





What if your life was an endless disco? Would you dance shamelessly, bold and loud, with no inhibitions?

M.A.G is a playful image-based magazine inviting its audience to declutter their lives and thus create space for their true potential with a large dose of humour.

Our mission is to celebrate and amplify natural beauty through physical activity and entertaining content. We see beauty as a whole: our potential, physicality, sexuality, flaws, and strengths.

This semi-annual magazine will be released in 2024 as the result of a playful collab between a multifaceted artist, MiA MiU, and her diverse creative team of musical and visual artists. M.A.G is a product from DISCONNECTED, a creative and wellbeing brand based in London and Paris. Founded in 2021 in London, the brand's services, Yoga classes, music and photo content creation, attracted clients such as Lush, Crosley Radio, Skechers, Curalie, British Land, Lipton, Jung von Matt, Tik Tok as well as independent artists.

M.A.G is an acronym for MUSE, AGE-NCY, and GROWTH

MUSE symbolises the importance of self-acceptance and natural beauty.

GROWTH transmits our ever-evolving nature.

In social science, AGENCY is the capacity of individuals to have the power and resources to fulfil their potential. Melding together 'age' and 'agency', M.A.G emphasises the importance of both. 'Age', the length of time and growth, is often the social stigma of being 'too old' for professional or sexual success. Our true potential comes with our life experience. We grow and we gain more self-understanding.

M.A.G transmits a message of living our lives more intentionally, shamelessly, and with more fun.



Shedding layers of insecurity is the ultimate path to authenticity.





Authenticity means you are true to your own personality, values, and spirit, regardless of the pressure that you're under to act otherwise.





You are honest with yourself and with others, and you take responsibility for your mistakes while embracing your beauty and talents.





Peeling off the layers you don't need, you reveal your true face, the essence of your being.





Your creative and sexual energy fire up, and your values, ideals, and actions align.





The “peeling off” process is certainly vulnerable and might need a lot of changes, including changing your friendships, relationships, or lifestyle.





Sometimes though, just a little tweak is enough to make a big change.





Self-trust is the key to find your purpose of life.





Self-acceptance liberates you from chronic attempts to prove that you are better than you actually are, whatever that means anyways...





We invite you to invest your time, energy, and money in self-growth. Have a lot of fun with discovering your alter egos, strengths, weaknesses, silliness, wisdom, and whatever you will discover... Play with your moods, observe your emotions, analyse your reactions, keep changing and yet, stay the same. Do whatever it takes to bring more joy and laughter into your life. Be alive. Be odd. Be beyond. Be your own muse, your own artist, and become your own agency.

It's your time, HAVE FUN!



