

Volume 1, Issue °1 Fall 2022

MINUTO

ENGLISH

FREE
EDITION

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THE NEXT ISSUE
OF MINUTO!

ORANGE IS
THE NEW
BLACK!

WHO
INVENTED
VESPA
PIAGGIO?

WE TALK
ABOUT
ARE THE *AIR FORCE*
ONES ACTUALLY
WORTH THE HYPE?

OCTOBER
NORTH MACEDONIA



LOUIS VUITTON

LOUIS VUITTON MEN'S X NIKE AIR FORCE 1 BY VIRGIL ABLOH

O

iginally created by Nike in 1982, the Nike "Air Force 1" by Louis Vuitton is the first time the shoe is created outside of a Nike factory. An emblem of the streetwear community that raised him, Men's Artistic Director *Virgil Abloh* (1980-2021) considered the Nike Air Force 1 to be a cultural symbol in its own right. Now two icons, join forces to create the most

authentic high-end sneaker. Fashion transcends to an objet d'art symbolic of subculture with a little magic and innovation.

For Spring-Summer 2022, Virgil Abloh staged a collaboration between Louis Vuitton and Nike, creating 47 bespoke "Air Force 1" editions. Each was expertly made, fusing the sneaker's classic codes with the insignia and materials native to the Maison such as leather, crocodile, faux fur, PVC, and more.

US pricing ranges from \$2750 for the Air Force 1 Low, offered in seven colorways, to \$3450 for the two variations of the Air Force 1 Mid making it a high-end shoe in quality and also in price.

THE. CLASSIC. AIR. FORCE. ONE.

The Air Force is a range of athletic shoes made by Nike that began with the Air Force 1 and went on to include the Air Force 2, Air Force 3, Air Force STS, Air Force 5, Air Force XXV, and Air Force 09. The Air Force 1 was created by designer *Bruce Kilgore* and was the first basketball shoe to use the Nike Air technology. The shoe was offered in low, mid, and high-top styles.

However, today, the shoes are sold in 5 different styles, low, mid, superlow, high, and super high. The mid comes with a connected strap. The high-top Air Force 1s come with a velcro strap; the mid-top strap is secured to the shoe while the high-top's strap is movable and removable on some versions. Although the shoe comes in different colors and color schemes, the most common Air Force 1s sold are solid white (also referred to as "white on white"), the second most common being solid black ("black on black").

Bruce Kilgore designed the shoe, which was never originally called the Air Force; the name is a reference to Air Force One, the plane that carries the President of the United States. Nike Air Force 1s were originally considered the fa-

vored shoe of inner-city youth, especially in Harlem, New York, giving rise to the nickname "Uptowns".

The Air Force 1 was produced in 1982 and discontinued in 1984. It was re-released in 1986 with the modern italic Nike logo with a "Swoosh" revenue on the bottom on the back of the shoe. Little has changed to the Air Force One since its creation in 1982, although the stitching on the side panels of earlier versions is no longer present. Since its creation over 1,700 color variations have been produced, bringing in an estimated annual revenue of US\$800 million. The selling of the Air Force Ones online by some retailers used to be prohibited by Nike, which restricted supply; the shoe may now be sold online.

"I, for example, want my sneakers to lie down just right, and when I walk for them to follow my foot perfectly, and to be able to wear them everywhere and look appealing and fashionable, be able to combine them with white jeans, with blue jeans, with black jeans and any kind of jacket imaginable. A few years ago, they appeared and rightfully took the first place on the pedestal for sneakers that you can wear anywhere, on any occasion, and with any outfit - Nike Air Force. Pure white color, comfortable leather and that's it-you're all set. Both men and women wear the same model, which is also really cool, so there are no male-female rose variants, we are all the same. And after so many years they are still worn, and sought after and sold and resold, and fake and all kinds. One and only for the style of our time, because each time brings its own models. It is unlikely that anyone will be able to replace them in the near future because they really shine with their simplicity."-*Simon Mihajlovic*





White graphic
T-Shirt, €19, *Zara* &
Marco Ogian. Jeans,
€19, *Zara*. Leather
white sneakers, €149,
Nike Air Force One.
Watch, €199, *Casio*
G-Shock. Jewellery,
€150, his own. Total
cost, €536.







Plain white T-Shirt,
€9, beige cargos, €29,
Zara. White leather
sneakers, €149,
Nike Air Force One.
Tracksuit top, €130,
Nike Tech Fleece.
Jewellery, €200, his
own. Total cost, €517.





Viktor Manoliov

T

he Air Force 1, specifically the Air Force 1 Low, has always been culturally relevant. Though, the recent growth and virality of the sneaker came has propelled even the most classic of general releases to become coveted sneakers. Wherever you go, there's an AF1 in the vicinity.

In 2021, the Air Force 1 Low was one of the most Googled shoes. And unfortunately, cooked (severely worn) AF1 Lows have become prop-like in the depths of TikTok and Instagram Reels, turning it into a punchline and point of contention for AF1 purists.

With 2022 being the 40th anniversary of the Air Force One, we're almost sure Nike has big plans on the horizon. However, a price increase was not what we had in mind. This isn't the first time we've seen the AF1 rise in price. If history tells us anything, it won't be the last time either.

However, the timeline of the AF1 Low's price isn't well documented. The Air Force 1 Low debuted around the mid to late-90s and retailed just under \$60, according to Complex. In the early 2000s, the shoe was increased to \$80. It's unclear when the shoe started to hit the shelves for \$90 (probably in the 2010s). However, we know that the Air Force 1 was priced at \$100 in 2022 and today its price is as high as \$150 apiece here in North Macedonia.

S

o, overall, this drags the question "*Are the Air Force Ones actually worth the hype anymore?*" and the answer to that question is yet a little unclear.

There are three safe ways of getting your desired sneakers here in North Macedonia. The first one is to order them online on any live marketplace for exclusive sneakers such as StockX, Farfetch, Klekt, Goat, and others. The second one is to buy them in your local store if the shoe is available. Finally, the third one is to buy them in a retail store, online, or also in person. There

are plenty of outstanding retail stores here in NMK recently opened by small influencers and fashion addicts just like us.

The price of a new pair on StockX, the most popular sneakers reseller, is on average \$100 which comes to a starting cost of \$130 with the shipping and service fee included if ordering directly here in North Macedonia. However, that is not it, because customs fees are still awaiting you. Goods whose value exceeds \$90 are subject to payment of both import duties and VAT meaning that the overall cost of your brand new Air Force Ones will come to a grand total of around \$180 if ordered online. In conclusion, ordering a pair of Air Force Ones online is probably not the best idea.

The price of a new pair in our local Nike store is fixed at 150\$ and price drops or sales are not expected any time soon. Therefore, even though buying the shoe in person in your local Nike store may be the best way to get your hands on the shoe it still may be a little bit of a problem since every Nike store gets the Air Force model only once to twice a year in NMK and the chance that your size will be available is not really good.

Negotiating a price in one of your local retail stores is something you may want to try because you never know what the final price will look like. It is always different, however, you cannot expect much of them since most of them are also ordering their pairs online and pretty much paying the same price. We have to take into account that they specialize and profit from reselling high-tier shoes considering the Air Force Ones always were commercial shoes that anyone could buy.

In conclusion, the Air Force Ones are and will always be one of the most modern and unique sneakers of their time and their trend is definitely not dead nor it will die any time soon. However, financially, if you were planning to buy a pair of Air Force Ones in 2022 here in NMK you should definitely do it with a personal dealer or in your local store and if you do not have the money maybe you should consider buying a pair

second-hand or just search for another alternative for the price.

Speaking about another alternative, at the price of under \$150, Minuto suggests researching the following pairs: Nike Blazer Low/High, Chuck Taylor All-Star Classic, Vans Old Skool, and others. Of course, these pairs are not even similar to the Air Force Ones in any way but for their price, they are completely worth the money.

You will find more and even better alternatives later in this issue of Minuto!

I

bought my pair of the Nike Air Force Ones in early 2019 and I still have them and wear them to this day even though they are in pieces. I bought them one size bigger than I should have because my size was sold out at the time and I chose well. I bought them on a sale for a price of \$95 when on holiday in Greece, which I was collecting for well over a year. It was the best decision I ever made.

2022

2010s

early
2000s

90s

Are the
Air Force
Ones actually
worth the
hype?

Today

I was thinking so much about it even after I bought them. It was not a small amount of money for me at the time and I still did not know if they were the right ones for me. Later, in the year 2020, they became one of the most popular sneakers in Skopje and overall on the market. They have been with me on more than 100 parties, 500 school days, and even 200 conditional trainings in the last 3 years. They are still sitting in my drawer today shining with their pure white color even though they are pretty much torn apart.”-Simon Mihajlovic

ABOUT MINUTO

“I always feel good when I’m well dressed, and I always live by the motto that less is more.

Everyone should cultivate their style and feel good in what they wear. First of all, we need to be comfortable in our own skin, to stay in good shape, and we can achieve this by playing sports, riding a bicycle, or most simply, walking. We can wear pieces from the new Gucci collection, but it won’t mean anything if we ultimately don’t feel good in what we wear. This magazine in front of you will guide you to what is present in fashion in this period seen through the prism of several local people who want to look good and follow it. Of course, fashion is not only about clothes, it also contains of having a good haircut, beard, perfume, great accessories, tattoo in the best place, make-up, and so on. We plan to cover all these topics in the next issues of Minuto. With that, we want to contribute to a cooler-dressed youth, happier and more self-satisfied people around us. It is always good to invest more money in a piece that can be worn in all seasons, for example, jeans that will suit our build and that we can combine on different occasions in a wide variety of combinations. We should always pay attention to the materials from which the pieces are made, because a better material presents a more comfortable and cozy feeling. Jeans or pants that fit us well are a great combination with a simple T-shirt for summer days, or with a simple sweatshirt or sweater in the autumn days ahead. Follow Minuto and always be dressed with a sense of beauty and style. Our team is here to help teenagers find their own style and to support them in it, but also to motivate them and show

them that without shame and without showing a lot of interest in other people’s comments, you can succeed in anything.

In anything that is made with love, with desire, and with all the heart invested. It is very easy to find a flaw in any finished product, but very difficult to attempt to create a product of high quality!”-Simon Mihajlovic

THE COMPETITION

Together with the next issue of Minuto comes the competition for the best outfit of the issue. The best part-anyone aged 12-18 can participate. You don’t need designer clothes, you don’t need a professional camera. In fact, this whole first issue of Minuto is done mostly by using an iPhone 12 Pro

Max camera. All you need to participate is to take a good shot of yourself with any camera in your own favorite outfit. Try to take your photos in a 16:9 or 4:3 ratio and make sure the lighting is good so that the community can really see your signature outfit. Good examples of pictures fulfilling all the criteria are all the photos that you see in the magazine, especially the one under the text. Remember, the outfit is the thing that matters and not your face. Take your shot at the competition and join the race to win 100 euros. Send your photos (one or more) to minutomagazine@gmail.com and the community will vote out the winner on our Instagram profile-[minuto.magazine](https://www.instagram.com/minuto.magazine) in the following days. The top 5 outfits will be mentioned in the next issue of Minuto with the winner of the price on a separate page. Be yourself, don’t be shy to participate, and good luck to all of you that are willing to take a shot.



Black graphic
T-Shirt, €19, *Vans*.
White jeans, €99,
Polo Ralph Lauren.
White leather sneakers,
€105, *Nike*
Blazer High. Watch,
€199, *Casio G-Shock*.
Sunglasses, €149,
Ray-ban. Total cost,
€571.







Black cargo pants,
€25, *Pull&Bear*.
Hoddie, €30, *H&M*.
Sneackers, €159,
Nike Air Jordan 1.
Total cost, €214.



Black cargo pants,
€29, black graphic
T-Shirt, €19, *Zara*.
Sneakers, €350,
Nike Air Jordan 1.
Sunglasses, €199, *Off-
White*. Watch, €149,
Swatch. Total cost,
€746.





ABOUT VESPA

Vespa is an Italian brand of scooter manufactured by Piaggio. The name means wasp in Italian. The Vespa has evolved from a single model motor scooter manufactured in 1946 by Piaggio & Co. S.p.A. of Pontedera, Italy to a full line of scooters and one of seven companies today owned by Piaggio.

HISTORY

After World War II, in light of its agreement to cease war activities with the Allies, Italy had its aircraft industry severely restricted in both capability and capacity.

Piaggio emerged from the conflict with its Pontedera bomber plane plant demolished by bombing. Italy's crippled economy, and the disastrous state of its roads, were not immediately conducive to the re-development of the automobile market. *Enrico Piaggio*, the son of Piaggio's founder *Rinaldo Piaggio*, decided to leave the aeronautical field in order to address Italy's urgent need for a modern and affordable mode of transportation for the masses.

Design

In 1944, Piaggio engineers *Renzo Spolti* and *Vittorio Casini* designed a motorcycle with bodywork

fully enclosing the drivetrain and forming a tall splash guard at the front. In addition to the bodywork, the design included handlebar-mounted controls, forced air cooling, wheels of small diameter, and a tall central section that had to be straddled. Officially known as the MP5 ("*Moto Piaggio no. 5*"), the prototype was nicknamed "*Paperino*" (meaning "Donald Duck" in Italian). Piaggio was displeased with the MP5, especially the tall central section. He contracted aeronautical engineer *Corradino D'Ascanio*, to redesign the scooter. *D'Ascanio*, who had earlier been consulted by *Ferdinando Innocenti* about scooter design and manufacture, made it immediately known that he hated motorcycles, believing them to be bulky, dirty, and unreliable.

D'Ascanio's MP6 prototype had its engine mounted beside the rear wheel. The wheel was driven directly from the transmission, eliminating the drive chain and the oil and dirt associated with it. The prototype had a unit spar frame with stress-bearing steel outer panels. These changes allowed the MP6 to have a step-through design instead of a tall centre section like that of the MP5 Paperino. The MP6 design also included a single-sided front suspension, interchangeable front and rear wheels mounted on stub axles, and a spare wheel. Other features of the MP6 were similar to

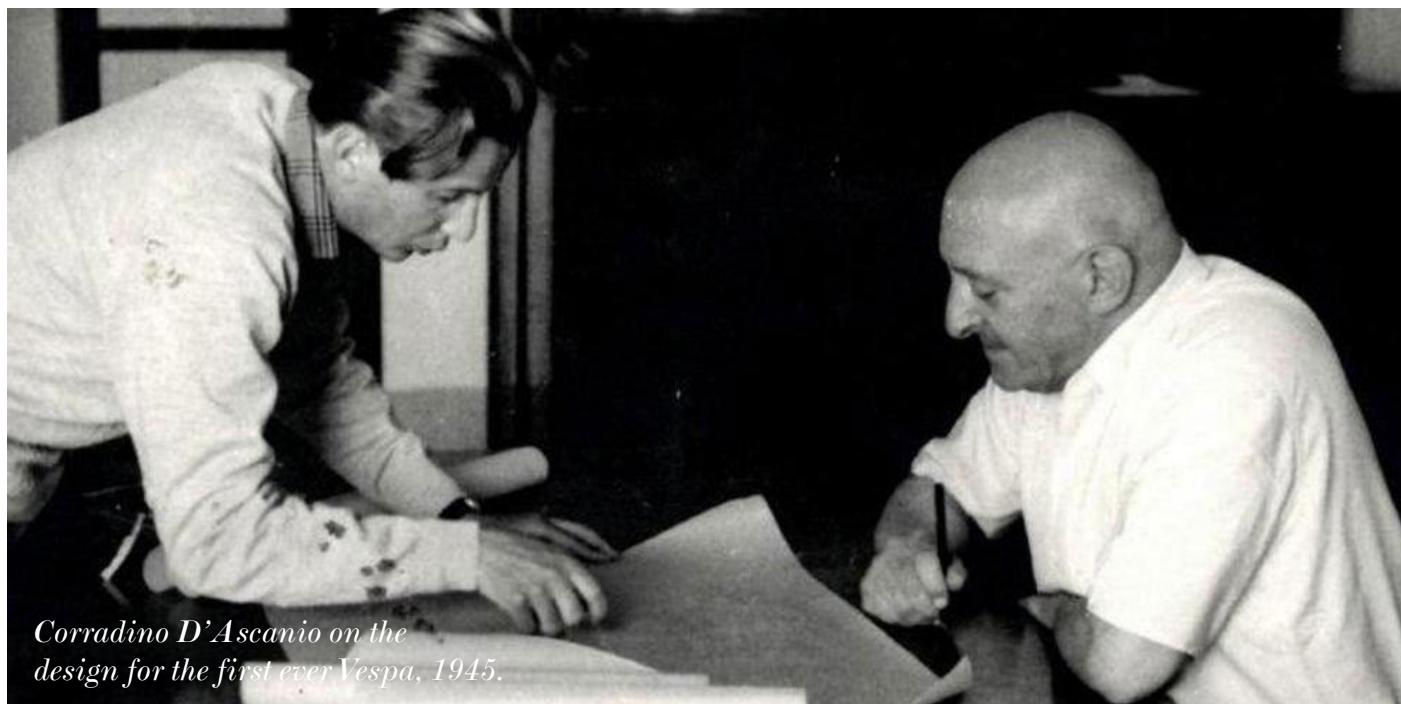
those on the Paperino, including the handlebar-mounted controls and the enclosed bodywork with the tall front splash guard.

Upon seeing the MP6 for the first time, *Enrico Piaggio* exclaimed: "*Sembra una vespa!*" ("It looks like a wasp!") Piaggio effectively named his new scooter on the spot. Vespa is both Latin and Italian for wasp—derived from the vehicle's body shape: the thicker rear part connected to the front part by a narrow waist, and the steering rod resembled antennae.

Product

On 23 April 1946, at 12 o'clock in the central office for inventions, models and makes of the Ministry of Industry and Commerce in Florence, Piaggio e C. S.p.A. took out a patent for a "motorcycle of a rational complexity of organs and elements combined with a frame with mudguards and a casing covering the whole mechanical part".

The basic patented design allowed a series of features to be deployed on the spar-frame that would later allow quick development of new models. The original Vespa featured a rear pillion seat for a passenger, or optionally a storage compartment. The original front protection "shield" was a flat piece of aero metal; later, this developed into a twin skin to allow additional storage behind the front shield, similar to the glove compartment in a car. The fuel cap was located underneath the (hinged) seat, which



Corradino D'Ascanio on the design for the first ever Vespa, 1945.

Vespa race in 1950.

saved the cost of an additional lock on the fuel cap or need for additional metal work on the smooth skin.

The scooter had rigid rear suspension and small 8-inch (200 mm) wheels that allowed a compact design and plenty of room for the rider's legs. The Vespa's enclosed, horizontally mounted 98 cc two-stroke engine acted directly on the rear drive wheel through a three-speed transmission. The twist-grip-controlled gear change involved a system of rods. The early engine had no forced-air cooling, but fan blades were soon attached to the magne-to-flywheel (which houses the points and generates electricity for accessories and for the engine's spark) to push air over the cylinder's cooling fins. The modern Vespa engine is still cooled this way.

The MP6 prototype had large grilles on the front and rear of the rear fender covering the engine. This was done to allow air in to cool the engine, as the prototype did not have fan cooling. A cooling fan similar to that used on the MP5 "*Paperino*" prototype was included in the design of the production Vespa, and the grilles were removed from the fender.

Piaggio sold some 2,500 Vespas in 1947, over 10,000 in 1948, 20,000 in 1949, and over 60,000 in 1950.

The biggest sales promo ever was Hollywood.

Vespa clubs popped up throughout Europe, and by 1952, worldwide Vespa Club membership had surpassed 50,000. By the mid-1950s, Vespas were being manufactured under licence in Germany, the United Kingdom, France, Belgium and Spain; in the 1960s, production was started in

India, Brazil and Indonesia. By 1956, one million had been sold, then two million by 1960. By the 1960s, the Vespa—originally conceived as a utility vehicle—had come to symbolize freedom and imagination, and resulted in further sales boosts: four million by 1970, and ten million by the late 1980s.

"Let's Vespa!"
Vespa's slogan since 1950.

SALES AND DEVELOPMENT



Vespa 98 Corsa, the first Vespa ever! Introduced in April 1946.

"LIFE IS A JOURNEY. Traveling is a pleasure. I mostly like to travel with a backpack on my back and my motorcycle. I leave at any time of the day or night. I don't need a motive, I just need my tank to be full and I'm off to make my dreams come true. I enjoy my rest while the wind caresses me and takes me on a new adventure. My favorite is the Vespa Primavera, in yellow, and it's my entry ticket to unlimited fun. And I begin to wonder if the girls are after me or my beloved motorcycle. And always, but always, a mandatory part of the motorcycle outfit is of course the helmet. In our dreams, we always travel to the most distant destinations. I dream awake. And I know that some dreams do come true. The dreams that you love with all your heart and that are mounted on a Vespa and fly through the streets throughout the city certainly come true and are eternal."-*Simon Mihajlovic*



JUSTIN BIEBER



AIR JORDAN 4 MILITARY BLACK

A

straightforward “White” and “Black” makeover of Michael Jordan’s fourth signature sneaker, the upcoming retro gets its moniker from the “Military Blue” ensemble that first graced the shoe in 1989. Layers visible through the mesh panels at the profiles and tongue, plastic eyelets, inner-lining and spines all replace vibrant blue for understated “Black”; Jumpman logos on the tongue follow suit, taking the place of “NIKE AIR” text at the

rear. Underfoot, the story stays the same on the latest Air Jordan offering, given that midsole and outsole accents opt to maintain the two-tone, “yin-and-yang”-appropriate color combination. The Air Jordan 4 “Military Black” hit the shelves on May 21, 2022. Its retail price was 200\$ but it goes up in incredible speeds as the time goes by and the shoe becomes more popular.

Tinker Hatfield designed the Air Jordan 4 and the shoe was initially worn on court by Michael Jordan during the 1988-89 NBA season for the Bulls. The shoe features some similar design cues from the Air Jordan 3 such as visible air in the heel and prominent Nike/Jordan branding on the back but also featured a few noteworthy departures.





White leather sneakers, €129, *Nike Air Force One*. Plain white crop top, €15, beige cargos, €30, *Zara*. Orange bag, €30, *Stradivarius*. Socks, €180, *Gucci*. Jewellery, €255, her own. Total cost, €639.





ORANGE

IS THE NEW

BLACK

Y

ou may have seen how many started to call exactly the color orange “the new white”. We all know that white is the easiest color to combine. A color that suits everything and a color that “doesn’t need to be thought of”. For some strange reason, many people are afraid of the color orange. You know those people who whenever they walk into a store automatically look for the rack of plain white T-shirts and so. Strangely, orange is accepted among us as that boring color to combine with nothing, when in fact it is the total opposite. Orange is a color that comes in many shades and tones. It’s one of the only colors that have the perfect nude shade for a more muted look, the perfect nude shade for a more muted look, the perfect dark shade for statement pieces, and normally the perfect bold shade to add dynamics to any look. Precisely because it comes in so many shades and tones, this color also provides the most striking ways to combine. What makes this color even more universal is the fact that it can be worn on all skin tones. Just pick the right shade of orange, and be ready to be the most stylish of them all! If you don’t believe me, just look at all the fashion icons who are huge fans of this color and all the masterpieces of looks they make with it. Orange is one of the

easiest colors to combine, yet it has the power to make you look like the chicest person in the room. So if you ask me, orange is the new staple color in fashion, only this one has the extra power to make you look 10 times effortlessly chicer!”-Tina Dimkovska

T

he notion that black is the bearer of super elegance is slowly dying out. The eternal black fuses into all the colors of the rainbow. Now white, and orange, and blue, and all bright colors are super elegant, if you wear the right model on the right occasion. Choose a color suitable for your complexion, a model that highlights all the beautiful things on your body and in which you will feel like you can run with happiness and have flawless elegance. Always put on your best smile before leaving home and trust me the world will be yours. People have always worn the colors of nature. All the secrets of humanity circulate in them.

The orange, the yellow, and the pink all smile gently in the sunset. Set down the sunshine on yourself and gently reflect the beauty of it. Combine them, put them, on yourself, and shine all so brightly. If you want to be noticed get dressed in the colors of the rainbow. Pastel colors are always

wearable and pleasant to the eye. They fuse with nature...

THE MOTIVATION

At first glance, it may seem to you that managing a magazine like this one is easy and it doesn’t require a lot of hard work. But not surprisingly, that’s not the case. The production of a magazine, or just any product of good quality does require a lot of things. This one requires having a decent-quality camera. It requires a team and good collaboration within it. It often requires money. It requires a lot of education. But most importantly, it requires motivation. Motivation is the process that initiates, guides, and maintains goal-oriented behaviors. And if the motivation is strong enough it is going to give you the well-needed drive until the very end of your journey.

As a team of only a few high schoolers from Skopje finding the motivation to start a small business project like this one wasn’t easy. Buying and reviewing a few Months’ late magazines from the local magazine store wasn’t nearly enough. Popular magazine companies established decades ago already have their regular audience. They make deals with many million-dollar companies every day and thousands of people get involved in

“Take a color from nature and draw a circle in your closet. And always before going out or for an important event, use your imagination and combine the pieces that don’t seem to combine. Put it on yourself and feel yourself, because only you can come up with something like that for yourself, and conquer the world with a quick step.”-Simon Mihajlovic

their creation so they aren't really someone to compare to. People do not believe in what they hear, but rather in what they can see with their own eyes. Seeing a good quality product produced by someone that has the same conditions as you is something that makes you motivated and inspired, but maybe that's not always the case.

Today, we live in a world, where everyone has the chance to become an influencer, and everyone has the chance to be an inventor. *Alex Costa* (@alexcosta), the guy on the right, was one of the many influencers on the internet who blew the wind at our backs that we needed. His and many other creator's stories not only taught us about fashion and style, but they also taught us that we all start from the same ground and that only with hard work, a little love, and a lot of patience, anything and everything is possible.



Photography, editing, design, writing (Macedonian), and development-*Simon Mihajlovic*

Photography, translation (Macedonian to English), and development-*Marin Pendzerkovski*

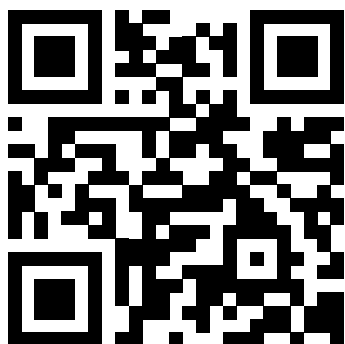
Development and general help-*Andrej Kostovski*

Special thanks to all the guests in this first issue of Minuto featuring: *Mia Stoilkovska, Darija Bozinovska, Viktor Manoilov, and Tina Dimkovska*

Don't forget to visit our website-*minutomagazine.com* (the QR code on the left).

Make sure to follow us on Instagram-*minuto.magazine* to stay tuned with all the news around Minuto.

For any questions/collaborations feel free to contact us at our email adress-*minutomagazine@gmail.com*



minutomagazine.com

Website with an electronic version of Minuto coming out on the 15th of October!

The Macedonian version of Minuto-October is coming out on the first of October!

Now available in 10+ public and private schools all around Skopje!

Make sure to take a shot at the competition and hop in the race to win €100 by sending your photos to our email adress until the 15th of October and get mentioned in the next issue of Minuto!

Minuto-Novemeber featuring 36+ pages coming out on the 1st of November at the price of 150 denars!

MINUTO

