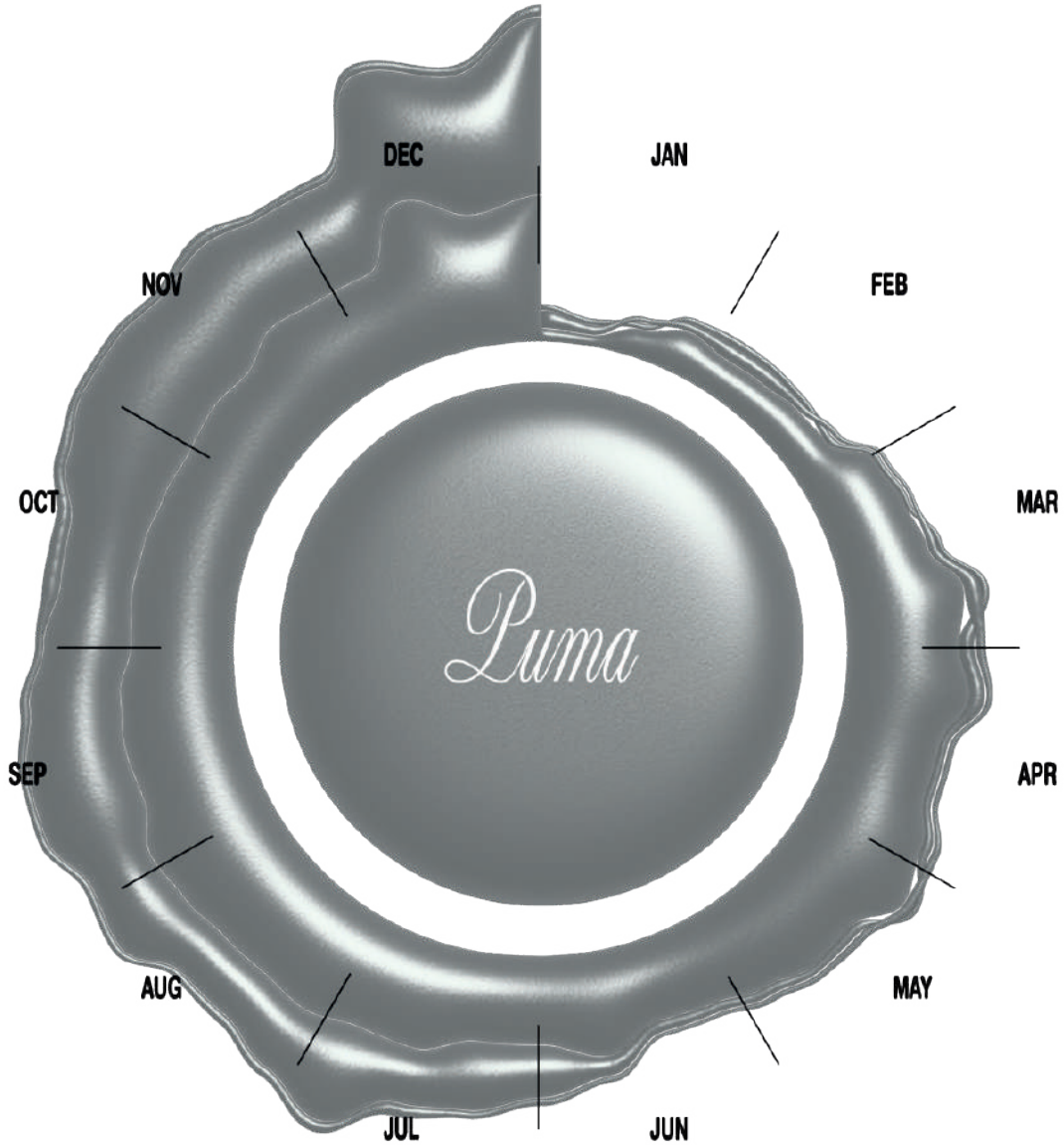
THE *Alphabet*  
OF FASHION

Puma



Surpassing sportswear giants that have dominated the streetwear scene for years, Puma claimed the title of it-sneaker brand of the year with the launch of products like the Puma Speedcat, the Puma Mostro, and the Puma Palermo, which respectively saw search increases of 1239.80%, 291.45%, and 903.10% compared to the previous year. Puma's undeniable popularity in 2024's pop culture resulted from an exceptional balance between marketing and product, with collaborations featuring stars like Dua Lipa, Rihanna, and Rosé. The perfect mix of vintage sneaker aesthetics and the involvement of notable figures in the global music scene captured the attention of billions of social media users, generating 7 billion TikTok views for Puma-related content.

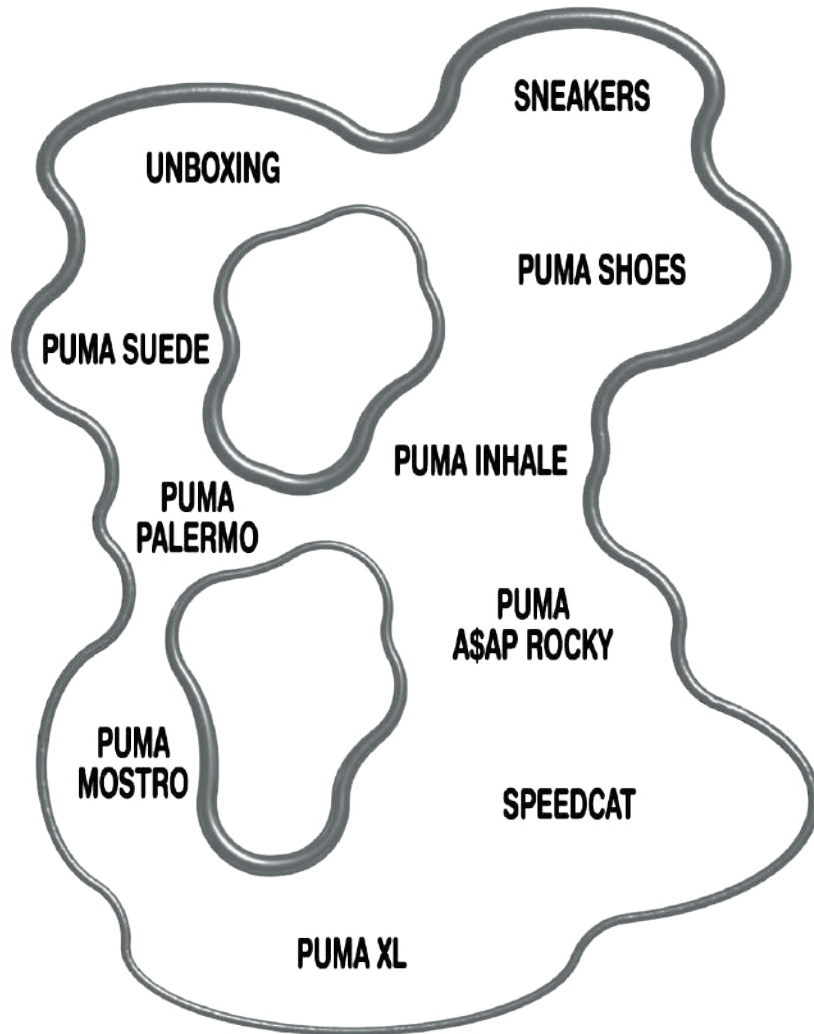




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*Puma*



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*Puma*

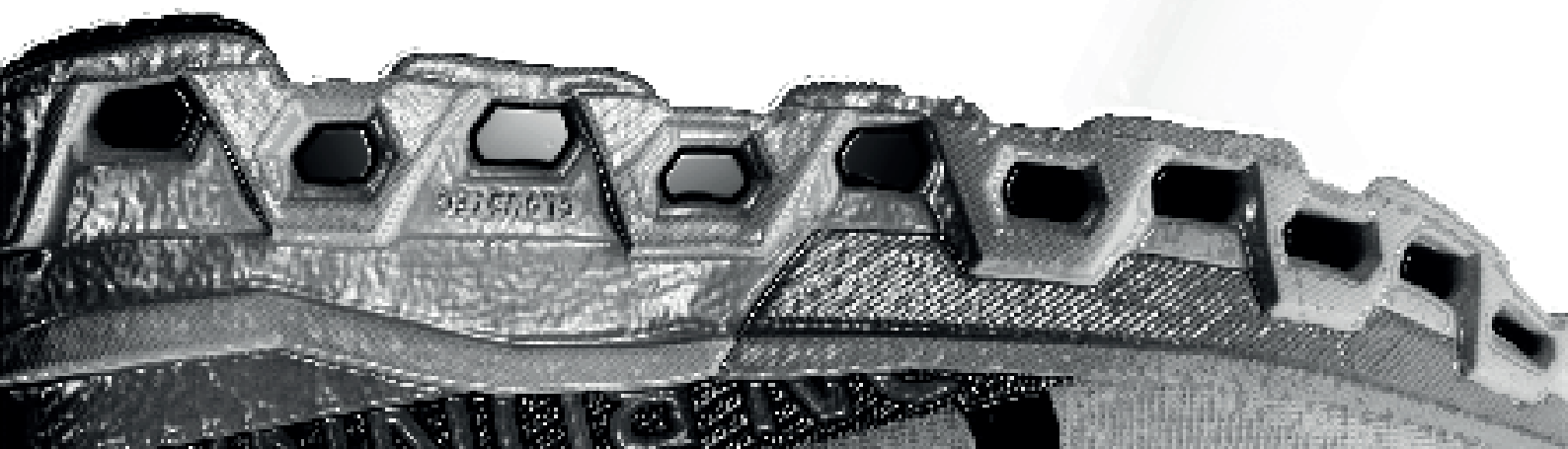
# Quadrilatero



While the luxury ecosystem faces significant blows, with industry giants experiencing steady declines, Italian fashion seems to be thriving. Just weeks ago, Via Montenapoleone, the heart of Milan's Quadrilatero della Moda, was named the world's most expensive shopping street, surpassing even New York's iconic Fifth Avenue. Meanwhile, Prada—the Italian empire built by founder Miuccia Prada and her husband Patrizio Bertelli—continues to flourish despite the luxury market crisis. During the year's third quarter, Miu Miu recorded a 105% increase in sales, and Prada Group revenues exceeded €3.8 billion. Not stopping there, Prada also prepared to debut on lunar terrain by signing its first space suit. The maison and American aerospace company Axiom announced it would be ready for use by 2025.

*Quadrilatero*

# Running



The rise of running clubs in major urban centers and the development of technical running apparel have propelled this sporty pastime to unprecedented popularity. Thanks to technological advancements and the sensational branding efforts of On—the sportswear company crowned fastest-growing brand in 2024—the running world evolved at a steady and speedy rate this year. On managed to bring its collaborations to notable names not just in sports, like tennis champion Roger Federer, but also in luxury fashion, including Loewe and Zendaya.

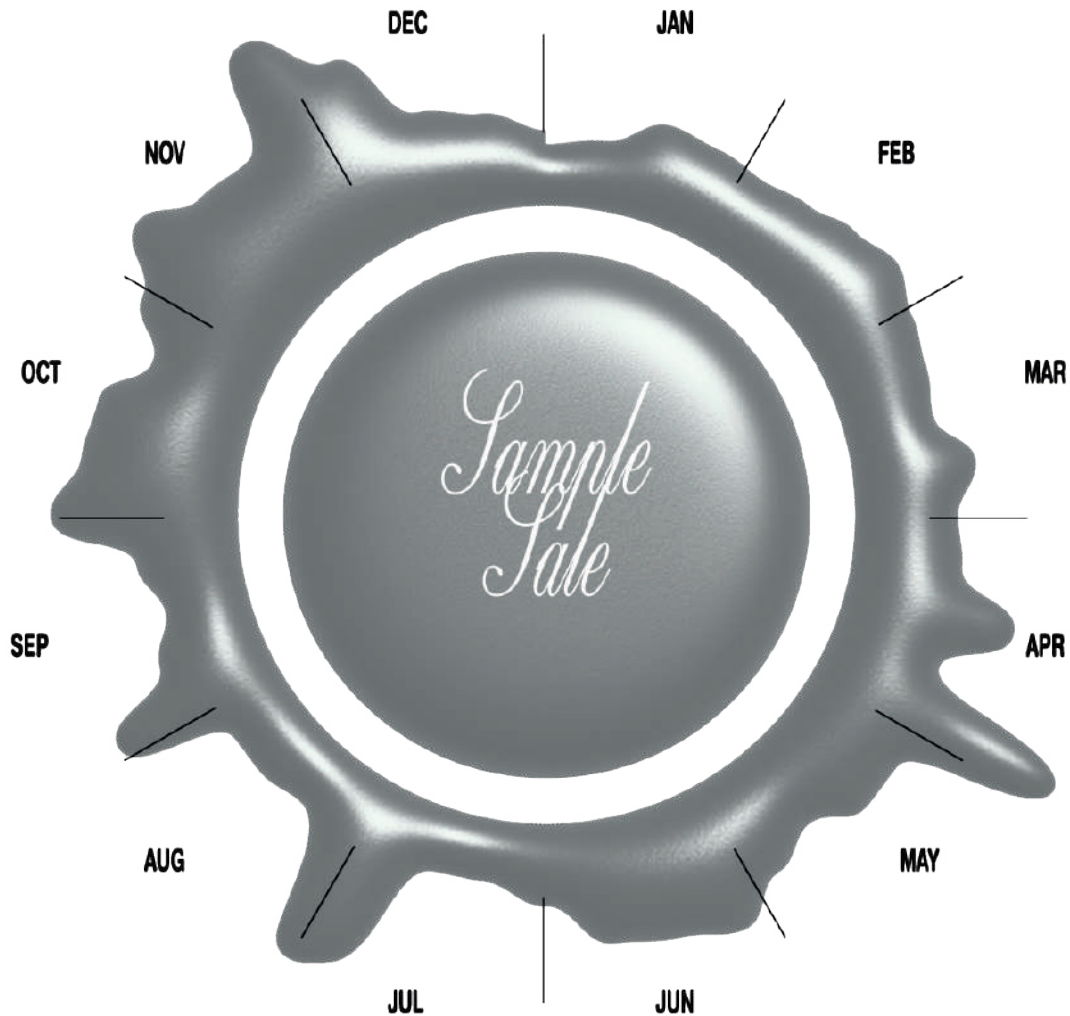
*Running*

# Sample Sale



Sample Sales were among the favorite activities for fashion enthusiasts this year, both online and in-person. Compared to the average of the last five years, Google searches on the topic increased by 69.2%, while on TikTok, the hashtag has garnered 2 million views from 2023 to today. The craze for crazy discounts has captured the public's interest, increasingly influencing the luxury crisis of 2024. However, after a boom in interest earlier in the year, following a period of ultra-popularity, the quality of sample sales seems to have declined, a victim of its own success.

*Sample Sale*



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*Sample Sale*



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*Sample Sale*

*Tennis Core*



When talking about the combination of sports and fashion, this year, the standout trend was certainly Tennis Core. From Luca Guadagnino's Challengers to Jannik Sinner's rise to fame, tennis aesthetics have been seen both in pop culture and on the runways. Thanks to the tennis sets by Miu Miu and to the edits by Art Donaldson and Patrick Zweig (who managed to earn more than 3 billion views on TikTok), tennis has never had so many fans.

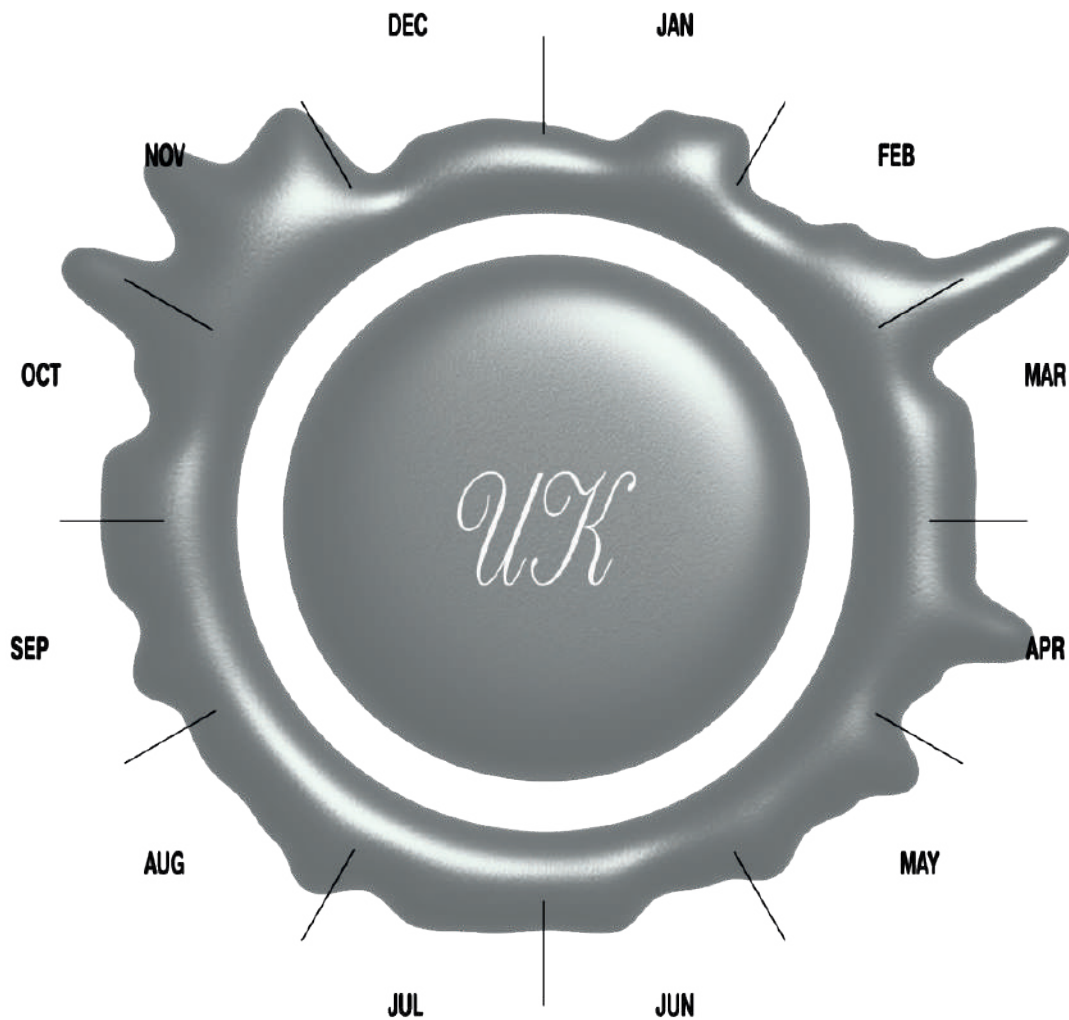
*Tennis Core*

UK



**Between the stunning reunion of Oasis, the full return of indie sleaze, and the nostalgic charm of Saltburn, the UK has rediscovered its long gone popularity in 2024. In every creative aspect: for example, the word “Britpop” trended immediately after the announcement of the reconciliation of the Gallagher brothers. In fashion, the youngest of the Gallagher family has also become the face of Napapijri’s campaign, an ode to both the past and the future of the brand forever linked to the Cool Britannia aesthetic.**

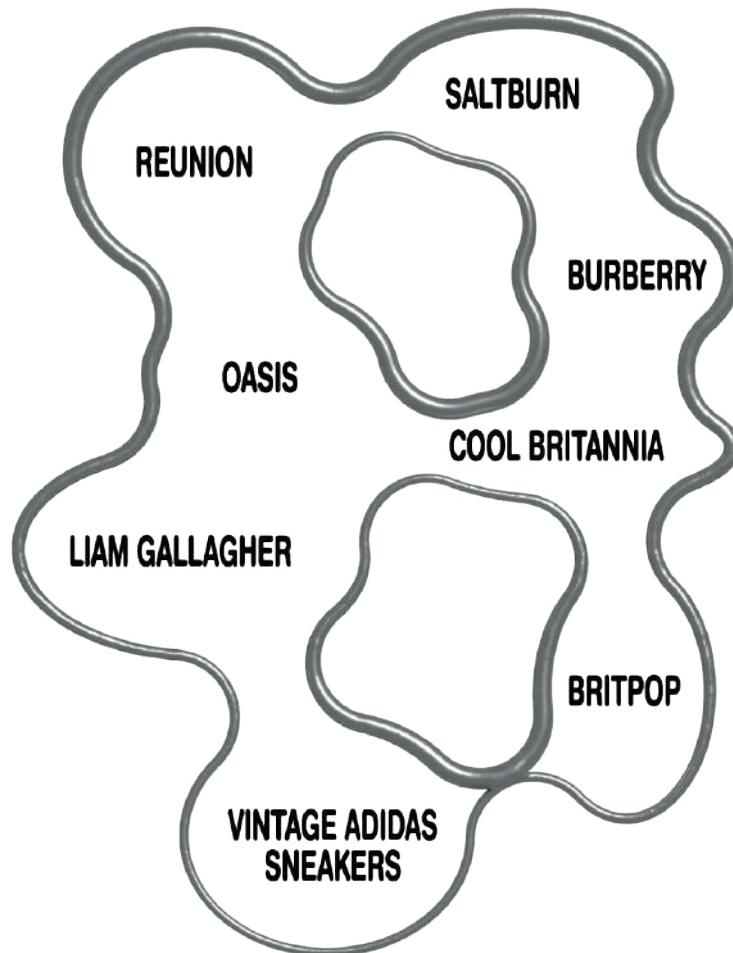
*UK*



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*UK*



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*UK*

*Valentino*



After two years of silence, Alessandro Michele returned to the spotlight in 2024, taking on the creative direction of Valentino. A pairing that might seem unexpected to younger audiences, but as demonstrated by Michele during his debut show on September 30th, the archive of the young Valentino Garavani pairs perfectly with the maximalist aesthetic of the former creative director of Gucci. The brand's new chapter has successfully regained the public's interest: compared to 2023, Valentino saw a 90.08% increase in Google searches.

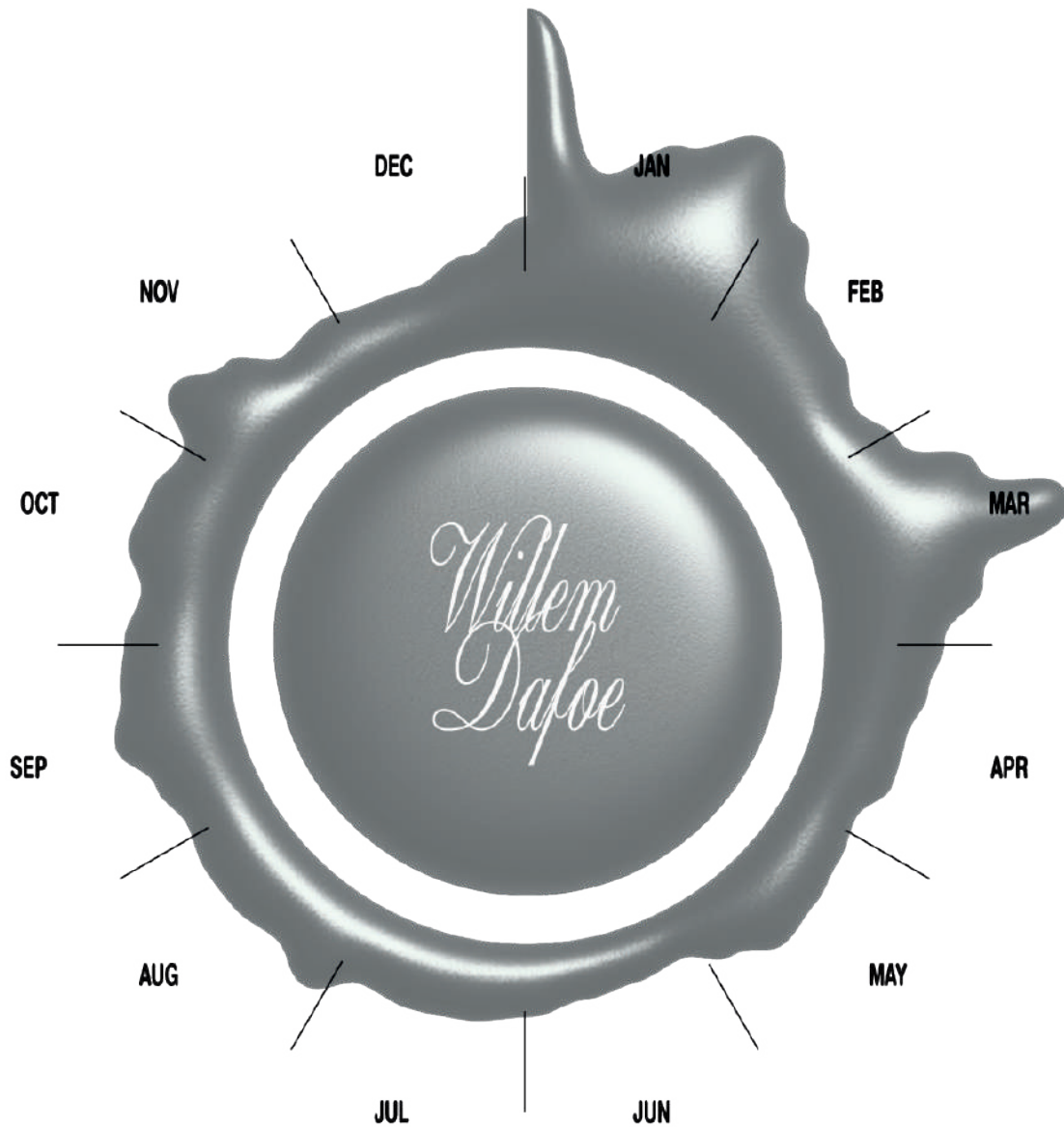
*Valentino*

# Willem Dafoe



The ultimate it-boy of 2024 has undoubtedly been Willem Dafoe, despite his 74 years of age. In addition to a busy film schedule, including *Poor Things* and *Kinds of Kindness* by Lanthimos, the *Beetlejuice* sequel, and the highly anticipated *Nosferatu* by Eggers, the American actor has become one of the main protagonists of Paris Fashion Week for the SS25 season, after closing the Miu Miu show. Loved especially by Gen Z for his 90s archive looks, his hashtag reached 949 million views on TikTok.

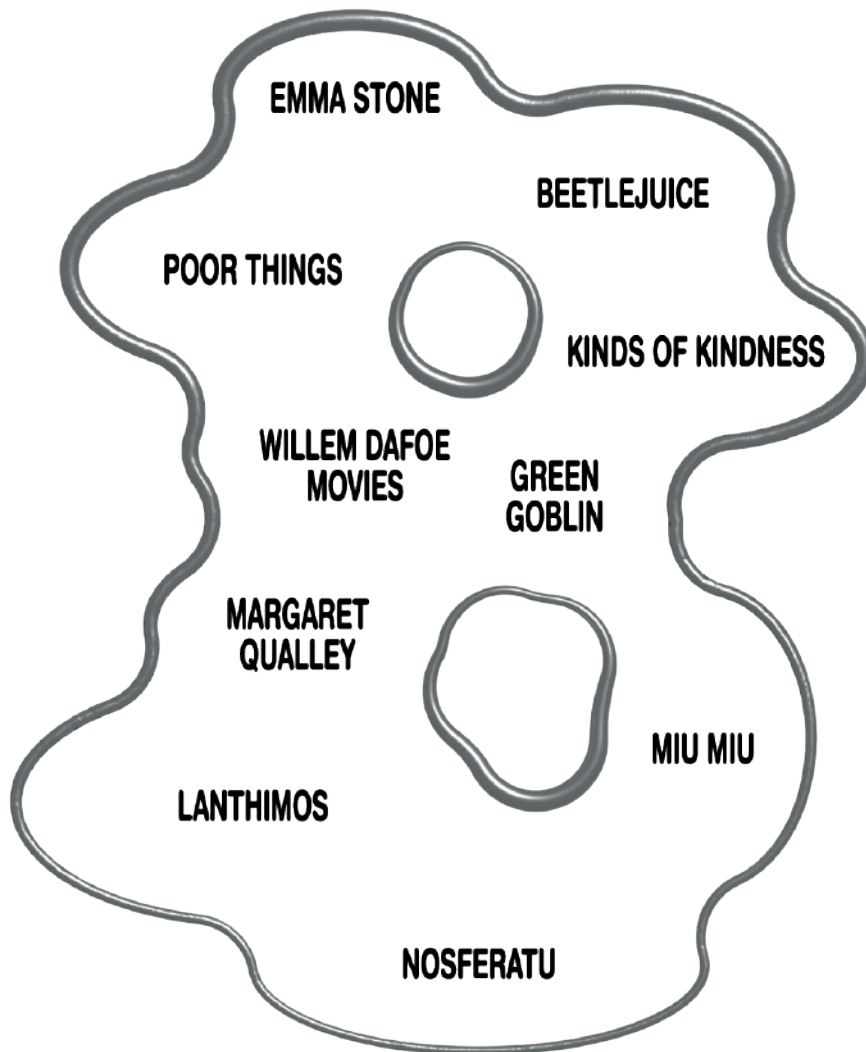
*Willem Dafoe*



**HOW TO READ**

The timeline graph shows how this topic has trended throughout the year, with peaks and dips reflecting its popularity across social media and Google searches over time.

*Willem Dafoe*



#### HOW TO READ

In this visualisation, each word represents a keyword or hashtag related to the main topic. The layout, generated using the Force Atlas algorithm, positions words based on their connections, revealing clusters and relationships that highlight patterns within the topic.

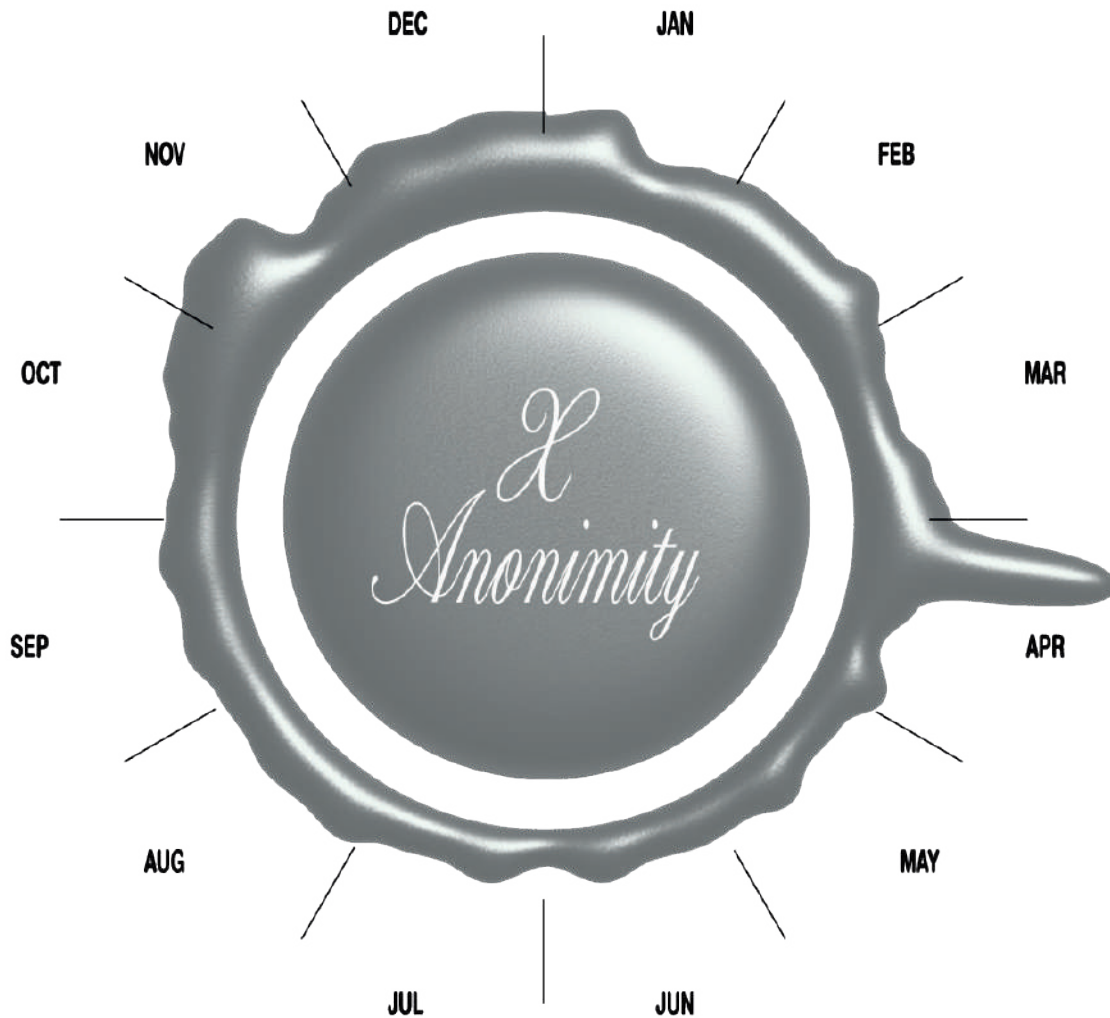
*Willem Dafoe*

# L - Anonymity



After years of overexposure on social media, 2024 marked the return of anonymity. The issue of privacy is no longer just an ideological debate, as shown by phenomena like “consensual doxxing”, but also a stylistic and aesthetic choice. While Kanye West was among the first to experiment with masks, and Balenciaga made waves with its “see-through cap,” PROTOTYPES embodied the peak of this trend, presenting an SS25 collection entirely inspired by ultras and the attention soccer fanatics give to anonymity. Not coincidentally, mask glasses have also made a comeback, becoming one of the most in-demand eyewear styles, recording a 30% increase between SS24 and SS23.

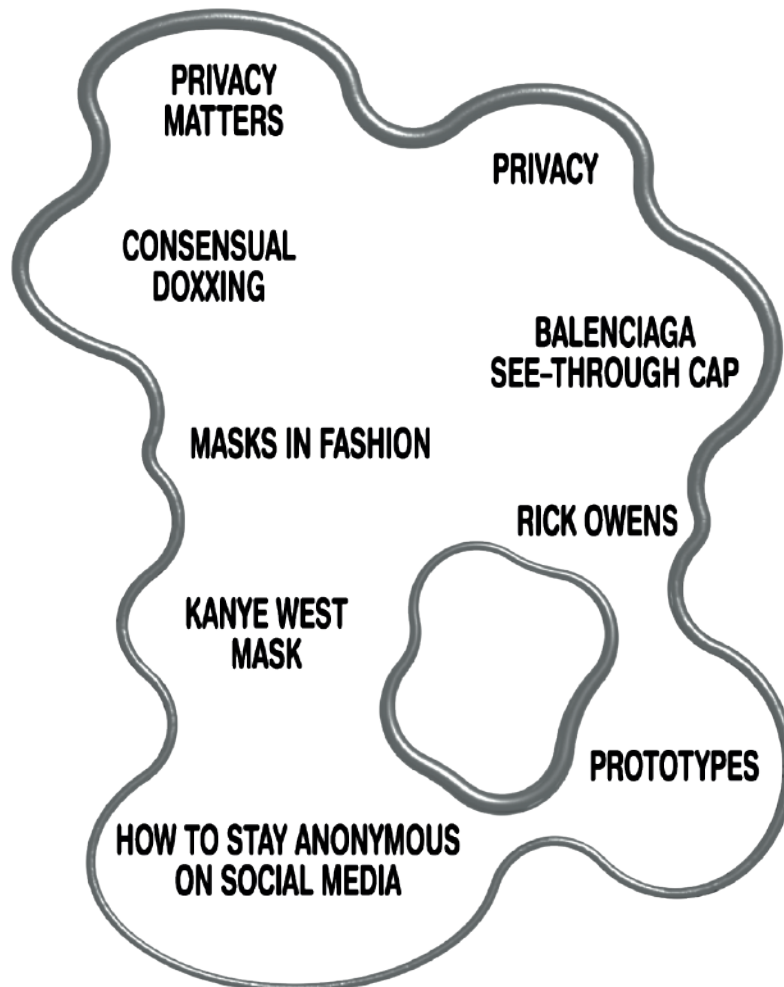
*X - Anonymity*



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*L - Anonimity*



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# *U/Project*



Although 2024 didn't seem like an ideal year for the brand on paper, Y/Project has never been more appreciated by the public. After the cancellation of the FW24 show, stars rushed to collaborate with the brand for the dedicated lookbook, which featured prominent figures like Kanye West and Mia Khalifa. Despite Glenn Martens leaving the creative direction of the brand last September after eleven years at the helm, the creativity and sense of innovation he brought to Y/Project have solidified his position among the favorites to succeed John Galliano at Maison Margiela. This news caused Google searches for the brand to soar between September and October.

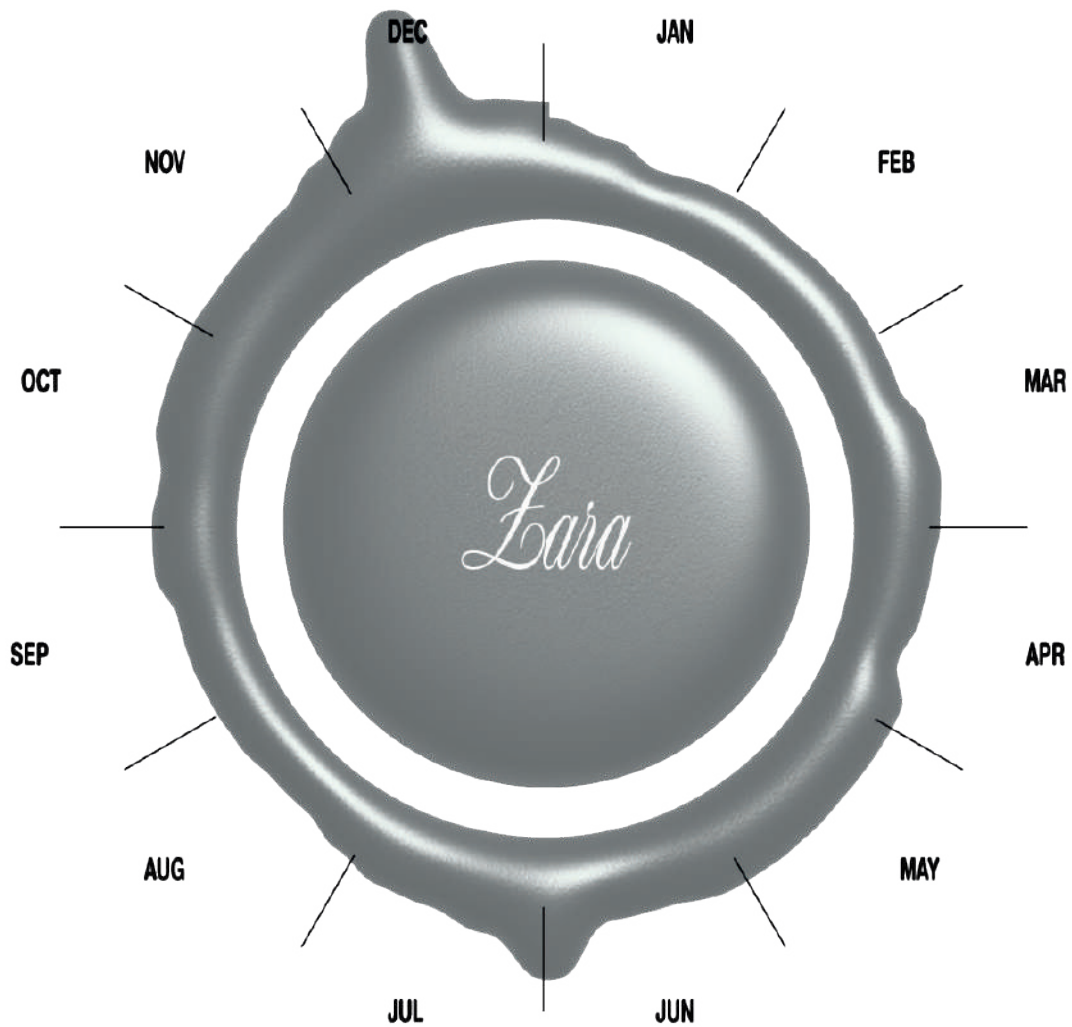
*Y/Project*

# Lara



The war on fast fashion has been ongoing for years, but in 2024, luxury seems to have forgotten to fight. Never before has Inditex pushed the repositioning of its main brand, focusing on collaborations with major fashion names. From former YSL creative director Stefano Pilati to iconic 90s supermodel Kate Moss, and A-COLD-WALL\* founder Samuel Ross, Zara has gained new ground in the fashion landscape. And while sales in the luxury sector are plummeting, Zara continues to rake in huge profits, accompanied by a significant increase in engagement on social media: the brand's hashtag on TikTok has reached 18 billion views and a million posts dedicated to it.

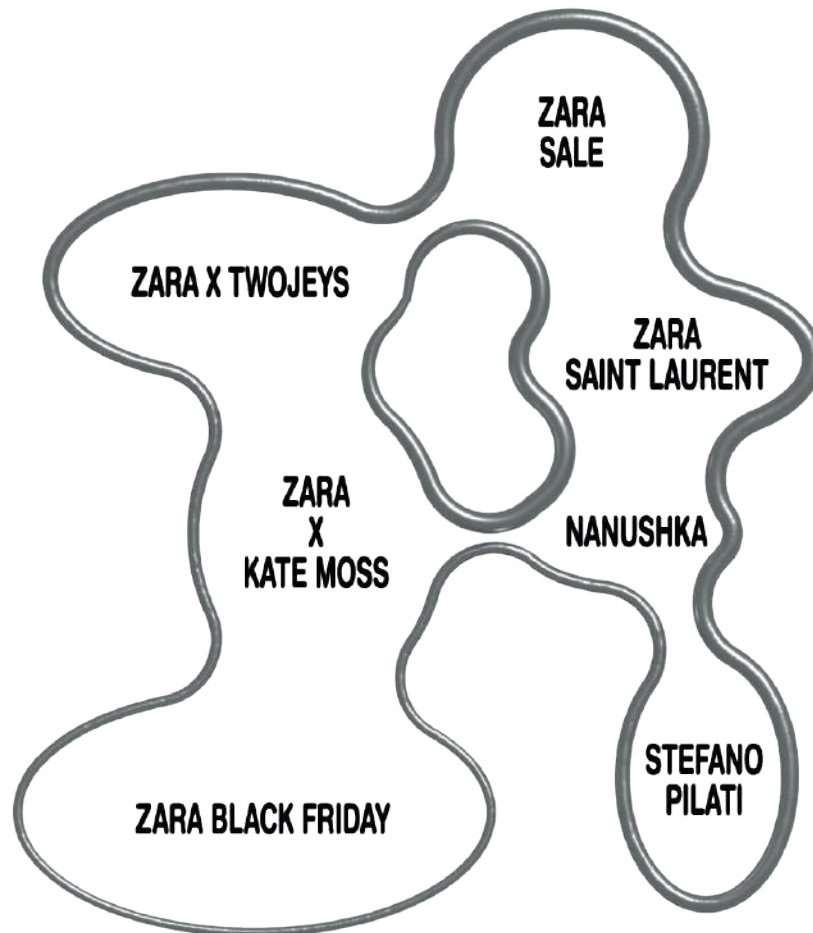
*Zara*



**HOW TO READ**

The timeline graph shows how this topic has trended throughout the year, with peaks and dips reflecting its popularity across social media and Google searches over time.

*Lara*



#### HOW TO READ

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*Zara*



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