

size?0

ISSUE 1_MARCH 2020

celebrating 20 years of size?

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FEMME



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FEMME



FEMME



FORMIDABLE FEMALE TALENT.

RISE



TO YOUR POTENTIAL

size?

Issue 1_March 2020

Women's History Month

She's a lady! Our March issue of the size official newspaper explores the lives of women boldly carving out unique spaces in the music and streetwear industry. It's no longer just a man's world, as females are illustrating their talent and showing us gender knows no limits. Size explores the untold influence of women in streetwear and how unisex clothing is the way forward for brands who wish to stay relevant, showcasing this visually within the monthly issue through photography. We also had the pleasure of speaking to Megan Ward, a DJ from Newcastle Upon Tyne who has put her mark on the industry by playing sets nationally. She gives us insight on being a woman climbing the ladders of a male-oriented profession and whether she feels a sense of belonging or alienation.

Doors began opening for women in the DJ industry back in the 1970s when Annie Nightingale made an appearance at Radio 1 as their first female DJ. She was awarded Caner of the Year in 2001 by dance magazine Muzik. Nightingale has chalked up more than 40 years at the BBC station dedicating herself to dance music in particular after acid house caught her ear in the 1980s. We now have a multitude of successful female DJ's on the scene including Nina Kraviz, Annie Mac, Ellen Allien, and Nicole Moudaber to name a few.

Females are flourishing in industries highly saturated and associated with men, proving they can rise to the occasion. Size? official is celebrating Women's Month by showcasing females making an impact throughout the whole of March.

Heres to you!



Size? Playlist - Girls Just Wanna Have Fun

Miraa May - Angels
NoLay - I Slay
Joy Crookes - London Mine
Jorja Smith - Blue Lights
Nana Rogues, Ms Banks - Issues
Nina Kraviz - Live @ Depot Manchester (20-09-19)
Megan Ward - Phenol House (2020)

Size? Sessions NoLay

There is a star on the rise in grime. NoLay is a female MC / rapper who first officially landed on the UK Urban scene as a member of a collective called Unorthodox. After a dozen EP and mixtape releases over the course of a decade, NoLay released the album This Woman in 2017, previewed by a video for track "Dancing With The Devil", which tackled domestic violence.

Size? Previews

Air Max 90s

With seasonally-appropriate dark blue and purple found all over the shoe, the new Air Max 90s provide an easter inspired aesthetic. The trainer sports mesh and leather uppers with shimmering iridescent swooshes.

Shop now at www.sizeofficial.com



Popping off?

1989 Air Max Light

Reimagining retro releases in our imaginative way, we reworked our exclusive releases giving the 1989 Air Max Light OG an iconic design made famous for its use across Michael Jordan's third signature sneaker.

Shop now at www.sizeofficial.com



20 years of size?

In 2000, we were born out of the idea of serving you the latest and greatest in London, Manchester & Brighton. Over the next 20 years, our communities have grown to all corners of the UK and various spots in Europe.

For this months edition, we want to explore how the industry has become gender balanced. With DJs like Annie Mac, rappers like Ms Banks and female streetwear influencers such as Alani Figueiroa (Instagram - wuZg00d) who are carving out spaces, its hard to ignore the rise in female talent. Here come the girls!



Competition_iFundWomen

Women founders receive a fraction of all venture capital. For International Women's Day, Adidas are taking action to level the playing field by partnering with iFundWomen to support women who reimagine sport.

But that's not all, Adidas are giving three lucky people a chance to win the purple Danielle Cathari tracksuit set seen in the Ifund Women promotional video. Available in UK sizes 4 through to 18.

head to www.sizeofficial.com/comp to enter!

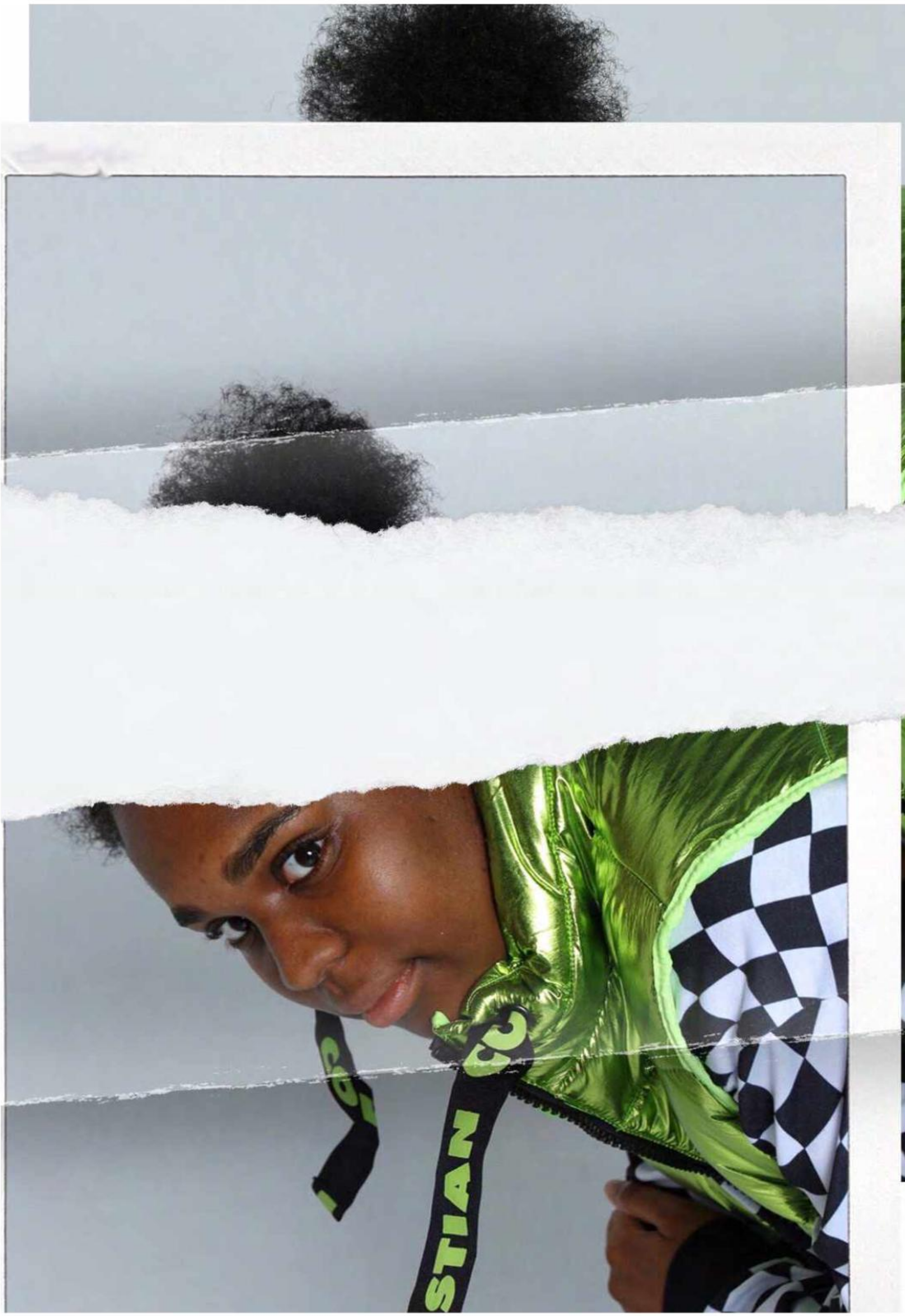


Competition_Nike Air Max 2090

The new and impressive Nike Air Max 2090 keeps three key components: the mudguard, the heel branding and the iconic 'cassette' Air bubble surround.

To coincide with the March 22nd release, the guys at Nike have given two lucky people a chance to win the 'lava glow' makeover, a pair of the pink Nike Air Max 2090s. Available in UK sizes 3 to 8.

head to www.sizeofficial.com/comp to enter!





MEGAN WARD

There is no shortage of female talent in the DJ world, however, there is a general sense that DJ spaces are built by men, for men despite many females already breaking through coming synonymous with their genre. I spoke to emerging and established female DJ, Megan Ward, who has been part of the DJ scene in Newcastle since playing tunes at her friend's house party during her university years. Since then, she has played at events across the UK.

Megan shares her experience being a female in industry and whether there is a gender imbalance that refrains women from exploring their talent.

What made you want to be a DJ?

I was just always in charge of the aux whenever music was playing. I was the one most excited to show people new music as well as appreciating old music, so I thought I should probably learn how to mix and do it properly.

How did it start for you?

My friend's house party in second year. I was playing tunes off of an ironing board with a tiny mixer and one of my friends there said he was starting a club night called "time trip" and he wanted me to play. That led to my first club set at world headquarters.

What is something that bugs you about the DJ scene?

People who act like it's a competition to achieve and "make it". There's enough room for everyone to succeed. There's no need to be bitter when you see someone's success, you should be happy for others.

Who are your biggest inspirations in the industry?

The powerful women at the top of the scene remind me that women like me do have a place in the industry. I am inspired by Honey Dijon, Peggy Gou, Haai and Nina Kraviz. My inspirations in industry give evidence that women are putting their foot through the door. Nina Kraviz has starred everywhere from the world's biggest stages (the superclubs of Ibiza, festival headline slots including sunrise at Sónar, closing Exit, Timewarp, Awakenings, Mutek and Kappa Futur). Women can be respected in the industry. It is about talent, not gender. The DJ behind the decks makes you feel a certain emotion. Music is emotion. It should be about how you make them feel, not how you look or what gender you are.

In your opinion do you think there is gender imbalance when it comes to the success of a DJ?

It's a hard question I get asked a lot. I would say a straight no, but there have been occasions where being a female in the industry has benefited me. Club promoters are always actively looking for female DJs to settle the imbalance in the highly male-dominated scene. A lot of the time, I have been asked to play solely because I am a female. When you look at it in that sense it is quite ego damaging: it makes me question a lot about myself and whether I am good enough, or if I just got lucky because of what's between my legs. So I'd say that there isn't a noticeable gender imbalance in terms of success anymore, but I do reckon most girls feel the pressure a lot differently to men.

To what extent do you agree with the following statement and how do you think the industry could create a space for females to feel more welcomed as DJs?

"It's not enough to see women purely on stage. It's clear that equal representation must take place behind the scenes to ensure diversity is on the agenda at every level, ultimately creating a clubbing scene that works for everybody."

I do agree with this statement completely. Having worked behind the scenes, however, I can say that the club scene is thriving with women. At least in Newcastle anyways. The way to create a space for women to feel more welcomed would be to see other women out there DJing. If I had seen more women DJing whilst I was at a rave, it would have made me inclined to get involved a lot quicker. It's just a case of time. Feeling welcomed and as comfortable as men to start DJing won't happen overnight.

Have you ever felt as though you don't belong because there is a larger amount of male DJ's in comparison or have you always felt supported and secure in the industry?

I've definitely felt like I don't belong before, it's quite daunting to try to make it in a scene that's so male-heavy. Saying that, it's just important to surround yourself with good, supportive people who help you feel like you do belong.



LADY!
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LADY!

FEMALE LEADERS





**“MUSIC
IS
EMOTION,
NOT
GENDER.”**





DEFINING THE **FUTURE** OF SPORT



Evolution of Women in Streetwear

Article written by Emily Wilkinson

You'd be forgiven for thinking that streetwear is for the male population. The billion-dollar industry was born amongst subcultures such as skating, surfing, and hip hop to name a few which were typically male-dominated, especially in the 70s and 80s. Surprisingly women have played an important role from the beginning, which is only growing, but commercial influence made it easier to sell to the young men who dominated the culture. Nowadays, gender imbalance is neutralising due to the power of social media, influencer outreach, and gender fluidity making room for the long anticipated unisex garments.

From Pauline Takahashi, who built the LA boutique Funkeessentials and later headed up the women's design team at Stussy to Mary Ann Fusco who founded Union NYC with James Jebbia before he went on to create Supreme, the history of women in streetwear is rich. Yet the industry has unintentionally pushed women out by creating barriers to entry in the first place. The forces that control the industry, including media communications, e-commerce, and investment capital have been controlled by men for decades. On the front line, streetwear brands have been tailoring to one gender, an example being Stussy that has been credited for founding the streetwear movement, originally only making clothes for men.

But has much changed since streetwear began? Thanks to the rise of social media, influence is no longer determined by those in a position of power. Instagram, which has 26.9 million users in 2020 according to eMarketer research, allows the new generation of creative leaders to build brands from scratch and gain a following through their unique aesthetic style. The number of streetwear influencers has soared, with females such as @Wuzg00d, @ms.Crissy, and @Jennylinnnn making an impact on the industry. Moreover, the Kardashian clan have built their reputation in streetwear by pairing Yeezy sweats with a simple bodysuit and trainers, inspiring fast fashion brands such as PrettyLittleThing to create a 'basics' sections similar to the luxury brand Yeezy. ASOS now stocks unisex brands such as Crooked Tongues and Collusion which has seen major success with millennials and generation Z, proving men and women can sport the same oversized tee. The next wave of big spenders are unafraid to explore their identity, with men becoming equally unafraid to buy women's collections. In 2018, Nike launched the M2K sneaker for women, and male consumers started adopting them.

There is a significant opportunity to market products around and through the lens of female athletes, musicians, and influencers. One of the biggest influencers on the younger generation is 17-year old female artist Billie Eilish who is known for pushing the culture forward by mixing streetwear into her popstar images as a way of desexualising herself in the media. Fenty x Puma by Rihanna did so well it made Puma culturally relevant again after it had fallen on hard times.

Sneaker size availability, storytelling and retail experiences for women didn't exist in streetwear until the past few years. Brands can succeed by leaning into the idea of unisex collections to increase sales by targeting both a male and female audience. Rachel Muscat, who works for Pharrell Williams's brand I Am Other said, "I'm still surprised the business of footwear is separated between the male and female managers when that caps the business. If you open that up to a unisex proposition for certain footwear models, you could generate so much more in sales." Creating a better gender imbalance behind the scenes and on the front line can only be beneficial for brands, not risky.

Women of all ethnicity and age serve as a powerful demographic. According to a second Nielsen report, "Latinas spend 43% more on athletic shoes over \$500 than non-Hispanic white women." Increasing the female footprint and leveraging power will plunge the industry forward with the times. We must continue to keep pushing for menswear brands to start up a woman's department and ensure that designers in the industry are balanced with woman which brands such as Vans and Nike have begun doing. This will ensure streetwear continues to be profitable, culturally acceptable and relevant.



<https://www.size.co.uk>

head office
0161 767 1700
birmingham
0121 632 4633
brighton
01273 728 113

cardiff:
02920 342 793
dublin
00353 1677 1637
glasgow
0141 248 8391
leeds
01132 450 652

liverpool
0151 707 9263
london carnaby st.
0207 287 4016
london covent garden
0207 379 9768
london portobello rd.
0207 792 8494

manchester market st.
0161 839 8086
manchester trafford centre
0161 629 1192
nottingham
01159 412 882
sheffield
01142 762 327

