

カワイイ視線

The Kawaii Gaze

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This Bon Bon belongs to



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& Fashion Editor*

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ISSUE
SIZ

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Hello my cuties! 

I'm beyond excited to welcome you to Issue VI! This Summer we are going back to the reason we started it all. We are talking about reclaiming our girlhood/childhood through Kawaii culture and J-fashion.

The reason I dress like this is to escape the painful monotony of everyday life, but also to distract myself from my own deeply embedded traumas that never fail to visit me on a daily basis. It's incredibly overwhelming facing these fears all the time, especially when you are dealing with a harsh inner critic that refuses to acknowledge your star power, and even shrinks it to the point where you forget it's even there. Dressing like a little cupcake whilst everyone else looks exactly the same is not only refreshing for them to see, but it works wonders for healing your inner child.

We're all painfully aware of the male gaze and how it ruthlessly operates in our society, we also know about the female gaze and the beauty of women supporting women. There is a third gaze that doesn't necessarily apply to the normies but it's exclusively for us cuties - this is The Kawaii Gaze.

The Kawaii Gaze champions kindness within our community and is a process of accepting our shared experiences (bullying, discrimination etc.) but still choosing to function from a deep place of warmth and compassion despite the

unrelenting demons. To be kind is to be truly kawaii after all. We can take some lessons from our furry friends and their unwavering kindness and sensitivity, they do not approach with anger (unless you give them a reason to!). The Kawaii Gaze is about revisiting childhood memories that bring us joy and implementing that into our adult life as a way of dealing with the cold state of society. By dressing Kawaii, the girlies are granted a chance to reconnect with our younger selves and indulge in childlike wonders which were stripped from us in childhood because of trauma and societal pressures. The boys have been able to hold on to their toys for a lot longer because of the patriarchy but we can still cater to our inner child through the beauty of kawaii.

This is my most international issue yet with numerous contributors from all over the globe (London, Paris, USA, Canada, Norway and Germany). Issue VI contains articles written by the community, for the community along with magnificent 3D illustrations, exquisite ceramic creations, uber kawaii accessories and plenty of inspiring, fashion forward content. You can expect exclusive artworks made especially for this edition by some of our fantastic contributors.

This is Issue VI - The Kawaii Gaze.

Lots and lots of love,

BonBon

xox



@bonylouisebarrett



@_thefairygodmother_





LEFT:

A Portrait of *BonBon and Friends* exclusively for Issue VI, 2024 by Roxie Sweetheart

EVENTS

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@glitterylilac
@rebellious_sweethearts
@madamechocolat.es
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Cute Party Kei



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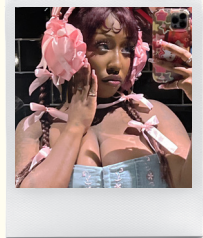
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Pixie Nailz

