



waif

What is Waif.

When that noise is so white you can't even hear it.

Messy hair is waif, but so are bangs.

Waped Veed is Vaify.

Waif is when you fall down the stairs but still can't scrape your knee.

Waif is when you play the piano & you don't know how to play the piano.

Waif is when you play piano really well. And drums. Because you were taught.

Kix is Waif. So is special K. Trix is not Waif.

Whores are Waif. Prudes are Waif. Dudes are Waif. Nudes are Waif.

Your Grandmother is Waif, only when she's knitting a hat for you, you Waif.

Waif is when your corn shows up later.

Gardening is Waif. Love your dead plants.

Waif is when you shave every single hair on your body. Waif is when you've never cut a single hair on your body since birth.

Talent shows are Waif. Throw a talent show. Invite us.

Arms that jiggle like hot jello are Waif.

Zit Scabs are Waif.

Chicken feet are Waif.

Beady eyes are Waif.

You can't spell Waif without I.

Leave the taps dribbling overnight if it's below 30 degrees fahrenheit.

You, me, all, we're all Waif. If we want to be. And we want to be.

waif

issue 11: the mother waif

Conceived by

SUBTLE PRIDE

Misha Brooks, Zach Donovan, Brigette Lundy-Paine, Mina Walker

This issue of Waif Magazine features the talents of

Iris Beaumier

Kane "Killer Kane" Brown

Alexis Dobyne

Jorge Garay

Alexia Garza Gomez

Kimmy Gatewood

Emma Jacobs

Mandee Johnson

Matt Keim

Jake Levy

Liam Marks

Yukina Mistuhashi

Alexa Pignatelli

Marisa Razo

Theresa Santoro

Kathryn Shanley

Erin Simon

Satchie Snellings

Quincie Zari

Rachel Zisette

Cover Photography by

Alexia Garza Gomez

Interns

Joan Flaherty

Justine Engel

Additional photography courtesy of Waif Magazine.

Waif Magazine is published by

Subtle Press

in collaboration with Silver & Smoke

and IS WAIF.

www.iswaif.com

© 2019

WAIF



***BILLY PORTER**
No one was Working less and Werking more this month than Waif Billy Porter at the "Camp" themed Met Gala



*** EARTH**
The Mother of us all is on her sick bed, but like octuplets barely out of the womb, we're determined to suck her dry. Give up air travel? No way! Fill me up a glass of fresh pumped gasoline



*** RATS**
Sighting in NY have gone up 38% since 2014 according to the NY Times. These proud, ambitious creatures are the very definition of Waif; Unstoppable, unnecessary & cute if you stare at them long enough

*** JAMES CHARLES**
In a 40-minute youtube video, the 19 y/o makeup guru shows why Mommy keeps the receipts after every meal; you never know when the tax man will come knocking



*** TRADE WAR**
As a result of the latest skirmish between America and China, American's are recommended to stock up on iPhones, according to a new report, and should all be buying X's in bulk. We can't risk finding out what happens if we're without them, Scientists say

STAY-AT-HOME

WORKING



*** NANCY PELOSI**
Mommy says we can't impeach the president. "Not fair!" we moan. "Life's not fair." She grunts, leaning back into her armchair, lighting a Marlboro red

*** GOT FINALE**
Viewers were disappointed with the finale of Game of Thrones, the popular reality show in which teams of two compete to design the swankiest chairs. Daenerys Targaryen, a single woman in her 30's from Camden, was judged far too harshly on her 70's themed armchair, viewers complained



*** DEMOCRATIC NOMINEES**
Over 455,000 citizens have announced their candidacy for the 2020 Elections, pictured below. 86% have a campaign strategy of "Posting photos of the candidate dabbing."



*** ABORTION LAWS**
"Back to home remedies!" Alabama residents exclaimed



NOT WAIF

Table of Contents

CULTURE MATRIX: The Mother Waif

LETTER TO OUR READERS

OPINION: Is Lorena Bobbitt Waif?

By Emma Jacobs

EDITORIAL: Wrapped Up

Modeled by Kimmy Gatewood

Photos by Mandee Johnson

LIST: Mother Necessity: The Essential Inventions of Modern Times

By Satchie Snellings

ARTICLE: Parenting in the Age of Google

By Theresa Santoro

EDITORIAL: Glass Ceiling

Modeled by Marisa Razo

Photos by Alexia Garza Gomez

QUIZ: Is It Burnout or Is It Mono?

By Erin Simon

EDITORIAL: Die Soon

Photos, Text, and Clothing by Killer Kane

ARTICLE: The Rise of the E-Boy: Differentiating Trend from Counterculture

By Joan Flaherty

EDITORIAL: Ghostpunk

Modeled by Iris Beaumier and Alexis Dobyne

LIST: How to be a Good BF 101

By Shannon Flaherty (Our Intern's Sister)

Dearest My Waifs,

We haven't spoken in a month, so I thought I'd write to check in on my children. A Magazine doesn't have much to look forward to outside of celebrity funerals and I'd appreciate the occasional phone call, letter, or like. You give them all you have until one day they're grown up, gone off into the world, and interested in "books."

Just remember what was there for you when you were alone, afraid, and wondering if eating grilled mac & cheese is Waif: Me.

Except for when I had to stay late at the office with Bob, who knew how to make me feel like a real magazine again.

Or when I took those trips to the "health spa" in Maine to cleanse after I couldn't get through the day without a few dozen clicks.

Or when I would leave you with a local teen and pizza money so I could go cover a pop-up.

Or when I was tired.

Okay, so I wasn't around that much. But I really did do my best.

And you kids turned out alright. Your cousins are doctors and lawyers, but you guys all have something that you have to be born with: Zika.

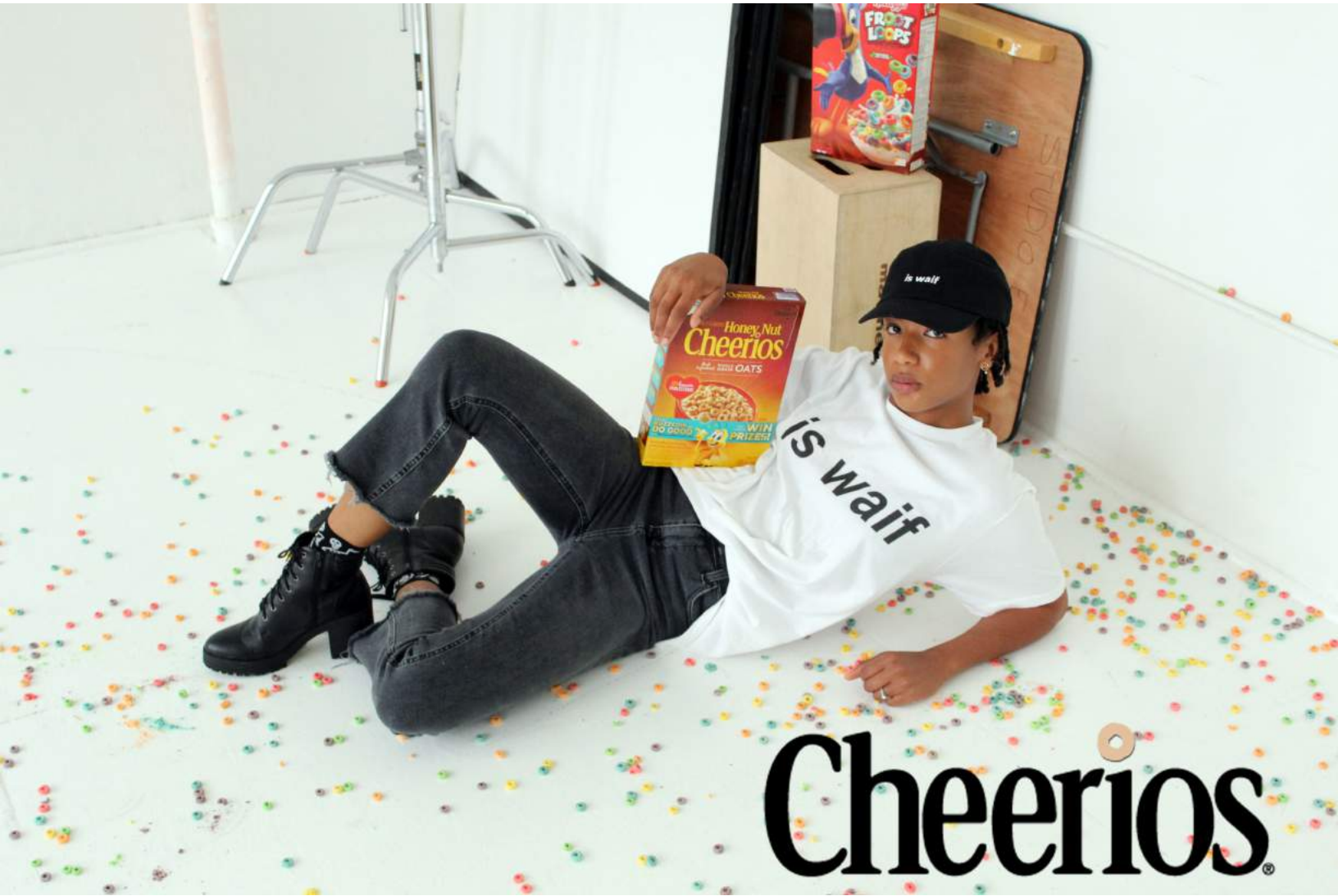
I'd like to think I did okay and take your silence as a kind of confirmation of my success as a mother. After all, if I did something wrong I'm sure I'd hear about it — and I haven't heard from you all in weeks.

Please check in on each other and make sure you're taking in plenty of content and not spending too much time outdoors. And when you must go outside please keep it contained to those little fenced-in kids' play areas they have at outdoor malls.

I guess if there is any ill-will between us, I'd like it to stay buried so deep that it comes out all at once instead of in a series of constructive, honest conversations. That's the least a mother can ask for, I think.

I hope to hear from you soon, think of you always, and still keep your photo with me in a pile of options for a future spread.

**Love,
Mother Waif**



Cheerios®

Is
LORENA
BOBBITT
Waif?

//

By Emma Jacobs



In 1989, shortly after Lorena Gallo first moved to the US from Ecuador, she married into the Bobbitt name. The marriage between Lorena and John Bobbitt began happy and loving, leading Lorena to believe she was on track to achieve her American Dream. Soon, John began abusing Lorena - mentally, physically and sexually. She confided in few, thinking the abuse would soon stop due to John's so-called love for her. For many years Lorena dealt with the trauma John caused her, even going as far as to force Lorena to get an abortion. John just wouldn't stop. Her discomfort in the marriage was said to be noticeable by her neighbors. Keeping her head down, hands full of groceries, lugging to the door as John lead her, empty handed. Soon, Lorena had enough, grabbed an 8-inch knife and just straight up chopped his third leg off.

Her act of revenge itself dominated American media for months on end. But, how did her actions change America for good? First of all, she validated and brought a sense of belonging to many victims of marital assault. Secondly, she became a household name synonymous with the act of



chopping off an... important body part. Which is pretty sick (in a good way) like, who wouldn't want to do that? Finally, each of the United States changed its marital rape laws because of the traction her story had. All of this points to a definite conclusion: Lorena Bobbitt is Waif.



But how can waifiness be measured? Some may say anything is waif if it's helping someone, or not harming anyone, though it would be hard to label Lorena with this theory. However, it'd be easier if one follows the theory that someone is born with zero waifiness, gaining and losing 'waifiness points' throughout life to account for things such as legendary/trash behavior, violence/why it's used, and your effect on others.

In the beginning, both Lorena Gallo and John Bobbitt would've been high on the Waif charts - making each other happy, living their best lives without harming anyone. Throughout the marriage, though, John's acts of violence would've put him in the negatives. As for Lorena, she would've gained points from her heroic act of self-defense that changed America's ideals on marital rape. She pushed through days of court meetings, inspiring many women to retaliate against their abusive partners. She was America's not-so-sweetheart.

However, in 1997 Lorena Gallo was charged with assault after punching her mother in the face. According to police reports, she had been under a lot of pressure because of bills that needed to be paid and her mother was pestering her about it. Her mother had physically assaulted her first by pushing a door open as Lorena tried to close it, harming her daughter in the process. Even after all this, Lorena and her mother still love each other very much. This isolated incident has not changed their relationship.

The Bobbitt marriage started out great, and became something much bigger. John's actions within the marriage are universally frowned upon, not Waif in the slightest. Lorena's actions within the marriage were a beacon of hope to some and a heartbreaking story that led to change - very waif to say the least. But, even though she has done something amazing for the good of others (except John, that wasn't an ideal moment in his life), a personal attack on someone else, with or without context, may change an outsider's view of said person. In this particular case, physical harm is in two different contexts and must be viewed

that way. Lorena Gallo and her mother had no prior history of domestic abuse; a night full of anger is not comparable to years and years of abuse and a woman's efforts to retaliate. If it were, Lorena would no longer be Waif. If someone creates art that changed humanity and is outed as a serial rapist, they'd also end up right back at zero. Some don't believe this; some don't want to see their heroes fall. Fortunately, for those that look up to Lorena Gallo, they don't have to. ♦



WRAPPED

UPII

*Photos by Mande Johnson
Modeled by Kimmy Gatewood
Hair and Makeup by Yukina Mitsuhashi*











MOTHER NECESSITY//

By Satchie Snellings



As we undergo our own nationwide iteration of the last days of Rome, it is more important than ever to find joy in our daily comforts. Apart from love, friendship and activism, two unshakeable constants remain: consumerism and calling our moms. As such no theme felt more suited for this month of motherhood than that of Mother Necessity. *What do we need?* Which inventions can we not live without? Or far more likely, what could we technically live without but have mutually agreed as a generation to indulge in sans judgement?

Inventions we CAN'T live without:

Smartphones - Everyone's very own toxic soulmate

Microsoft Office - Perhaps the most all-purpose on this list. Trust me, you use it

Bathtubs - A personal favorite

Vaccinations - These we literally cannot live without

Toothbrush covers - For the hygenic on-the-go waif

Head massagers - Mostly erotic, universally loved

Hair ties - Stop telling me to wear my hair down! I have to wash it to wear it down and I'm a very. busy. lady.

Religious guilt - This one is particularly hard to shake. It's not so much that we can't live without it, but it's certainly frowned upon

Tongue scrapers -I'm not sure if this one is for the dirty waifs or the clean ones

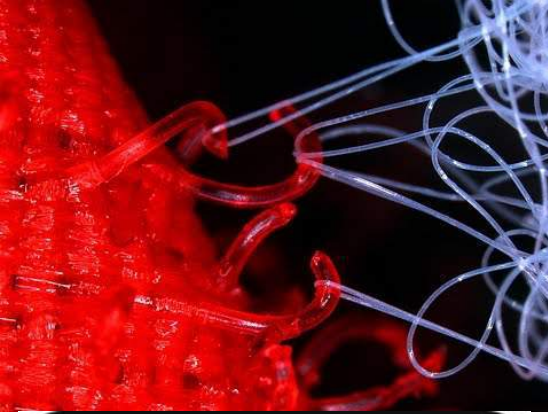
Offline downloading - The primary impediment to my reading the poems they put up in the subway

Front facing camera - A godsend which has assuredly done more harm than good

Velcro - You're never too old for this

Bodysuits - For your hot body





Stairs - Admit it, you take these for granted

Reusable straws - I wonder if there's a children's show in development surrounding the comic adventures of a group of reusable straws and cutlery? If not, let's all get together and pitch it

Highlighters - Where colorful expression meets thoughtful organization

Kaleidoscopes - For the nostalgic waifs. Also these are funky as hell

Breast pumps & diaper genies - Mothers are heroes that walk among us

Bridges - For when you don't have a boat but you do have a car

Hinge - Or Tinder, or whatever works for you

YouTube Tea / online feuds - An all-consuming, beautifully-disastrous sign of the times

Glossier Generation G lipstick - After the reformulation*

Sunscreen - Protect your beautiful skin

Documentaries about outer space - Very jealous of our descendants who will get to grow up among the stars

HBO GO - Somewhat in spite of the end of Game of Thrones but largely because of the beginning of it

Otter Pops - These undoubtedly spark joy

Pen and paper - The absolute greatest of inventions

Season 2 of Fleabag - Perfection

Read receipts - More about drama than accountability

Birth control, Plan B, abortion - Stop trying to legislate our bodies!!



Inventions we CAN live without:



The Juul

***PARENTING IN
THE AGE OF
GOOGLE//***

By Theresa Santoro

Accompanied by

***GLASS
CEILING//***

*Photos by Alexia Garza Gomez
Modeled by Marisa Razo*





In the famous words of Ferris Bueller, “life moves pretty fast. If you don’t stop and look around once in a while, you could miss it.” If you are between twenty and thirty, life for you moved lightning fast. Your childhood went from little to no computer technology, to cable this, cell phone that, and social media took over any free moments you had. At the older end of the spectrum you started with MySpace and moved swiftly to Facebook. Then came Twitter, Instagram, SnapChat and many failed apps in between. Where cell phones were once checked in at the office until after school, they became the norm in the classroom and actually pretty essential to getting the learning job done.

While you were all navigating that, parents were left to navigate the rapidly changing world for our kids. To be honest, it was not really difficult for me, as I am consistent on my style of parenting. If I said no to something, it meant NO. So, my kids were not first on the street with the latest electronic. We carefully weighed the good and the bad with our first two. Born in 1989 and 1990, they are considered Millennials or GenY. Our second two are born in 1997 and 1998 and are considered GenZ. That small fact recently gave me an ah-ha moment when I was struggling with some parenting criticism given to me by a person dating my oldest daughter. He shared with us her frustration of not only being first born, but that she was raised differently than her younger siblings and she resented all of it. We are a pretty tight tribe, so this was all news to me.

“A lot of you feel adrift, because you were hovered over and afraid to step out of the glass box created for you.”

At the time, his words cut deep and hurt like hell. I mean, first of all it was not his place to share this information, and second of all what was he even talking about? They were all raised with the same core values. We sat to dinner every night, were pretty regular church goers, in that they were all baptized, received first communion, and were confirmed in the Catholic Church. The way I saw it, they had a pretty typical all-American upbringing. The way she saw it was they had more freedom than she.

As I dissected the facts before me, it occurred to me that they did not have more than her, they in fact had different than her. Our third child did not survive past her first day of life, and so the span from the first child to the fourth child is eight years. Historically, they would have been of the same generation, and life would be pretty much status quo with the exception of hair styles, fashion, and music. In this case, however, the change was technology and it was moving at breakneck speed. And what happened to parenting is rather ugly and a serious punch to the gut.

Instead of learning trends and moving forward, parents went into pure panic mode, and hovered over their kids more than any other time in history. Suddenly it was believed that you were all fragile humans incapable of making any decision on your own. You were absolutely unable to complete any class assignment that required crafting. Where parent groups never existed before in college, it became the norm. And





companies actually pitched to parents when kids were applying for first jobs! CRAZY! The competition amongst parents became brutal and kids were basically tossed to the side as the game got rougher and the goal was ACT/SAT scores and admission to the Ivys. "WE got into Stanford!" It was only the bravest souls that could remind the parent that THEY did not get in... Their *kid* got in. With the latest headlines and all of the cheating that has recently been revealed, perhaps the parent bragging really was the one that got into Stanford. Who is to know?

What I do know for sure is a lot of you feel adrift, because you were hovered over and afraid to step out of the glass box created for you. Your social profile has been carefully curated to be the person you want your parents to believe you are. You are afraid to open any of your secret closet doors, in case family won't or can't accept who you are. On one hand you rebel like hell and scream that you don't need parents or their opinions. On the other hand, the little kid that lives deep inside of you desperately wants your parents' approval, but more than that, their love and affection. That would ring true for any generation.

As parents of your generation, it has been a brutal time. However, it is not all lost and you can and should foster a healthy relationship with boundaries that suit all of you. The beauty of technology is the ability to communicate with one another in so many forms. Social media gives mixed messages of everyone having the most perfect of lives. If we are to be honest though, we despise just as much the chronic complainer. As a mom I talk pretty openly with my kids. I don't need to know personal details of their

lives and I never felt the need to search rooms. I have been the parent crying into my pillow because one of my kids was cyber bullied beyond any comprehension. I have also been the mom that has been able to communicate through writing when I am disappointed or need to say something they need to hear. In past generations, those types of discussions would be swept under the carpet and resentment would just lay dormant in a persons' soul. I can't do that.

Families are broken and fractured more than ever before, as we lack our once daily literal face time. We can adapt to the ever-changing times and stay close by utilizing technology to our advantage. When you can love yourself and family wide open on social media, your soul will thrive. Face to face time will always be my favorite, but I do love that family group text is a thing and when someone says they talk to their mom five or six times a day there is no need to be jealous... It is the way of the world. It is called texting. I am not your mom, but If you need me... text me! ♦

Theresa runs the blog [The Fine Art of Parenting](#).



QUIZ

DO YOU HAVE BURNOUT OR DO YOU HAVE MONO?//

by Erin Simon



We all know the feeling of fatigue that starts to hit halfway through the work week – the epic exhaustion that takes over body and mind, leaving us helpless in our sweatpants as soon as our days off arrive. But when does tired become too tired, and perhaps the sign of a more serious problem?

Take this quiz to see if your burnout could actually just be Epstein-Barr-out.

- 1) **Do you share your drinks with most anyone, or protect them?**
 - a. You can drink out of my straw, baby
 - b. Get your own, pal

- 2) **How stressful is your job?**
 - a. Aside from my 104 ° fever, it's nothing I can't handle
 - b. Which one?

- 3) **Do you have a solid self-care routine?**
 - a. I try my best despite my sensitive spleen
 - b. I literally don't even know what day it is

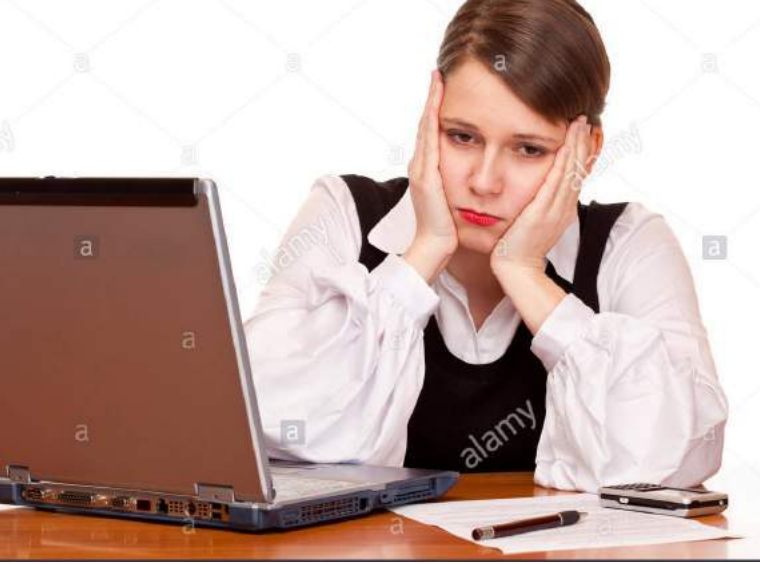
- 4) **Any hook-ups lately?**
 - a. ;)
 - b. No time for that

- 5) **What else is bothering you?**
 - a. Headache, sore throat, and/or fever
 - b. Extremely tired, but still can't fall asleep

- 6) **Do you feel heard at work?**
 - a. Yes, people listen when I groan in pain
 - b. No, I feel like I don't have much influence in the workplace

- 7) **How long have you been fatigued?**
 - a. A couple of weeks
 - b. As long as I can remember





8) Do you consider yourself a pessimist or an optimist?

- a. I typically see the glass as half-full and drink from whatever straw is nearest
- b. Negative thoughts have taken me over

9) Is there anyone you know who had mono recently?

- a. No one besides my wife, dog, and kid
- b. No, I don't hang out with teenagers

10) How's your concentration?

- a. In a word, dizzy
- b. Accidentally used Windex as dish soap



RESULTS

Mostly A's

There's a good chance your fatigue is a symptom of infectious mononucleosis. Call your doctor for a blood test!

Mostly B's

Sounds like you're just riding the struggle bus with the rest of us with no end in sight.
Bummer!



DIE SOON

By Killer Kane



Kane wears Thank You, Mr. Trillion by Die Soon

Die Soon got kick-started by accident ...

Basically, I fucked a loser and thus a business was born.

Die Soon came about after a lover of mine refused to return my clothes from his home when we chose to end our love affair. Being the emotional and intellectual creature that I am, I used his lemons to launch a lemonade business, if you will. I realized that the clothes he left at my place were significantly cooler than the ones I left at his. I said, fuck it - Imma keep his shit, cut it up, then serve a look on this asshole. So I did it, and here we are.

“Die Soon ... for the ones who want to move on from the pain but also keep a little bit of memory of the good.”



Kane wears Thank You, Myles by Die Soon

I take the clothes of the customer's exes and create an outfit of their choice. They choose any outfit that inspires them and I make that shit happen. The garments are then sent back to them with two tags inside: one with the Die Soon logo and another that simply says, "Thanks, (insert ex's name here)." Lol, clever, I know. Along with the revamped outfit, they receive a little bottle with goodies, trinkets, and a message written specifically for each customer.

Why this name — Die Soon? I knew you'd ask.

During the deepest rock bottom of my depression thus far in my 27 years, 'Die Soon,' was my mantra; born from the days that my mental illness was beyond winning. I would be around a world of people in bustling New York City, feeling that not one, in all of these millions of people, know how fuckin' bad this hurts. How everything just hurts. I'd think in my head, "They have no idea that I'm not gonna survive this depression ... that I'm gonna die soon". And I'd just repeat the last two words, in my head, over and over again, for hours some days, so much so that it just ... stuck with me. Stuck with me from the moment it came out of my mouth — until now.



Kane wears Thank You, Myles by Die Soon

Another line within Die Soon that will be released in the coming months is a leg and arm garter line. Garters and leg/arm bands for those like me, who have scars of the past that they want to cover in an alternative and creative way. Sometimes we just don't want our war wounds to be exposed to certain people, places, and energies. Feel me?

Die Soon was manifested many lives before, a manifestation that did not come to fruition until this idea of revamping exes' "left behinds" into looks to be served came about. And it was right on time. They say, "God may take awhile, but he's always on time".

All in all...

Die Soon is a tribute to those of us who have survived many levels of hell and heartbreak and the strength that came from them all. A mantra that manifested a fashion line for the ones who want to move on from the pain but also keep a little bit of memory of the good.

And that's it. ♦

“So I did it and here we are.”



Kane wears Thanks, Lu by Die Soon



A woman with long blonde hair is shown from the chest up, wearing a shimmering gold dress. She is playing a drum set, with her hands visible on the drums. She is adorned with multiple long strands of pearls around her neck and a matching pearl bracelet on her left wrist. The background is dark and out of focus, suggesting a stage or performance setting.

Pearl®

THE RISE OF THE E-BOYII

By Joan Flaherty



When I was twelve I signed up for my first Tumblr account. I had no idea what the website was or what you did on it, but, the things I found expanded my middle school mind and idea of style as I scrolled through images of girls with black side-swept bangs, Kandi bracelets, heavy winged eyeliner, and graphic t-shirts. Next thing I knew, I would be searching “My Chemical Romance emo playlist” on YouTube and begging my mom to let me go shopping at Hot Topic for t-shirts of bands I barely listened to. For me, social

these girls and guys have an almost lighter, yet just as edgy look. It’s called being a “e-boy” or “e-girl.” TikTok is to being a e-boy/girl as Tumblr was to being emo/scene; it was the birthplace and uprising point of the fashion trend/counter culture.

TikTok is an app originally started, so it seems, to be a voice over/mini music video maker; users can create videos of themselves with their original audio, another user’s audio, or a song in the



media shaped and encouraged my wanna-be emo phase, the “it” trend of the time. The popular people on those sites, who I looked up to and wanted to be like, all followed the trend, so I followed suit.

Now, much older than twelve, as I shamelessly scroll through the app TikTok, I see a new fashion trend/lifestyle appearing. It’s reminiscent of the emo style I worshipped as a preteen, but slightly different. Instead of boys and girls donning bangs that almost completely covered half their face and are held in place by copious amounts of hairspray,

background. Many consider it the replacement to the Vine app. As I scroll through my “For You” page a plethora of videos featuring mainly e-boys fill my page. For those not hip to TikTok terminology, the For You page acts as your homepage where the most popular videos appear alongside videos the app’s algorithm believes you’ll enjoy. Typically, these boys have middle-parted dark hair, wear layers upon layers of black vintage-looking clothing, and accessorize with chain necklaces and wallet chains.

In contrast to the emo trend, it seems like one can't buy the clothing for the part at just any store. Whereas when I, and plenty of other young teens, were attempting to be emo in 2012, it was a simple stop at HotTopic for band tees, dark pants, and plastic bracelets. Yes, in my research, e-boys/girls have a similar formula to the outfits they wear on the daily; the trend encourages people to find their own originality. Instead of buying chain necklaces online, plenty of e-boys

graphic t-shirts and using strictly Manic Panic hair dye.

Being an e-boy/girl is something that has begun to transcend just the TikTok app. As I walk around my school's campus, I see and personally know plenty of guys who could fit the "e-boy" style description. However, the few times I've discussed their fashion expression with them and labeled them with the TikTok term, they're confused. They've never heard that word



have created TikToks explaining how to DIY your own lock and chain necklace. Users on the site also create videos of "e-clothing" they thrifted, curating their own one-of-a-kind look. It's a trend where, at the end of the day, everyone is attempting to possess the same vibe/ uniform style, but teens find their own less commercial route to getting there. Emo was all about commercial, despite being a counter culture. After all, half of the appearance involved wearing bands'

before and were simply dressing as themselves. Although, to be noted many of these guys rarely shop at "fast fashion" stores and primarily shop at vintage and thrift stores (which does follow, unbeknownst to them, the e-boy trend.). Beyond that, I suppose the only similarity between these people are their (sometimes) slightly pretentious nature and weird choice in cigarettes. Just because they all dress similarly does not reflect a uniform personality, as the "e-

boys” I know in real life are starkly different people.

Even beyond real life, as I dive into other realms of social media, like my Instagram Explore page, I am bombarded with images of e-boys and e-girls alike. Many of them have tens of thousands of Instagram followers despite not being musicians or models or even YouTubers. This leads me to believe that their followings come from their participation in the e-boy/girl trend. The influence of the popularity of e-boy/girls on Instagram has definitely crept into the posting of people from my hometown. The few high school sophomores I follow all post Instagram photos with a similar editing style and vibe as the famous “e” influencers

whose accounts I checked out. Further solidifying in my mind that being an e-girl/boy is the “it” trend right now, the people who fall into the niche are considered some of the most popular and attractive online at the moment. It’s no wonder that younger people want their social media to emulate the style of theirs in hopes of the same attention and, dare I say, clout. High schoolers look up to these influencers and think they’re cool; everyone at least subconsciously makes attempts to be like those they idolize. Or maybe they simply think the e-boy/girl



style is cool. I personally respect the creativity beyond the style, but am not drawn to be like the users at the forefront of the trend, so I don’t know the teenage rationale behind being an e-girl for sure.

Either way, I wanted to understand it better. I wanted to know how exactly this trend began and if it truly was birthed from the depths of TikTok, or maybe this is just a branch of emo I missed out on. So I turned back to Instagram in hopes to find someone who understood firsthand its rise. Thanks to the Instagram search

function I was able to search “TikTok eboys” and find the account @daily.eboys which repost TikToks of users on the app who present as e-boys. I trusted this Instagram account’s judgment

with the rest of my journalistic career as I, like a mad man, emailed its featured users. I had already embarrassed/exposed myself for being an avid TikTok watcher enough to my e-boy friends who do not identify as an e-boy. I needed to talk directly to a real one.

Thankfully, I got in contact with Jorge Garay who agreed to fill me in and educate me on the uprising of the TikTok e-boy trend from the eyes of a creator on the app. As I’m writing this, Jorge’s TikTok @jeyjejgard (which is also his

Instagram handle) has almost 950k followers with many of his videos being TikTok “viral.” He appears to fit into some vein of the e-boy trend and agreed to answer a few of my questions about his personal style and the “e” culture on TikTok.

Me: What’s your name? Where are you from? What’s your TikTok background?

Jorge: My name is Jorge Garay, also known as JeyJey Gardi (@jeyjeygardi on Tiktok), I’m from Barcelona, Spain. And I started uploading videos to Tiktok in October of 2018, but it wasn’t until February 2019 when I started getting noticed.

Me: How would you define your own personal style?

Jorge: My style is more based in a mixture of different styles that I mostly see online (principally on TikTok). I wouldn’t like to define my style by a category, but if I had to I would define myself into a soft boi or a soft e-boy.

Me: What influences did you have in creating this style?

Jorge: I started really using this style with the “soft season” (that started in march 2019) in TikTok where most e-boys started to change their looks to a more summer season. I was one of the

first in incorporating that style but that style was not mine. I got inspired, like many others, by Blake (also known as @weirdfl3x in his social media). He is the one who started the movement “soft boi” and its a different movement to the e-boy one (with some similarities) in that it’s also very



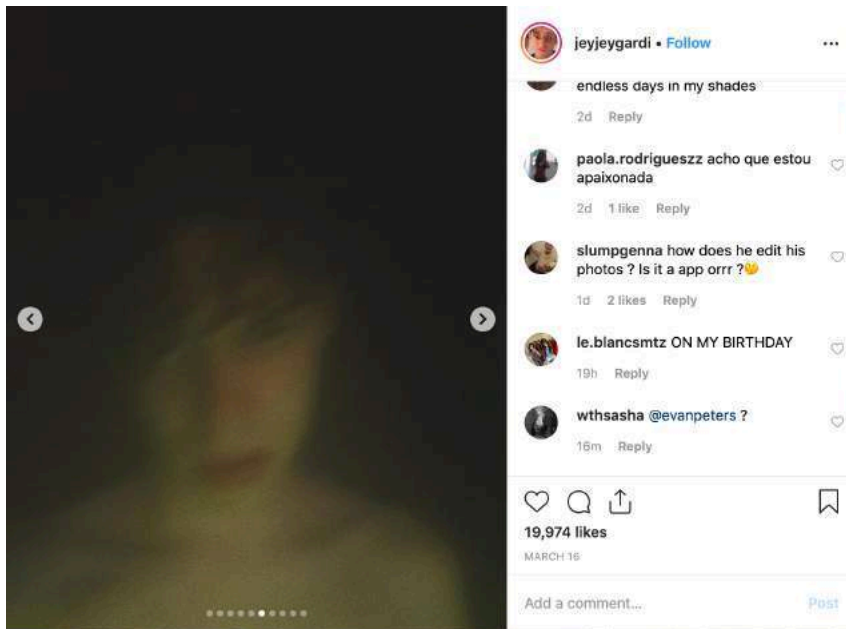
popular on Tiktok. So basically, Blake created the movement, but like every trend on the app, I think everyone gets a little bit inspired by others, so I think I got inspired by the different styles lot of other people on the app.

Me: Would you label yourself as someone who falls into the category of e-boy?

Jorge: I know, outside TikTok, the meaning of e-boy is often related to internet-boy or f-boy or similars and that that applies to almost every boy on social media. For the majority of my fans of TikTok, I

am not seen as an e-boy, I am often more related to the term 'soft boi,' but outside the app, I know there's people who call me an e-boy and I don't have any trouble with that. I personally would not consider myself an e-boy, I would rather prefer the term soft boi, even though I don't think I would consider myself in any specific category.

Me: What stylistic attributes do you think are necessary to be considered an e-boy/e-girl?



Jorge: The style of e-boys and e-girls have been changing with the app. At first it all started with e-girls also related with "thot internet girls," but it changed quickly, and from a meme passed to a style almost every girl used that consisted in layering (shirts over long shirts), black hearts in the face, blush and dark clothes and a lot of compliments in general.

Then started appearing the term e-boys, they almost used the same style (layering and dark colors) and they added chains and a more darker and edgy part to the movement. Now, lately, with the soft movement there's the also the same style, but now with more soft colors, even tho there's people who continue with the first idea. So I guess it's more into the choice of to the person.

Me: What do you think about the e-boy trend currently on the rise via apps like Tik Tok? Do you think it's really a mass trend or more-so a niche style gaining popularity because of the app?

Jorge: From my point of view, I think this is mostly positive and that it's helping people to create their unique style from what they see and what they like, and I think Tiktok it's helping blow up all the creative ideas of people, and I think TikTok is the perfect [avenue] for this movement and others because it encourages creativity and

originality inside the app. At first, it started as a style inside TikTok and may be inspired by other styles, but right now it's really starting to be a massive trend, and not just on Tiktok (it was already) but also outside the app like for example on Instagram. So I really believe it's already a mass trend and a movement that has started something new.

So, I guess at the end of the day being an e-boy/girl is somewhat of a trend, but is mainly an encouragement for boys and girls online to find new ways to express themselves through the use of fashion. TikTok is simply the starting platform for the e movement just like sites like Tumblr helped propel scene/emo culture for me. And if that's not a beautiful thing I don't know what is.

A big thank you again to Jorge for agreeing to answer my inquiries about being an e-boy and I can only hope that karma and the readers of this piece can repay him by helping him get to one million on TikTok: @jeyjeygardi. ♦



jeyjeygardi • Follow

jeyjeygardi 🙅‍♂️ don't do drugs kids 🙅‍♂️

1w

alicat478_revived Mom said it's my turn to use the heroin needle 🍊

1w 553 likes Reply

View replies (2)

punk_irl bae

1w 448 likes Reply

View replies (23)

luvbabyjay I think I got high scrolling through these

92,612 likes

MAY 10

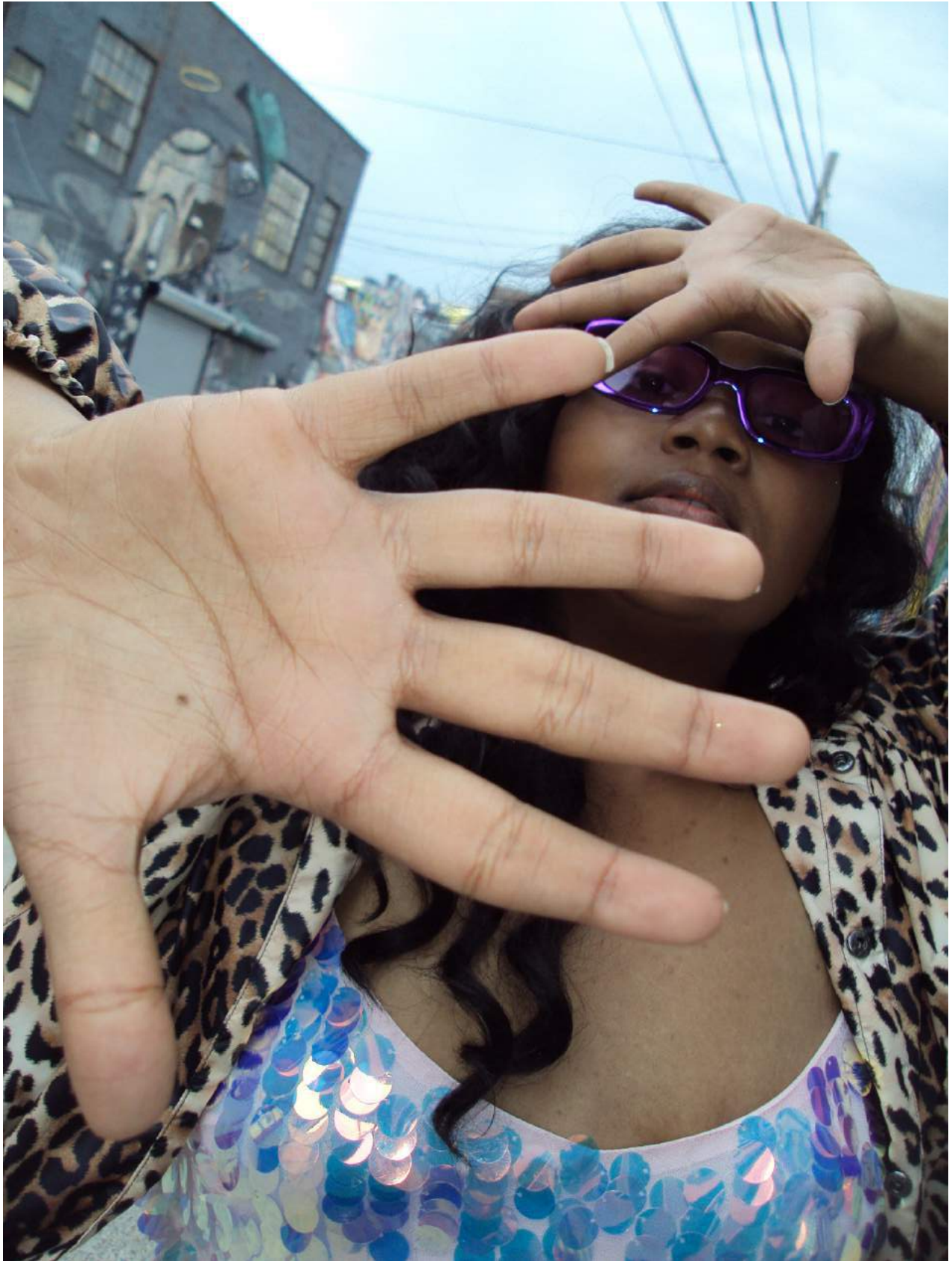
Add a comment... Post

GHOST- PUNK!!

*Modeled by Iris Beaumier & Alexis Dobyne
Clothes by Forever 21*

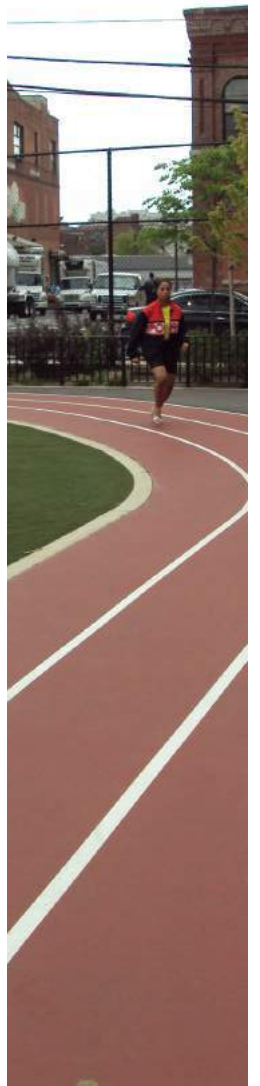










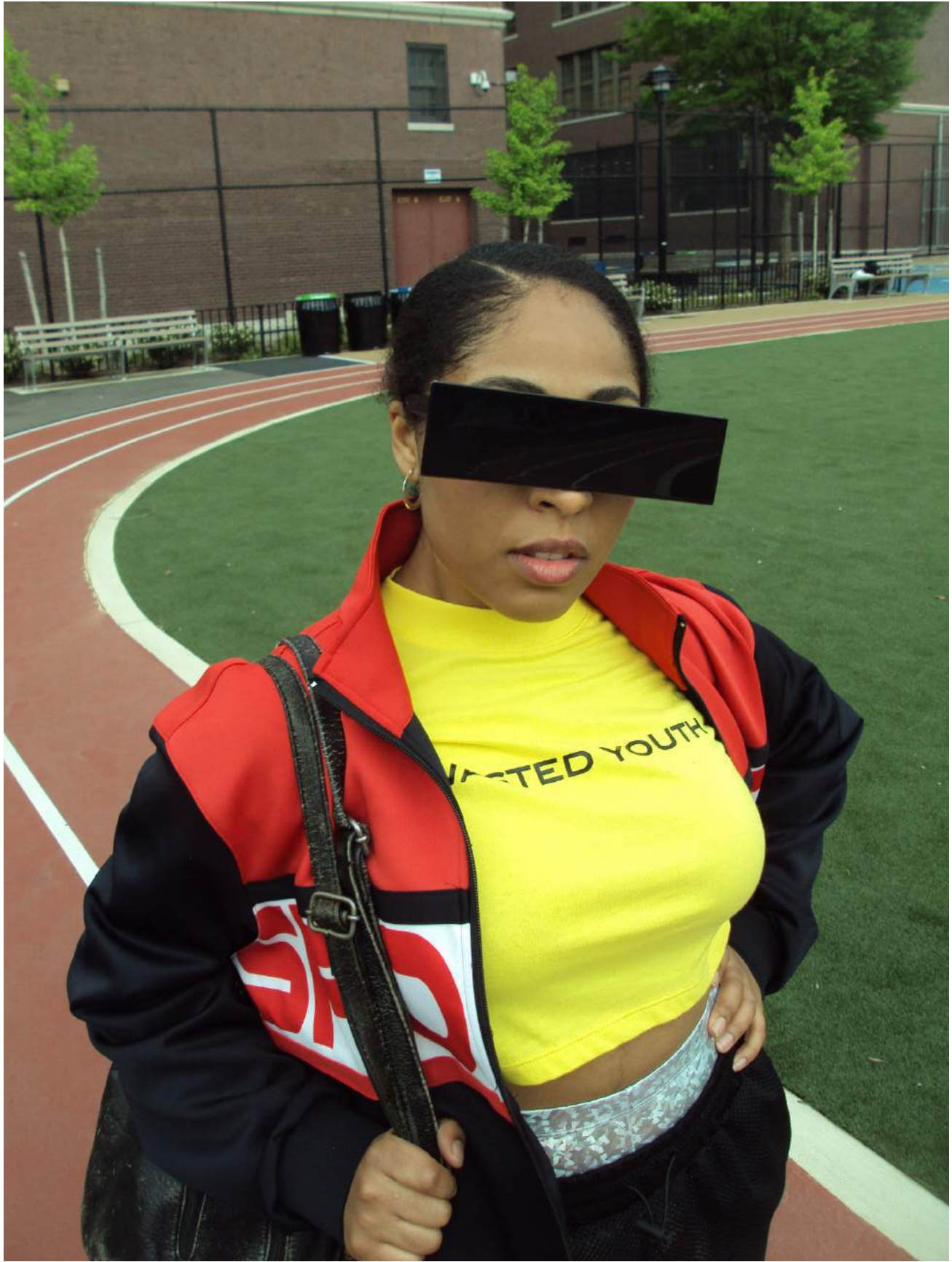












COACHELLA

COACHELLA VALLEY MUSIC AND ARTS FESTIVAL



 Notes

October 12, 2018, 3:54 PM

how to be a good bf 101:

1. always ask her how her day was
2. if she says she is fine she's absolutely not... it's a lie
3. if u give a girl ur sweatshirt ur the best
4. make plans, don't wait for her to
5. start convos- she doesn't wanna see ur forehead that's boring asf
6. give her reasons to stay w her bc there are plenty of other fish in the sea
7. call her beautiful >>> pretty >>>> hot
8. double snapping is a must
9. send her long texts at night after she's fallen asleep so she wakes up to them (!!). u might have to stay up later to do this but she will be so happy the next day
10. "gn", "gm", "ily", and all other abbreviations are not ok
11. don't act different around ur friends if you are with her
12. facetime her!!!!
13. let her rant to you



 Notes

15. respect her
16. text her after important things (games, etc)
17. remember small things (like her fave color, fave food, etc)
18. do something special for every "anniversary" even if it is only 1 month
19. download the app vsco and follow her (i'll find her username for u if u need bc this is sooo important)
- 19a. look at her collection on vsco (it'll make sense once u get the app)
- 19b. read what she has saved in her collection bc it will tell you a lot. girls always have stuff in there that relates to relationships so just read what it says and apply it.

BIGGEST OF ALL : SHAKE HER DAD'S HAND IF/ WHEN U MEET HIM BC IF HER DAD THINKS UR AN ASS U WILL NEVER END UP TOGETHER





Thank you for reading Waif Magazine issue 11.

Issue 12 will be released mid-June to honor the daddies in our life.

Like the IS WAIF apparel featured in this issue? Order shirts and hats at www.iswaif.com/clothes

Don't like what you read in this issue? Send us your stories, photos, artwork at waifmagazin3@gmail.com.

Please no poems - keep Waif at the cutting edge of journalism.

Follow [@waifmagazine on Instagram](https://www.instagram.com/waifmagazine) for updates

What is Waif

?

iswaif.com