



Eternal

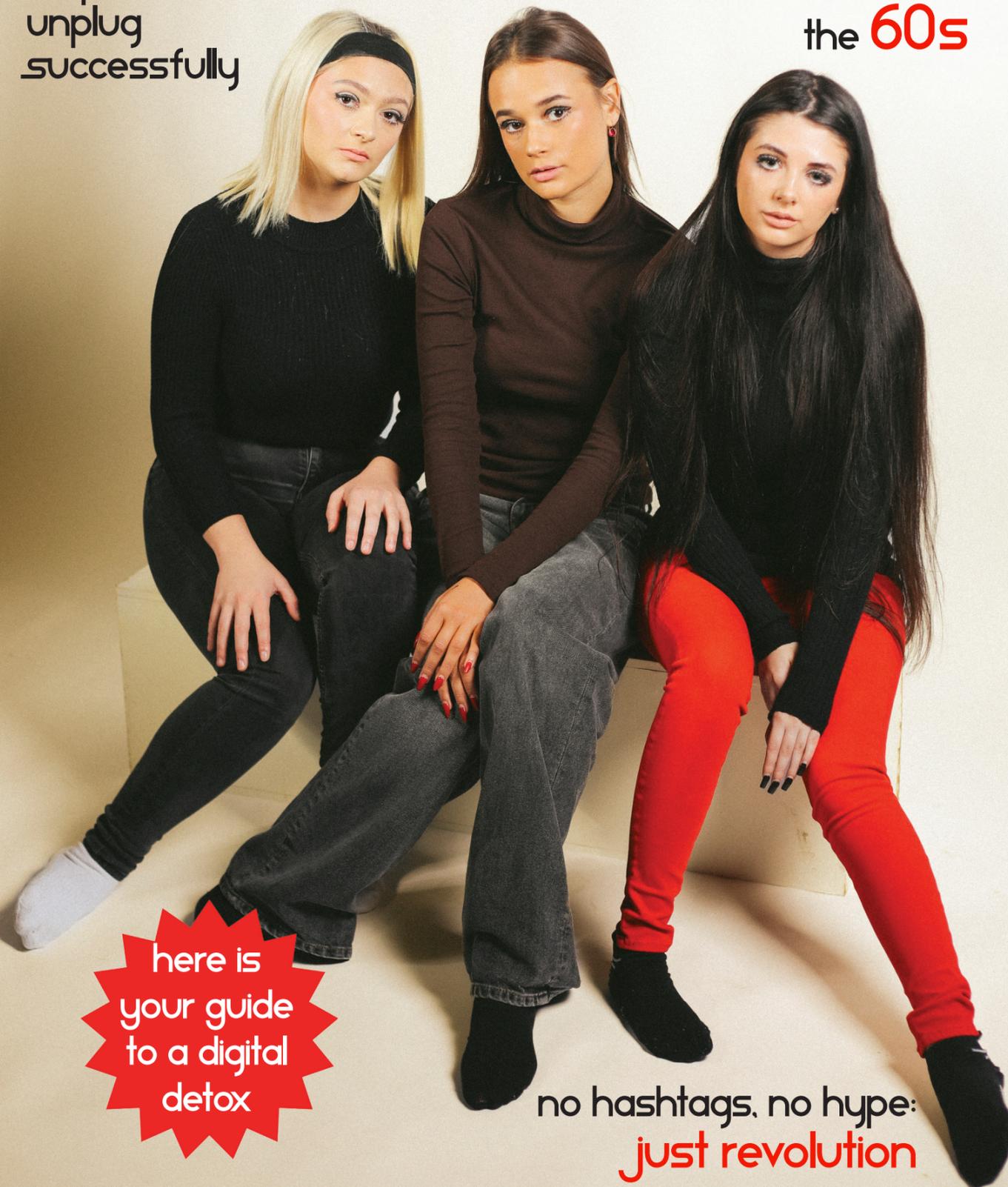
Photographs taken by Roselyn Pike

Step back in time into the shimmer of the 60's!
Top notes orange, mandarin orange, bergamot and orange blossom. Middle notes are turkish rose, jasmine, mimosa and ylang-ylang. Base notes are patchouli, vetiver, tonka bean, vanilla, white musk and opoponax.

unplugged

10
steps to
unplug
successfully

editon #1
find your sound of
the 60s



here is
your guide
to a digital
detox

no hashtags, no hype:
just revolution

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WARNING!

YOU ARE ABOUT TO STEP INTO THE 60's...

PLEASE SWITCH OFF YOUR PHONE

meet the team

photographs by roselyn pike



hi. im ruby!
my favourite 60s icon is
audrey hepburn. i
absolutely love 60s songs
and music icons. my
favourite song from the era
is californi dreamin by
mamas and papas.



hi im francesca!
my favourite things about
the 60s is music - one of my
favourite singers of all time is
frankie vallie! i also love the mod
look and had so much fun
researching and recreating
makeup looks from the 60s!



hi. im isobel!
my favourite song from the
60s is brown eyed girl by van
morrison. i had such a great
time researching the feminist
movement. along with learning
about the icon that is
elizabeth taylor!

by francesca dale

the digital detox

being connected has never felt so disconnected

Staying connected has been intertwined within society since the beginning of technology. social media is now considered the new normal to connect with others. it has become integral in day to day life with currently over 5 billion users on social media platforms. however, as our brains are driven by dopamine, social media can become exploitative, leading to many people in society unaware that they have a social media addiction.

CAUTION CAUTION CAUTION

social media addiction shares behavioural similarities to substance abuse disorders. algorithms are designed to optimise user experience using curated feeds to manipulate users into doomscrolling. the federal trade commission filed a lawsuit against meta accusing it of intentionally designing addictive features aimed at kids despite assurances that the sites are safe for younger users. however the ftc struggled in court to prove that meta had monopoly power protected by barriers to entry. if this can't be tackled by the us government alone, then how are children meant to be protected in the emerging online world?

CAUTION CAUTION CAUTION

the unpredictability of notifications creates a dopamine buzz similar to gambling. users are constantly waiting for the next high created by notifications, which leads many users to be glued to their phone. in a newsweek article, tim estes described social media as a digital heroin for our youth and that new and enhanced ai will become fentanyl. we are just a number to the technology companies and advertisers, tracking our daily habits to boost their quarterly key performance indicators. as a society we need to implement changes to make ourselves less reliant on social media and integrate more with the world around us. the guardian reported that more than 1000 people have pledged to take back control of their lives and attend the offline club 24 hour digital detox event. the events take place in different areas around the world including amsterdam and london. the popularity of these events makes me hopeful for a future where doomscrolling is not existent.

CAUTION
overuse of social media can rewrite the brains of young users to constantly seek immediate gratification and damages impulse control.



1 turn off notifications. notifications are a form of dopamine that is used to draw users back onto an app.

2 check your weekly screen time to see which apps you are drawn to and set limits for these apps on settings.

3 set yourself a digital curfew so your body and mind are able to unwind before going to sleep.



4 hide apps that you always reach for from your home screen. out of sight, out of mind.

5 delete apps that you never use to make you feel less overwhelmed. you can check your weekly screen time to see which apps you rarely use to make your phone less cluttered.

10 tips to unplug successfully



6 unfollow any social media accounts that cause a negative impact on your mental health.

7 unplug each week to make time for in-person hangouts with friends and family to feel connected and nurture authentic real life relationships.

8 stop using a second screen. people are often using a second screen while watching television which leads to the brain absorbing two forms of dopamine, which is highly addictive.

9 practice mindfulness when social media gets too overwhelming. this can range from colouring, reading, yoga or meditation.



10 start a new hobby or pick up an old hobby you used to enjoy to get into flow state. this can lead to improved emotional wellbeing and higher performance of the task.

by francesca dale

No Hashtags, No Hype: Just Revolution



We live in an age where every buzz, ping, and notification competes for our attention. From the moment we wake up, to the minute we close our eyes, the world streams into our palms through glowing screens.

Half a century ago, however, life and change moved differently.

The 1960s were no less charged with social and political upheaval: civil rights marches filled the streets, second-wave feminism fought for reproductive freedom, and young people everywhere redefined culture and identity. But they did it all without smartphones, hashtags, or breaking news alerts.

Information came slowly then. People read the morning paper, caught the evening news, and talked about it in between. That rhythm created space for reflection, for conversation, for thought. Today, news is a constant endless scroll of headlines and opinions that rarely allow the mind to rest. A digital detox can feel like time travel, a way to step out of the noise and rediscover the slower, more thoughtful pace that once gave people room to breathe and think deeply about the world around them.

In the 1960s, community and connection were built face-to-face. Activism wasn't a tweet or a post; it was

“A digital detox is like time travel, back to when our thoughts had room to breathe”

a meeting, a march, a shared moment of human presence. People joined hands in protests for civil rights, gathered in living rooms for feminist circles, and debated politics at kitchen tables. The energy was raw and personal.

Today, much of our interaction happens through screens, messages sent, posts liked, and opinions shared with the click of a button. Yet, in that convenience, we often lose the intimacy and solidarity that come from being together in real life. Turning off the phone, even for a weekend, can remind us of what it feels like to look someone in the eye and truly connect. Nowhere is this shift more evident than in the evolution of feminism.

In the 1960s, quiet revolutions were unfolding in living rooms, classrooms, and city streets. Betty Friedan's *The Feminine Mystique* gave voice to “the problem that has no name,” exposing the dissatisfaction of women confined

to domestic life. Kate Millet's *Sexual Politics* soon followed, tearing apart the structures of patriarchy in literature and society. These texts didn't just sit on bookshelves, they sparked consciousness raising groups, intimate circles where women shared their experiences, revealing systemic inequalities and proving that the personal was, indeed, political.

From these discussions emerged a wave of organised activism that spread across the Western world. The publication of *The Feminine Mystique* by Betty Friedan in 1963 is often credited with igniting this new phase of feminist consciousness. Friedan's critique of the limited domestic roles available to women what she called “the problem that has no name,” resonated deeply, inspiring women to question the constraints of post-war society. By the late 1960s, the movement had taken on a more visible and collective form.

In the United States, the 1968 Miss America protest in Atlantic City, symbolically challenged the objectification of women in popular culture, an event sensationalised by the media as “bra-burning,” though no bras were actually burned.

Across the Atlantic, similar energy



fueled the rise of the Women's Liberation Movement in Britain, which began to take shape in the late 1960s. Campaigning for equal pay, access to childcare, reproductive rights, and an end to sexist discrimination in everyday life, feminists made their voices heard in public demonstrations.

The 1970 Miss World protest at the Royal Albert Hall became an iconic moment, rejecting the commodification of women and confronting the complacency of British society. Legislative progress soon followed, but the deeper transformation was cultural: women increasingly pursued education, careers, and autonomy, reshaping social expectations through dialogue, solidarity, and determination.

Half a century later, feminism has entered its Fourth Wave, born and thriving in the digital ecosystem yet echoing the spirit of those intimate 1960s

“Feminism has been called ‘divided and divisive,’ but that diversity keeps it alive”

gatherings. The Hashtags like #YesAllWomen, #HeForShe, and #MeToo have given millions a platform to share stories of harassment, inequality, and resilience. The Women's Marches of the late 2010s filled streets worldwide, proving that online mobilisation could spill powerfully into the physical world.

When the U.S. Supreme Court overturned *Roe v. Wade* in 2022, ending federal protection for abortion rights, digital organising once again met real-world protest, reigniting a battle many thought was long won. The decision sparked renewed activism for reproductive rights, with protests, legal challenges, and advocacy campaigns emerging nationwide. For many, it represented a profound setback for feminism and women's rights undoing decades of progress and echoing the struggles faced before the rise of second-wave feminism in the 1960s, when women first fought fiercely for bodily autonomy and equality.

Despite the shift from living rooms to laptops, the heart of activism remains

unchanged: connection, reflection, and community. The 1960s showed that small conversations could spark seismic change. Today, social media amplifies those voices across continents, but the lessons of the past still matter. True transformation grows from dialogue and shared purpose, not just from clicks or trends.

Unplugging isn't about rejecting modern life; it's about tuning in more deeply. In stepping back from our screens, we tap into that same spirit of awareness and action. Maybe the revolution we need today starts not online, but in the quiet moments when the phone is off, and the mind is finally free to listen to others, and to itself.



get the mod look!

twiggy edition

by francesca dale



did you know?

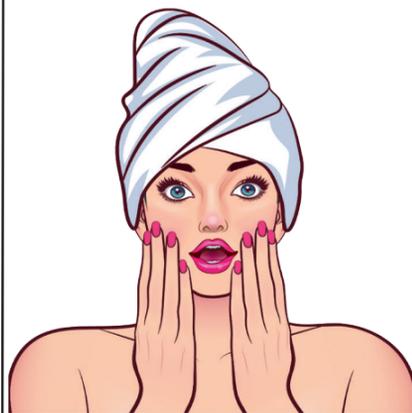
twiggy was the first celebrity to have her own barbie doll!

step 1

apply a light, matte foundation or a tinted moisturiser to achieve a natural, youthful look.

twiggy tip!

heat up an eyelash curler with a hairdryer to achieve a long lasting curl on your lashes!



step 2

add a light pink or coral blush to the cheeks.

step 3

use a natural looking bronzer. i would recommend the charlotte tilbury filmstar bronze and glow palette.

step 6

apply nude or white eyeliner in the waterline to create a doll like look.



step 7

apply false lashes to your eyes.

step 5

draw just above your crease with a black liquid eyeliner - you can always use a black pencil eyeliner or black/dark brown eyeshadow to map out your crease before going in with the liquid liner! i would recommend bobbi brown long wear eye gel eyeliner in black!

step 4

apply a matte eyeshadow to the eyelid.



this mod look inspired millions and changed the decade of the industry.

how feminism changed makeup consumption

a second wave of feminism emerged that changed the makeup industry. this set apart the youth from their mothers who wore cat eye winged liner and bold red lipstick in the 50s. some feminists in the 60s boycotted feminine products and wore little makeup. however, many other feminists heavily embraced makeup. this created a new demographic for makeup companies - teenagers. the rise in popularity of beauty products created a shift in makeup consumption.

the teenagers of the 60s were captivated by twiggys effortless mod look.

an emerging sense of style propelled teens to achieve their new form of self identity. this doll-like look became revolutionary as it represented a rebellion against former makeup styles. 60s supermodel twiggy popularised exaggerated lashes, pale lipstick and matte skin. she created this look at sixteen pre-modelling.



did you know?

twiggy used to wear three pairs of lashes stacked on top of each other!

step 8

draw lashes under your eyes with a makeup brush. you can use liquid or gel eyeliner to achieve this look.

fun fact!

the popularity of the mod look led to 1/10 of the cosmetic population being teenagers!



step 9

apply mascara to bottom lashes to add volume to the eyes.

twiggy recommended the pillow talk push up lashes! mascara in dream pop in an interview with charlotte tilbury!

did you know?

twiggy's bottom lashes look was inspired by a rag doll she owned as a teenager.



fun fact!

the daily express named twiggy the face of 66.

step 10

apply a nude or pale pink lipliner and lipstick to your lips. i would recommend kkw lipstick by charlotte tilbury to achieve this look. for baddies on a budget, kiko milano smart fusion lipstick in 401 cachemire beige is an excellent dupe for kkw lipstick!

she described the product as twiggy lashes in a tube!



to be featured on our instagram page. dm us your finished mod look!





The Sound of the 60's

Escaping Scrolling Retro



Now let's picture this, it's the early 60s a Beatles record spinning on the record player, the dance floor is alive, and everybody is living in the moment. Nobody is worried about scrolling through their phones or recording so that they have a story to post. All that matters is the music, the dance moves and connecting with others. Let's fast forward to 2025 all of our lives are completely consumed by screens and endless content making it almost impossible to live completely in the moment. But what if it was possible to turn back time, not literally, but perhaps in spirit so that we can reclaim just a little bit of that 1960's joy?

HEARTBEAT OF YOUTH CULTURE

Imagine trying to explain to a 1960s teen about Spotify, Apple music and airpods they would look at you like you were insane! All they knew back then was record players, vinyls and jukeboxes this meant that music wasn't just a background noise it was quite literally the heartbeat of youth culture.

There was no such thing as just 'skipping' or 'streaming' a song, what you would do is drop the needle on to the record, listen and feel the music. The 60s birthed so many music icons: The Beatles, Aretha Franklin and Bob Dylan just to name a few. These icons didn't just make hits, they created movements. 60's hits were made to be shared and enjoyed; filling houses,

nightclubs and lives in general. Comparing this to today's world where our headphones isolate us...Owning an album in the 60's meant sitting and listening to the whole thing play out, knowing every rhythm and every lyric by heart.

It's all very different now, with the ability to stream a thousand songs without even remembering a single one, this unlimited access has killed the anticipation... When everything is so easily accessible nothing feels special.

By Ruby James



How 1960's Britain Danced Together



Dance culture and music culture went hand in hand together in the 60's, with nightclubs being the social network of the era, meeting someone face to face was the only way. The trending dance routines at the time such as 'The Twist', 'The Watusi' and 'The Mashed Potato' brought young people together to nightclubs, garages and living rooms to move freely and connect with each other in person. Not one person is concerned with views, likes, filters or potential judgement. Fast forward to 2025 where the dance content seen on our screens is usually seen in a form of a tik tok trending routine, like many other things today social media has made dance become more performative rather than the expressive and fun way it was used to bring people together in the 60's. With seven out of ten people in gen z saying they have tried tik tok dance, but how many of them have just danced for fun? With no camera in front of them, no virtual audience... just for the soul of the music.

Perhaps that is what we are missing.



Rebelling Offline:

Youth Culture : Then Vs Now

By Ruby James

The era of the 60's sparked rebellion. Pre-existing class lines were blurred through music and different subcultures. 60's teens expressed themselves through fashion statements, for example suit wearing and moped riding 'Mods' and leather clanging 'Rockers'. Young people were no longer seeking validation from following the rules, instead they broke boundaries, spoke up for what they believed in and created their own identities.

REBELLING NOW

Today Gen-z are very similar with their own subcultures who are passionate about change just like in the 60's. Groups such as eco warriors, indie kids, digital minimalists and Y2K revivalists are all rewriting what rebellion means. But here's the difference: the rebellion that happened in the 60's was all lived in person in real life, the 'rebellions' that we have in today's generation almost always happen online. Back in the 60's caring about a cause meant showing up, nowadays it means posting. Perhaps it's time to change this, take inspiration from the bold, loud and free youth culture that existed in the 60's and start to express ourselves without any filters.

The 60's certainly weren't perfect but they were alive... and maybe that is what we were all craving, to feel something real again.

So turn the volume up, log off and live your best life unplugged. Because honestly you would be hotter if you logged off x

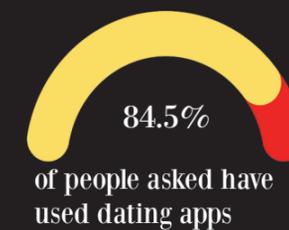


Old- Fashioned Love In A Modern World

In the 1960s, love grew slowly through handwritten letters, stolen glances, and evenings spent truly listening to one another. There was patience, effort, and meaning behind every gesture.

Today, dating moves fast, messages vanish, feelings fade, and real connections can get lost in the scroll. But perhaps love still requires what it has always needed: time, sincerity, and heart.

Sometimes, going back to the old ways isn't about nostalgia; it's about remembering that real love was never meant to be rushed.



Everyone is too engrossed in social media; it has changed how we perceive ourselves and how we are in relationships



Swiping culture has made people judge others based on instant attraction/ novelty over deeper compatibility



By Isobel Fensome

Which 60's Icon Are You?

Are you more Elizabeth Taylor or Audrey Hepburn?

Answer the questions and keep track of whether you choose mostly A or B

1. Your ideal night out is...
a) a glamorous red carpet event dripping in jewels and champagne
b) cosy diner with close friends, good conversation, and laughter

2. When it comes to fashion, you prefer...
a) bold colours, dramatic eyeliner, and statement jewellery
b) timeless elegance- little black dress, ballet flats, and simple beauty

3. How do you face challenges?
a) head-on! I'm strong, outspoken, and not afraid to take risks
b) with quiet resilience and grace- staying calm and compassionate

4. Your friends would describe you as...
a) confident, passionate, and larger than life
b) kind, thoughtful, and effortlessly classy

5. What drives you most in life?
a) passion and the desire to live boldly and authentically
b) compassion and the wish to make a positive difference in the world

6. Your beauty philosophy is...
a) glamour is power- sparkle is essential
b) true beauty comes from kindness and simplicity

7. If you were a movie star in the 1960s, you'd be known for...
a) dazzling performance and scandalous headlines
b) timeless charm, intelligence, and heartwarming roles

Mostly A's- You're like Elizabeth Taylor
You're bold, confident, and unafraid to stand out.
A true glamour icon, you live life with passion and drama. You inspire others with your strength, style, and fearlessness.
You're not afraid to speak up, take risks, or love deeply
Hollywood royalty with a heart for causes you believe in.

Mostly B's- You're like Audrey Hepburn
You're elegant, kind, and effortlessly stylish.
You value simplicity, authenticity, and helping others.
You have quiet strength and radiate warmth everywhere you go. Graceful, intelligent, and compassionate inside and out.
A timeless inspiration whose beauty begins in th heart.

The Unplugged Rumours

Where your daily scoop requires zero screen time



Girls you didn't hear this from me but rumour has it there was a cozy get together at Keith Richards estate back in 1967 that took a huge turn for the worse when the police burst in, cameras started to flash and Mick Jagger and his wife Marianne Faithful were caught in the act with Marriane relaxing in nothing but a fur rug when the raid happened... unbothered queen. The papers went feral inventing all sorts of outrageous claims about the couple.



Top model of the 60s Christine Keeler short lived affair with government minister and soviet spy John Profumo became the scandal of the decade after this was exposed Profumo denied all allegations whilst Keeler became headline royalty, as she should x



Lock up your daughters! The shaggy mop tops are back in town The Beatles' shagging swinging fringes were sending fangirls into a frenzy. One security guard at a Beatles gig back in the 60's swears that a girl climbed onto a piano just to get close enough to touch Paul's hair... Now that is dedication!

