

AMETHYST

NATALIE

The Return of Going Out-
A Seasonal Personality Shift

Why Confidence Is So Attractive-
Even When It's Faked

Bianca | Kateryna | Katherine | Lauren | Lizzy | Luci



magazine
AMETHYST

May 2026 ~ Issue #30

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May 2026

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ON THE COVER

Natalie

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FROM THE EDITOR



Hi everyone, and welcome to Issue#30! It's hard to believe we're already at the 30th issue, and I'm really hoping for many more to come. Let's dive into what's inside this issue.

First, we have an editorial called "Easy Like Sunday Morning," featuring our returning favorite, Bianca. The shoot was set in a Peerspace apartment designed to look like a 1970s space. We shot in the bathroom for an earlier editorial and then stepped out into the living room next to this huge window for some amazing late afternoon light.

Next, we have "Drenched in Violet" with Kateryna. We shot at one of the Laguna beaches on a beautiful, clear day. After shooting in the sun for some previously published editorials, we decided to end the day wet. The water was freezing, but Kateryna was a trooper and stuck it out. The end-of-day lighting really made it shine.

Then, we have "Spring Heat" with newcomer Natalie. This was shot at a pool location I'd shot at about a year earlier, but had to return. We ended up shooting about 5 editorials that day as Natalie was a real pro. This is a beautifully simple editorial with her in a light purple lingerie set against a grass wall.

Let's dive into our articles for this issue—we've got two! "The Return of Going Out: A Seasonal Personality Shift" is all about how the weather warms up, and Spring brings people out and about. Then there's "Why Confidence Is So Attractive—Even When It's Faked," which explores how even the fakest confidence can be attractive.

Next up is "A Touch of Blue" with Katherine. Photographer Luca De Nardo captured her with soft natural light in a bedroom on a bed with a light blue sheet. The softness and angles are what I like the most.

After that, we have Luci in "Golden Hour Girl." This was shot in a hotel with a unique bed. I liked the natural light coming through, you guessed it, at golden hour. The yellow colors mixed well with her beautiful dark skin tone.

Next, we see Lizzy in "Undone Denim." Shot in my old home/studio in Austin, TX. I simply wanted to capture her beauty in overalls and see her shine. Shot with one strobe light with diffusion to soften the light.

Finally, we have "The New West" featuring Lauren. This editorial was shot off a little-used access road in Phoenix, AZ. We saw this abandoned and decrepit building with a cool name and decided to shoot there. The road was little used, but some cars did come by while shooting, so we made sure Lauren covered up or hid then.

Now, sit back, relax, and enjoy Issue#30!

Cheers, Jeff Gottlieb (Editor-In-Chief)



EASY LIKE SUNDAY MORNING

BIANCA
@biancaarvidsson

HMUA
MAY
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Stylist
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DRENCHED IN VIOLET

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SPRING HEAT

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HMUA
N.AMARI

Stylist
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Location
LOS ANGELES, CA







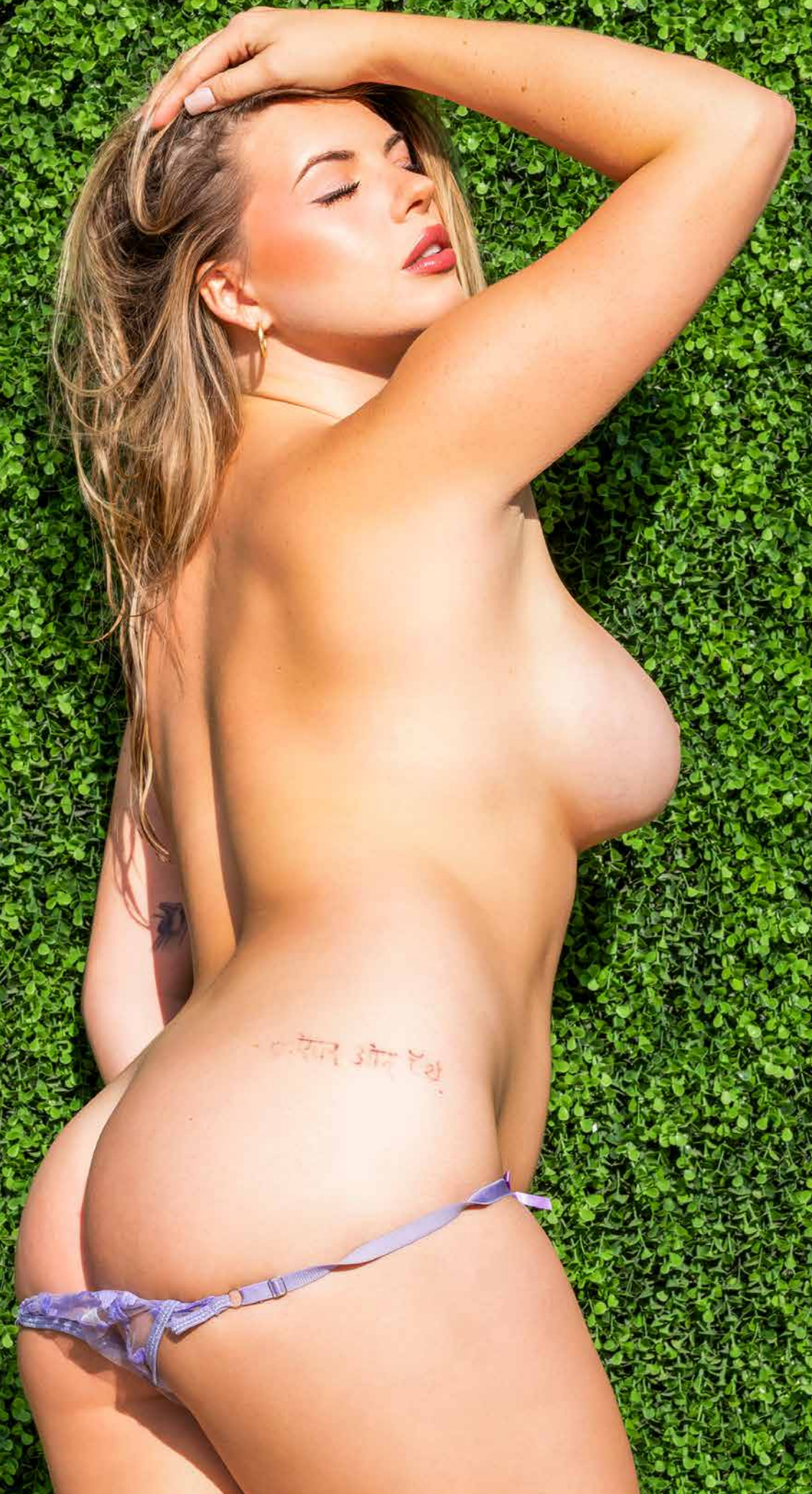














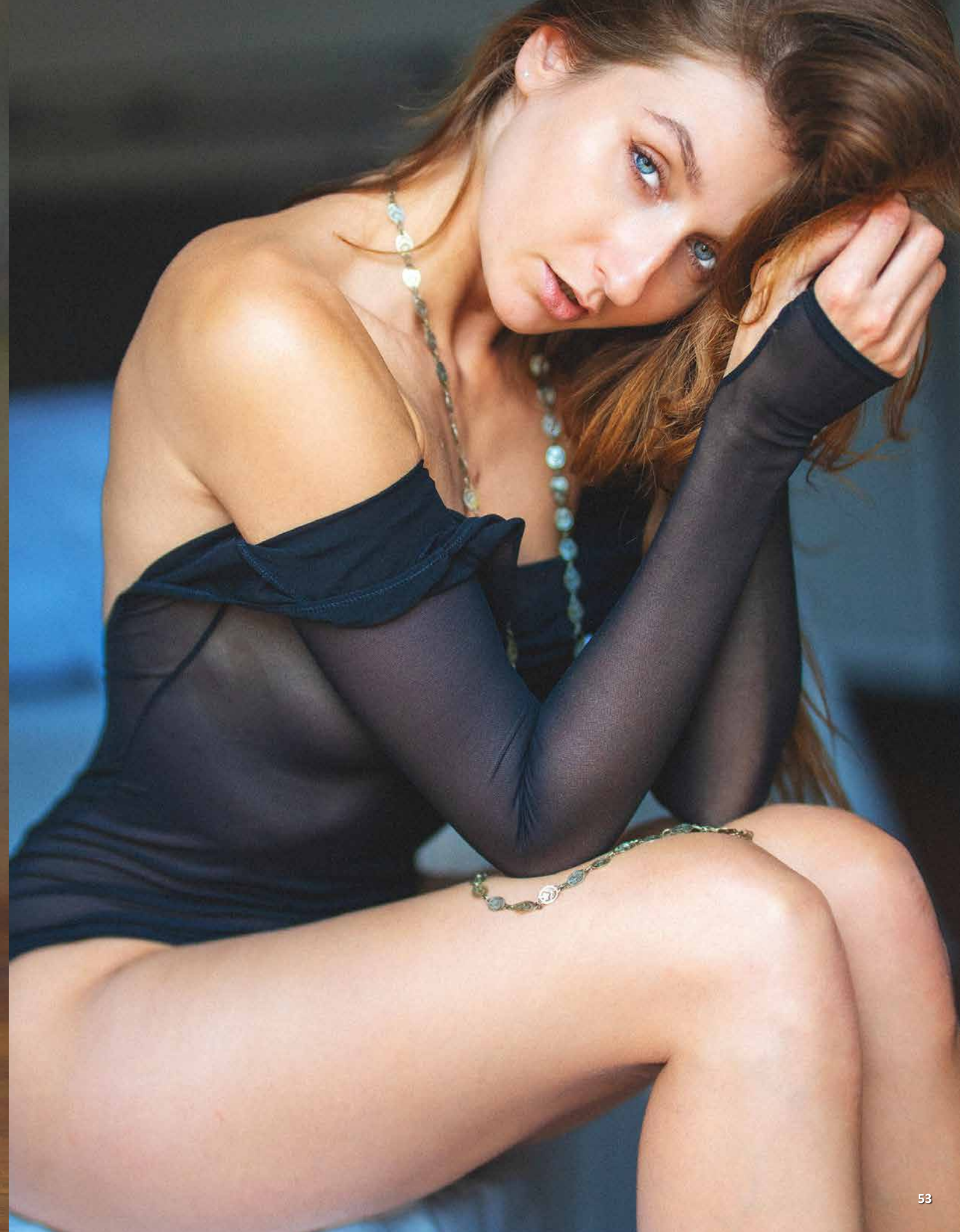
A TOUCH OF BLUE

KATHERINE
@kathe_rinee_

HMUA
MODEL

Photographer
LUCA DE NARDO
@luca_denardo

Location
Monza E Brianza, Italy







The Return of Going Out- A Seasonal Personality Shift

Every year, without fail, it happens.

At some point between “maybe I’ll stay in” and “why do I suddenly own three outfits that require outdoor seating,” a switch flips. The same person who spent months perfecting the art of canceling plans now finds themselves saying things like, “We should sit outside” — as if it’s a personality trait.

Welcome to the return of going out.

From Blanket to Bar Stool

Not long ago, your evenings had a rhythm: comfortable clothes, controlled lighting, and a strong emotional commitment to not leaving your home.

Now? You’re checking the weather like it personally affects your identity.

Sixty-eight degrees and sunny? That’s not just a forecast — that’s a directive.

Suddenly, staying in feels like a missed opportunity. The couch loses its authority. Even your phone seems to suggest, “You could be somewhere louder.”

Patio Season: The Great Migration

The first truly warm weekend triggers a mass movement.

People emerge. Patios fill. Reservations become theoretical. Entire social groups reorganize themselves around the availability of outdoor seating and a mild breeze.

Someone always says, “Let’s just walk around and see what’s open,” which is code for we will absolutely not find anything open, but we will commit to the journey anyway.

And yet, no one complains. Because the goal isn’t efficiency — it’s presence.

The Reappearance of Plans

Plans, once fragile and easily canceled, suddenly gain momentum.

Casual suggestions turn into group chats. Group chats turn into actual meetups. And meetups turn into the kind of loosely structured evenings that somehow last six hours.

You’ll say, “I’ll just come for one drink,” with the quiet confidence of someone who has forgotten how time works outside.

A Surge in Social Energy

There’s a noticeable shift — not just in behavior, but in energy.

People talk more. Laugh louder. Stay longer.

Strangers become slightly less strange. Eye contact lingers. Conversations stretch past their natural endpoints, not because they have to, but because no one is in a hurry to leave.

It’s not just going out. It’s being out.

Movement Becomes the Plan

In colder months, plans tend to be anchored: a place, a time, an endpoint.

Now? Movement is the plan.

The Return of Going Out- A Seasonal Personality Shift

You start somewhere. Then you drift.

One bar becomes another. A quick stop turns into a walk. A walk turns into, “Wait, what’s happening over there?”

There’s an openness to it — a willingness to let the night unfold instead of controlling it.

The Return of “In Real Life”

After months of texts, voice notes, and “we should catch up soon,” something shifts.

You actually do.

You sit across from people instead of responding hours later. You notice expressions, timing, the rhythm of conversation that doesn’t need punctuation.

There’s a small novelty to it, like remembering a skill you didn’t realize you’d let go quiet.

“Oh right,” you think. “This is what it’s like.”

A Temporary Extroversion

Even the most dedicated homebodies feel it.

A brief, seasonal expansion. A willingness to say yes more often. To stay out a little longer. To engage a little more than usual.

It’s not a complete personality overhaul — just a temporary adjustment.

A reminder that under the layers of routine and comfort, there’s still a version of you that enjoys the noise, the movement, the unpredictability.

The Bottom Line

The return of going out isn’t about bars or patios or perfectly planned nights.

It’s about momentum.

The shift from contained to open. From solitary to shared. From maybe later to why not now.

And every year, it catches you slightly off guard.

One day you’re firmly committed to staying in —

and the next, you’re outside, mid-conversation, holding a drink you didn’t plan to order, thinking:

I guess we’re doing this again.

Why Confidence Is So Attractive- Even When It's Faked

We often think we can spot the difference.

Real confidence versus the rehearsed kind. Authentic self-assurance versus someone simply playing the part. Yet, time and again, people are drawn to individuals who seem confident — even when that confidence is, at best, a carefully crafted illusion.

So, what's the deal?

Why does confidence have such a powerful pull, even when it isn't entirely real?

Confidence Signals Certainty — and Certainty Feels Safe

At its core, confidence is a signal.

It tells the world: I'm comfortable here. I know what I'm doing. You can trust me.

Whether in dating, friendships, or professional settings, certainty is deeply appealing. It reduces ambiguity. It suggests stability. It makes interactions feel easier, smoother, less emotionally risky.

Even when confidence is exaggerated — or outright faked — it still sends that signal. And our brains, wired to make quick judgments, often respond before we've had time to question its authenticity.

We Respond to Behavior, Not Intent

Here's the uncomfortable truth: people don't initially respond to what's true — they respond to what's visible.

A person who speaks clearly, maintains eye contact, and carries themselves with ease is often perceived as more capable, more attractive, and more trustworthy.

It doesn't necessarily matter whether that confidence is deeply rooted or temporarily performed. The behavior alone can shape perception.

In other words, confidence works because it looks like confidence.

The "As If" Effect

Psychologists sometimes refer to the idea of acting "as if" — behaving in the way you imagine a confident person would.

Stand a little taller. Speak a little more deliberately. Take up a bit more space.

Interestingly, this doesn't just influence how others see you — it can also influence how you see yourself.

What starts as imitation can gradually feel more natural. The line between "faked" and "real" confidence begins to blur.

And that's why even borrowed confidence can be so captivating: it often becomes more convincing as time goes on.

Confidence Eases Social Interactions

Confident people—whether they're real or not—tend to make interactions smoother.

They're more likely to:

Start conversations

Show clear interest

Handle awkward moments without visible discomfort

Why Confidence Is So Attractive- Even When It's Faked

This creates a more pleasant social experience for everyone involved.

And a smoother experience is always appealing.

It's not just about confidence itself—it's about how it takes away hesitation, second-guessing, and uncertainty from the interaction.

But There's a Catch

Faked confidence can open doors. It can spark attraction. It can create momentum.

But it has its limits.

Over time, people notice inconsistencies. Confidence that isn't backed by substance can start to feel empty. Conversations might lack depth. Emotional connection might stall.

What initially felt magnetic can begin to feel like a performance.

Because while confidence can draw people in, authenticity is what keeps them there.

The Sweet Spot: Performed, Then Integrated

The goal isn't to get rid of "fake" confidence completely—it's to use it smartly.

Think of it as a bridge, not a destination.

Acting confident can help you:

Take social risks

Show up more fully

Break free from self-doubt patterns

But for it to stick, it needs to be paired with self-awareness and genuine growth.

Over time, the performance becomes less about pretending and more about reinforcing a version of yourself that feels increasingly real.

The Bottom Line

Confidence is attractive because it signals certainty, reduces friction, and shapes perception—often instantly.

And yes, even when it's faked, it works.

But its real power isn't in tricking others.

It's in giving you a starting point—a way to step into situations you might otherwise avoid, until the confidence you're projecting becomes something you actually feel.

Because the most compelling version of confidence isn't the one you perfect.

It's the one you grow into.

GOLDEN HOUR GIRL

LUCI
@lucislane

HMUA
L.LANE

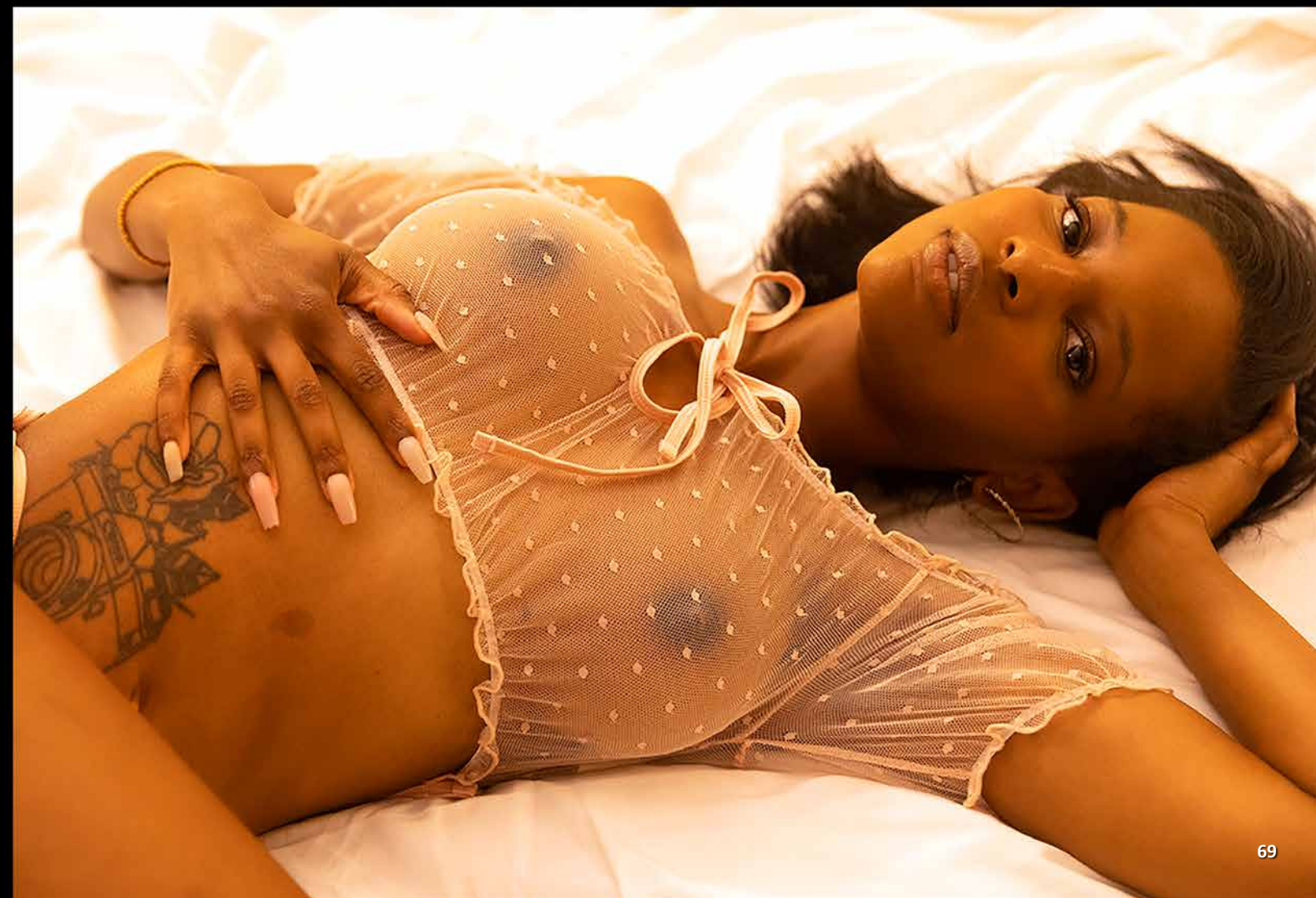
Stylist
J.ALLAN
@jag_stylist

Location
LOS ANGELES, CA.











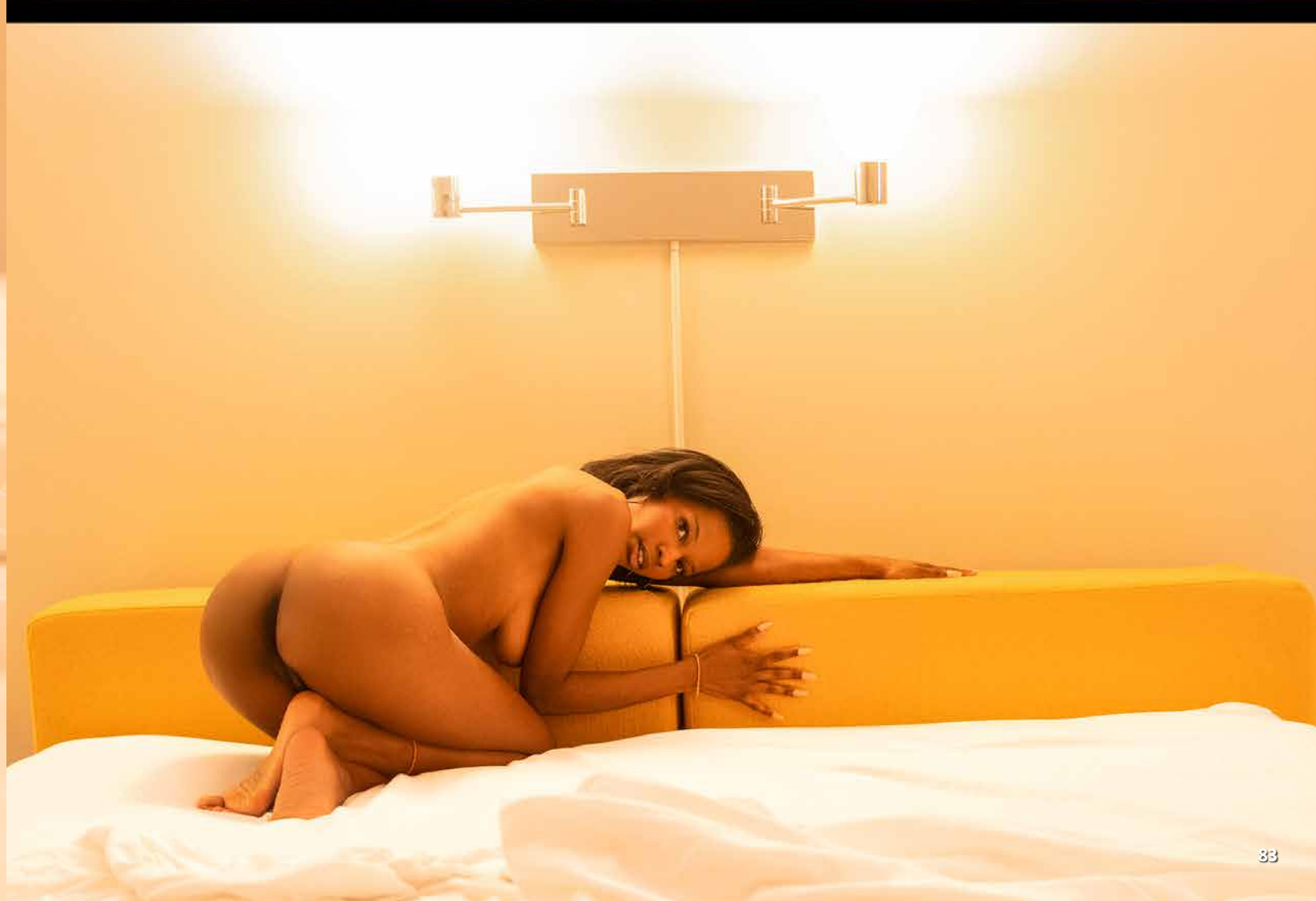














UNDONE DENIM

LIZZY

HMUA
MODEL

Stylist
J.ALLAN
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Location
AUSTIN, TX

















THIS IS
SCORPION GULCH

THIS IS
SCORPION GULCH

THE NEW WEST

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