

# hoyden



**SHE, HER, HERS**

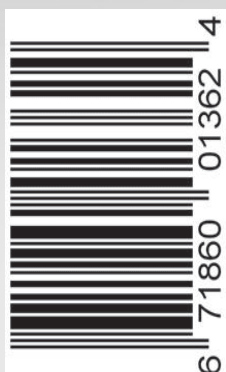
Less is more vs  
more for less  
*unique shopping*

The best ALT  
nights in London  
*be a step ahead, live a little*

Antonietta  
Canzanella aka  
**DEBBIE**  
*on surviving as a DJ*

Marie Clair aka  
**thebasegirl**  
*on doing everything  
that is impossible*

**March 2019**  
**1st issue**



**The future is female**



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From the Editor,

*It is with delight that I welcome you to the very first edition of Hoyden. When my team and I came together and decided to embark on this journey, our mission was simple – to embrace the alternative. We wanted to celebrate the many differing subcultures in today's society. We wanted to create content, which would interest and perhaps inspire you. Not only this, but we wanted to be your guide and present you with new and interesting topics to do with lifestyle, hobbies and social activities. This edition of the magazine will present you with a flavour of what is to come. From alternative holiday destinations to introducing you to the women ready to make a name for themselves, Hoyden has you covered with the content that you want to see.*

Matt Perry



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# FEATURE

**O**n Thursday morning still, before 7 am, no-one is expecting much to happen on the streets of East London. However, by number 226 Brick Lane there is a queue of over 20 women, looking tense but also excited. The slogan in the window behind them says: "Everything £15 for a kilo." Later that afternoon the queue is still there. This time you can sense the feeling of triumph, among the women and man standing outside of the shop. They got their pearls. In some kind of way, they won today's thrift shop delivery.

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Typical lack of space issue occur in many charity shops.





# Less is more vs more for less...

*Quality over quantity or comfort of a wide choice. Multiple questions and factors influencing our cloths choice. But what do we really know about secon-hand shopping and how unique it can become? Have you ever wonder that it can be so much more to it?*

by Nicole Pihan

According to the statistics in the UK, we have over 11,200 of a charity and more than 4,000 of a vintage shops. What they have in common, is that they are selling second-hand stuff and that you can find some truly precious items in both of them. Yet, one of those two comes with a price tag and the other with a lot of struggle to actually find something of value.

## Why?

Research from mid-2018 showed that over 50 per cent of people, prefer to buy their clothes through the Internet rather than in-store. We can't blame them. First of all, it's much faster this way. You type into Google whatever you need, scroll for a couple of minutes through images and then proceed to purchase. Moreover, there is a factor of avoiding any type of judgement, sometimes seen on the faces of shop assistants or fellows' shoppers. From the comfort of your own house, nobody will comment on your choice of neon pink top or barely existing length shorts.

## Top-trend is second-hand.

Different research shows that 44mln of women buy their clothes second-hand. There are couple of explanations for these statistics. Firstly, this might be a way of getting designer clothes for much less than you would have to spend in the boutique. The other reason which could be less obvious, is that the clothes bought there are more unique. Usually, there is

only one piece of a particular item available, just because it was given away by someone. Then, there is this little addition of the pieces which might be upgraded by their previous owner. Creatively changed and in this case, you can be completely sure that your clothes will be unique.

When both of the discussed types of shops attract a wide range of clientele, some looking for prices others for the pearls, second - hand clothes market generate revenue of 60bln each year. However, how to decide where to go? Vintage vs charity/thrift shop. The definitions of what to expect from each of these establishments, appear to us much more mystique.

## The Charity

A charity shop or wider know as a thrift shop (USA) is a place of constant chaos. That's where you get everything for a surprisingly low price, but also you have to have an eagle eye to actually make sure that you will leave from there with anything (of value or use). They are sourcing their items for sale from donations, made by people who simply are not in need of them anymore. The other important side to charity shops is that their revenue (or actually its 80 per cent) goes off to the wide range of good causes. They are approved by the government and work as its part, as well as being supervised by it.

## Vintage life

The vintage shops are another story. They take their name from the type of items they sell. Vintage by Oxford dictionary means "denoting something from the past of high quality, especially something representing the best of its kind." They belong to the private person, together with all the profits, and are definitely not supervised by an official organ. Usually, they stock high brands with even higher price tags. Some of them are so exclusive, that they might require a special invitation to be able to get in. However, these types of shops are also the most awarding when it comes to hunting for truly unique clothes. To be able to say that you got a leather jacket by Yves Saint Laurent for only £50 it is a skill and achievement.

## What?

On the way to achieve your own unique style, you can get too catch up and end up with a very poor imitation of someone who you once met on the street. It is true, that pieces found in second-hand shops can be unique, but the previous owner is actually what makes them so special. The key is, to not avoid jeans just because they are slightly worn off, or have an unusual patch, even a hole on the knee level. Truth be told, each of this piece sold in the second-hand shop, but not being previously used is not as unique. There are only a few brands which make nowadays,





# URBAN OUTFITTERS

**5** DAYS  
**5** DEALS

VISIT NEAREST SHOP FOR  
MORE DETAILS

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a single piece of particular design, so there is always somewhere in the world another identical piece of wardrobe if it does not have any personal touch. Therefore, you want to look for something with a soul. Even if, it is because it was collecting dust somewhere in the warehouse for the last 15 years and colours start to look slightly off. The answer to "what" is simple. Like with love, you have to feel it, rather than see it. That is how these shops spread their magic and uniqueness.

### Who?

Magda, 27-year-old student of psychology, who says she is a shopaholic, has quite a clear point of view on this type of shopping: "Regardless the type of shop, second-hand clothes are such a blessing. You feel just half guilty of buying them, and only a quarter guilty if you end up throwing them away." "I never feel judged in none of those shops, neither by other shoppers or the stuff," she added. That aspect certainly helps to spend some extra time and money. However, she is one of those people who buy their clothes, mostly because they felt a connection with them. "For many people it will be odd, yet when the blazer just makes me somehow look special without being too special, this

*"When the blazer just makes me somehow look special without being too special, this is when I know that I have won the race for pearls."*

is when I know that I have won the race for pearls."

Some men and women spend hours and hours sorting the baskets and hangers in search of something special. Ana, 32, who works as

a waitress in one of the

Shoreditch Restaurants,

visits second - hand shops frequently,

said: "Everyone

knows the book

of Ann Brashares

The sisterhood of

travelling pants. You

think magic, but me

and two of my best

friends have a jacket

which works exactly

in the same way.

We got it in one

second-shop in Italy,

on our holiday, and it

has brought magic to

our lives ever since.

Even if we are all very

different from each other."

The jacket does not sound as unbelievable as the jeans, (subject of a book) which fit to the bodies of four girls with a different height and shape, but one thing sticks. With the wrong approach, you might never find or even do anything special. We believe that second-shops, either

charity or vintage ones, have this mystique to them and as long as people feel special and not too broke after leaving, why not just join these mysterious hauntings, even just to get some different perspective.

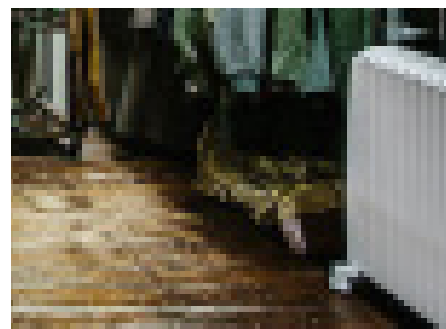
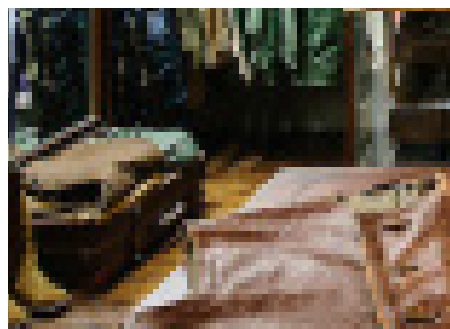
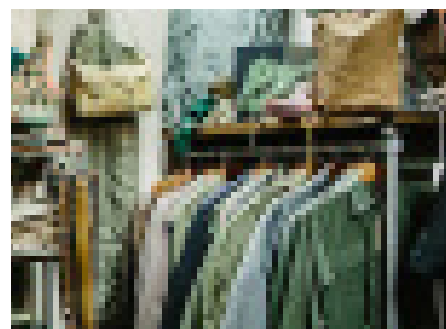
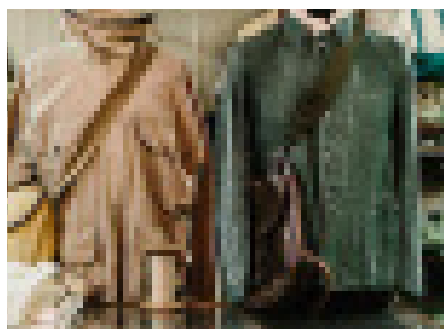
### Therefore, the choice is yours.

To go to charity shop and spend countless hours in search of something of quality, when finally, after a day of struggle and dirty hands spend your money to also support a good cause.

To go to Vintage shop and spend countless pounds for something of great value but also be able to say that your wardrobe is truly unique and vintage top to bottom.

There is no right or wrong. Just make sure that you are aware, next time when you are passing the door of one of these shops, what you are signing up for and, what is more important, try to believe in their magic.

Vintage shop by Brick Lane in London





**FEATURE**



# THE BEST BALI

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Ever get bored of the same old club night with your mates? Sure, every now then you can have a great night at your nearest Przym or Tiger Tiger but that forgotten night followed by a greasy Kebab at the end of it can get quite repetitive. With that in mind, We have hunted down locations with a more lively, alternative vibe sure to fit your sesh standards. Turn the page to see where to go in London...

By Matt Perry

# NIGHTS IN LONDON

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### **Four Thieves, Clapham**

Alternative rating out of 10: 6  
Best review – ‘Four Thieves.  
More like Thieving Bastards.’

This eccentric pub situated near Clapham Junction, has a little bit for everyone from a wide variety of gin flavours to a gaming room on the upper floor. On certain nights, the pub also hosts comedy show for those looking for a laugh and perhaps don't mind a grilling themselves. Clapham has a wide variety of clubs and bars situated around the London-based area but none offer the unique experience of Four Thieves.

### **The Amersham Arms, New Cross Gate**

Alternative rating out or 10: 7  
best review ‘Aggressive bouncer told me no ID no entry at 10:30pm, I'm 34. Moronic’

A definite niche spot, and not somewhere you would know unless you knew, this pub turns into a club on weekends with dedicated nights to differing sub-cultures such as a goth night. The Amersham manages to attract an audience of alternative punters whilst remaining fairly unknown compared to venues such as Borderline.

### **Canavans pool club, Peckham**

Alternative rating out of 10: 8  
Best review – ‘Full of hipsters. Absolute dump.’  
A bit like the TARDIS, It may not look that big from the outside, but this pool club holds one of Peckham's most eccentric nights out on most days of the week. Along with a dedicated hall for playing pool, most punters are attracted to the Karaoke nights in the club. With its hipster vibe, it's no wonder that even Nike used the club to promote their footwear recently.

### **Brixton blues café, Brixton**

Alternative rating out of 10: 8  
best review: ‘This is not the place to come if you're actually a fan of jazz or blues music. Rather, you'll find members of the hipster army and the typical “young professionals” of Clapham and Brixton, plus a large mass of middle-aged men.’

One of the funkier vibes in town. Brixton Blues is a great alternative to regular clubbing in the big city with events spanning from Fleetwood Mac tribute bands to brass performances from the likes of Old Dirty Brasstards. After these events are over, the partying doesn't stop as soul and jazz bands perform into the early hours of the morning.

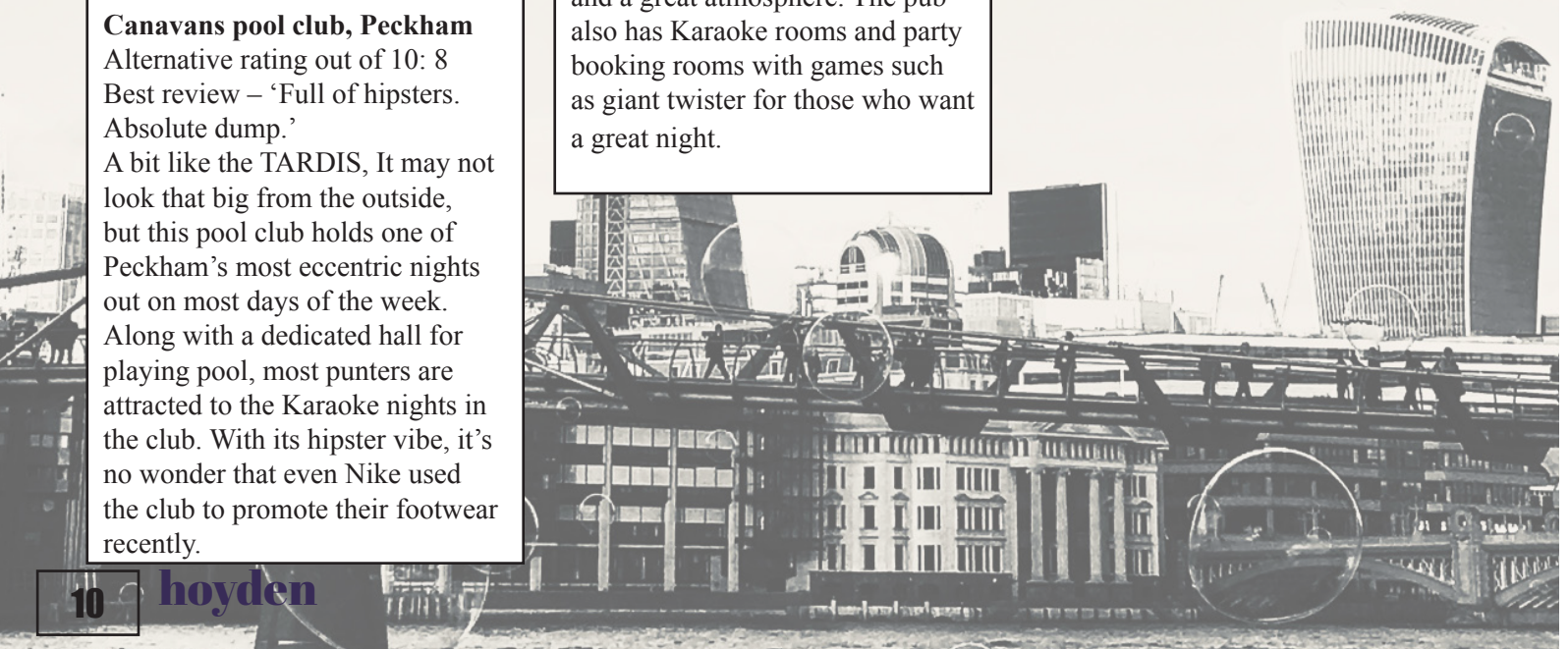
### **The Old Queens head, Islington**

Alternative rating out of 10: 5  
Best review – ‘The resident DJ played funky soul classics such as Shots by Lil' Wayne. Whilst this did provide me with nostalgic memories of drinking €5 fish bowls in Malia, it wasn't really what I expected for a funk and soul night.’

A traditional pub with an edge. You can expect all your normal pub activities such as quizzes on some days but as well as this, bands, dedicated nights to artists and a great atmosphere. The pub also has Karaoke rooms and party booking rooms with games such as giant twister for those who want a great night.

### **Borderline, Soho**

Alternative rating out of 10: 5  
Best review – ‘It was an endurance test, although the band were great I couldn't wait for them to finish so we could escape from this hell hole, my heart sank when they did a three song encore.’  
A great night out in a great area, Borderline is mostly predominant for its live bands which play most weeks. Despite being arguably pricier than other places and less niche, you're guaranteed to meet people with the same interests as you.





# Forgive me father, for I have Ginned

**Matt  
investigates**



In the BBC drama *Peaky Blinders*, Cillian Murphy's character attempts to enter the Gin market in New York.

What do Wetherspoon's and Tommy Shelby have in common? They both realised the increasing market for Gin. UK sales of gin are believed to have doubled in value in the last five years hitting £2.2 billion. With endless flavours now being presented to the gasping customer, we've decided to hunt down the most extravagant flavours which we could. Tried and tested, this is what we found... by Matt Perry

Pomegranate and Rose, Edinburgh Gin

Frankincense and myrrh, Edinburgh Gin



Spiced Clementine, Russell Distillers

Mince Pie, Sipsmith

Oriental Spiced, OPIHR





# COSPLAY:

**Cosplay season is almost upon us and as cosplayers are at the ready, we look at the history and impact of cosplay in the fandom community**  
by Charlotte Dorans

*Summer is just around the corner and for fans of all things fandom, this means that convention season is starting soon. And conventions are busy times for the biggest group of all; the cosplayers.*

## But what is cosplay?

Cosplay has been around for a bit longer than people think; cosplay began to grow rapidly in the 1990s in Japan; where the term 'cosplay' was coined. Cosplay in its purest form is people creating and dressing up as fictional characters from a wide range of media, mainly television, film and anime. But cosplay really is what the individual what it to be.

## Who normally cosplays?

Anyone can cosplay; at conventions you can see cosplayers of many different races, sizes, genders, sexualities. It's a very diverse community and you'll often find this sometimes reflects in the cosplays themselves; with cosplay having many branches such as 'gender bent', where a character

that is male or female in the original work can be imagined as the opposite sex. Everyone has different reasons as to why they decide to cosplay but a lot of people become inspired from their favourite shows as a child or from their favourite book, film or television show.

## How do you start cosplaying?

There's no guidebook to it really. Although from personal experience, it's definitely something that has to have a level of dedication to it and a willingness to spend a bit of money. Many people who cosplay have experience in sewing and costuming and found that cosplay opens up a lot of creative opportunities for them to practice and craft

their skills. Amino cosplayer LeeBrie wrote: "I love the puzzle of looking at a costume and figuring out how to make it. On my Hawke cosplay; the character's belt doesn't have a functional buckle, it's just one big loop. Figuring out how to make it so the seam was hidden was really fun."



Mille, aka lespenox, is a cosplayer with over 5,000 followers on Instagram

## Where would you normally find cosplayers?

Conventions are the heartbeat of the cosplay community. With conventions like MCM London Comic Con bringing in over 130,000 visitors in May 2016, there are loads of opportunities for cosplayers to show off their costumes in cosplay competitions. Sunnycon Anime Convention

in Newcastle has 3 cosplay competitions, the Masters, Rising Star and Non Competitive every year with money being given out to the winners, first prize being £500.

## Like any competition there are certain requirements to follow:

The Master Competition is for the professional, requiring your costume to be 75% handmade and a portfolio of your work and how your costume was created, however Rising Star is a bit more forgiving with less of your costume required to be handmade. The Cosplay Team at Sunnycon said that 30 to 40 people usually participate in the competition. There is loads of opportunities for cosplayers to show off. Besides from conventions, cosplayers are often very active on social media; some having accounts dedicated to their cosplay. The cosplay community is especially big on platforms such as Amino Apps which has a whole cosplay community of up to 196,033 members,



# A HISTORY



where people post pictures and communicate to each other and to give each other help and Instagram has round about 32.5 million cosplay posts as of right now.

## I've heard that the cosplay community has a lot of fat shaming?

The cosplay community isn't short of controversies and scandals unfortunately. Just the same as any fandom community, with fat-shaming, particularly towards female cosplayers, is particularly common, with actual websites dedicating to uploading photos of plus sized cosplayers, calling them 'fatties.'

Because cosplay takes characters from well known existing source material, many people are going to have an opinion about how a particular character is going to look but weight is just one of the things that people can find themselves being laughed at, some people have talked about being ridiculed for their race and sexuality. Jay Justice,

a black cosplayer, described an encounter she had when cosplaying Wonder Woman, who is depicted as white; she said that someone accused her of being disrespectful for deciding to cosplay Wonder Woman; stating that "Wonder Woman is not black." However there is still a lot of undiscouraged cosplayers; Dania, also known as Hijiab Hooligan, uses a hijab in her cosplays, with her Captain America cosplay with a hijab that blew up on the internet.



Hayley Louise Macfarlane has been cosplaying since 2013

## Why is cosplay so popular in the fandom community?

Cosplay is a hobby, just like sports or art. Many people spend a lot of time and

dedication on their cosplays and it is something that they have a great passion for; and many cosplayers do love to interact with other cosplayers

as well as interacting with people that recognise the characters that they are portraying: "Why do people wear sports strips? Fantasy, community and a sense of belonging, admiration or just for a laugh. It's

fun to make things too, and showing off is half the fun."

The ability to pay homage to something that you love is what makes cosplay so important to a lot of fans. Hayley Louise Macfarlane, a part-time cosplayer and

author, got interested from her love of anime: "I loved anime before I even knew it was called anime, though I always loved dressing up and making things." She says that cosplay is important in the fandom community because it's something that can be done together and isn't limited by money or skill: "People can make costumes together, buy them, do group cosplays, performances. It's a really great way to be social in a community that is overwhelmingly introverted. And, as massive nerds, seeing your favourite characters brought to life is amazing. It's like going to Disneyland as a kid."



Sakura - one of the top anime characters often copied during cosplays

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# THE FUTURE IS FEMALE

**From the music to the creative industry, Hoyden has you covered for all the breakout stars looking to make the future theirs for the taking...**

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**The future is  
female**

# Jade Bird

**The hard-hitting artist about to take 2019 by storm with her self-titled debut album.**

If 2018 was the year where people started to take notice of the up and coming star, 2019 is looking like the year where the Croydon-born artist, who was raised in South-Wales, will smash into the music industry. Hard to put into one genre of music, Bird, who has spent most of her early years traveling around London, Wales and Germany, has already shown the diversity of her work with folk-indie hits such as 'Uh-huh' and 'Furious' to the more rock and hard-hitting single 'Love Has All Been Done Before'. Already touring Europe and with her debut album set for release in April, the 21-year-old could be set to take the rest of the year by storm. In an interview with the Guardian, the artist spoke about the importance of being a female in a genre of music highly dominated by male artists. "It's really interesting to confront the same expectations as white male guitarists and exceed them. That's my biggest goal, to keep smashing expectations." It is clear that Bird has the self-confidence and the charisma to successfully make the rest of 2019 her breakout year, and one of the leading female artists in the music industry.

by M.P.



(Above) Jade Bird performing at Bonnaroo Music Festival in Manchester, Tennessee in 2018.

## Where to see Jade Bird this year:

Neighbourhood Weekender,  
Warrington - May 25th - 26th

All Points East, London - June  
1st

TRNSMT festival, Glasgow -  
13th July

Larmer Tree Festival, Salisbury -  
July 19th - 21st

Jade Bird is also supporting Tom Walker on tour in the UK as well as performing with Hozier and Father John Misty around the U.S. on two separate tours.

**"I'm a young, independent girl and hopefully an example. You don't need to wear a hashtag T-shirt."**



**The future is  
female**

# DEBBIE

**aka Antonietta  
Canzanella**



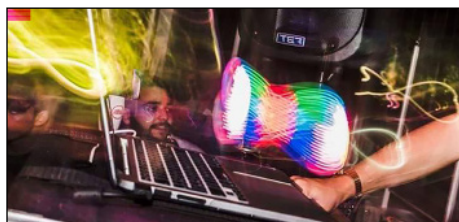
The music industry is one of the most unpredictable ones among them all. Trends change very swiftly and the ability to adjust is something that without, you may find hard to survive. Among all that chaos there is Antonietta Canzanella or, as she likes to be called DEBBIE. She is an Italian DJ. That means she is doing something that primarily, was associated mostly with men. Yet, she has managed to gain over 13.8 K of followers on Instagram and her gigs are packed. DEBBIE is relatively new to the industry, which makes it even more impressive. She has started her journey as a musician only three years ago after attending one of the music festivals and coming to the conclusion that it is a life she wanted. For Canzanella it is not an easy road. Her passion for music begun when she was a child. However, she does not come from the privileged family, therefore, she is



constantly battling between two lives. When describing her daily routine she said: “wake up early and have a healthy workout in the morning. In the afternoon I work at the company of my cousin and only in the evening I can find time for my productions but throughout the day I look for good music to keep me updated.”

DEBBIE is a woman of power. Through her struggles to first find her niche and then become recognisable, she understood that it won't be easy to be a woman in the music industry: “women are underestimated in this area especially, if you do not have an enviable body but with commitment and dedication anyone can emerge.” She does not have one particular key to

her success. Everything, from her passion and stubbornness through craziness and spontaneity to time, is what helped her to get where she is now. Antonietta is not afraid of criticism and to always stands out even if the people will classify her as “odd”. DEBBIE is proof of dreams coming true if you are patient and fierce enough to keep believing in them. Her advice to you? “women by nature are more stubborn than men so they should not have any fear in anything about their life and work.” With that, her favourite word is humility! In the end, if you have doubts, but truly want to get into music, remember about DEBBIE achieving and living the life she wanted just because she had a dream. *by N.P.*



DEBBIE during  
her performance

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The future is  
female

# Anteros

The London quartet whose debut album is bringing the glitz and glamour to the indie scene

Having seen the London-based band supporting Blaeskov back in 2017, I had a feeling that this could be the start of something special and two years down the line, with the incoming release of their debut album, Anteros could be set for a great rest of the year. Taking their name from the Greek God of 'requited love', the band led by Lauren Hayden see themselves as dream pop band with a side of rock. The impressive single 'Drunk' makes us think we're fifteen again as it highlights the intoxicating effects of love. 2019 is already looking like a massive year for the group with the debut album out in March as well as their biggest tour to date taken place in April in areas such as



London, Liverpool and Manchester. The band will also be taking on the festival season with confirmed appearances so far at Y Not Festival, Tramlines, Neighbourhood Weekender and This is Tomorrow. *by M.P.*



## Others to look out for:

**TASH SULTANA:** The Australian artist known as 'The One-Person Band' is gearing up for a worldwide festival tour in the summer after the release of her debut album at the end of 2018.



**THE MYSTERINES:** After touring with Miles Kane last Autumn, The Mysterines are looking to bring their rock music to small festivals around the country this summer.

**ANOTHER SKY:** With already over 100,000 monthly listeners on Spotify and a performance on BBC's Later...with Jools Holland, it is evident that many see the potential which this London-based band, led by Catrin Vincent, have.

**GOAT GIRL:** A major surprise last year came in the form of Goat Girl missing out on a Mercury Prize nomination for their self-titled debut album. Despite this, the all-female post punkers look to take the next year in their stride.

**COURTNEY BARNETT:** The Australian artist received heaps of praise in reviews of her second album *Tell Me How You Really Feel* but remains fairly unknown within the UK. The rest of 2019 will see Barnett finishing off her worldwide tour before playing festivals around the globe such as All Points East in North London, supporting The Strokes.

**DREAM WIFE:** For fans of classic indie-belters, Dream Wife are an ever-increasing presence in the genre. With the rowdy anthem 'Hey Heartbreaker', the punk-pop trio can only rise from their smashing debut album.

Main photo: Laura Hayden main singer of Anteros  
Below it: Anteros at field photoshoot



Photo of an Urban Spirit band taken by Nat

The future is female

# Natalie Wood aka Wondergirl



Nat by NoEcho

Being a photographer to her is a second nature. Natalie Wood comes from Leeds in the UK. She started working in the photo studio while still attending a primary school, and already back then figured out that she could turn this passion into an “actual job”. Yet, this is not the only unique thing about Natalie. She is not just a photographer, she is shooting gigs and personal portfolios for many music bands, like for example *Every Time I Die* or *Trapped Under Ice*. When asked what she loves the most about this kind of photography she said:

**“I love being able to capture the atmosphere of the shows I go to.”**

Natalie, also known as the wondergirl, has an impressive audience of over 10,000



followers on Instagram. Her key to success? Always be sure to show new and exciting projects, but most of all to be able to channel through photos the energy of the shows that she is attending brings to her all faithful fans. As a reader and potential photographer, you will be pleased to know that for Natalie there is no such thing as daily routine. She is a freelancer, working mostly from home and in connection with her inspiration. As she described it: “Some days it’s full days in front of the computer, other days it’s out doing shoots and then there are days doing everything in-between!”

On the other hand, like all of us, she finds some parts of her professional life difficult. Natalie openly admits that the hardest part for her is self-promotion and keeping up with social media. There is lots of

work (her photos), which due to being very busy with all other aspects, she is not sharing into Internet space. Still, she manages to keep so many loyal fans and earn new projects, therefore don’t try to be too hard on yourself if you feel like you are not fully out there.

What we, however, love the most about her is how reasonably she approaches highly debatable gender inequality: **“Don’t fall for silly gender stereotypes and remember to surround yourself with like-minded people no matter their gender!”**

Her favourite word “Ey-up” which reminds her of home. No surprise then that the craziest thing she did in her life was to be flown out to Japan for 72 hours and photographed a band for one of the magazines. Sounds promising for everyone who is ready to dream big! *by N.P.*

**Natalie Wood aka wondergirl can be found at:**

**@wondergirlphoto on Instagram**

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# The future is female

**A**mong all the sports Clair Marie undertook through her life (mountain bike racing, snowboard etc.) the ones which really stand out are BASE jumping and skydiving. BASE jumping is a jump with a parachute from fixed objects like buildings, antennas, spans or high points on earth. Skydiving is simply jumping with the parachute from a very high distance. Clair does them both and she achieved impressive numbers of over 900 and more than 5500 respectively. Raised in South Lake Tahoe in California, she started her adventure with extreme sports when she was three and began the rock mountain climbing with her father. At the age of 16, after a lot of work put into convincing her mother that she was ready, Clair completed her first BASE jump and become the youngest person to do so! When asked about her experience being a woman, an unusual thing for this type of athlete, she said: "Over the years I have experienced sexism in my sport for sure, but I pay very little attention to it. I

know what level I play at and I know what I am capable of so if someone doubts that that is their problem, not mine." She got her license in AFF (skydiving instructor license) when she was only 20-years-old. "I think passion is a necessity in life. Without passion what is the point of existing? I find that people are either passionate about following their dreams and pushing themselves or passionate about remaining the same. This usually presents itself as fear." She explained, asked how she keeps herself moving on. She used to dream about becoming someone as usual as a stockbroker or fireman, however, life had different plans for her, and she is definitely fulfilling her path in the best possible way. In all of this 'leaving on the edge life',

she is also a normal girl with a love for baking and veganism. Even if we want to call her a superwoman, under the surface she is just as normal, as we all are. Advice from BASEgirl on how to go on? "We as humans are capable of so much more than we could ever know. That dreams are never too big and that women can be just as bad-ass as the boys and still maintain their total fierce femininity." Therefore, Girls! Let's stick to it!

by N.P.

A full-page photograph of a woman with long dark hair, wearing a black sports bra and a blue and pink backpack, performing a backflip in a field of tall, dry grass. The woman is upside down, with her head near the bottom of the frame and her legs tucked under her. The background is a dense field of tall grass, some green and some brown.

# Clair Marie

## @theBASEgirl



BASEgirl, also known as Clair Marie, is the perfect example of being able to do anything if you only believe in it and work hard. She describes herself as “Addicted to the adventure of life and the people in it.” She is definitely, what we would more commonly describe as a bad-ass girl.





# PHOTO COMPETITION



The summer is just three months away, and with our first edition, we wanted to give you the excitement of many years to come. Our quarterly contest for the best amateur photo has its first winner! Within the subject “inspirational junk” we are already sure that we have a solid bunch of very talented readers. These photos, laid out on next couple of pages, are what will make this magazine – YOU! *by N.P*





# 1.

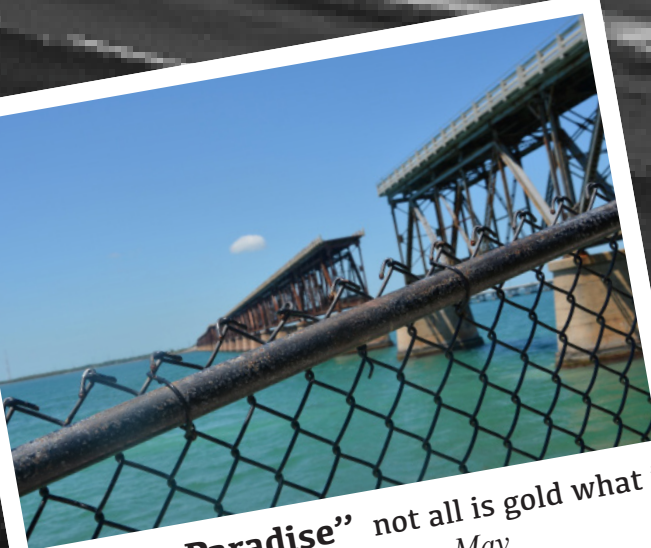


**“New World Lion King”** we used to dream about the golden dreams, this is reality. *by Ina Ruis*



**“Real Fake Wild West”** why on earth if something is only in your head it shouldn't be real. *by Rachel Hawel*

# 3.



**“Broken Paradise”** not all is gold what is shining. *by Anna May*

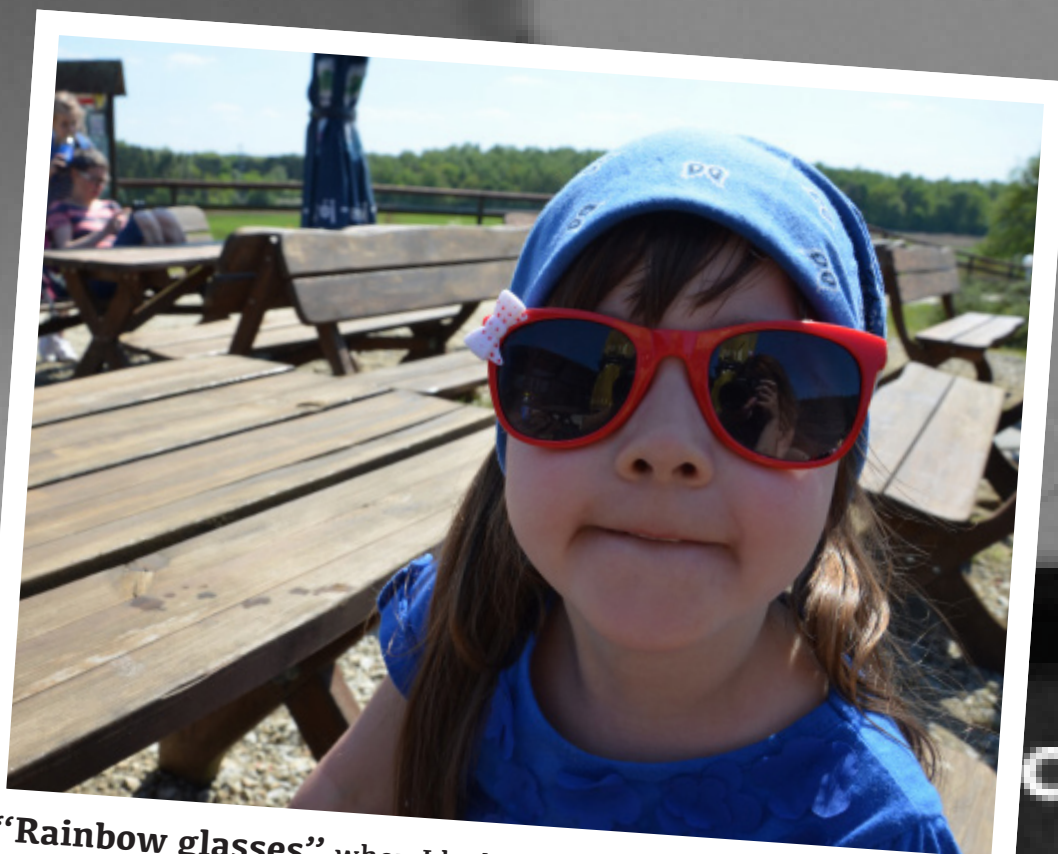
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To be a part of our next competition send us your photo together with short description to [mag.hoyden@gmail.com](mailto:mag.hoyden@gmail.com)  
Theme - “DIRTY WINTER”





2.



**“Rainbow glasses”** when I lack in imagination I always look back for my childhood spirit. *by Jeniffer Maner*



**“Pitstop”** they say that it used to be better, past is an inspiration. *by Roxan Vingar*

5.

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# Off the beaten path

**Had enough of the same old girls holiday in regions such as Ayia Napa and Zante? Here at Hoyden we're not saying that there's anything wrong with them, in fact they may create memories that will stay with you forever, but how about an alternative? We've hunted down some of the greatest alternative destinations throughout Europe which create a mix of the same fun times you would have on an all-out girl's holiday but also present other interesting things to do on your holiday. Here's what we found in order to create the perfect European road trip... by Matt Perry**

## PRAGUE, CZECH REPUBLIC

It's no secret that Prague is one of the best places to visit in Europe at the moment and we fully agree. You can be forgiven for believing you're walking down medieval streets around the old town area with attractions such as its gothic cathedrals and towers. Prague also has cultural activities such as visiting Prague Castle to experiencing the

museum of communism. It wouldn't be right to not mention the obvious fact about Prague – it is incredibly cheap! With food and drink prices one of the lowest in Europe it is no wonder tourists flock in their thousands to come to this wonderful city. Nightlife is full-on as well with many travellers taking on pub crawls with cheap entry prices. Prague has a little bit for everyone.



## KRAKOW, POLAND

The best city within Poland, Krakow has everything from cheap prices to cultural experiences. The city boasts a charming old town with many market stools to linger around. Food and drink is highly popular with many great restaurants and smaller family-run businesses. Many tours are also avail-

able in order to understand the history of this area in Poland whether it be the mesmerizing salt mines in Wieliczka or perhaps a more sobering experience understanding the history of Auschwitz. Like most of these cities and towns, Krakow also has its fair share of nightlife to keep you dancing into the early hours of the morning.

## SPLIT, CROATIA

As Croatia becomes more and more of a popular holiday destination it may be worth steering clear of the crowds of Dubrovnik with all its Game of Thrones tourists and instead go for the alternative further West in Split. The seaside city has the perfect mixture of ancient and modern throughout the walkways of the city centre.

Diocletian's palace is one of the ancient attractions of the old town whilst also being the epicentre of many differing shops and restaurants. As well as this, Split sits on the edge of the beautiful Adriatic Sea with many beaches to keep you entertained and ensure you don't miss out on the sun. Lastly, there is also a wide range of clubs within the city.







#### TALLINN, ESTONIA

The Baltics may be one of the most under-identified holiday destinations in the world and the capital of Estonia is no exception. One of the newest capitals in Europe, despite being, along with Riga, a Stag do central for British men, Tallinn also has a classy and sophisticat-

ed aura surrounding it. Tallinn is a highly photogenic city with many attractions such as taking in the local sights and culture. You can even go on a boozy-ferry ride to Helsinki only two hours away. Like Prague, Tallinn also celebrates cheap prices with a vibrant atmosphere throughout the city.



#### KOTOR, MONTENEGRO

This coastal town in Montenegro once again boasts a picturesque landscape. Surrounded by mountains on one side and the sea on the other, this medieval town has everything from narrow, winding streets to a sophisticated nightlife. With a wide range of coffee shops, cathedrals and palaces, Kotor is a great place to chillax.

#### MOSTAR, BOSNIA AND HERZEGOVINA

Mostar may be a fairly smaller location compared to the other destinations covered but this small town, epitomised by its medieval old town, holds a lot of history and mystery. Surrounded by local markets with the streets covered by pebbles, you may be forgiven for believing you're in a scene of Game of Thrones. The main old

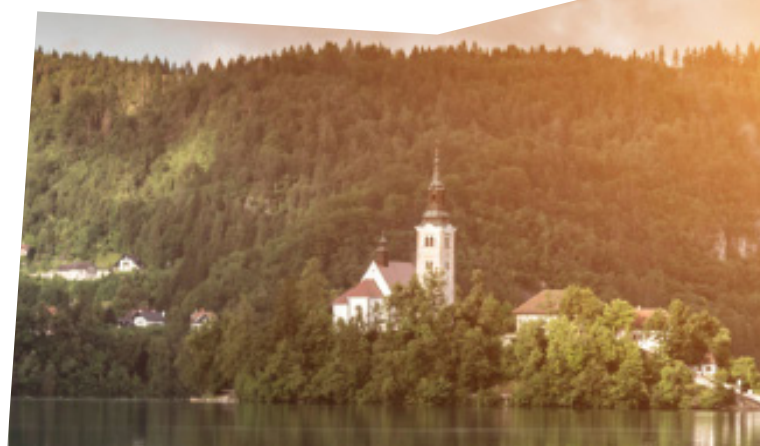
town centre is split on two sides by the Neretva river. First built in the 1500's, the old bridge stands above the river not only as a picturesque connection between the two sides but as a reminder of the war which divided the country just over 25 years ago, resulting in the original bridge's destruction. It is evident that there is more than meets the eye in this eccentric Bosnian town.



#### LJUBLJANA/LAKE-BLED, SLOVENIA

Ok, so we're cheating a bit with this one but it would be rude to not mention these two top attractions inside one of Europe's most underrated countries. Ljubljana almost seems untouched by tourism with the vast amount of greenery in the capital of the Slovenia. You can take a stroll along the river or go up to the castle without the

worry of your day being spoilt by noise pollution or other heavy crowds. Nightlife is also in good shape but may seem more sophisticated than the heavy-hitting other capitals of Europe. An hour out from the capital is one of the most mesmerising lakes in all of Europe. Lake Bled is the perfect location for those who are all about sightseeing and them wonderful picturesque views.



**BEN & JERRY'S**

*Get more than a bucket  
get a tower!*







**FEATURE**

# The Ultimate Bucket List

There are so many incredible experiences the world has to offer, ones that you just can't miss out on and have to experience at least once before you kick the bucket. Now while most people have a bucket list, I'm here to let you in on some of the most amazing activities that need to go at the top yours, taking you across the globe and satisfying even the toughest of thrill seekers...

by Georgette Taylor  
&  
Nicole Pihan

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# WATER & AIR



## Diving with sharks

Being able to swim with these magnificent ocean creatures is an experience that'll stay with you forever. Once portrayed as blood-thirsty animals, they now attract thousands of tourists a year to swim alongside them and experience the incredible sight and feeling of being among such powerful but graceful creatures.

## Swim with hump back whales

Tonga is the only destination in the world in which you can get up close and personal with hump back whales, the island offers the opportunity to swim side by side with these magnificent creatures. The whales migrate during the end of July and early August in order to breed in the safety of Tonga's waters, allowing tourists who swim with them to experience such an incredible moment.

## Bungee jumping

While not for the faint-hearted, those who are brave enough to take the jump will understand nothing can compare with the thrill. Adrenaline junkies will especially love this activity and the rush it provides.



## Canyon swing

Is an intense, adrenaline hyped activity where you launch yourself off a cliff, 109 metres above the famous shot over river allowing you to free fall down a steep rocky cliff face. This activity will push the limit of your fears but is an incredible rush.



## Speed riding

Speed riding involves both skiing and paragliding to combine one adrenaline fuelled sport, though requires learning to ski, once you know how you'll get to experience the incredible rush that comes along with the extreme sport.





## Sand boarding

The extreme sport involves racing down a desert sand dune, taking snow boarding to the next level. The heart-pumping activity will satisfy your crave for an amazing thrill.



## Dirt bike racing

For those seeking a dangerous thrill, dirt bike racing is the sport to experience. The Royal Hills experience in the South of France is the dream motor cross circuit for riders to complete with it hosting the longest free ride motor line in Europe.



## Compete in the Patagonian expedition race

Known as the adventure at the end of the world, racers traverse across southern Patagonia by climbing, trekking, abseiling, kayaking, mountain biking all by self navigation. It is a true adventure and spans across beautiful terrain, completing the race is the ultimate achievement.

## Test drive cars

Many companies offer the opportunity to test drive powerful super cars on real race car circuits, allowing you to emulate and experience what race car drivers do all the while behind the wheel of multiple incredible cars.

## Volcano boarding

Volcano boarding can be experienced two ways: after ascending the black mountain you can ride your board standing up or sit on it like a sled. It's an intimidating decline and requires a lot of bravery to complete but is an absolute thrill as the speed at which you descend is insanely fast.



# EARTH & LIFE

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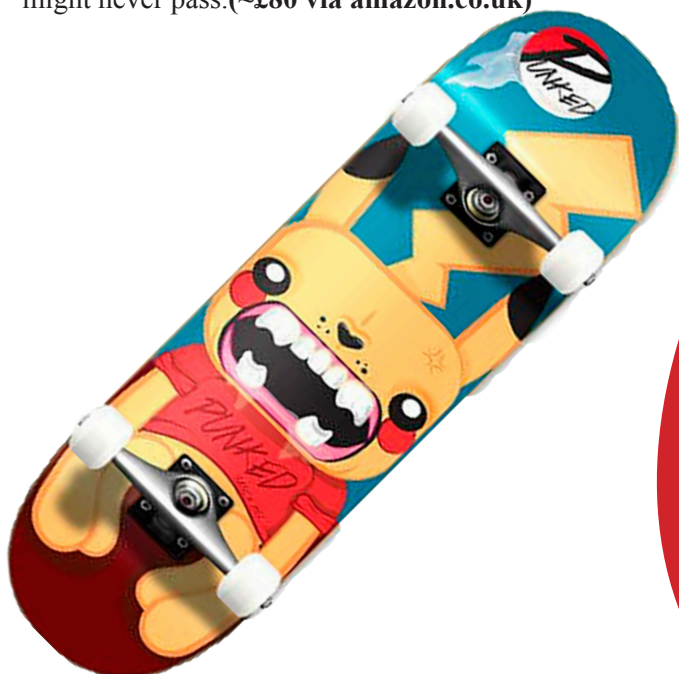


## Review Sport

# Get your v

### Yocaher Punked

You feel like you need some more speed in your life? This board with its 99a wheels gives you a perfect grip on the bumpy streets of UK and allows you to achieve a high-speed you dreamed about. Additionally, the unique design straight from one of your favourite cartoons, which won't disappear after a day of advance tricks, is a big con! The problem can be a concave, which is recognisably different to other boards and for some might never pass. (~£80 via [amazon.co.uk](https://www.amazon.co.uk))



### Rogue Mindless

Firstly, let us pay a tribute to this brand. Delivered by women team from 2005 for everyone. The success and diversity of their product is outstanding so the Mindless longboard with its 38x9.75 inches had to make to our list. It is ideal for the first timers and it is a pleasure for pros. All in one, you almost feel the women power riding it! (~£80 via [amazon.co.uk](https://www.amazon.co.uk))



### Skatro Mini Cruiser

Our top pick! Starting with the perfect measurements of 22x6 inches and the great design which connects plastic and aluminium. Then there is a very decent price and all the bright colours you get to choose from. If that doesn't speak unique then nothing does. Wherever you are a beginner or a pro this is a must have for your stroll around the city. (~£45 via [amazon.co.uk](https://www.amazon.co.uk))





# wheels back on



This time of the year when skis or snowboard go back into your wardrobe or attic and your surfboard is still missing a few degrees to become less shy, skateboards and skates are what get you going. This month we will introduce you to some of the newcomers as well as some of the oldies with new designs. Digg in!

by Nicole Pihan



## PUNISHER

SKATEBOARDS



### Punisher Butterfly

More traditional option made from prime Canadian maple which will last! If you are a heavy skateboarder this will be your go-to! With its decent size of 31.5x7.75 inches and long-lasting finish it is the perfect investment which will give wings to your life on the go. The main disadvantage to it, is that it may not be suitable for beginners, something we can not overlook. (~£60 via [amazon.co.uk](https://www.amazon.co.uk))

### Punisher Cherry Blossom

This one made it to our list, mainly because of its design. Many of you lately are crazy about the Asian culture boom and we can't blame you, sushi is also our "go-to" food choice! Therefore, this particular skateboard makes a perfect addition to your collection during this late March days when on the other side of the world some people celebrate the Cherry blossom festival. You will feel connected – **Konichiwa!** (~£70 via [amazon.co.uk](https://www.amazon.co.uk))



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# Review Fashion

## Levi's water repellent hooded parka £80

Not only our favourite denim brand, but also an amazing catch among rain coats. That coat will allow you to step out of the regular or unregular rain coats palette. The particular shade of green can compliment more stuff from your wardrobe than you would expect. Yes Levi, we do love you.



## The North Face The sporty Pullover £40

We do all know that fashion these days come in sport form as well. Especially for us, who despite the weather, jump on our BMX or skateboard to get wherever we need to. Sport option or coverup for a rainy day with a perfect front pocket for phone and wallet. Item sold!



## Moods of Norway Rain Coat £100

It is not an easy catch and certainly not the cheapest one. However, it comes in most popular rain coats colours (blue, yellow, red, pink and white) and... you can make it as personal as it gets. There is a special space to write all your details inside of the jacket, so it will truly belong only to you. Another perk? You can get a matching "fisherman" hat for it! How amazing?



## Next Clear Translucent Rain Jacket, £42

Once You have that killer unique outfit on you it is not cool to have it covered by the rubber, therefore we give you this transparent baby which, if you are super picky, can be charmed with our recommendation of waterproof paint for clothes. Low price and simplicity is what this coat is about.

\*For more info regarding brands & discounts check our website [hoyden.mag.co.uk](http://hoyden.mag.co.uk)



# Rubber fashion for spring

This Spring, rain coats, in many shapes and mostly multiple colours, are back on the hangers in the hall. We want you to stay unique.

*by Nicole Pihan*



## Hunter – your choice £££ depending on the model

Each weather has to have its own brand. Something everyone will associate with particular conditions. You think rain – we think Hunter! They are mainly known for their footwear which protect our feet from

getting wet, but we can assure you that their rain coats are as good as the rubber shoes. The biggest perk is that their jackets and coats come in variety of colours, shapes and prices so you can be sure to not leave the shop empty-handed.



**HUNTER**

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# Review Technology

## Fujifilm instax NEO CLASSIC

The unicorns are not your favourite animal and rainbows makes you sick? However, your passion for photography or simple fun comes with more classic approach? This is a camera for you! Classic leather finish, rechargeable battery and LCD display are just some of the additional perks. The main minus of it is the price. As everything comes in a more vintage way, the value on the price tags go up. Yet, that is money worth spending. (~£125 at Currys PC World)

## Leica Sofort

Whoever made it that far, will be more than familiar with the red dot logo of Leica. This brand produces very high-quality photography equipment and this product is one of their factory without sacrificing your whole year salary or pocket money. With its narrow LCD screen which allows you to change and adjust some basic settings and relatively cheap paper, which gives a good quality pictures, it is a go-to if you don't mind throwing some extra cash. (~£265 at Currys PC World)

## Kodak Printomatic

If any of you remember a time when the world was ruled by mono cameras you will be familiar with Kodak brand. Since that glorious time this company lost a lot of recognition but they haven't stopped trying to follow the trends.

This particular model is a decent quality instant camera with a catchy yellow/white design. The big advantage over its competitors is that in this product you will find a microSD slot! It convinced us! However, unfortunately the quality of the photos is not as satisfactory as we would wish for hence it made our list but we wouldn't buy it as a gift for ourselves. (~£70 at Currys PC World)

## Polaroid Originals OneStep 2

The retro charm from 1977 is here! Once big company who could be called a mother of all instant cameras has its own product too. Yet through all these years we could see most of Polaroid competitors improving and adding an extra touch to each new product. Ever since the brand collapsed, this particular camera is more to look at rather than to use. Unfortunately, the layout of controls is not too friendly and then there is a price of an instant paper which is way beyond many pockets. Using the instant cameras should be fun and free not restricted by treating every single print like a special occasion. The use of rechargeable batteries alongside the usual AA is a plus. (~£90 at Currys PC World)





# We never go out of style.

## *Know it, have it, own it.*

*Best instant cameras available on the market  
and why you should have one, even if you do  
not feel a strong photography urge.*

*by Nicole Pihan*



Our top pick should not be a surprise. It is a Fujifilm instax mini-series which brought back to life the art of instant cameras.



With many easy options and relatively low cost of maintenance (cheap paper and batteries) this is the best way to memorise the fun times in a girl's night out.

Moreover, it comes in this all magically adorable pastel shade with a possibility of upgrading the design with quirky stickers. (~£50 at Currys PC World)

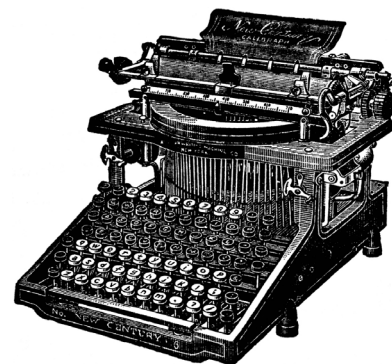
**GET - 15%**  
**FUJIFILM**

**OFF IF YOU BUY  
WITH THIS CODE**

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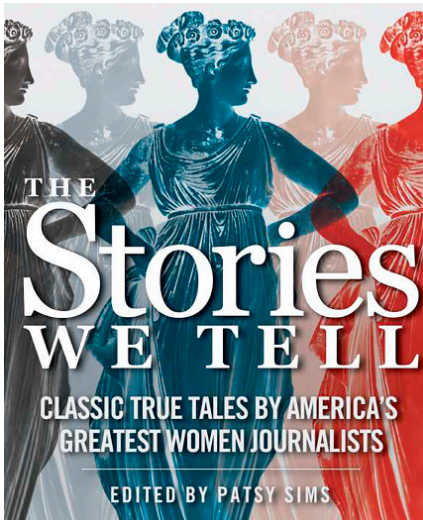
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# Literature Journalism



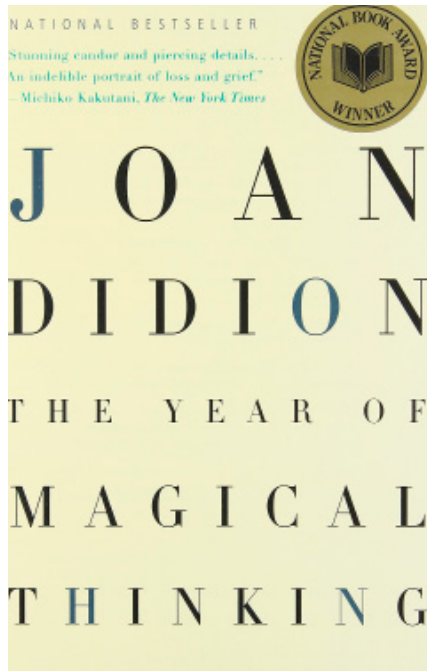
The time you read that book.. With lots of facts, almost like a news, but in a form of novel telling you a story which you may feel like just happened next to you. Firstly, cos it is so accurate and secondly cos it so well written. Did you know that journalist (the very devoted one) have their own genre? This month we explore some of the books, which need to get to your bookshelf but moreover, they will go through you. They are like we are - different and very diverse, even when exploring a usual them.

*by Nicole Pihan*

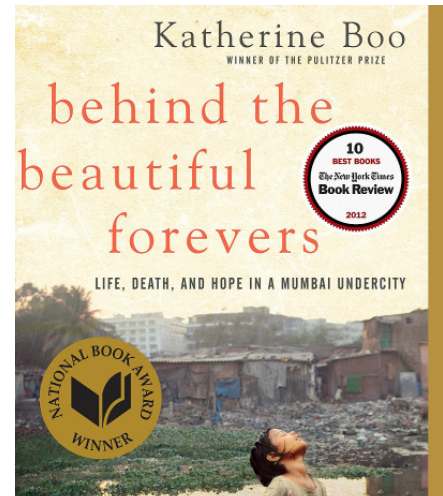


When getting into the art of Literature Journalism, essays are the easiest way to understand why this genre emerged. Journalists from a need to understand the subjects, stopped being satisfied with just a few pages in the newspaper. All of the women introduced in this book are an amazing example.

It is our top pick for you because it contains the stories by names you simply need to know. Even though the stereotype of white male editor of a magazine or newspaper seem to be redundant not everyone is convinced. This essays collection is written by women of pen power, about women of struggles. The variety of styles and approaches will open a whole new world of understanding but also curiosity for more of that genre.



Grief – the book about it. Regardless of your emotional and empathetic capability this is a book which changes your perspective towards everything. Didion being a master of a written word takes you through a year of grief after a death of her husband. Even for such a persona it took time to get through with it. Then she decided to share her observations with her readers. Hoping that for someone the transition might be a bit lighter. There is not much to say about it other than, you want to read it and you want to cry through it and you want to come out stronger on the other side.

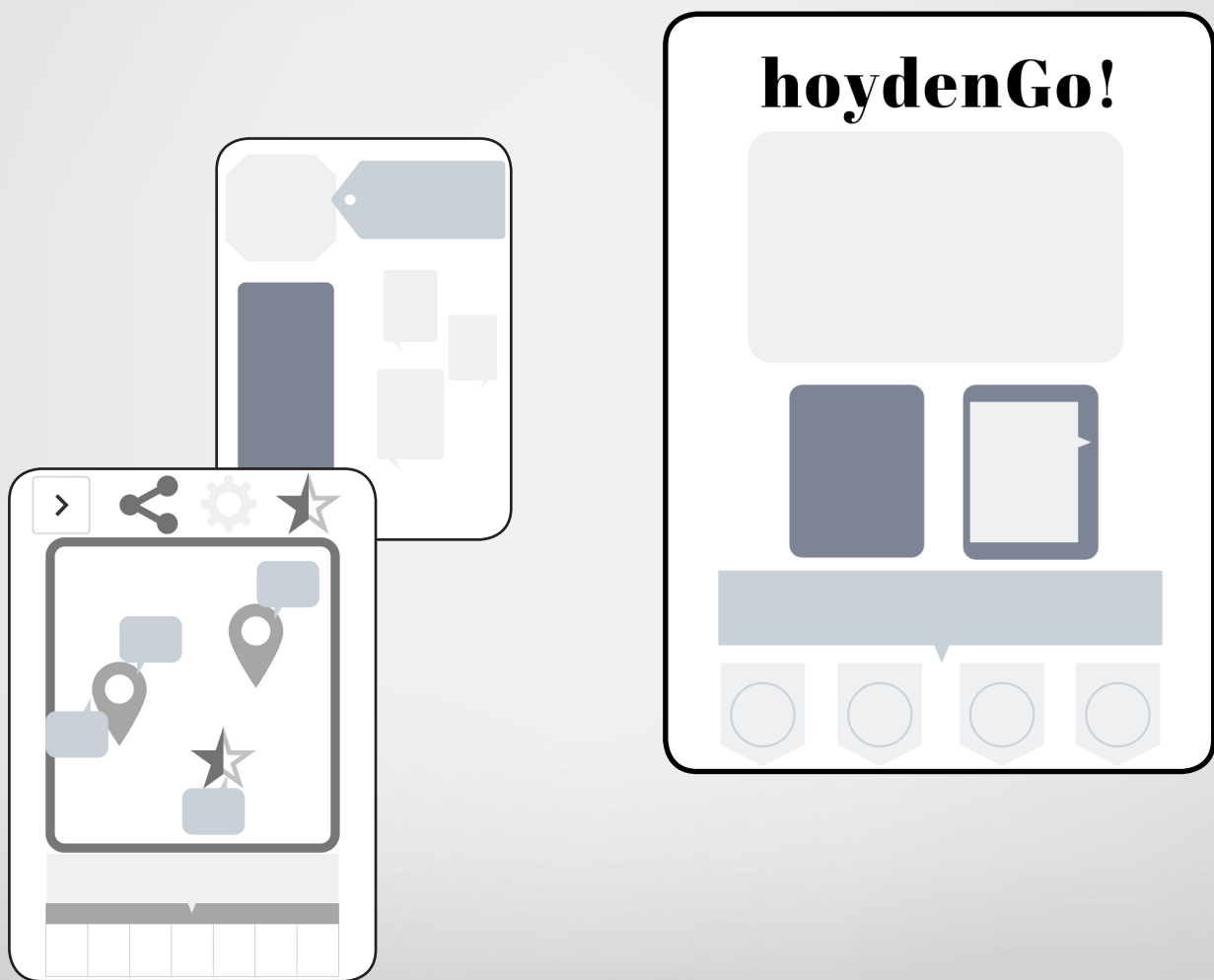


The colourful events like runs and parties where you and your friends throw paint at each other are originated in India. When you think about that exotic country you think about all the spices, colours, warmth and people who live among it. Yet, Katherine Boo shows you in a very empathetic way that unfortunately the way you imagine this country is only a surface of all the poverty. In this book we can experience all she took out from three years which she spent among people in Mumbai Slums. She proves that hopes and dreams do not depend on location. Sometimes all you need to appreciate your own life is to get to know that being able to read might be recognisable as a privilege. Once you read this book, nothing will look the same.





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