

IDENTITY

in fashion.

ISSUE 047 - ALTER EGO

SPLIT IMAGE.

Two faces, one frame. An issue about the selves that share our skin - and the wardrobe choices that let them out.

COVER STORY

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WHAT IS an alter EGO?

al·ter e·go

/ÔLTOR 'ĒgÔ/ . NOUN

An alter ego is the second self - the version that emerges when the first one steps aside. It is the bolder voice, the louder gesture, the woman in the mirror who finally answers back.

In fashion, the alter ego is a costume and a confession. A pair of oversized glasses, a sharp shoulder, a colour that doesn't belong to the wardrobe of who you were yesterday. It is permission, stitched and worn. It is the shape of the self you have not yet introduced.





Mask

Not a hiding place - a doorway.
The thing worn so the truth can
walk through.



Mirror

Where the question is asked and
answered in the same breath.



Metamorphosis

The slow, deliberate becoming.
Not transformation -recognition.

“The alter ego is not someone else.
It is the part of you that was always waiting.”

WHY WE WEAR THEM.

+ PERMISSION

“When I can't, she can. The persona absorbs the risk of being seen - and gives the self permission to follow.”

ON THE COSTUME AS COURAGE

Every persona is a rehearsal. Every costume, a confession. We wear them because there are parts of us that arrive only when invited - and the invitation has to be loud.



The alter ego is not escape. It is a permission slip - signed in lipstick, worn like armour, and handed back to herself at the end of the night.

+ REHEARSAL

“It is not pretending to be someone else. It is practising who you are becoming - until the rehearsal becomes the norm.”

ON THE SELF IN PROGRESS



CUT, PASTE, BECOME.



*“Crown Her” – Sovereignty as costume,
costume as Sovereignty.*



*“Double Take” – one face, two glances,
pinned to the noise.*



“Headphones, painted lips, the microphone” – the voice takes over.



“Diamonds, gold, and a briefcase” – the spoils of the persona she steps into.



"Bloom & Bite" – the soft and the sharp, worn at Once.



"Flora" – explore your femininity



"No.5 Commute"—luxury, leisure and the long ride home.

WHO ARE YOU WHEN NO ONE'S WATCHING?

- THE EDITORS

*Serena -
"The Voice I Become"*

TRANSFORMATION

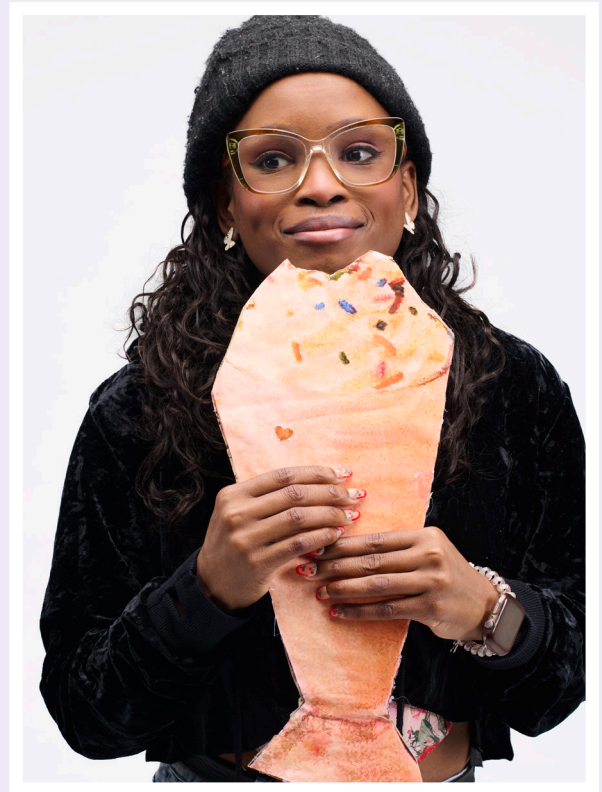
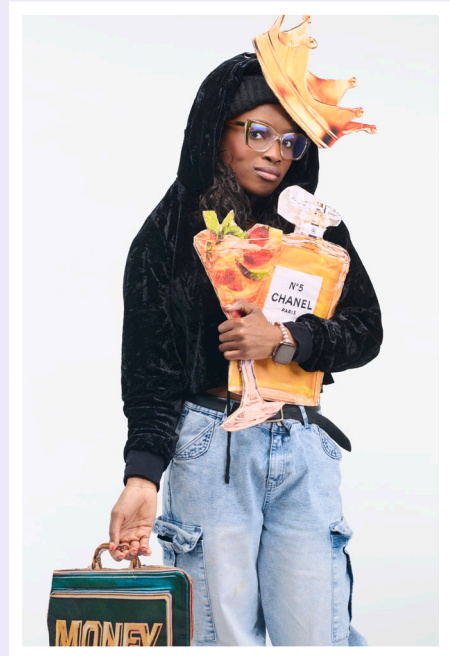
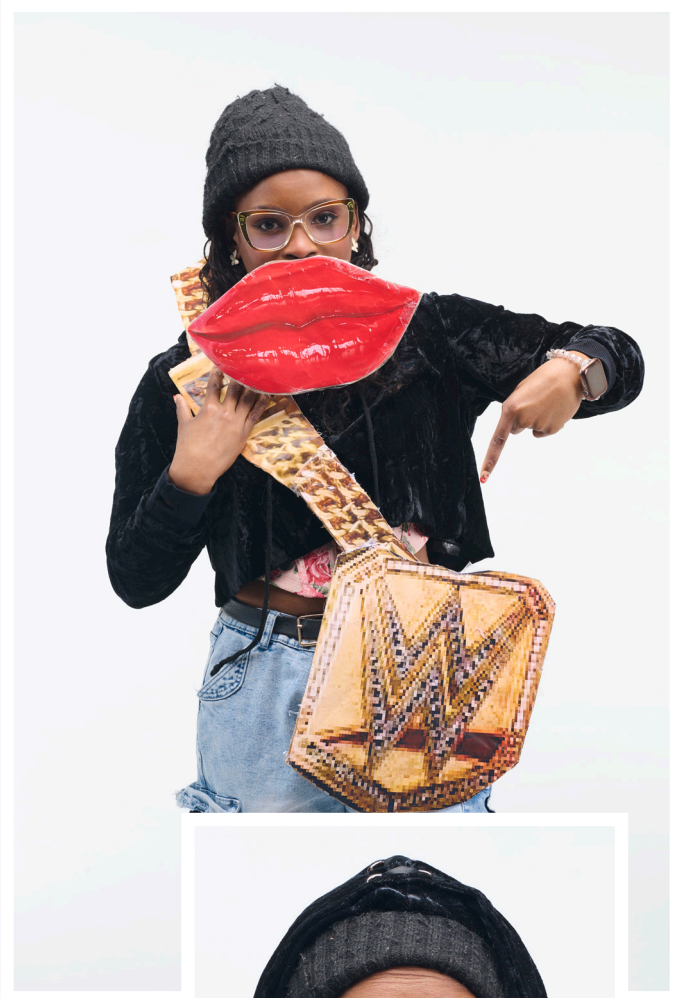
In this image, my alter ego *Serena* is born.

The oversized, hand-crafted glasses are not just an accessory - they are a shield and a statement.

They blur the limits of who I thought I was and allow me to step into someone bolder. Behind them, I am no longer the shy version of myself. I become expressive, visible, and unafraid to be seen.



“She hides behind softness,
behind silence - but the
moment she lifts the mask,
everything changes.”



CODA

This is not just a persona.
It is a transformation.
From silence to expression.
From doubt to presence.
From who I am ... to who I become.

EDITOR'S LETTER

GRACE ONUBOGU,
CREATOR OF *identity in fashion*
SHAPES of SELF.



IF you have stood in a charity shop changing room pulling on something that belonged to a stranger and felt, for a second, like it might belong to the person you are becoming, this magazine is for you.

IF you grew up watching your mother tie her headwrap and understood, even as a child, that this was not just fabric but a whole world of meaning held in a knot, this magazine is for you.

IF you have ever bought something impractical, something that made no sense for your life as it currently is, because it made perfect sense for the life you were moving toward, this magazine is for you.

Identity in Fashion: Shapes of Self was made for young creatives - the students, the graduates, the people who think about fashion the way other people think about literature or music. The ones who collect magazines rather than scroll them. The ones who are building a visual language for themselves, stitch by stitch and look by look, and who are not finished yet.

**“YOU ARE NOT ONE SELF.
You never were.**

This is a fashion illustration magazine. Every image in these pages is original, drawn by hand or digitally, and every look is a story. It explores the ALTER EGO - the self we build through bold or theatrical dressing.

It is a print and digital magazine because some things deserve to be experienced, not just consumed. It uses illustration because illustration does not document fashion - it interprets it. And it is for you, specifically, because you already know that getting dressed is never just getting dressed.

Welcome to IDENTITY IN FASHION -
Shapes of Self.

Grace Onubogu
EDITOR & FOUNDER



scan and see more
contributors.