



## MIRROR MIRROR

*Georgette Koning, Jesse Brouns, Mare De Beauregard, Sandra Heerma van Voss, Veerle Windels*

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A new magazine? On paper? In a crowded landscape already full of magazines? Yes. For good ideas there is always space. Is MIRROR MIRROR about fashion? No and yes. "Give people what They Never Knew They wanted" - Diana Vreeland. Beauty, linked to fashion, this is the surprising proposition of MIRROR MIRROR. Beauty journalism is often limited to commending products. MIRROR MIRROR takes beauty a step further. MIRROR MIRROR interviews the trendsetters in the beauty industry. Fashion designers talk about beauty, fragrances are analyzed on emotion and in her column Sandra Heerma van Voss asks questions about our pursuit of eternal youth. MIRROR MIRROR includes interviews, columns, profiles, trends and photo shoots. The cover shoot comes to life by scanning the QR code. Interviews in the first issue | Byredo's Ben Gorham, from basketball to perfumer | Alessandro Gualtieri reveals the largest fragrance lie | Diane von Furstenberg looks at the hand of beauty back on her life | Ramdane Touhami of Buly 1823 talks about his beauty empire | Hommage of Serge Lutens by makeup artist Ellis Faas | Furthermore | A hair poem by 'hair hero' Christiaan | Erik Zwaga cracks the code of 12 Dior fragrances | The success of the American label Glossier | Why beauty is always displayed near the escalator in department stores | The raw beauty of Juergen Teller | Back-to-nature in perfumes | The mysterious job of Cartiers Madame Brigitte | Profile of beauty pioneer Helena Rubinstein | Men and makeup | Tips & tricks for drag | High-tech plant magic | psychology behind color | About editor Georgette Koning | Studied fashion at Rietveld Academy, Amsterdam | worked as a designer in Paris, started in journalism and magazines through cult magazine Dutch. Wrote several books about fashion | 2015 founder and publisher of MIRROR MIRROR |

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