

COMMENTARY

NQRY MAG is a Manchester-based print magazine that is heavily inspired by the Northern Quarter. The name of the publication is derived from the Northern Quarter's nickname 'NQ' and enquiry. The magazine explores Manchester's creative industry and represents what creators have to offer. Its content champions emerging creatives and brands from different walks of life, class and culture. Manchester is an epicentre of diverse, creative talent and I wanted NQRY MAG to showcase that. Alongside spotlighting creatives and their craft, a key topic of the magazine is advocating for slow and sustainable fashion. Manchester's sustainable fashion industry is rapidly increasing and has become a large focal point within the Manchester creative community. I wanted to represent the sustainable fashion movement in NQRY MAG.

The northern city has been named the UK's creative capital, this is due to a surplus number of jobs in the creative sector, mass amounts of galleries and notable artists coming from Manchester. The city blends its history of the beginnings of the industrial revolution with its rich culture and innovation. It has a far lower cost of living in comparison to other big, creative

cities of the south. It's an attainable goal to build yourself up within its creative community. Manchester's artistic scene is on the rise however, like the Northern Quarter it still encapsulates the city's grit paired with pure, raw talent.

NQRY MAG's tagline is "Slow fashion, slow media, slow reading." In a digital world, social media is saturated with mindless content, flitting trends and endless doom scrolling. I created

the magazine to advocate for slower reading and the consumption of thoughtful content. Providing readers an opportunity to get lost in profile pieces, delve into features and examine images. A physical magazine that holds creator's work, valuable ideas and presents their stories for others to read.

This magazine I have created is about representation at its core, showcasing working class and minority creatives who are often excluded from traditional creative spaces. NQRY MAG is a community-driven platform, and its purpose is to uplift creative individuals. The creative industry is typically guarded by connections and money, it simply isn't accessible to most individuals. NQRY MAG breaks down those walls. Welcoming creatives and companies to display their work, tell their stories and be a part of NQRY MAG.

Socially, NQRY MAG responds to the growing demand of ethical, slow and sustainable fashion. The magazine is a platform that spotlights independent brands and businesses who are a part of that increasing community. Giving them a chance to promote themselves, building relationships with other creatives and to connect with a wider audience.

The Northern Quarter and Manchester as a whole is a hub for creators to collaborate and learn from each other. It provides resources and support networks, leading to exciting projects and working relationships. NQRY MAG strives to capture Manchester's creative community whilst promoting slow and sustainable fashion. By showcasing business acumen and creative talent, shedding light on their stories and representing Manchester's dynamic creative scene.

