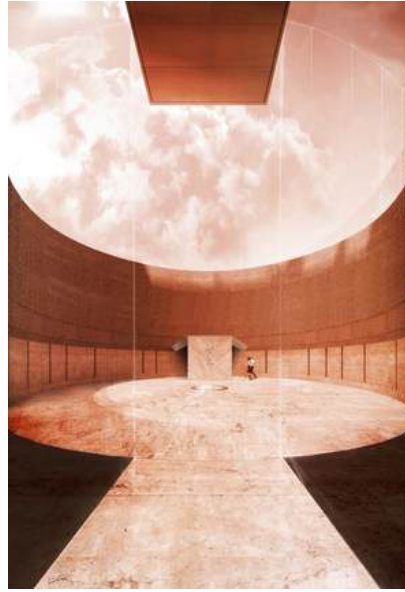


# THE PENGUIN

Spring 2025





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Dear Readers,

Welcome to the latest edition of The Penguin! This issue is particularly special, as it marks the first under our tenure. Stepping into this role has been both exciting and rewarding, and we are incredibly proud to present this carefully crafted magazine that celebrates the vibrant school life.

Putting together this edition has been a collaborative effort, and we've had the privilege of working with a diverse group of talented contributors.

This issue offers a variety of engaging content, including insightful articles, fun quizzes, and snapshots from recent school events. And for the first time ever, we are thrilled to introduce a puzzle page which is an exciting new addition that we hope will challenge and entertain you!

We hope you enjoy reading this edition as much as we enjoyed creating it. Thank you to everyone who contributed. Your enthusiasm and dedication have made this issue a true reflection of our school's spirit. We hope you enjoy reading!

Keya & Victoria

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# Pop-up Business Boom: How Temporary Shops are Revolutionising Retail and Marketing.

The UK's pop-up industry was worth over £2.3 billion in 2019 and since then there has been a rise in these retail outlets in global hubs such as London, New York and Paris. The Pop-up phenomenon can be seen in almost every industry: food, cinema, retail and beauty. They provide non-committal exposure within temporary spaces that can be an amazing marketing technique to create a buzz around a product or a brand, particularly in the age of micro trends and trending products. Pop-up shops are particularly pertinent when it comes to the Covent Garden district of London where there is almost always a temporary exhibit due to these shops' influence on the public. Along with their astounding ability to make large numbers of people queue for many hours just to buy a product. In the next couple of years these shops will most likely become more and more common and highly influential within the marketing and business strategies of brands, particularly beauty brands.

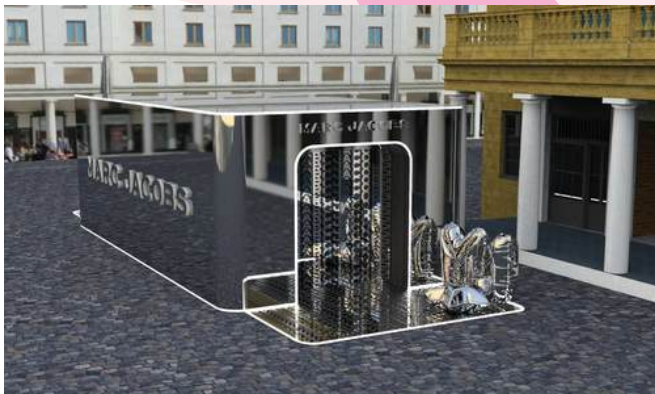
Covent Garden draws 44 million visitors annually, making it ideal for beauty and retail pop-ups. Additionally, the area's reputation as a beauty hub and a high footfall allows brands to reach their target audience. Even high end luxury brands such as Hermes and Fendi have set up Pop-ups in the area as well as more attainable brands like Summer Fridays and Rhode as part of effective marketing campaigns. Covent Garden's vibrant atmosphere and diverse audience make it a prime location for creating



Rhode Pop-Up



Summer Fridays Pop-Up



Marc Jacobs Pop-Up



Box Park Shoreditch

memorable brand experiences that resonate with customers and provide them with a special connection with the brand which can lead to them being more loyal customers in the long run.

People get up before sunrise to be the first ones through the door at pop ups, for example the four day Rhode beauty pop up store in London that happened a couple months ago. Consumers do this because the knowledge that these events are temporary and will likely not return creates urgency from people to show up and queue for hours. They may also go because these viral and exclusive products can be seen as a status symbol on social media and within the beauty scene. There are many nano creators on social media who go to pop-ups to form their content around talking about their experiences and filming themselves in line and within the actual pop-up. Overall, people show up to these events due to their short lived nature and how it is a once in a lifetime experience and it will likely not return in the same form. The status symbol of seeing and buying these trendy products is in addition a huge pull factor for customers.

Likening the beauty market to the streetwear market in this case looking at Rhode and Summer Fridays we see how these products have a very short shelf life causing their usage to be much more prominent than that of clothing. This means that beauty products tend to be used, repurchased and attainable to the

average consumer allowing the brands to have a larger cult following and a larger customer base who are willing to stand in a queue for hours opposed to brands like Supreme who also have customers willing to wait hours in a queue for their goods, however with a much smaller following and less of a brand community. Beauty products unlike clothing can not be resold or handed down meaning that these goods are used and not kept as an investment or a prized possession in a collection leading to more casual usage of the product and therefore more repurchases as well as a larger amount of word-of-mouth marketing benefiting these brands immensely.

Pop-ups also foster a sense of community within customers. For example, at the Summer Fridays pop-up in Covent Garden the first 50 customers would receive exclusive merch like tote bags, jumpers and samples. This psychologically encourages these complete strangers to share the goods and excitement making the queue experience better. Others would receive free hot chocolate and a floral bouquet, perfect for social media and discussion within this newfound community. All the waiting, as well as the free gifts handed out, such as monogrammed water bottles and cinnamon buns caused strangers to talk in person and online. In a business perspective this caused people to buy more products than they intended to as they had built up anticipation in the queue, had a good time with new

people and had gotten some free products. Some may say that in a way the queue was the best part of the Pop-up and the actual shop was in many cases a bit underwhelming.

The reason behind brands setting up pop-up shops is because of the influence they have on social media as well as the exposure they gain from these events. On TikTok the phrase 'Rhode Pop Up London' has exceeded millions of views and these pop-ups produce real content for the brand rather than just inauthentic sponsored views. While over 80% of UK consumers now "digital shoppers", over 70% of all UK 2023 retail sales were still conducted in physical stores, proving that while ecommerce may be on the rise, having a physical presence in the UK can be incredibly powerful for driving business growth. In the beauty space customers often find it very valuable to be able to try out the products and the different shades before they buy them when these shops are often online only.

The history of Pop-up shops mainly started over a decade ago in London right about when the financial crisis occurred. It started in London's Shoreditch back in 2011, and the flood of pop-up shops followed soon after due to the original one in Shoreditch being a huge success. However, the genre of shops we get today all stem from a 2017 shop that the brand Glossier set up being an overnight success. It can be argued that Glossier

was one of the first brands to elevate their products to a lifestyle and not just a makeup brand. Today, we see others following suit, instead of just trying to create a cohesive brand they are tasked with attempting to create a story that consumers resonate with, a community that they feel a sense of belonging in and a lifestyle that they want to buy into in order to drive sales and become a successful company.

In conclusion, pop-ups are an exceptionally good, newer marketing technique that can be very successful for small and up and coming brands as well as large companies because the experience can be made so special. Similarly, it is a prominent technique that works well particularly on young people who are willing to spend money on luxuries and products that they don't really need. The community spirit created can also generate a cult following of customers which is invaluable to brands and is important in this day and age of micro-trends and brief trend cycles. I believe that we will see a lot more of these pop-up experience in the future due to how effective they are at creating a buzz around the brand and the cult following that can often spring from customers having a good time at these experiences.

By Victoria, Year 12

Summer Fridays Pop-Up



Rhode Pop-Up





# The Science of

## Profits, Nash Equilibrium and Game Theory

Firms must constantly make crucial decisions: how to produce, how much to produce, what price to charge, and more. The success of a business to maximise profits is ultimately determined by the quality of the decisions they make. However, with thousands of possibilities, how can they make the most optimum, effective choice?

Game theory is the study of how and why individuals and entities (called players) make decisions about their situations, assuming the individuals are rational and are trying to maximise their benefits while minimising their losses. It is a theoretical framework for conceiving social scenarios among competing players, used in economics to analyse strategic interactions between individuals. It models these interactions using games, where all individual's actions affect the outcome.

The origin of game theory can be traced back to 1944, as the work of Austrian



economist and mathematician, von Neumann, and economist, Morgenstern, who published the book “Theory of Games and Economic Behaviour”. This book laid the foundations for the modern study of game theory, which has since been developed and refined by many other notable figures such as John Nash, who was awarded the Nobel Prize in Economics for his work on equilibrium in non-cooperative games.

The intention of game theory is to produce optimal decision-making of independent and competing players in a strategic setting, considering all preferences. To show all the possible choices a player has, a payoff matrix is used. A payoff matrix is a table that illustrates all of the possible outcomes that are involved in strategic decision-making. The rows of the table represent the options for one player, and the columns represent the options for the other player.

One key concept of game theory is the strategic form of a game. The strategic form of the game represents the decision-making process of two or more players who have to choose between different strategies. For example, consider a game between two firms that are deciding how much to invest in advertising. The strategic form of this game would look like a matrix with the strategies of each firm listed in rows and columns, and the payoffs listed in the cells. The payoffs represent the profit or loss that each firm would incur depending on their own and their competitor's strategies.

# Strategy

Another key concept of game theory is Nash equilibrium, where the game reaches an optimal outcome. This is a state that gives individual players no incentive to deviate from their initial strategy. The players know their opponent's strategy and still will not deviate from their initial chosen strategies because it remains the optimal strategy for each player.

Game theory is beneficial for firms to maximise their profits, as businesses can apply game theory plans for various scenarios and allows them to think many "moves" ahead, by modelling the dynamics of markets. This anticipation can help businesses grow while remaining competitive and agile in disruptive, uncertain times. In addition, Game theory is becoming increasingly valuable for marketing, helping marketers predict the decision-making behaviour of consumers.

One classic example of a real-world use of game theory is price competition between two firms. This is a game that can be represented in strategic form as a matrix with the strategies of each firm listed in rows and columns, and the profits for each firm listed in the cells.

In this game, each firm has to decide whether to charge a high price or a low price for their product. If both firms charge a high price, they both make a high profit. If one firm charges a high price and the other charges a low price, the firm that charges the low price captures a larger market share

and makes a higher profit, while the other firm makes a lower profit. If both firms charge a low price, they both make a lower profit. The Nash equilibrium in this game is for both firms to charge a high price, as neither firm has an incentive to change its strategy given the other firm's strategy. However, if one firm decides to charge a low price in an attempt to capture a larger market share, it may be able to achieve a higher profit in the short run, even though it may not be an equilibrium outcome.

Overall, game theory offers firms a valuable framework for analysing strategic interactions and making informed decisions. By understanding its core concepts and applying them thoughtfully, businesses navigate complex situations more effectively and achieve their desired outcomes.

By Nila, Year 12





# Sakura 桜



**Japanese culture surrounding the very short but very symbolic life of the cherry blossom**

Sakura means 'cherry blossom' and symbolises both life and death due to the fact they grow, flower and fall quickly, to make way for the leaves. They can also serve as a metaphor for human lives which are also short, but are still valuable due to their beauty and wonder. Sakura is also a reminder that change will always happen.

## Legends

The mountain god Oho-yama had two daughters: the elder, Iwanaga-hime (Rock), and the younger, Konohanasakuya-hime (Cherry Blossom, also known as Sakuya-hime). One day, the god Ninigi descended from heaven and fell in love with Sakuya-hime. He asked her father for her hand in marriage, but when Oho-yama offered his elder daughter instead, Ninigi rejected her, calling her ugly. Insulted, Oho-yama allowed Ninigi to marry Sakuya-hime but placed a curse upon them: the descendants of Iwanaga-hime would be as strong and eternal as stone, whilst those of Sakuya-hime—including commoners, warriors, nobles, and emperors—would have lives as brief as spring blossoms. When Sakuya-hime died, a beautiful tree grew on her grave, which was named sakura.



Many people love sakura flowers in spring, but their meaning in Japanese mythology is very sad. Over time, it also came to represent the short yet wonderful life of the samurai (Japanese warriors.) They lived by a strict code of honor and discipline which was called bushido. Their duty was to preserve these virtues and to be fearless warriors even in the face of death. Fallen cherry blossoms or petals symbolized the end of the samurai's short lives in war. During WWII, Japanese pilots and kamikaze pilots marked their planes with sakura before going on missions, many of which were suicidal. These symbolized dying "like beautiful falling cherry petals for the emperor."





# Hanami

The Hanami festival is a festival in which people in Japan admire the beauty of cherry blossom flowers, and show their appreciation, and this festival has been tradition for centuries. Throughout all of Japan, this festival is commemorated with picnics, parties, and people like to wear pink and eat pink food to commemorate. Hanami literally means “viewing flowers.” This is usually around April. Originally, Hanami festivals were reserved for Japanese aristocrats and centered around plum blossoms, rather than cherry blossoms. Today, cherry blossom festivals have grown, rather than plum blossom, drawing in travelers from around the world and across Japan who wish to see the cherry blossoms in full bloom. But why is sakura so important? Well, sakura is a significant part of culture in Japan. And each year, Japan’s cherry blossoms are celebrated to mark the arrival of spring, a time of optimism, and new life. While the time the sakura is on the trees is short, the span of time when cherry blossoms are in bloom serves as a reminder of the fact that nothing lasts forever, with this idea referred to as “mono no aware,” to enjoy the sakura while it lasts.



Overall, the concept of Sakura is quite important in Japanese culture, with its symbolism, festivals and folklore, and its influence on foods. I hope that you found it interesting to read about some of these parts of Japanese culture in which sakura plays a huge part.



## Popular foods for Hanami

Popular foods for hanami include foods that are easy to pack and year-round popular foods, but with a sakura twist.

- Dango. These are three rice balls on a stick, which are pink, white and green. The pink represents the cherry blossom, the white represents winter snow, and the green represents the new green grass starting to grow again after the winter
- Sakura mochi (typically served with green tea). It has red bean paste inside and is wrapped in a pickled cherry blossom leaf. There are two types, with Kansai-style having stickier flour, and Kanto-style using the same rice flour in regular mochi.
- Limited sakura foods. Every year, big brands found here in the UK release limited edition cherry blossom-themed snacks which families like to take for Hanami festivals. These include KitKat, Starbucks, Coca-Cola and more!
- Sakura onigiri. Sakura onigiri is a cherry blossom-themed take on an extremely popular Japanese food, onigiri. The triangle shaped rice is stuffed with pickled cherry blossoms and also has pickled sakura leaf on the outside. Whilst you may assume the snack is sweet, it is actually savoury which is quite surprising.

# The Allied Women:



# Violette Szabo

**Discover the incredible story of Violette Szabo, a courageous British-French Special Operations agent who risked everything to fight against the Nazis, ultimately making the ultimate sacrifice for freedom.**

When people think about who contributed in World War 2, they picture *men*. *Men* fighting on the front. *Men* shooting the enemy from their planes. *Men* spying in the area of the foe. *Men* cracking codes. The first thought is never women helping in the war, but I will show you three different allied women: one written in each of the different articles across this year, and make you realise how much of a hero they were. We will start off in the United Kingdom, our home country, and say hello to Violette Szabo.

Violette Szabo has to be one of the bravest women in British history. Violette was recruited by the Special Operations Executive (an underground army, founded in 1940, that waged a secret war in enemy-occupied Europe and Asia) during World War II, was parachuted into France, captured, tortured and executed by the Germans in 1944, aged twenty three.

## Her Early Life

Violette Reine Elizabeth Bushell was born in Levallois, Paris on the 26th June 1921. Her father, Charles, was English while her mother, Reine, was French. Violette had four brothers and the earliest part of her childhood was spent with her aunt in Picardy as her parents moved to London because of the Depression. Finally, when Violette was eleven years old, her family were reunited in Stockwell, South London, while they ultimately settled at 18 Burnley Road, where Violette is commemorated with a blue plaque.

Violette was somewhat a tomboy (as we would call it now) probably due to the huge competition of being as athletic as her four brothers and male cousins, who she spent a lot of time with. This led her to excel in athletics, gymnastics, cycling and even shooting as her father taught her how to fire a gun!

Her school days were spent in Brixton; she was a popular student who was admired by speaking not only English, but French fluently. At the age of fourteen, Violette left school and worked for a French corsetiere in Kensington, later moving to a Woolworths store located in Oxford Street, in London. Overall, it was clear that she had a happy childhood.

## Violette and Etienne

By 1939, Violette was working in a department store in Brixton called Le Bon Marche, where she sold exquisite bottles of perfume. However soon, in 1940, she joined The Women's Land Army, which was where women, known as land girls, replaced male farmers to grow crops for the people of Britain. Soon after, her French mother asked her to find a French soldier who would come and spend Bastille Day (a French festival) with their family. While searching, she met a French officer, Etienne Szabo, her future husband. They fell in love and had a daughter, Tania. Afterwards, Violette returned to work, this time in an aircraft factory. Three months after Tania's birth, Etienne was killed in action, never seeing his daughter again.

## Violette joining the SOE

After her husband's death, Violette was devastated and soon joined the SOE in order to become a field operative and courier; subsequently became Section Leader of The First Aid Nursing Yeomanry, a title created to keep her real missions secret and undercover.

In Scotland, she took part in a strenuous parliamentary training where she was instructed in field craft, weapons, demolition and night and day navigation. Then, she attended a training in Hampshire where she learned communications, cryptography, weaponry, uniform recognition, escape and evasion tactics and even parachute jump out of a plane.

## Violette's First Mission

Her first mission was as courier to Phillipe Liewer who was head of the SALESMEN circuit in Normandy. The poem, "The Life That I Have" was given to Violette and this assignment was muted to be extremely dangerous, however that didn't faze her one bit. She travelled to Rouen, alone, under a false identity in order that she could investigate the circumstances surrounding the capture of Claude Malraux and an SOE wireless operator the month before.

She reported back that over one hundred French Resistance workers had been captured by the Gestapo. Violette returned to Liewer in Paris where he had announced that his network had been destroyed; the two returned safely to England together.

## The Fatal Mission

Violette, along with three colleagues, volunteered for this mission and were parachuted into Limoges on the 8th June 1944, the day after D Day. The aim of the second mission was to build a new SALESMAN circuit in the Limoges area and she was sent by a car on June 10th to meet with Jacques Poirier.

By Pearl, Year 9

The Second SS Panzer Division was moving north towards Violette, something she and her colleague were unaware of. The couple came upon a blocked road and tried to turn around but Violette's ankle, the one she previously injured during training, gave away and she urged her companion to go on without her; so she was subsequently captured, taken to Limoges Prison, then on to Paris.

In August of that year, Violette and thirty two others were deported to Saarbrücken Transit Camp located inside the border of Germany. Their train was bombarded by allied aircraft and it was during this attack that she and two other women managed to get water for the other prisoners. Ten days later, the three women were taken to Ravensbrück Concentration Camp in North Germany, where thousands of women during the war died, and then on to Torgau.

## The Final Months

The women were put to work in Torgau and survived under horrendous conditions: they were left in a much weakened state. Returning to Ravensbrück, the women were placed in solitary confinement, where they were brutally assaulted. Around February 5th 1945, Violette Szabo was executed by a shot in the back of her head aged just twenty three. Her two companions Denise Bloch and Lilian Rolfe met the same fate although these two brave women were so weakened that they were unable to walk to their deaths.

Violette Szabo was the second woman to be awarded the George Cross for bravery. Her award came posthumously on 17th December 1946 and was collected by her daughter Tania. Violette was also awarded the Croix de Guerre by the French government in 1947 along with La Médaille de la Résistance in 1973. Violette is also listed on the Valencay SOE memorial as one of the SOE agents who died liberating France. Violette and Etienne are the most decorated married couple of World War II.



# AI A threat or benefit?

When was the last time you used AI? Chances are it was recently. AI is now a regular part of our everyday life - most days we use something that is powered by it. It could be facial recognition technology helping us unlock our phones daily, or social media apps that carefully craft algorithms to promote individuals certain content that the algorithm believes will interest them. AI understands our web preferences and our browsing patterns - meticulously combing through every click or scroll that we make. For some this is useful - for others it is unsettling.

So, what do we need to worry about when it comes to AI? For a start, there is the environmental impact. Each search on the Chat GPT platform uses about 2.9 Wh of energy - approximately 10 times more than a simple Google search uses. If you take all the Chat GPT searches conducted a day you are looking at a consumption of over half a million KW of electricity a day - almost equal to the daily power usage of 180,000 US households. This power needs to come from somewhere - and while some may be derived from renewable sources, the majority of it will be generated through fossil fuels and other non-renewable resources. Then, you need to consider the large amount of water that platforms like Chat GPT require in order to function - each conversation a user has with the platform consumes about half a litre of water. This may seem small, but it is important to remember that the platform has millions of users each day.

Now, let's think about bias. Far too few women work in tech, which results in most of the AI that is currently used today, having been designed mostly by men. This means that the AI may itself inherit any intrinsic biases that those who design it may hold. Take recruitment for example; more and more companies are using AI to sift through the often thousands of CVs they get for every entry level job. The AI has been taught by the person that designed it to look for certain things and words that will signal that somebody is suitable for a job. Yet, research shows that the language that women will use to describe their achievements is different from that which a man would typically use - favouring certain words that the AI may decide are not relevant for the job.



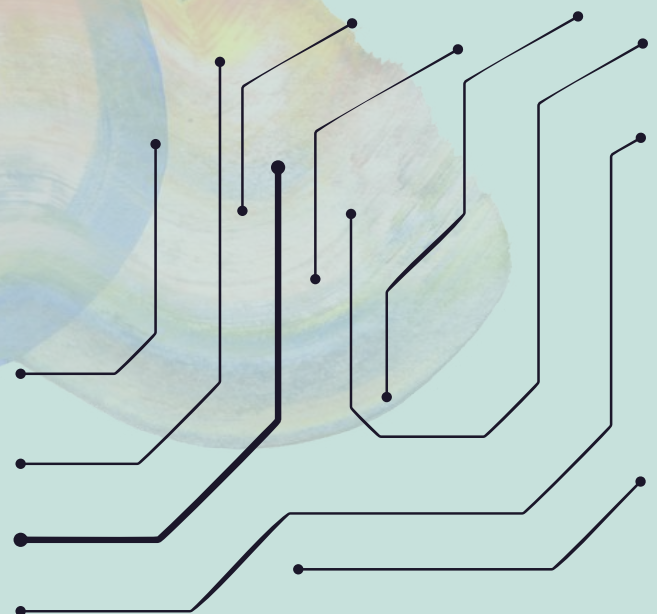
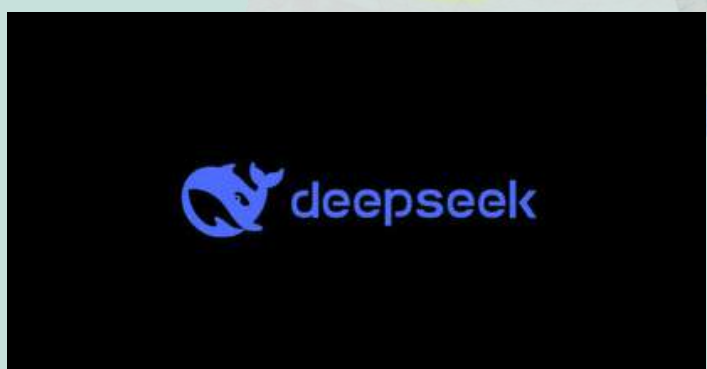
Finally, let's think about the reliability of the information that AI chatbots contain. The output of our searches is only as good as the information that gets inserted into the programme. This is specifically where the problem can lie - just ask DeepSeek what Tiananmen Square is famous for and it will give you a list of the amazing landmarks and other aspects, while making no mention of the Tiananmen Square protests and massacre in 1989.

But alongside these stark facts, we have the many positives that AI can bring - including to our health. AI can be trained to scan MRI imaging to identify and flag any potential tumour-like structures, with incredible efficiency. This allows medical professionals to do a deep analysis and examination of those areas in the patient. Not only does this tool increase efficiency by covering a significant amount of data at any time, but - to put it simply - it saves lives.

What about the positive impacts on people with disabilities? For many people AI is life-changing. Speech-to-text and text-to-speech can bridge communication gaps for those who are deaf or visually impaired. Whether it is for the woman who no longer has to lip read in a meeting and worry that she has missed much of what has been said around a boardroom table, or the man who can use a tool that describes a photo of friends on social media - AI really can change lives for the better.

When I started this article, I thought that I would conclude that AI was more of a threat than an advantage - but now I feel differently. The fact is that AI brings such benefits to so many groups of people - it literally does save lives. But we must use it wisely; we need to think about how many searches we run on ChatGPT, remember that it is inherently biased and that each search we do is negatively impacting the environment. Finally, we need more women going into tech - so that we are able to influence its design and applications.

By Emily, Year 11





# Was mathematics discovered or invented?

**A mechanism that describes the world around us.**

Mathematics has been regarded as a fundamental aspect of human understanding, playing a crucial role in science, engineering, and philosophy. A question remains of whether mathematics was discovered, meaning it exists independently of human thought, or was it invented, meaning it is a human-made system of symbols or rules?

One of the strongest arguments for the discovery of mathematics is its prevalence in nature. Prime numbers, for example, appear in the life cycles of cicadas that emerge from their underground habitats only in prime-numbered years, such as every 13 or 17 years. While this evolutionary trait gives the cicadas an advantage as they can avoid predators with periodic behaviour, it also serves as an argument for the existence of prime numbers independently from human invention. Similarly, the Fibonacci sequence is evident in nature, appearing in the arrangement of leaves, the branching of trees, and spirals of shells. In the Fibonacci sequence, each number is the sum of the two preceding numbers and emerges naturally due to optimal packing in biological systems. Additionally, the golden ratio, derived from the Fibonacci sequence, even appears in the structure of human anatomy and our own DNA. The law of physics and mathematical equations such as Einstein's  $E = mc^2$  also strongly support the idea that mathematics was discovered, not invented. These equations and laws exist regardless of human perception,

portraying the mathematical nature of our universe, in which everything can be explained and governed by maths.

Despite its presence in nature, there are also clear indications of human effort in the development of mathematics. Many cultures, for example, have invented multiple ways of performing math. For example, Roman numerals compared with the Hindu-Arabic numeral system, suggests that the way we express and manipulate maths is a human invention. Abstract mathematical fields such as imaginary numbers do not have immediate physical counterparts and yet they remain useful. Imaginary numbers were initially dismissed and regarded by some as useless but later became essential in fields such as quantum mechanics. This suggests that mathematics, at least in part, is a creative construct developed to solve problems rather than something waiting to be discovered.

Mathematics, like many other things in science, is a mechanism to describe the world around us. Parts of math such as notation number systems are invented so that the mathematical world around us can be illustrated in a way comprehensible to the human brain. Using this tool set, we can unlock and discover many mathematical truths that shape the universe, enabling us to unlock theorems using axioms and models of the world.



# Fashion Section

Welcome to the Penguin's first fashion section. Here you'll find fascinating articles delving into the lifecycle of fashion trends, a fashion analysis of Marie Antoinette and a feature on the YSL Museum in sunny Marrakesh. Plus, enjoy stunning photography from Paris.

## Contents

- Fashion trends - Sophie
- Exploring Fashion in Sofia Coppola's Marie Antoinette - Keya
- The YSL Museum and Garden in Marrakesh - Eleanor
- Fashion Photography - Keya



# Fashion Trends

Fashion trends refer to the rise and eventual fall in popularity of a certain style, aesthetic or look expressed through clothing. These trends can last for decades, years, months or sometimes just a few weeks. But how do they emerge, and what influences them? Fashion trends often reflect our culture and current society and evolve to respond to the changes in the world around us. They are shaped by many aspects such as celebrities, events, pop culture, media, politics and new designs. Understanding the many forces behind fashion trends (whether they're dominating the runway, appearing in stores or are going viral on social media) is key to knowing why certain styles gain popularity whilst others fade away

Fashion trends have been around for centuries, with some dating back to the 14th century, where keeping up with what was fashionable was used to signify status in aristocratic society. Today, fashion trends often begin on the runway with the fashion industry playing a large role in starting an influencing trends. High-end fashion designers like to take inspiration from many different artistic avenues, such as social movements, art, seasons, celebrities and more. Fashion designers then use trend forecasting to edit their looks and to convey their ideas in a way that is appealing to the masses.

The trends that form on the runway then begin to appear in high street shops and online retail websites which cater to the general population. Luxury brand Miu Miu's fall/winter 2022 collection featured a biker boot that rapidly began to rise in popularity amongst the broader public. The boot had a thick wedge heel, was chunky and embellished with buckles. Due to its popularity, the boot then established a trend for the season, inspiring many other brands to release their own versions of biker boots. By the following year, the boot had become a worldwide fashion trend, with iterations from popular, more accessible fashion brands such as Zara and ASOS.

Social media also has a significant influence on fashion trends; platforms like Instagram and TikTok allow for these trends to circulate more quickly than ever before as influencers and creators can market new products and styles to reach a large audience at speed. Previously, the fashion industry typically only had two fashion collections on the annual fashion calendar, meaning trends evolved at a much slower rate and the volume of new products released was far smaller.



# Are we tired of chasing the trend cycle?

The rise of social media has not only led to an increase in the number of trends that appear, but also affected how long the trends last for. This causes some trends to vanish quickly in a few weeks; these short lived fads are known as micro-trends. Social media's acceleration of the trend cycle has overall contributed to overconsumption and the rise of fast fashion brands like Shein, which produce masses of cheap, poorly made clothing which mimic the latest viral trends on social media. The high demand for their inexpensive, seemingly trendy clothing allows them to carry on producing an incredibly wide range of styles and products to appeal to those who want to keep up with all the trends on Tik Tok, further encouraging micro-trends.

There is a clear lifecycle for fashion trends: introduction, rise, peak, decline and obsolescence. A trend starts by being introduced, when a new style emerges on the runways, a celebrity or a few influencers. The trend then begins to rise in popularity and it slowly starts to become more accessible and easier to find and purchase. It then peaks when it's at its most popular; sold by everyone from high-end designers to fast fashion brands and worn by everyone from glamorous celebrities to teenage girls. Then over-saturation leads to a decline - prices start falling and high-end designers quickly move on to the next big thing, until it is eventually phased out of the market. The trend then reaches obsolescence where it becomes outdated, replaced by newer products and forgotten from the fashion industry. However the '20-year rule' can prevent a complete disappearance from a trend that once ruled the fashion world. This is the average time it takes for a trend to die and be reborn fashionable again as a 'vintage revival'

Overall, trends are a prominent part of the fashion industry that are a constantly changing reflection of society, culture and personal expression. Some can rise and fall before our packages can even be shipped, whilst other styles stick around for years. Understanding the fashion lifecycle helps us see how trends evolve, from their exciting debut to their disappearance, and can perhaps help us to form a view on which trends to adopt and which to ignore.

By Sophie, Year 11





# Exploring fashion in Sofia Coppola's Marie Antoinette

Marie Antoinette is a biopic documenting the infamous French queen's early life to her eventual demise in a dreamy and modern style. Sofia Coppola's pastel pink telling of the story of Marie Antoinette wouldn't be as iconic without the extravagant costumes and accessories that adorned each character. The opulence of the 18th century of Versailles is captured by designer Milena Canonero who won an Oscar for the exceptional work she produced.


Coppola takes pride in all aspects of film making and wanted to ensure the costumes aligned with the specific colour pattern she had planned for the movie. At the start of preproduction, before a meeting with Canonero, went to Laduree and bought a box of pastel-coloured macaroons as her inspiration for the colour scheme of the outfits. She also outlined that the costumes were to highlight the disparity between the peasants in Versailles and the exuberant life Marie Antoinette lived on a day-to-day basis.

Of course, the most famous (or infamous shall i say) saying associated with Marie Antoinette is 'let them eat cake' and so it was an obvious choice for Canonero to be inspired by decadent desserts and excessively sweet pastries for her colour scheme, using caramelised gold, buttery cream, candy floss pink and velvety reds.

Whilst the outfits are reminiscent of 18th century France, they are not fully historically accurate to allow for some creative freedom to match the lavish aesthetic of the film. However, Canonero did study paintings and dresses that were made at the time as inspiration for the costumes. The aesthetic cultivated is rococo fashion mixed with pop influences due to the alignment of the Versailles court ideologies (such as the deification of beauty) and pop culture today.



By Keya, Year 12





Within the exquisite designs, Canonero masterfully intertwined symbolism and grandeur to reflect the events in the story. The movie outlines four stages of her life and her states of mind; the early years, her frivolous partying years, motherhood, and mourning

When Marie Antoinette arrives in France, her current dresses are minimalistic with little intricacy and vibrancy. However, she undergoes a fashion transformation to correctly represent her new identity within the palace. At first, she arrives dressed in looser silhouettes, which give her an almost dreamlike quality as when she walks, she appears to be floating. This ethereal effect highlights her youth and detachment from the harsh reality she is about to encounter. Furthermore, the softer, looser dresses represent the freedom and innocence she had before entering Versailles. Airy fabrics such as silk and tulle are used to create the enchanting gowns of springlike colours such as pale pinks, mint greens, and sky blues.

As she arrives at court, her wardrobe shifts to tighter corsets, structured bodices and wide skirts demonstrating the restraint and pressure on her externally and internally as well as the rigid expectations placed on her. This transition symbolises how the court has transformed a carefree, young, naive girl into a figurehead confined by duty and societal standards.

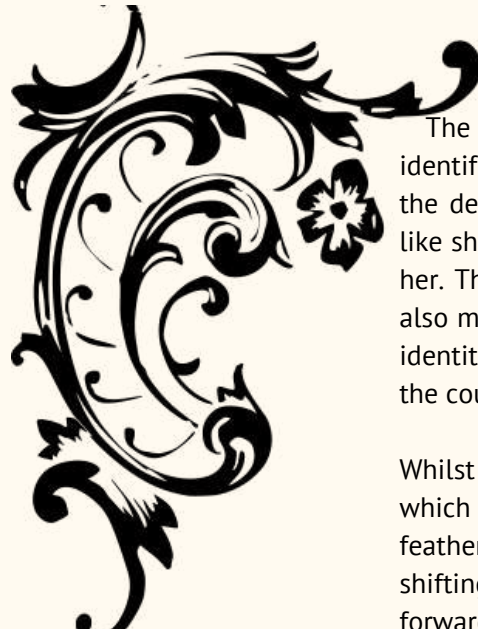


The new identity feels forced as it's a jarring difference from her previous life - Marie starts to descend into partying as an escape from the restrictive nature of the courts. As she immerses herself into the extravagance of court life, the colours shift from soft pastels to bright yellows, neon pinks and blues with designs and structures being bolder and more ornate with elaborate embellishments. The intricate detail within each gown through embroidery, beadwork and other adornments reflects the amount of time and care to construct the lavish image of Marie Antoinette for the court. Each last detail, down to the buttons, must be meticulously considered as the court measures one's self worth in how dazzling their appearance is. Flamboyant accessories serve as a status marker with pearls adorning her neck to represent purity and innocence shifting to diamonds and flashy gemstone symbolising her full immersion in the decadence of the French aristocracy.

Moreover, the vibrant colours provide a striking contrast to the traditionally structured gowns showing Marie's attempt to break away from traditional norms and allow for some personal expression. The silhouettes are theatrically dramatic with huge skirts with stacks of ruffles, like cakes, piled on top of each other, surrounding her waistline. Layers and layers of silk, satin and taffeta are used to create the intense volume of the gowns with tight corsets and bodices sculpting the top half of her body into the idealised shape of the era.

Even though glimpses of her rebellious nature managed to sneak through, the weight of the gowns and the restrictiveness of mobility symbolise how she was still trapped by her wealth and suffocated by this image forced on her. Any personal freedom was sacrificed for the sake of tradition and expectation.





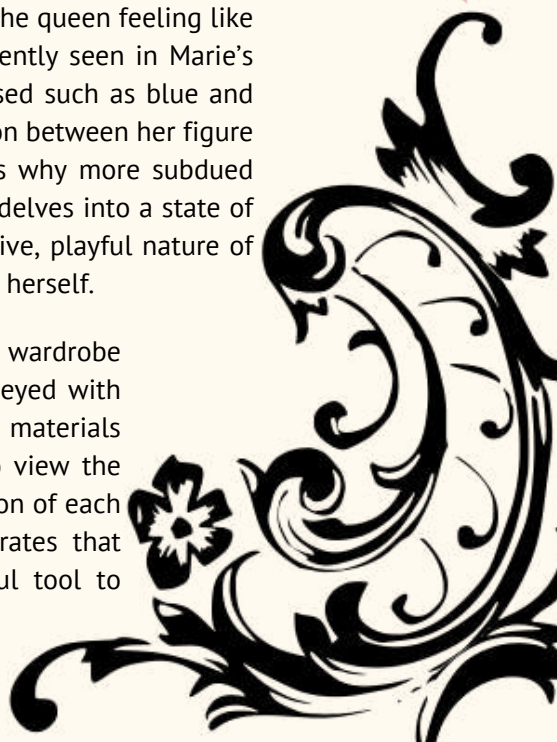
The use of patterns can be seen as a device to emphasise this expectation and create identification between Marie's new character and Versailles itself as you can often see the design on her outfits matching the pattern of the furniture and wallpaper, almost like she is fading into Versailles and losing her identity to the one the palace desires for her. The patterns are also used to establish a collective group as the designs on Marie also match with the rest of the ladies in the court showing how Marie is also losing her identity to the societal expectations demanded by the palace for a woman who is part of the court.

Whilst the costumes have been carefully considered so has the style of Marie's hair which matches the grandiosity of her clothes with massive, towering wigs adorned with feathers, flowers and even boats. From her natural hair being in a kept bun, she starts shifting to wigs - artificial just like the rest of her image - and as the movie moves forward, it starts getting higher reflecting the same instability seen in Marie.

After having her child, Marie Antoinette would consistently visit Petit Trianon in Versailles, trying to avoid the grand palaces, a place that reminds her of her suppression within the regal system and her sole function to produce the heir. Petit Trianon was a property which was built to showcase to the public how her places of residency were not as extravagant as thought to be. However, the very act of being able to have enough money to build a house as not a place to live but as a statement piece, proved the very opposite. Whilst visiting, the wardrobe that accompanied her was to be very plain and something that she was able to wear in the garden but the simplicity that was aimed for was also missed. When she strolled in the garden, with her hair intentionally strewn over her face, she aimed to exude the aesthetic of a modest french farm girl to differentiate between the vibrant royal gowns. However, her ethereal silk dress with lace embroidered sleeves juxtaposes the life she wanted to embody, demonstrating no matter how hard she tries to escape the affluent and excessive way of the palace, there will always be aspects embedded within her.

Whilst she was at Petit Trianon, there was still a sense of relief felt from Marie as she did not feel as constrained as she did in the presence of the court. However, the people and the court viewed her move from Versailles as selfish and detached from her responsibilities demanded of her. She was thereby forced to move as a way to restore her public image and reaffirm her commitment to France. The clothing shifts from being looser and flowing to being tighter and restrictive demonstrating how she is once again trapped within royal expectations. Canonero also distresses her costumes which reflects Marie's deteriorating emotional state. The fabrics used are heavier fabrics to contrast the lightweight muslins, silks and cottons used previously where she was more carefree and not bound by her responsibilities. The use of fabrics like brocade and velvet also symbolises how the turmoil in France is weighing her down both physically and symbolically with her role of the queen feeling like a burden on her. The audience can also notice how the pastels colours frequently seen in Marie's outfits have transformed into muted and darker shades of previous colours used such as blue and purples to represent her somber attitude and increasing awareness of the tension between her figure and the french people. She then receives news of her mother dying which is why more subdued shades have replaced the pastel palette. Eventually black is introduced as she delves into a state of mourning, not just for her mother and son, but for herself as well. The excessive, playful nature of her clothes have disappeared, leaving behind a reserved and stripped version of herself.

Overall, in Marie Antoinette (2006), the transformation of the infamous queen's wardrobe is a powerful visual narrative with each part of Marie's life successfully conveyed with each element of her costuming. Through deliberate shifts in colour, texture and materials as well as the progression of hair and accessories, the audience are able to view the internal struggles and desires of Marie due to Canonero's thoughtful construction of each wardrobe for each stage of her life. Ultimately, Milena Canonero demonstrates that costuming in movie is not just clothes that adorn an actor but a powerful tool to represent the personal transformation of a character.





# THE YSL MUSEUM AND GARDEN IN MARRAKESH

## My Journey Through Art, Fashion, and Nature

Marrakesh, a vibrant city known for its rich history and colourful souks, is home to one of the most stunning cultural landmarks: the Yves Saint Laurent Museum and Jardin Majorelle (Majorelle Garden). This remarkable destination combines the legacy of one of the most iconic fashion designers in history with the beauty of Morocco's natural landscape. More than just a tribute to Yves Saint Laurent's pioneering work, the museum and garden celebrate his deep connection to Marrakesh – a city he fell in love with and embraced as his second home. Fusing intricately designed fashion with natural beauty, The YSL museum and Majorelle Garden invites visitors on an immersive journey through fashion, art and the vibrant culture of Marrakesh.

## A tribute to Yves Saint Laurent

Yves Saint Laurent, one of the most influential fashion designers of the 20th century, was known for revolutionizing fashion with his elegant yet innovative designs. His creative genius transcended the world of haute couture, and his work continues to inspire designers and artists today. In 1974, Yves Saint Laurent and his partner Pierre Bergé purchased a house in Marrakesh, located just outside the city's famous medina, alongside the tranquil Majorelle Garden. It was here that Yves Saint Laurent would spend much of his time, drawing inspiration from the vibrant colors, sweeping landscapes, and serene atmosphere of the garden.

Opened in 2017, The YSL Museum, is found near the Majorelle Garden and offers a glimpse into the life and work of this fashion legend. The museum's design and structure are as elegant as the designer himself, with a contemporary aesthetic that reflects Yves Saint Laurent's modern and forward-thinking vision. It highlights a vast collection of his work, including over 5,000 garments and accessories that span his entire career, from his early days at Christian Dior to his own celebrated fashion house.

The museum is not just a space for fashion enthusiasts, but also an exploration of the intersection between fashion, art, and culture. Yves Saint Laurent drew inspiration from various sources, such as art movements like surrealism, to his deep admiration for the diverse and rich culture of Morocco. The museum aims to offer an intimate look at his inspirations and how they shaped his most iconic pieces. Visitors can expect to view his groundbreaking collections such as the renowned "Mondrian" line, and also learn about his creative process, his fashion innovations, and his profound connection to Marrakesh.

## The Majorelle Garden: A Green Oasis

A stone's throw from the museum is the Majorelle Garden, a lush and serene space that Yves Saint Laurent and Pierre Bergé saved from potential development. Originally designed in the 1920s by French painter Jacques Majorelle, the garden is an oasis of vibrant colours, exotic plants, and tranquil water features. The garden's striking cobalt blue walls and iconic fountains have made it one of the most photographed sites in Marrakesh. Moreover, the garden is home to a diverse array of plant species, including cacti, palms, bougainvillea, and bamboo, that have been carefully arranged to create a visually stunning and peaceful environment. One of the garden's standout features is its deep blue colour, known as "Majorelle Blue," a hue that was created by the painter himself and now has become synonymous with the garden's identity.

When Yves Saint Laurent and Pierre Bergé purchased the nearby garden in 1980, they undertook extensive renovations and restorations to preserve its beauty. The duo's commitment to maintaining the garden's legacy is evident in the meticulous care taken in its preservation. Today, visitors can wander along its shaded pathways, listen to the gentle sounds of trickling water, and admire the vibrant colours and exotic plants that make the garden a true work of art.

In addition to the lush flora, the garden also features a museum dedicated to the Berber culture, showcasing a variety of traditional Berber art and artefacts, further enriching the visitor's experience of Morocco's cultural heritage.

## The legacy of Yves Saint Laurent in Marrakesh

Yves Saint Laurent's relationship with Marrakesh went far beyond his time spent in the city; it became an integral part of his creative life. The city's vibrant colors, textures, and cultural richness deeply influenced his designs. Yves once said, "I have learned that one can become a part of the life of a city, a town, a country, and this happened to me in Marrakesh."

Through the establishment of the museum and the preservation of the Majorelle Garden, the Yves Saint Laurent Foundation has ensured that his artistic legacy continues to thrive in Marrakesh. These two landmarks serve as both a tribute to his life's work and a place where visitors can immerse themselves in the beauty of Moroccan culture and the profound impact it had on his design philosophy.

Visiting the YSL Museum and Majorelle garden isn't just about admiring the exquisite fashion or the eye catching garden; it's about stepping into the world that inspired one of the greatest designers of all time.

*For those seeking to explore not only the world of fashion but also the cultural and artistic intersections that shaped one of the most influential designers in history, the YSL Museum and Majorelle Garden offer an unforgettable journey. Whether you're an art lover, a fashion aficionado, or someone simply drawn to the natural beauty of Marrakesh, this stunning site will leave you inspired and in awe of the connection between nature, culture, and creativity.*

By Eleanor, Year 11



# Fashion Photography

Below are photos taken at La Galerie Dior in Paris, an iconic museum known for its famous spiral staircase, adorned from top to bottom with miniature designer dresses, handbags and shoes. Whilst this breathtaking display is a highlight for many, I was personally captivated by the glitzy showroom where stunning dresses line each level and showcase the artistry behind Dior's creations. Each of the museum's three floors reveals the meticulous care that goes into the garments that appear on the runway. The journey begins with initial sketches, followed by fabric selection and draping and then developing the first prototype before arriving at the final design. If you're in Paris, I highly recommend visiting this museum as it beautifully tells the story of Dior's fashion history.

By Keya, Year 12





# La Galerie Dior





# Les Misérables

Photographs of the school musical, February 2025



Les Misérables follows Jean Valjean, a former convict who breaks parole and seeks redemption while being relentlessly pursued by Inspector Javert. Set against the backdrop of revolutionary France, the musical weaves together stories of love, sacrifice, and justice, culminating in the June Rebellion of 1832. Over 100 people were involved in the show and each actor had an average of four costume changes. During tech week roughly 70% of the cast were either sick or had lost their voice so most songs became a one-man rendition from Dr Collisson. 600+ batteries were used to tech the show.







# Dance Show 2025



On the 18th and 19th of March we had the school Dance Show. It was in the theme of a flight with the Tanzlicht dancers welcoming everyone on boards for the show. There were 30 dances of all different styles performed by all year groups. There were over 200 dancers in the show who had been preparing since September. The costumes and lighting were amazing - as well as the dancing.

Photography by Vaishali, Year 12















# Mini Eggs vs Creme Eggs:

With Easter fast approaching, so is the age old debate of Mini Egg vs Creme Egg. These two iconic Easter treats have caused a divide in our SHHS society for far too long and we're here to settle it. Mini Eggs and Creme Eggs vary in taste, size and texture but which will sway the hearts of our school community? Through comprehensive research and analysis we conducted a survey across our school to see which Easter Egg reigns supreme. After collecting the votes, we're here to reveal the results!

The rivalry between Mini Eggs and Creme Eggs is ongoing, however Mini Eggs seem to be more popular at South Hampstead. While Creme Eggs might have that intense, gooey center that some can't resist, Mini Eggs are just a classic – easy to snack on and always hit the spot.

Many people seem to prefer the simplicity and crunchiness of Mini Eggs, making them a perfect go-to treat for those looking for something that's both delicious and convenient.

When we asked around, teachers shared their thoughts with us on the debate. Mr Hansford said that "If it was the last one I was ever having, it would be the Creme Egg but if it was over the course of my lifetime, it would be Mini Eggs".



Not only does Ms Turnor prefer Mini Eggs over Creme Eggs, but Mr Harkins does too. This love for Mini Eggs seems to extend beyond the teachers, with even students such as Ronnie in Year 10 stating that she prefers Mini Eggs as, "they are very inspiring to her school life".

Mini Eggs seem to have become an integral part of the school community, enjoyed by both teachers and students. It's clear that Mini Eggs hold a special place for many, offering that perfect balance of chocolate and crunch. Whether you're enjoying a few during break or savouring them over time, they seem to have something for everyone.

Creme Eggs are a classic. The hard creamy chocolate shell which when bit into uncovers the soft velvety filling all for less than a pound. They are fit for any occasion. Sad, have a Creme Egg. Mad, have a Creme Egg. No more cookies left in the canteen, have a Creme Egg. They receive so much hate but for what? Being too comforting, being too velvety?

# The Ultimate Easter Debate



Creme Eggs are so special that when you see them on the shelves at the start of february they connote a feeling that is difficult to explain, a feeling of joy as well as one of sadness knowing that they will always be overlooked for Mini Eggs. Mini eggs are so basic that they are like the apple of Easter chocolate.

Their basic packaging and generic taste makes eating a package of Mini Eggs a pretty average experience to say the least.

Even though our consumer research showed that most people at SHHS prefer a bag of Mini Eggs over a comforting Creme Egg, I personally don't believe that this has anything to do with the good old Creme Egg in general. I think that people just go with the crowd and hop on the trend of Mini Eggs without thinking of any possibly better alternatives.

The Creme Egg lovers in SHHS are a rare phenomenon but consist of a few individuals with varied interests. These include Mr Thicknesse, Ms Covey and Dr Collison who have all admitted to being stans of the Creme Egg.

The results of our survey show a decisive victory for Mini Eggs, winning 55.3% of the general vote. They were by far the most popular choice and we even saw a sneaky bag of them hidden in the Maths office! Although this is not to say that the different opinions of South Hampstead have been overlooked. Our survey found by far a pro Mini Egg stance. Though we can't forget about the brave few who abstained from the chocolate battle? Three respondents – Dr. Cunningham, Mr. Sadiq, and Ms Whelehan decided to ditch the rest of the pack and rejected the two options altogether. Dr. Cunningham even claimed that, instead of chocolate, he'd rather have a banana (boring!!!). As for Mr Sadiq, who was initially disgusted by both options, he grudgingly admitted that he'd choose Mini Eggs if forced. Lastly Ms Whelehan, she felt that no one should have to suffer a choice between the two supreme options, advocating for chocolate equality.

Is the ultimate lesson that perhaps it's not about picking sides – maybe the best Easter egg is no egg at all? Whether you're a fan of Mini Eggs, a dedicated Creme Egg lover (18.4% of the total votes), or a non-believer, the true winner here might be personal preference. So, the next time you're faced with this tough decision, think to yourself: it's all about what your own heart desires. Or, just grab a banana and call it a day!



# Astronomy Quiz

1. Which US President's name can be found on the Apollo 11 moon plaque?
  - A) Richard Nixon
  - B) George Washinton
  - C) Joe Biden
  
2. Which is the second planet from the sun?
  - A) Earth
  - B) Venus
  - C) Mars
  
3. Phobos and Diemos are the moons of which planet in our solar system?
  - A) Mars
  - B) Jupiter
  - C) Saturn
  
4. Martian relates to which planet in our solar system?
  - A) Mercury
  - B) Venus
  - C) Mars
  
5. In astronomy, 'The Big Dipper' is another name for which constellation?
  - A) The bear
  - B) The dog
  - C) The plough
  
6. How many planets are in our solar system that have rings?
  - A) One
  - B) Four
  - C) Seven
  
7. Which is the fastest rotating planet in our solar system?
  - A) Jupiter
  - B) Venus
  - C) Neptune

By Gisele, Year 9





8. How many stars make up Orion's Belt?
  - A) Four
  - B) Three
  - C) Two
9. Which is the only planet in our solar system to rotate clockwise?
  - A) Venus
  - B) Neptune
  - C) Saturn
10. Selenology is the scientific study of which celestial body?
  - A) Space
  - B) External Celestial Bodies
  - C) The moon
11. The North Star is also known by what other name?
  - A) Sirius
  - B) Bellatrix
  - C) Polaris
12. Mercury Seven, also referred to as the Original Seven, were a group of what?
  - A) Astronauts
  - B) Scientists
  - C) Equatorial stars
13. Which planet in our solar system is known as Earth's sister planet?
  - A) Mars
  - B) Uranus
  - C) Venus
14. How many dwarf planets are in our solar system?
  - A) One
  - B) Five
  - C) Three
15. What is the solar system closest to us?
  - A) Andromeda
  - B) Proxima Centauri
  - C) Milky Way

A, B, A, C, C, B, A, B, A, C, C, A, C, B, B  
Answers:



# The Economics Behind “Sneaker Culture”



The trainer industry dates back to the early 20th century, but recently, trendy trainers have not only emerged as shoes but also as symbols, representing scarcity in a free market and status. Currently, the global trainer market is valued at over \$75 billion USD and is expected to grow to \$100 billion by 2026. So, why is this market so different from most goods?

One of the unique aspects of the trainer market is the marketing strategies of brands like Nike, who create artificial scarcity for their products. This occurs when Nike limits the supply of certain shoe models, creating a sense of exclusivity. This can influence consumers to feel a sense of urgency and desire to buy the shoes before they sell out, increasing demand. Some of the ways Nike does this include creating “drops” of their shoes, which are often announced weeks or months in advance, but only a small number of shoes are made available.

This sense of anticipation adds to the “hype” around their shoes, alongside other strategies such as limited edition drops, limited colourways, and collaborations with high-profile celebrities. These tactics affect price elasticity of demand, allowing them to charge premium prices.

Another interesting element of the trainer industry is the fact that many shoes are resold through secondary sellers, leading to “sneaker entrepreneurs” who turn reselling trainers into a full-time career. This plays a crucial role in driving up prices, as resellers capitalise on the limited drops and high demand to turn a profit.

Resellers employ tactics including using bots to automate purchases and forming connections with retail employees to gain early access to high-demand shoes.

Resellers then flood the secondary market, offering their shoes at inflated prices, exploiting the scarcity, and adding to the culture of exclusivity and status. According to a report by StockX, limited edition Nike releases can see resale prices surge by as much as 200% immediately after launch. This contributes to the estimated worth of the trainer resale market, which was valued at \$11.5 billion in 2023.

Furthermore, shoe brands such as Nike, Adidas, and Puma have a long history of collaborating with top athletes, celebrities, and sports teams. One example is Adidas’ Yeezy line and Nike’s Air Jordan collaboration. This deal with basketball legend Michael Jordan introduced exclusivity and sparked a resale market for shoes. Nike sold \$70 million worth of shoes just a month after the release, making over \$100 million by the end of the year.

To conclude, the fashion trainer market is unique and continues to grow due to a variety of factors. However, in the future, the increasing prevalence of counterfeit goods and technologies pose significant challenges for both consumers and resellers. It will be fascinating to see how these developments reshape market dynamics and influence the future of “sneaker culture.”

# Edith of Wessex

Edith of Wessex, Queen Consort of England, played a key role in 11th-century English politics

Edith of Wessex was born in 1025 into nobility, as the daughter of Gytha Thorkelsdóttir, a Danish noblewoman, and Godwin, Earl of Wessex, the most powerful English earl (due to his support for the Danish kings). She had several siblings, including a brother called Harold, who later became King Harold II of England until his death at the Battle of Hastings. She was brought up at Wilton Abbey in Wiltshire, where she was educated well and was taught to speak several languages, including French, Danish and English. At birth, she was named Gytha, but she was renamed to Edith, or Ealdgyth, upon her marriage to Edward the Confessor.

## Marriage to Edward the Confessor

On the 23rd of January 1045, Edith married Edward the Confessor and was crowned queen. This marriage was likely to secure Godwin, Earl of Wessex's position in society. The marriage produced no children, and many reasons have been put forward as to why, namely that Edward took a vow of celibacy or that he refused to consummate their marriage due to his hatred for the Godwinson family.

In 1051, after a dispute with King Edward, the Godwins fled to France. Edith was sent to a nunnery until she was reinstated as queen upon the Godwin's return in 1052.

## Later Life

After her husband's death on the 5th January 1066, Edith commissioned a book, *Vita Ædwardi Regis qui apud Westmonastarium Requiescit*, or *The Life of King Edward who rests at Westminster*, a two-part detailed biography of Edward's reign, including information on his relationship with the Godwins and England's political relations with other (specifically Scandinavian) countries. Today, this is an important primary source for historians studying 11th Century England.

Edith's brother, Harold Godwinson, Earl of East Anglia was chosen by the Witenagemot (King's Council) to succeed Edward the Confessor. Harold remained King for nine months until his death at the Battle of Hastings alongside his brothers Leofwine and Gyrth. Edith's brother Tostig, was killed at the Battle of Stamford Bridge on 25th September 1066 after joining forces with Harald Hardrada.

Nine years after her husband's death, Queen Edith of Wessex died in Winchester, aged around fifty. Benedictine Monk, Matthew of Paris recording that she had been long suffering from an illness, and the Anglo-Saxon Chronicle writing that "Edith the Lady died [...] in Winchester, she was King Edward's wife, and the king had her brought to Westminster with great honour and laid her near King Edward, her lord". She was buried by William the Conqueror in Westminster Abbey, next to Edward.

## Legacy

Today, Edith is relatively unknown given her importance during her lifetime. However, she is commemorated in several ways. Queen Edith is one of three women on the famous Bayeux Tapestry, depicted grieving over her husband's dead body. The *Vita Edwardi Regis* included many details about Edith and her conflicting roles as King Edward's wife, but also daughter of Godwin. This book coming from her perspective on the world is not unlike the *Encomium Emmae Reginae*, the account of her predecessor as queen, Emma of Normandy, and her life at court. As the richest woman, and fourth richest person in England at the time, Edith was extremely powerful for a woman at the time. In conclusion, Edith of Wessex deserves to be remembered a truly remarkable woman of her time.



By Miranda, Year 9



# Interview with Mr Barnett

**Euro Metal Core, P&R and Tofu**

**Do you read The Penguin?**

"I've read it a few times but I'll definitely read it if it's about myself."

**Why did you choose P&R?**

"When I was doing P&R GCSE, it was the only subject where I got to think about deeper questions like 'Where did this all come from?, Why are we here?' and that kind of peaked my interest. Then finding out that people have grappled with those questions for thousands of years made me quite interested to take it for A Level, and then at university. This led to me wanting to have a job where I could talk about this all the time so I went into teaching."

**Who is your favourite class (there is a right answer)?**

"Hard to say, they all have their own strengths but if I had to pick one I suppose it would have to be, what's your lesson? The 11D P&R class."

**Who's your least favourite class?**

"No comment."

**The people at SHHS would like to know if you have any haircare tips**

"Eat tofu."

**What is your favourite memory at SHHS?**

"I'm really struggling now, there's so many to choose from. I particularly enjoyed the India trip that we ran because it allowed us to see a lot of the things that we talked about in class, actually being practiced."

**What is the strangest thing at SHHS?**

"Probably the round of applause I get every time I walk into a room or down the corridor by Year 11."

**What is your favourite music genre?**

"I would have to say it would be 90's Euro Metal Core, particularly the Italian singers."

**Would you ever join a band?**

"I don't think so, I don't think it is for me. I think you have to be talented to do that."

**Any words of wisdom?**

"Stay in school, don't do drugs, read The Penguin."

By Georgia, Eleanor, Emily, Sophie and  
Isabella, Year 11



# EDITORS' FAVOURITES

All of our favourite films, shows and music.

Nila

Bando Stone & the New World



Nila

The Secret Life of Walter Mitty



Valentina

The Perks of Being a Wallflower



Alina

10 Things I Hate About You



Valentina

Missin Something, Zach Templar



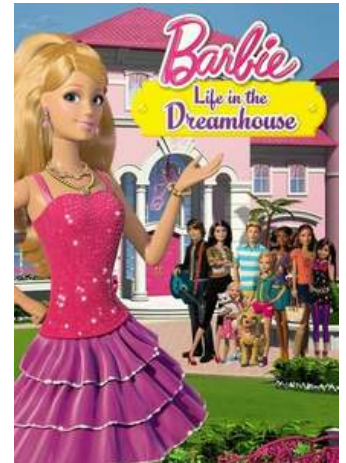
Keya

B'Day, Beyonce



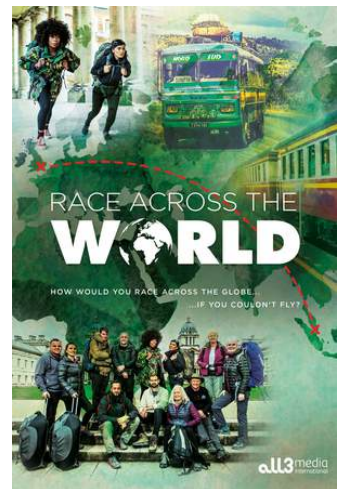
Keya

Barbie Life in the Dream House



Victoria

Race Across the World



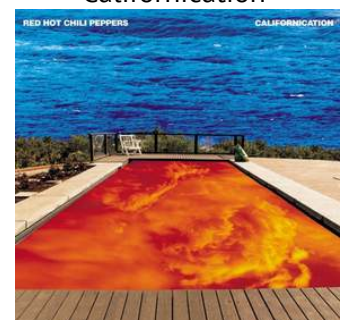
Victoria

The Boys in the Boat



Alina

Californication





# Kimmy's Puzzle Page

The five puzzles on these pages each have an answer. Those five answers, together with a little research, should allow you to find the final answer, which is a single five-letter word.

To win the prize, which is a lifetime's supply of Penguin bars or maybe just one Penguin bar, you'll need to solve the puzzles and let Kimmy know that you have the answer. Send an email to Kimmy's personal assistant, Mr Hansford, to let her know that you've done it!

You may enter individually or as a team. It's probably more fun to tackle these as a team!

If you would like to help Kimmy set puzzles for future issues of The Penguin, let Mr Hansford know.

## Puzzle 1:

I found the lines printed below. What are they? World's worst haiku? A new manifesto? What interesting trios. Bad punctuation, though.

cabbies workloads offend  
raucous minds conflicting  
wording formation misled

## Puzzle 2:

## A Nonogram:

[illegible]

Puzzle 3:

A Chess Board

I also came across this chess board that had been left mid-game. Even a novice like me can see that something's gone badly wrong. They've mixed up the labels for the ranks and files for a start, but there's something much worse going on. Where?



Puzzle 4:

A Word Search

Why don't polar bears eat penguins? Because they can't get the wrappers off!

Penguins were first manufactured in Glasgow, and we celebrate this fact with a one-word word search:

Those numbers around the edge must mean something. Maybe once you've found GLASGOW you need to count on a certain amount to make another answer... ?

	+12	+7	+1	+9	+10	+11	+5	+16	+5	+4
+4	G	W	A	S	S	L	O	L	G	W
+5	G	L	G	O	G	L	A	O	O	S
+6	A	O	G	L	S	G	G	G	S	A
+10	S	A	L	S	A	L	A	S	G	O
+14	G	O	O	O	S	S	A	G	G	G
+2	W	O	W	L	O	S	G	L	L	G
+4	S	W	G	W	O	S	O	O	G	G
+17	G	A	L	G	G	L	L	A	W	G
+6	O	W	W	G	G	G	L	S	G	S
+7	G	L	S	S	L	W	W	A	G	G



## Puzzle 5:



A Sort of Crossword:

i) Oh dear! I'm not very good at Wordle. I've only got one guess left....

ii) I made this list of my favourite fonts in Microsoft Word, but something's not right...

<b>Arial</b>	<i>Times New Roman</i>	<b>Nordique Inline</b>	<b><i>Cooper Black</i></b>
Kristen ITC	<i>Ebrima</i>	<i>Calibri</i>	Garamond
Courier New	<b>Impact</b>	<b>Gill Sans</b>	Comic Sans

iii) Penguin traps!

iv) There's a celebration next to American Samoa's capital.

v) MAD SCIENTIST

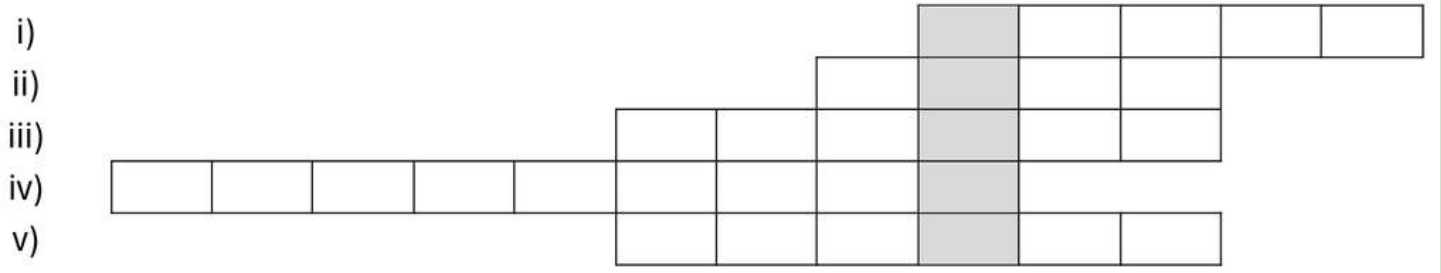
(frantic)

Igor, you imbecile! Where is the pun \_\_\_ \_ze? I need it!

IGOR

(bowing nervously)

Sorry, master. Imo \_\_\_ \_k it.



*Things you might find helpful*

UK Antarctic Heritage Trust Website - 'Can you Name the 18 Species of Penguins?'

Delightful Paths Website - 'How to Solve a Nonogram?'

what3words.com

# Overheard at SHHS

'Can someone explain vectors? I feel like it's a riddle I didn't sign up for.'

'I came, I saw, I forgot everything on the test'

'I love the big Bros on TikTok'

'No matter what, school custard will always taste like childhood.'

'Why is lunch the only subject I truly understand?'

'Being late isn't a choice, it's a lifestyle'

'PE lesson in the rain? Classic British education.'

'I love our Swedish candy runs!'



**Cover Work by Apollonia, Year 12**