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STARRING
MADISON
LAMARRE
& PHOTOGRAPHED BY
Mark MURPHY III
Love
BEAUTY &
CONFIDENCE

MALVIE

There's something timeless about a photograph that stops you mid-breath — a gaze, a gesture, a fabric in motion, captured just so. At MALVIE, we live for those moments. We are shaped by them. And we are here to make space for them — fiercely, fearlessly, and with purpose.

Built by artists. Powered by vision. Made to be remembered.

What began as a passion project rooted in the heart of France has grown into something larger than us: a global stage for beauty, fashion, and artistry that refuses to be ordinary. MALVIE was never meant to simply document style. Our purpose is to define it — to give voice to creators whose work pulses with emotion, rebellion, and soul.

This magazine is built by artists — and it shows. Every edition is a carefully crafted gallery of vision: bold editorials, thoughtful design, and storytelling that lingers long after the page turns. We seek out the dreamers, the rule-breakers, the ones who know that beauty isn't just surface — it's a form of truth.

MALVIE exists for those who dare to express. Whether you're an emerging photographer capturing raw honesty through your lens, a model telling a silent story with your presence, or a stylist turning clothing into character — this is your space.

Over 40,000 creatives have shared their art with us. And every single one has left a mark. We believe in authenticity. In intuition. In the power of perspective.

MALVIE is not just a magazine — it's a curated experience, a living archive of what happens when creativity is met with courage. So to the artists who fill these pages and the readers who return to them: thank you. You are the movement. You are the mood. You are MALVIE

Meet the team

MARIUS CIOBANU - Chief Executive Officer
VALENTINA ROQUE - Fashion Journalist
ANNE PANDURU - Senior Editor
TEODORA ANDONE - Creative Editor
MALIK AHTESHAM- Associate Editor

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TWITTER: @malviemag
EMAIL: contact@malviemag.com
www.MALVIE.fr

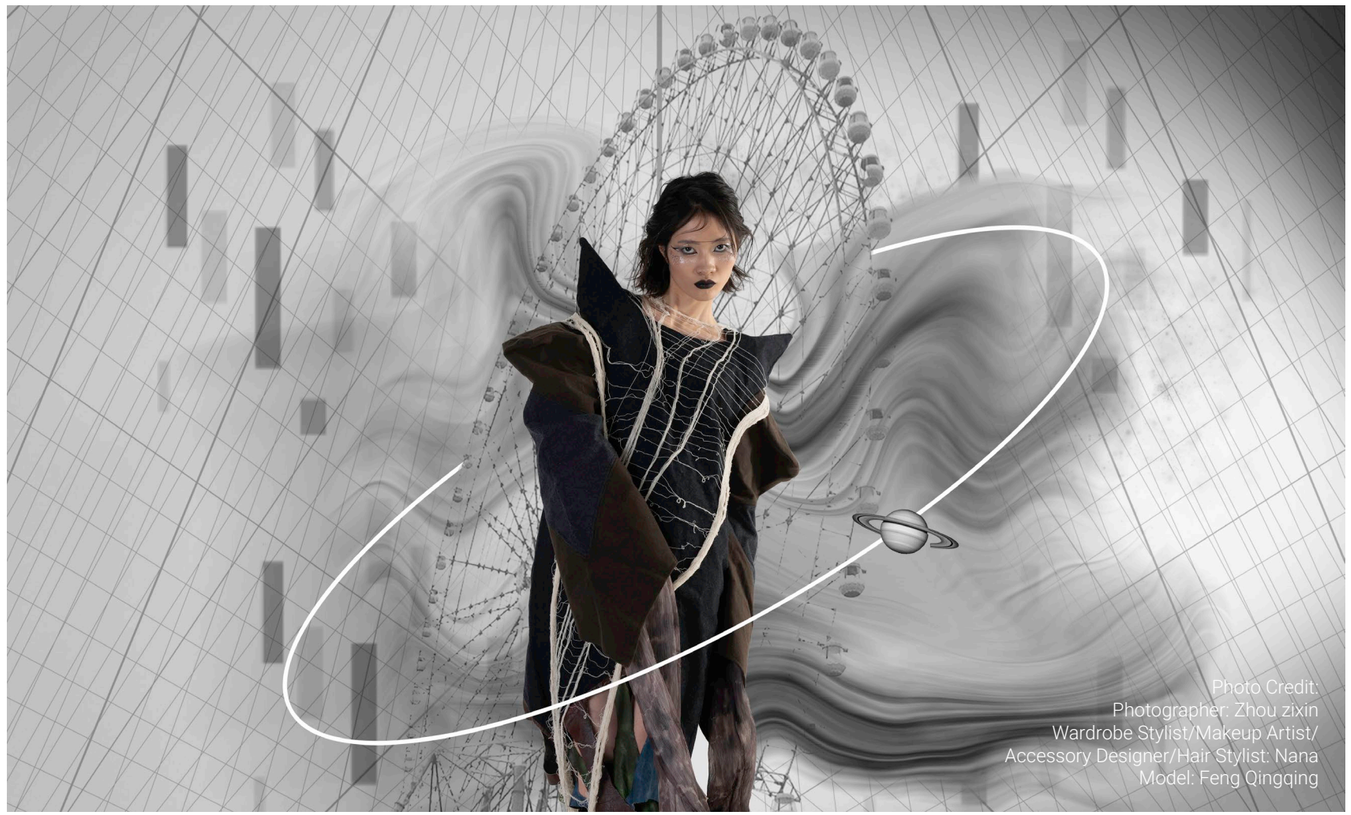

Photo Credit:
Photographer: Zhou zixin
Wardrobe Stylist/Makeup Artist/
Accessory Designer/Hair Stylist: Nana
Model: Feng Qingqing



Letter from Valentina

The most interesting people all share one thing: they collect. Not objects, necessarily, but moments, dog-eared books, cities still in their vocabulary, songs that carry them elsewhere — fragments of the lives they've lived, kept without realizing they're an archive.

As journalists, we chase the next story, the next headline, the next cultural shift. Curiosity becomes second nature — a privilege, and a habit hard to switch off. Yet the most valuable stories aren't around the corner; they're already here, waiting to be noticed.

Inspiration has little to do with novelty. Sometimes it arrives through repetition — a city revisited years later, a gallery piece that suddenly says something new, an old photograph that changed alongside you. We chase extraordinary experiences and overlook the extraordinary relationship possible with ordinary things. This month's writing came from that: beauty lies in attention, not accumulation. What we keep becomes who we are; our taste is a diary of everything that moved us enough to stay.

Before another season begins, it gives us permission to linger — to revisit instead of replace, observe instead of rush, and remember that a meaningful life is built from small moments, not only milestones.

I hope these pages become one of them.





Photo Credit:
Hair Stylist: Timur Zakirov @zakirov_hair
Makeup Artist: Ekaterina Mantsurova @katya_mantz
Photographer/Retoucher: Luba Arseneva @shuka_lubov
Makeup Artist: Tatyana Pipin @tatyana_pipin

Hair Stylist: 12 procent @12_procent
Model: Gabriella Yakub @Rush Models @hoktrus
Wardrobe Stylist/Creative Director: Ekaterina Paushkina @dr._kate_paushkina
Assistant: Photostudio "Sova" @sova.photo.chel
Model: Samandar Karimov @Element_model @dar._.sam

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Be published.
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Introducing L’ATTIRANCE Magazine — a curated celebration of fashion, beauty, and the art of allure. Born from the creative minds behind MALVIE, L’ATTIRANCE is a bold new platform for emerging visionaries, timeless style, and untamed expression.

L’ATTIRANCE is more than a magazine — it’s a signature.

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Refined.
Visionary.
Irresistibly captivating.

Photographer: Ren Xu



FASHION HOTELS & BEAUTIFUL ESCAPES

How Hospitality Became Fashion's New Playground

Long before lifestyle branding became a marketing strategy, the world's great maisons were already inviting consumers into carefully constructed universes, where fabrics, architecture, music, photography and storytelling converged into something larger than a collection. Buying a handbag or a tailored jacket was never simply about acquiring an object; it was about entering a particular vision of beauty.

Fashion increasingly occupies physical spaces that have little to do with retail in the traditional sense. Luxury houses are opening hotels, cafés, restaurants, beach clubs, wellness retreats and seasonal residences across Europe and beyond, transforming hospitality into one of the industry's most compelling creative frontiers. The objective is no longer just to dress customers but to shape how they travel, where they eat, what they experience and, ultimately, how they remember a place.

This evolution feels particularly relevant during the European summer, when destinations such as Capri, Saint-Tropez, Ibiza, Mykonos, Portofino and the French Riviera become temporary stages for fashion's most immersive expressions. Seasonal pop-ups have evolved into fully realized environments where every detail, from the tableware to the soundtrack, reflects a brand's identity.

The product remains important, of course. But increasingly, it is only one element within a much broader experience. This shift reflects a significant change in consumer expectations. Luxury shoppers today, especially younger generations, place growing value on experiences that feel emotionally meaningful. Purchasing power is no longer measured solely by ownership, but by access to environments that inspire, surprise and create lasting memories.

Fashion has understood this remarkably well.

The Hospitality Revolution Perhaps the clearest evidence of this transformation is the remarkable number of hospitality projects launched by fashion brands over the past few years.

Jacquemus has transformed beach clubs into extensions of its visual universe, creating destinations where striped umbrellas, minimalist furniture and Mediterranean landscapes become instantly recognizable parts of the brand's identity. Dior continues to expand its seasonal cafés and restaurants, where gastronomy and design coexist with couture. Prada has explored cultural spaces that merge architecture, food and artistic programming. Louis Vuitton has invested heavily in hospitality experiences, from cafés to exhibition spaces, reinforcing the idea that luxury should be lived rather than simply purchased.

These initiatives are not isolated marketing campaigns. They represent a strategic evolution in how brands communicate.

Retail stores once functioned primarily as points of sale. Today's hospitality spaces operate differently. Visitors may spend hours inside them without buying a single fashion item, yet they leave with something arguably more valuable: an emotional connection to the brand.

And that emotional relationship is difficult to build through advertising alone.

Consumers have become highly resistant to traditional marketing. They skip advertisements, scroll past sponsored content and quickly recognize overly polished promotional messages. Experiences, however, feel more authentic. They allow people to form personal memories instead of simply receiving commercial narratives. Hospitality offers precisely that opportunity.

A meal overlooking the Mediterranean, served within an environment thoughtfully designed by a fashion house, creates associations that extend far beyond the dining table. The architecture, the music, the textures, the uniforms worn by staff, the choice of flowers and ceramics all contribute to a multisensory experience that subtly reinforces the brand's identity. Fashion becomes something visitors inhabit rather than observe.

Travel as the Ultimate Luxury Language

The growing relationship between fashion and hospitality also reflects broader changes in travel itself. The post-pandemic years fundamentally altered how many people approach vacations. Instead of maximizing itineraries through constant movement, travelers increasingly seek slower, more intentional experiences. Concepts such as "slow travel," cultural immersion and destination-led storytelling have become central to luxury tourism.

Fashion brands naturally align with these values. Rather than encouraging rapid consumption, they invite visitors to linger. To enjoy breakfast overlooking the sea. To browse a



carefully curated bookstore inside a boutique hotel. To experience an exhibition before dinner. To spend an afternoon inside beautifully designed spaces where commerce exists almost discreetly in the background.
Throughout much of southern Europe, hospitality has always been understood as an extension of culture rather than merely a service industry. Meals are long. Public spaces encourage conversation. Architecture is appreciated not only for function but also for atmosphere. Luxury fashion increasingly adopts this philosophy.

Instead of presenting products in isolation, brands situate them within complete lifestyles. A linen dress appears more desirable when seen on a terrace overlooking Capri. Leather sandals become part of a broader Mediterranean narrative. A beautifully crafted handbag is no longer simply carried, it accompanies a particular way of living. The destination itself becomes inseparable from the object.

The Instagram Effect—and What Comes After It
Many fashion hospitality spaces have achieved enormous popularity through social media, where beautifully designed cafés and beach clubs generate millions of images every summer. Photogenic architecture undoubtedly plays an important role in attracting visitors. Yet reducing these spaces to "Instagrammable moments" misses their broader cultural significance.

The most successful fashion destinations are memorable not because they photograph well, but because they create atmosphere. Increasingly, luxury consumers recognize the difference. Beautiful design remains important, but emotional resonance matters more. People remember how a place made them feel long after they have forgotten the exact composition of a photograph.



This marks an interesting evolution in luxury itself. During the previous decade, visibility often functioned as the primary objective. Today, intimacy increasingly replaces spectacle. Consumers value spaces that feel thoughtful rather than theatrical, curated rather than excessive.

Many contemporary luxury environments favor natural materials, regional craftsmanship, local gastronomy and subtle architectural interventions over overt displays of extravagance. The emphasis lies in quality rather than quantity, experience rather than performance.

People do not simply collect objects. They collect memories attached to places.

A beautifully designed hotel lobby. The scent of citrus trees outside a seaside restaurant. Morning coffee on a quiet terrace. The texture of handmade ceramics beneath warm Mediterranean light. These sensory experiences linger in memory far longer than many purchases ever will.

Luxury is becoming less about possessing beautiful things and more about inhabiting beautiful environments. The distinction is subtle, but significant. In a world saturated with digital content and constant consumption, physical spaces capable of inspiring genuine emotion have become extraordinarily valuable. They encourage people to slow down, observe details, appreciate craftsmanship and reconnect with sensory experience.

Perhaps that is why hospitality has become fashion's newest creative playground. It offers something clothing alone cannot always provide: context. A place where design, architecture, gastronomy, culture and human connection intersect naturally.



Photographer: Laura Chapman
Videographer: Anthony Jakobs
Fashion Designer: Joaquin Serra
Fashion Designer: Sara Avila
Model: Luna Shapkina
Wardrobe Stylist: Paola Rodriguez
Makeup Artist/Hair Stylist: Nicolas Fiocco
Wardrobe Stylist: Loi Agency
Accessory Designer: Minma



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Golden Silence.

Photographer: AIWA PAVLYKOVYCH @aiwa.creator
Makeup Artist: ZORIANA KALAKAILO @zoriana_kalakailo
Model: SOFIA HIRCHAK @sofia_hirchak



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Effortless Chic
August 2026





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NOIR

It's RAW.

IS

POWER

NOIR is not just a color. It's history. It's power. It's struggle. It's VOICE. It's LIFE.

At MALVIE, we believe in the unapologetic power of art, identity, and truth.

We live in a world rich with culture, color, language, and legacy — yet still haunted by the disease of racism. It hides in silence, shouts through violence, lurks in everyday comments and laughs disguised as jokes. It thrives in systems built to protect, yet designed to exclude.

This edition is for them. For us. For you! This is more than a magazine. It's a declaration. A celebration.

We stand for visibility. We stand for dignity. We stand for the right to be seen — not as tokens, but as creators, leaders, innovators, icons.

We believe in the beauty of every shade. We believe that difference is not a threat — it is a gift. We believe the future does not tolerate color — it is built by it.

We refuse to normalize it.
We refuse to accept it.
We refuse to be silent.



Photo Credit:
Photographer: Darryl Cobb Jr. @studiobydc2
Model: Fano Raine @fanoraine

The NOIR Edition was born not from trend, but from truth. Not from obligation, but from fire. It is a bold act of acknowledgment — and of defiance.

NOIR is not just a shade. It is the rhythm of survival. The echo of voices long silenced. It is Black brilliance, Black beauty, Black power — carved into history and bursting into the future.

But this story is not only Black. It is Brown, Indigenous, Asian, Middle Eastern, mixed, and marginalized. It is every person who has been judged by their skin before they've even spoken. It is every artist who has had to scream just to be heard. Every model who has had to fight just to be seen. Every soul who has been told, again and again, "you don't belong here" — and still rises anyway.

The Future is NOIR

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Movie Got The Look!

Model: **MADISON LAMARRE** @madison.taylor.lamarre
Photographer: **MARK MURPHY III MM3PHOTO** @mm3models





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NEWSPAPER


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DOMINANTE





Model: Sofie
Photographer: Mustafa Çağrı Üstün
Wardrobe Stylist: Sevda Kanalci
Makeup Artist: Meriç Kanca



Welcome to DOMINANTE — a realm where rules are rewritten, and presence is everything.

We don't just feature images. We exalt them. Fashion, beauty, boudoir, nude — we embrace it all. Not for shock. Not for trend. But for truth. For artistry. For the electric power of a gaze that doesn't flinch.

DOMINANTE is where couture meets skin, where raw becomes regal, where shadows kiss spotlight — and nothing is ever too much.

We are the magazine for the fearless. The polished and the undone. The quiet storm and the loud whisper. The visionaries who turn their lens, their body, their makeup, their voicebinto an offering — bold, intimate, and unforgettable.

If your work lingers. If your art dares. If your story demands to be seen

Submit via Kavyar. Not to us.
To your moment.

UNCENSORED.
UNAPOLOGETIC.
UNFORGETTABLE.



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Fashion Issue Panamá & Sustainable Fashion of the World

Makeup Artist: KATHERIN GUZMAN @katheringuzmanmakeup
Photographer: RANDY AYAZO @official_randyayazophotography
Model: CAROLINA CHAHÍN @carolinachahinn

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The Return of Joyful Accessories
BAGS, CHARMS & PERSONAL STYLING

For much of the past decade, accessories were expected to disappear into the outfit. The rise of quiet luxury encouraged clean lines, understated leather goods, discreet jewelry and styling that appeared almost invisible. Bags became architectural. Shoes were neutral. Jewelry remained delicate. The overall message was one of restraint, where sophistication was measured by the absence of excess.
Across Europe, accessories are becoming expressive once again. Not in the maximalist sense of the early 2000s, but in a more personal, playful and emotionally driven way. Handbags decorated with charms, colorful silk scarves tied around handles, mismatched jewelry, vintage brooches, handcrafted keyrings and sentimental trinkets are appearing everywhere.

After years in which social media encouraged nearly identical wardrobes, consumers are rediscovering the pleasure of making familiar pieces feel uniquely their own. Rather than replacing an entire wardrobe every season, many are updating existing looks through small objects that carry personality.

Accessories have become storytellers. A bag charm collected during a trip to Lisbon, a silk ribbon inherited from a grandmother, a handcrafted ceramic pendant purchased at a local market or a vintage keychain discovered in a flea market all communicate something that expensive luxury alone often cannot: individuality.

This emotional approach to styling also reflects changing attitudes toward consumption. Personalization extends the life of garments and accessories already owned, encouraging creativity instead of constant replacement. It transforms styling into an evolving process rather than a finished formula.

Small Details, Big Personality
The resurgence of decorative accessories is closely connected to a broader cultural desire for authenticity. Consumers increasingly value objects with visible history, craftsmanship or emotional significance. A handbag no longer needs to remain pristine to feel luxurious. In fact, signs of personal use like charms accumulated over time, scarves tied casually to handles, even slight imperfections are often make an accessory feel more desirable because they suggest a life well lived.

Luxury brands have quickly embraced this shift. Customizable bag accessories, detachable ornaments, playful leather mascots and collectible charms have become recurring features in recent collections, allowing clients to adapt iconic pieces according to their own tastes. At the same time, independent designers and artisans are finding new audiences through handcrafted accessories that celebrate individuality rather than mass production.

Jewelry follows a similar path. Matching sets are giving way to layered necklaces, mixed metals and rings collected over the years instead of purchased all at once. The effect feels spontaneous, almost intuitive, as though each piece has been chosen gradually rather than styled for a single occasion.

Fashion in 2026 is becoming increasingly less interested in perfection and increasingly more interested in character. The most compelling wardrobes are no longer those that appear untouched or meticulously curated, but those that reveal something about the person wearing them.
A simple linen dress can become entirely different with the addition of colorful beads collected during a holiday. A classic leather tote gains new life through a charm picked up at a museum gift shop. A silk scarf transforms from a practical accessory into a deeply personal signature.

Ultimately, these details remind us that style has never been about owning the most expensive wardrobe. It has always been about creating visual memories, small objects that accompany us through places, relationships and different chapters of life.





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Chrome Dreams.

Photographer/Retoucher: MANUEL LABRACA RUIZ @fotografomanuellabraca
Wardrobe Stylist/Model/Makeup Artist/Hair Stylist: ELENA CASAS GARRIDO @mss.xtrem





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The Rise of Collectible Fashion: Why Clothes Are Becoming Cultural Objects

For decades, fashion was largely understood through the rhythm of consumption. Collections arrived, trends evolved, wardrobes changed, and the industry continued its relentless cycle of novelty. A garment's relevance was often measured by how well it reflected the present moment and how quickly it could be replaced by the next one.

In 2026, however, that narrative is quietly changing.

Increasingly, clothing is being approached not merely as something to wear, but as something to preserve. Across luxury fashion, independent design and even the secondary market, garments are beginning to occupy a space once reserved for paintings, rare books or collectible furniture. They are becoming cultural objects: pieces valued not only for craftsmanship or exclusivity, but for the stories they carry, the ideas they represent and the moments in history they encapsulate.

> "Fashion is evolving from disposable consumption into collectible cultural objects valued for craftsmanship, history, meaning, and lasting emotional significance."

This shift is not simply about higher prices or limited editions. It reflects a deeper transformation in how consumers relate to fashion itself.

Today's buyer is becoming more intentional. Instead of asking, "Will this be fashionable next season?" the question has evolved into something far more interesting: "Will this still matter ten years from now?"

Fashion has always possessed cultural value, of course. Museums around the world have long preserved garments as historical artifacts, documenting shifts in politics, technology, gender, craftsmanship and society itself. What feels new is the growing awareness among consumers that contemporary fashion can also deserve preservation while it is still being created.

Rather than waiting decades for a garment to become historically significant, people are increasingly recognizing cultural importance in real time.

The Archive Generation

Once considered a niche interest for historians and collectors, archival fashion has entered mainstream cultural conversation. Vintage boutiques, specialized auction houses, museum exhibitions and digital platforms have introduced wider audiences to the idea that clothing can function as a document of creativity rather than simply an item of consumption.

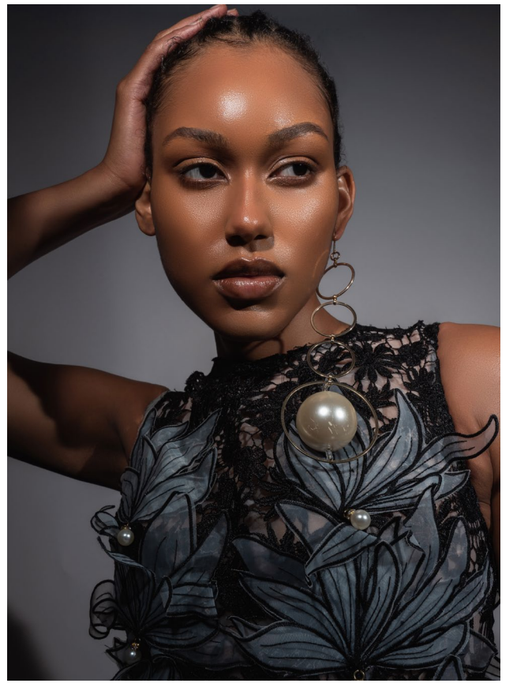
Designers themselves have encouraged this perspective. Houses such as Prada, Maison Margiela, Comme des Garçons, Issey Miyake and Yohji Yamamoto have cultivated bodies of work that reward long-term appreciation. Their collections are revisited, studied and exhibited not because they followed trends particularly well, but because they proposed ideas that continue to influence contemporary design years later.

Even younger brands increasingly think beyond seasonal relevance. Instead of creating products intended to disappear after six months, many designers are consciously building future archives. Limited production, exceptional craftsmanship and strong creative narratives transform garments into objects capable of existing outside traditional trend cycles.

Consumers respond enthusiastically because they are increasingly interested in ownership that feels meaningful.

Social media has contributed to this evolution in unexpected ways. While digital platforms accelerated fast fashion during the previous decade, they also democratized access to fashion history. Archival runway footage, museum collections, designer interviews and historical editorials are now instantly accessible. A twenty-year-old consumer can easily discover Helmut Lang's late-1990s collections, Phoebe Philo's Céline era or Martin Margiela's conceptual presentations with the same immediacy as current campaigns.

As a result, consumers are becoming



visually educated at unprecedented speed. They recognize references. They appreciate construction. They understand provenance. Fashion literacy has become part of digital culture. This growing knowledge naturally encourages collecting rather than constant replacing.

Why Emotional Value Matters More Than Ever

Interestingly, the rise of collectible fashion is occurring during a period of considerable economic uncertainty. Rather than discouraging investment, this climate appears to be changing what investment means.

Consumers remain selective, but they increasingly seek purchases capable of delivering emotional as well as practical value. A beautifully made coat, a thoughtfully designed handbag or a limited-edition piece becomes easier to justify when it is viewed as something that

will remain culturally and personally relevant over time.

The emotional dimension cannot be underestimated. Objects become collectible because they accumulate stories. They remind us of places visited, exhibitions attended, moments experienced and personal milestones. Clothing, perhaps more than any other design discipline, possesses extraordinary capacity to preserve memory because it exists so closely alongside daily life.

Unlike paintings hanging on walls, garments accompany movement. They absorb environments. They participate in lived experience. Consequently, many contemporary consumers are building wardrobes less like inventories and more like personal archives.

Pieces are selected for emotional resonance rather than algorithmic popularity. They may commemorate collaborations between artists and fashion houses, celebrate remarkable craftsmanship or represent moments when design felt culturally transformative. Ownership itself becomes slower and more reflective.

Fashion Meets the Art Market

Another reason collectible fashion has gained momentum lies in its increasingly close relationship with the contemporary art world.

Luxury brands regularly collaborate with internationally recognized artists, architects and designers. Museums devote major exhibitions to fashion houses that once existed primarily within commercial contexts. Auction results continue to demonstrate remarkable appreciation for rare garments, accessories and runway pieces associated with significant creative directors.

Fashion has entered conversations previously reserved for collectible design. Importantly, this does not mean every luxury purchase automatically becomes valuable. Cultural significance cannot be manufactured solely through scarcity. Instead, truly collectible fashion tends to emerge where originality, craftsmanship and historical relevance intersect.

A garment becomes collectible because it captures a particular creative vision, marks an important turning point within design history or reflects broader cultural conversations occurring at its moment of creation.

This explains why museum exhibitions dedicated to contemporary fashion continue attracting record audiences across Europe. Visitors increasingly approach clothing with the same curiosity traditionally reserved for sculpture or painting.

They want context. Who designed it? What ideas shaped it? How did it influence later generations? Fashion becomes an intellectual experience rather than purely a visual one.

Perhaps the most fascinating aspect of collectible fashion is that it subtly redefines ownership itself. For much of the twentieth century, owning clothing implied eventual replacement. Garments aged, trends changed and wardrobes evolved accordingly.

Today's collector thinks differently. Rather than asking how long a piece will remain fashionable, they ask whether it deserves preservation.

This perspective naturally encourages better care, thoughtful purchasing and greater appreciation for craftsmanship. Consumers buy fewer pieces but expect them to remain meaningful across years rather than seasons.

It also changes relationships between generations. Increasingly, luxury garments are discussed as future heirlooms rather than temporary indulgences. A beautifully tailored jacket, an exceptional leather bag or a sculptural dress may eventually be passed between family members, carrying emotional significance alongside material value.

Fashion regains longevity. It suggests a cultural desire to reconnect with permanence in an era dominated by acceleration.

As digital experiences become increasingly ephemeral, physical objects capable of enduring acquire renewed emotional importance. People want to surround themselves with things that feel intentional, beautifully made and intellectually engaging.

Fashion answers that desire remarkably well. At its best, clothing has always done more than cover the body. It records history, reflects identity, preserves craftsmanship and captures cultural imagination.

Perhaps consumers are simply beginning to recognize what museums have understood all along. Some garments deserve not only to be worn. They deserve to be remembered.

Article by
Valentina Roque







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SEIMA ENTRE CABALLOS

Photographer: NESTOR GIMENEZ @nestorgimenezjaraba
Photographer: JESÚS DIAZ BARON @dzbn.photo
Model: SEIMA ETTAMIMI @seima_15
Photographer: TONY GIMÉNEZ

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