

STAR CENTRAL

May 2024

10 STEPS TO LAUNCH YOUR
JOURNEY AS A BRAND
AMBASSADOR

Fashion for Less: Ten
**BUDGET
FRIENDLY**
TIPS FOR MASTERING STYLE
WITHOUT BREAKING THE BANK

Find out more about

Anna
SALA

MEET THE INFLUENCER & VOCAL
ADVOCATE CHALLENGING CULTURAL NORMS

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Get to know one of the rising stars to watch out for in 2024



OPENING REMARKS



As we approach the end of another year, I wanted to take a moment to express my sincere gratitude for all the hard work and dedication you have put into making this year a success. It has been a year filled with challenges and opportunities, and together we have overcome obstacles and achieved remarkable milestones. We will continue to embrace innovation, explore new opportunities, and create a future that is even more remarkable than our past. To celebrate our collective achievements and to usher in the holiday season, we have an exciting event coming up. Our next event is scheduled for June 30th, and I'm thrilled to invite each one of you to join us for a night of fashion and well-deserved relaxation. It's an opportunity for us to come together, reflect on our achievements, and look forward to the promise of a new year. Once again, I want to express my deepest appreciation for your dedication and hard work. Together, we have made this year memorable, and I look forward to the exciting journey that lies ahead.

Mike Hagan
Managing Director



6 Fashionpreneur's Blueprint
10 Steps to Launch and Succeed in the Fashion Industry

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EDITOR'S NOTES

In this issue of StarCentral magazine, we shine a spotlight on Ana Saia, the dynamic force behind the "no sabo" movement. With her magnetic charisma, razor-sharp wit, and unwavering commitment to authenticity, Ana continues to captivate and inspire over 3 million followers across TikTok and Instagram.

As a stunning, talented, and comical influencer, Ana is redefining what it means to embrace Mexican American heritage in the digital age. Her vibrant presence and unapologetic celebration of her cultural identity serve as a beacon of empowerment for individuals around the world.

Join us as we delve into the world of Ana Saia, exploring her journey, her impact, and the enduring legacy of her "no sabo" movement. Prepare to be inspired, entertained, and uplifted by the indomitable spirit of this remarkable influencer.

In addition to this compelling cover story, readers have the opportunity to get to know the Miss Earth Australia winners. This special feature spotlights the passionate individuals making a positive impact on our planet. The May issue of StarCentral Magazine continues to inspire and uplift, shedding light on excellence and resilience. The stories shared within these pages serve as a reminder that pursuing one's passions, no matter the challenges, can lead to remarkable achievements and positive change.

Victoria Cruz
Editor-in-chief

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HOW TO SUCCEED AS A ●

Fashion

ENTREPRENEUR

In the fast-paced and ever-evolving world of fashion, entrepreneurs face unique challenges on their journey to success. From creating a distinctive brand to understanding consumer preferences, the fashion industry demands creativity, innovation, and resilience. In this article, we delve into the fundamental principles that are crucial for aspiring fashion entrepreneurs.

The fashion world is a dynamic and competitive industry constantly evolving, demanding creativity, resilience, and entrepreneurial spirit. For aspiring fashion entrepreneurs, the journey can be both challenging and rewarding. To increase your chances of success, here are the fundamental principles to embrace:

Cultivate Creativity and Innovation

Creativity is the lifeblood of the fashion industry. As a fashion entrepreneur, your ability to think outside the box, challenge norms, and bring fresh perspectives to your designs is crucial. Embrace and nurture your creativity through exploration, experimentation, and staying attuned to emerging trends. Be open to innovative materials, techniques, and concepts that can set your brand apart. Remember, originality and innovation will help you stand out in a saturated market.

Develop a Strong Business Mindset

While creativity is essential, developing a solid business mindset is equally critical. Acquire knowledge and skills in key business areas such as finance, marketing, supply chain management, and branding. Build a comprehensive business plan that outlines your goals, strategies, and target market. Understand your customer's needs, preferences, and purchasing behaviors. Stay informed about industry trends and consumer demands. By combining your creative vision with a solid business foundation, you can make informed decisions, identify opportunities, and navigate the complexities of the fashion industry.

Build a Strong Network

Networking is a powerful tool for success in the fashion industry. Connect with fellow designers, industry professionals, suppliers, mentors, and potential customers. Attend fashion events, trade shows, and industry conferences to establish meaningful relationships. Collaborate with other creatives and seek partnerships that can elevate your brand's visibility. Your network can provide valuable advice, support, and opportunities for collaboration, allowing you to tap into a wider audience and gain exposure.



Identifying a Niche

A successful fashion entrepreneur starts by identifying a unique niche in the market. This entails recognizing an unmet need or untapped audience segment that aligns with their passion and expertise. By focusing on a specific niche, they can develop a distinct brand identity that sets them apart from competitors and appeals to their target audience.

Building a Strong Brand Identity

A strong brand identity is the cornerstone of success in the fashion industry. Fashion entrepreneurs must invest time and effort in crafting a compelling brand story that resonates with their audience. From logo design to brand colors and tone of voice, every element should reflect the brand's essence and values, creating a lasting impression on customers.

Embracing Sustainability

Sustainability has become a crucial aspect of the fashion industry. Consumers are increasingly conscious of their environmental footprint, demanding ethical and sustainable practices from fashion brands. Successful fashion entrepreneurs incorporate eco-friendly materials, ethical production processes, and fair labor practices, thereby fostering a positive brand image that appeals to socially responsible consumers.

Building a Strong Team

Behind every successful fashion brand is a dedicated and skilled team. Fashion entrepreneurs should prioritize hiring talented individuals who share their vision and bring diverse perspectives to the table. A collaborative team with complementary skills fosters innovation and propels the brand towards greater achievements.

Cultivating a Network of Influencers

Influencer marketing has become a potent tool for fashion entrepreneurs. Building strong relationships with influencers can significantly amplify a brand's reach and credibility. By collaborating with influencers whose values align with their brand, fashion entrepreneurs can leverage their influence to generate buzz and increase brand awareness.

Understanding Consumer Behavior

In the fashion industry, trends change rapidly, and consumer preferences can be unpredictable. Successful fashion entrepreneurs closely monitor consumer behavior, staying attuned to shifting trends and emerging patterns. By understanding their target audience, entrepreneurs can adapt their product offerings and marketing strategies accordingly, ensuring relevance and appeal.

Prioritizing Customer Experience

A successful fashion entrepreneur understands the significance of exceptional customer experiences. From seamless online shopping experiences to personalized customer service, every touchpoint must be optimized to leave a lasting positive impression on customers. Prioritizing customer satisfaction fosters brand loyalty and encourages repeat business.

Embrace Digital Transformation

In today's digital age, embracing technology and digital platforms is essential for success. Establish a solid online presence through a well-designed website and active engagement on social media platforms. Leverage e-commerce platforms to reach a global audience and streamline your sales process. Embrace digital marketing strategies to create brand awareness and engage with your target market. Adapt to the changing consumer landscape by staying updated on technological advancements and incorporating them into your business strategies.

Stay Resilient and Adapt

The fashion industry is highly competitive, and setbacks are inevitable. To be successful, you must be resilient, adaptable, and open to change. Learn from failures and setbacks, and use them as opportunities for growth and improvement. Stay updated with industry trends, consumer preferences, and technological advancements. Be willing to adapt your strategies, designs, and business models to meet evolving market demands. Remember, flexibility and the ability to pivot will enable you to stay ahead in the ever-changing fashion industry.

Becoming a successful fashion entrepreneur requires a combination of creativity, business acumen, networking skills, digital literacy, and adaptability. By embracing these key principles, you can navigate the challenges of the fashion industry and carve out a successful path for your brand. Remember to stay true to your creative vision while staying informed and connected to your target market's evolving needs and preferences.

HOW TO LOOK *Stylish* ON A BUDGET

Inflation can be a challenging economic reality that affects many aspects of our lives, including our fashion choices. Rising prices might make it seem like staying fashionable is a luxury reserved for the affluent, but with some savvy strategies, you can maintain your sense of style without becoming broke. Here are some tips for staying fashionable during inflationary times:

Prioritize Versatility: Invest in versatile wardrobe staples that can be mixed and matched to create multiple outfits. Pieces like a well-fitted blazer, a classic white shirt, or a good pair of jeans may be dressed up or down to fit different situations. Versatile items offer more value for your money since they can be worn in different ways.

Thrift and Vintage Shopping: Thrift stores and vintage shops can be treasure troves for fashionable finds at a fraction of the price of new clothing. These stores often carry unique, one-of-a-kind pieces that can add character to your wardrobe. Take your time browsing through the racks, and you might discover some hidden gems.

Focus on Quality Over Quantity: In times of inflation, instead of frequently purchasing low-quality, disposable fashion, it is better to invest in high-quality items that will last longer. Quality garments may have a higher upfront cost, but they often prove more cost-effective in the long run as they endure wear and tear better and require fewer replacements.

Learn Basic Sewing Skills: Learning some basic sewing skills can be empowering and cost-effective. You can repair minor damages or alterations on your clothes, extending their lifespan. Simple tasks like sewing on buttons, hemming pants, or fixing small tears can save you money and keep your wardrobe in tip-top shape.

Accessorize Creatively: An outfit's accessories may make or break it, and they're often more affordable than clothing items. Invest in a variety of accessories like scarves, belts, hats, and statement jewelry to refresh your look without having to buy entirely new ensembles.

Embrace Minimalism: Consider adopting a minimalist approach to fashion. Fewer clothing items in your wardrobe can make it easier to mix and match, reduce clutter, and keep your style streamlined. Focus on pieces you truly love and wear frequently, rather than accumulating a large collection of items you rarely use.

Rent or Borrow: For special occasions or one-time events, consider renting clothing or borrowing from friends and family. There are online platforms that offer clothing rental services, allowing you to wear high-end designer pieces without the hefty price tag.

Keep an Eye on Sales and Discounts: Monitor sales, discounts, and clearance sections at your favorite stores. Many retailers offer seasonal sales or clearance events where you can snag stylish pieces at a fraction of their original price. To learn about deals, subscribe to newsletters and follow brands on social media.

Practice Mindful Shopping: Before making a purchase, consider whether you actually need the item and whether it will go in with your current clothing. Avoid impulsive buying and focus on making intentional purchases that align with your style and budget.

DIY Fashion Projects: Explore your creativity by trying out do-it-yourself (DIY) fashion projects. You can transform old clothing into something new, embellish plain garments, or experiment with dyeing techniques. You can personalise your closet without breaking the bank with DIY projects.



UNLOCKING THE SECRETS OF BRAND *Ambassadorship*

In the world of marketing and promotion, brand ambassadors play a crucial role in connecting companies with their target audience. These individuals are trusted advocates who represent and promote a brand's products or services. If you're passionate about a particular brand or niche and dream of becoming a brand ambassador, here's a step-by-step guide to help you get started on your journey to influencer status.

Choose Your Niche: Identify your area of interest and expertise. Successful brand ambassadors are often passionate about a specific niche, whether it's fashion, beauty, fitness, technology, or travel. Your niche should align with your interests and resonate with your target audience.

Build Your Online Presence: A strong online presence is essential for aspiring brand ambassadors. Start by creating and maintaining active social media profiles on platforms like Instagram, Twitter, Facebook, and TikTok. Choose a handle that reflects your niche and personality, and ensure your content is engaging, authentic, and visually appealing.

Create High-Quality Content: Consistently produce high-quality content that showcases your passion and expertise within your chosen niche. This may include blog posts, photos, videos, or a combination of multimedia content. The secret is to add value to your audience and position oneself as an authoritative source of knowledge.

Grow Your Following: A loyal and active following requires effort and time to build. Engage your audience by answering comments, participating in discussions, and collaborating with other content creators in your niche. Additionally, use relevant hashtags to increase your content's discoverability.

Engage with Brands: Once you've established your online presence and gained a reasonable following, start engaging with the brands you admire. Observe them on social media and respond to their posts and share your experiences with their products or services. Building a genuine connection with the brand is the first step to catching their attention.

Showcase Your Passion: Authenticity is key in brand ambassadorship. Continue showcasing your passion for your chosen niche and the brand you're interested in. Share your personal experiences, reviews, and recommendations genuinely. Brands are more likely to partner with individuals who genuinely love and believe in their products.

Reach Out to Brands: Don't be afraid to reach out to brands directly. Craft a compelling pitch that highlights your passion, expertise, and the value you can bring to their brand. Research their preferred contact methods, which may include email, social media DMs, or dedicated brand ambassador programs on their websites.

Attend Industry Events: Participate in industry-related events, conferences, and trade shows if possible. Networking with industry professionals and brand representatives can provide valuable opportunities to showcase your expertise and passion. It's also a chance to make direct connections with brands.

Collaborate with Like-Minded Influencers: Working together with other influencers in your niche can help you reach more people and meet new brands. Partnering on content or campaigns with influencers who share your interests can be mutually beneficial and attract the attention of brands looking for collaborations.

Be Patient and Persistent: Becoming a brand ambassador is not an overnight achievement. It takes time, dedication, and persistence. You may face rejection along the way, but remember that persistence pays off. Keep refining your content, growing your audience, and pursuing partnerships with brands aligned with your niche.

Becoming a brand ambassador is a rewarding endeavor for those passionate about their chosen niche. It's a journey that begins with building a strong online presence, creating valuable content, and engaging with both your audience and the brands you admire. As you continue to showcase your passion and authenticity, opportunities to represent and promote your favorite brands will likely come your way, turning your dream of becoming a brand ambassador into a reality.

EXFOLIATION ESSENTIALS FOR EVERY *Complexions*

We all know exfoliating is great for our skin; through the removal of dead skin cells, you leave your skin not only softer and smoother but also as a blank canvas to absorb all the goodness from your House of Immortelle products. But before diving into an exfoliation routine, it's crucial to understand your skin type. In this article, we're going to give you a guide on realising what your own skin type is, so that you know the best course of action to get the results you're looking for from your exfoliation routine.

Different Methods of Exfoliation

Before exfoliation, you'll want to begin with a natural face cleanser to achieve optimal results. Then, you can move on to deciding which exfoliation method is best for you, either mechanical exfoliation – where you physically scrub the skin with tools or products with a grainy texture, such as a refining powder, which removes dead skin cells for a smoother texture. Or chemical exfoliation, which involves the use of chemicals to dissolve dead skin cells. Alpha hydroxy acids (AHAs) and beta hydroxy acids (BHAs) are commonly used in chemical exfoliants.

The Skin Types

Whichever method of exfoliation you choose will be defined, largely, by your skin type. So, let's break down the various skin types so that you can figure out your own and decide the best method for optimal skincare:

Normal Skin

Normal skin is well-balanced, neither too oily nor too dry. It tends to have a smooth texture, small pores, and a relatively healthy complexion. If you have normal skin, you have the flexibility to choose between mechanical and chemical exfoliation methods. Starting with a cloth or sponge and a mild chemical exfoliant is a great option.

Dry Skin

Dry skin often feels tight, rough, and flaky. It lacks moisture and may be prone to sensitivity. For individuals with dry skin, mechanical exfoliation methods may be too harsh and irritating. Instead, opt for a gentle washcloth and a mild chemical exfoliator. It's crucial to follow exfoliation with a hydrating moisturiser to replenish the skin's moisture barrier.

Oily Skin

Oily skin is characterised by excess sebum production, making the skin appear shiny and prone to breakouts. Mechanical exfoliation using a scrub or a brush can be an effective method for oily skin, as it helps to unclog pores and remove excess oil.

Combination Skin

Combination skin is a mix of different skin types, with some areas being oily and others dry or normal. If you have combination skin, it's important to tailor your exfoliation routine to address the specific needs of each area. You can opt for a combination of mechanical and chemical exfoliation methods, using a brush or scrub on oily areas and a mild chemical exfoliant on dry or sensitive areas.

How Often Should You Exfoliate for Your Skin Type?

The frequency of exfoliation depends on your skin type and the exfoliation method you choose. It's important to strike a balance between reaping the benefits of exfoliation and not overdoing it. Here are some general guidelines for how often you should exfoliate based on your skin type.

If you have normal skin, exfoliating once a week is generally sufficient. However, if you feel that your skin can handle a more intense exfoliation, you can increase the frequency to once every few weeks. Pay attention to any signs of irritation or sensitivity and adjust your exfoliation routine accordingly.

For individuals with dry skin, it's important to be cautious when exfoliating. Once a week is typically a safe frequency to avoid stripping away too much moisture. However, if you notice any signs of dryness or irritation, reduce the frequency to once every two weeks.

Oily skin can tolerate more frequent exfoliation due to the excess sebum production. Exfoliating two to three times a week can help control oiliness and prevent clogged pores. If you notice any irritation, drop it down accordingly.

If you have sensitive skin, it's crucial to approach exfoliation with caution. Start with a minimal frequency of once every two weeks and observe how your skin reacts.

If you have combination skin, you will require a tailored approach to exfoliation. Focus on treating each area of your face according to its specific needs. Exfoliate the oily areas two to three times a week and the dry or sensitive areas once a week or as needed.

Now that you've discovered your own skin type and have a basic guide on how to incorporate exfoliation into your regular skincare regimen, you can begin shedding those dead skin cells and reveal your glowing skin. Remember to proceed with caution, though; take things slowly, to begin with whilst you get to know your skin better. Just like anything else, your skin will let you know if what you're doing is working and when you're treating your skin to the best products that House of Immortelle can offer, your skin is bound to reap the rewards.



INTRODUCING Salma Qarnain

In the realm of Hollywood, few individuals possess a resume as diverse and exceptional as Salma Qarnain. An award-winning Pakistani-American actor, producer, rocket scientist, and co-founder of Black Man Films, Salma has emerged as a force to be reckoned with, revolutionizing the entertainment industry while championing authentic representation and inclusivity.

An Ivy League scholar, Salma's academic journey took her through esteemed institutions such as Stanford, MIT, and Harvard, where she honed her brilliance in the sciences and business. As if that were not impressive enough, she has seamlessly transferred her intellect and passion to the TV/film industry, making a profound impact as both a producer and actress.

With an illustrious career spanning two decades, Salma has garnered numerous accolades, including two Helen Hayes Awards and an AUDELCO nomination. Her work has graced major networks like CBS, ABC, NBC, HBO, HBO Max, and Hulu, in addition to captivating audiences in off-Broadway productions. Now, she celebrates a monumental career breakthrough as she joined the cast of the Broadway play, *Life of Pi*, a groundbreaking adaptation of the acclaimed 2012 motion picture. In the play, Salma portrays not just one but two dynamic South Asian characters, Mrs. Biology-Kumar and Muslim cleric Zaida Khan. *Life of Pi* marks a pivotal moment for representation on Broadway, being the first production centered around South Asian characters since *Bombay Dreams* in 2004.

Despite her successes, Salma remains steadfast in her commitment to pushing the boundaries of inclusivity and representation in Hollywood. As the co-founder of Black Man Films, a company she runs alongside fellow actor Roderick Lawrence, she uses the platform of film to spark crucial conversations often overlooked by mainstream cinema. Black Man Films merges art with activism, producing films highlighting the Black American experience and offering developmental opportunities to burgeoning Black and Brown talent behind and in front of the camera.

Silent Partner, a film orchestrated by Salma from conception to launch, serves as a shining example of their commitment to creating impactful cinema. The project dominated the film festival circuit, earning acceptance into 19 festivals, including four Oscar qualifiers, and garnered eight awards and nominations, qualifying for an Oscar.

Salma Qarnain's indomitable spirit, intellect, and dedication to authentic representation in Hollywood have propelled her to the forefront of the industry. With every project she undertakes, she paves the way for a more inclusive future, where diversity and innovation coalesce to redefine the entertainment landscape. As Salma continues to break barriers and challenge norms, her influence and transformative impact on the entertainment world only continues to soar.

Salma recently had an exclusive interview with StarCentral Magazine to delve into her remarkable journey within the entertainment industry. Here's a glimpse of what unfolded during the conversation.

Can you tell us more about yourself? How did you get started in the entertainment industry?

I was born to Pakistani parents and emigrated to the US as a child. My grandfather was actually a filmmaker in India and Pakistan, but he passed away at a relatively young age, leaving my father's family unstable financially. My mother always had a love of theater as well, performing in stage plays. However, as immigrants to the US, they instilled upon us that we needed to be financially stable, and that meant not having a career in the arts, even though my dream was to sing and act. College is where I really began to pursue these dreams – you could either find me in the lab or in the student-run theatrical society at Stanford called Ram's Head. I then received a fellowship to attend MIT for Aeronautics/Astronautics, and I used some of that stipend to pay for voice lessons. So, it was something that I was building, albeit slowly, while building stability for myself and my family.



What are your strong points as an actor?

Probably the biggest thing is that I can learn and grow, so I feel my work gets more nuanced and more flexible. I used to perform more drama but have also found myself in comedy and have recurred on "That Damn Michael Che" on HBO Max. I think that my collaborative mindset allows me to be open to change and remain in the moment as an actor – responding authentically to what is being given to me at any moment.

What have you learned from the directors that you have worked with throughout your career?

That I don't need to push. Relaxation is the key to presence, and the camera picks up every thought. When I'm relaxed, I am flexible enough to take in the world around me and my performance is more full, because I am focused on what I need to communicate versus on myself, which gets in the way of authentically living the situation in the scene and within the given circumstances.

What's challenging about bringing a script to life?

From an acting perspective, it's finding the time to do all the preparatory work I need. If the story is based on a true situation, I like to make sure I research what went on, who was involved, and how things unfolded. But with any script, the first thing I do after reading it is think about how each scene fits into my character's journey – what do I want at the beginning, has it changed over the course of the piece, and what I've discovered by the end. From there, it's about breaking it down into what my character wants in each scene. Not to mention the text work on figuring out your beats, builds, and the operative words for the scene to make sense. So it's a process. From a Producing perspective, bringing a script to life starts with finding the right teammates who are aligned with the script's vision and will elevate the script alongside you. That's the biggest challenge.

What do you do when you're not filming/rehearsing?

I love to spend time with my 10-year-old son and meet up with friends. If I had more time these days, I'd probably travel more and finish the Ph.D. waiting in the wings for me.

What has been the most memorable experience of your career so far?

Starring in "Life of Pi" on Broadway. It had been my dream as an actor for so long – I'd walk around Times Square and say to myself, wouldn't it be amazing to come here every day as my job? And that is just what happened. As a Pakistani-American who spent the first part of my career in engineering, I couldn't have asked for a better role than Pi's favorite science teacher, making my Broadway debut alongside 18 others and within the largest Asian-American cast on Broadway!

Who have been the most interesting people you've met so far?

Acting and producing have allowed me to work and form friendships with so many interesting people from all walks of life. For example, it has just been a gift to work with the entire cast of "Life of Pi" as well as co-starring alongside my producing partner Roderick Lawrence in Off-Broadway's "Bars and Measures." But one memory that sticks with me is improvising with Colin Jost on "That Damn Michael Che." I felt like I was performing on SNL! It was a magical day. Also, having Mariska Hargitay whisper into my ear on "Law and Order: SVU" and being held by Aaron Paul while being pulled out of a burning building on "The Path" were both quite memorable.

If someone is going to make your life into a movie, who would play you?

Someone unknown – a Muslim, Pakistani-American actress. However, I have an idea for a short film based on my experiences starring my younger sister, who is an incredible actress and voice artist – Zehra Fazal. It might be time to pull that draft script out of the drawer and dust it off!

What are your future plans? Inside your career or out of it.

This year, I'll be producing my first feature film with my production company Black Man Films. And then? I just want to keep telling stories that change hearts and minds and have incredible fun doing it. Other than that, I want to prioritize my happiness. We only get this once.



StarCentral MAGAZINE

Ana Saia, the vibrant force behind the "no sabo" movement, continues to captivate and inspire over 3 million followers across TikTok and Instagram with her magnetic charisma, razor-sharp wit, and unwavering commitment to authenticity. As a stunning, talented, and comical influencer, Ana is redefining what it means to embrace Mexican American heritage in the digital age.

Through candid discussions about language barriers, cultural clashes, and personal insecurities, Ana is empowering others to embrace their unique backgrounds with pride. As a vocal advocate for inclusivity, she challenges outdated notions of Latinx identity, championing the "no sabo" kids who navigate the intersection of multiple cultures.

Now, Ana Saia, the self-proclaimed "red-headed Latina," is poised to conquer new frontiers in the worlds of acting and singing. Despite facing obstacles growing up, she is pursuing her passion with unwavering determination, inviting her followers to join her in celebrating resilience and pursuing dreams against all odds.

Even in the face of adversity, Ana remains unapologetically herself. Whether confronting hate comments or sharing personal struggles, she serves as a beacon of positivity and empowerment, inspiring countless individuals to embrace their imperfections and stand tall in the face of adversity.

Ana's commitment to authenticity and advocacy resonates deeply, sparking conversations about language, culture, and belonging. From hilarious skits to heartfelt anecdotes, her content strikes a chord with a diverse audience seeking authenticity and connection.

In an exclusive interview with StarCentral Magazine, we caught up with Ana to gain insight into her extraordinary journey. Here's what went down:

1. Your "no sabo" movement has garnered widespread attention and support. Can you share the inspiration behind this movement and what it means to you personally?

The inspiration behind the "no sabo" movement comes from a place of inclusivity. There are a lot of Latinos who feel like they can't embrace their culture for either not knowing the language or being ridiculed as "not Latino enough". I wanted to help those people not be afraid to embrace their Hispanic culture because it is an important part of who we are as individuals,

regardless of our appearance or fluency in Spanish.

2. As a prominent influencer with over 3 million followers, how do you use your platform to advocate for inclusivity and challenge outdated stereotypes?

I often use my platform to advocate for inclusivity by sharing my own personal experiences within the culture, both good and bad. I prefer to use humor to show the absurdity of things people have told me, knowing that there are other people watching who have gone through similar situations.

3. You've been vocal about embracing your Mexican American heritage and navigating cultural identity. What advice do you have for others who may be struggling with similar challenges?

My advice to those struggling with cultural identity is to be proud of who you are. We live in a time where so many cultures are mixed and shared within families, making it hard to have a definitive cultural identity. It's okay to have multiple cultures because not everyone is going to have the same cultural experiences. This is what makes every person unique and beautifully interesting.

4. Your journey into the world of acting and singing is incredibly inspiring. What motivated you to pursue these artistic endeavors, and what challenges have you faced along the way?

Since I was young, I've been drawn to music and many other artistic subjects. I loved the idea of getting lost in a movie or a song that could give you a completely different outlook on life. Lately, I have been trying to mix what I do online with what I hope to become one day by translating popular songs in Spanish or recreating a skit I made up of a telenovela. The challenge has been to keep going, be patient, and wait for my opportunity.

5. Despite obstacles growing up, you've remained determined to pursue your passions. How do you stay motivated and resilient in the face of adversity?

I stay motivated to pursue my passions and to stay resilient by knowing there is nothing else I'd rather be doing with my life. I work hard to prove that I'm capable of taking on challenges and give myself grace in the face of my failures. My parents have also been a big part of reminding me since I was young not to care what other people think of me because the only thing that matters is what I think of myself at the end of the day.

INTRODUCING Anna Saia



6. Your content on TikTok and Instagram resonates deeply with your audience, sparking important conversations about language, culture, and belonging. How do you approach creating content that is both entertaining and meaningful?

I try to create entertaining and meaningful content by drawing from my own experiences. I often use humor to learn new things, so when I create content, I try to make that a theme throughout my videos related to my Hispanic culture.

7. Can you tell us about a particularly memorable moment or interaction with a follower that has impacted you personally?

One memorable interaction with a follower happened while I was shopping at a store for some Halloween decorations, and I fell three little shadows following me through the aisles. When I turned around, these three kids' eyes lit up, and they were excited but also very shy. I remember them coming up to me and asking first if I was who they thought I was, and then they told me how they were all learning Spanish from my videos. Their parents were with them of course and told me that they appreciate the videos I make because they want to keep Spanish alive in their household. I often think of this moment whenever I'm having a hard day online.

8. In your journey of self-discovery, what key lessons have you learned about authenticity and staying true to yourself?

Some key lessons I've learned about authenticity staying true to myself include living through my own experiences. I try to think of the videos I make as an extension of myself even if it's only for a couple of seconds. If there's videos that are trending but aren't necessarily for me, then I avoid doing them. My most authentic self is when I share parts of myself that I love, including my Mexican culture, singing, acting, etc.

9. How do you handle negativity or hate comments on social media, and what advice do you have for others facing similar challenges?

I handle negativity online by not looking at it for the most part. I have had to learn that part of being online comes with not everyone liking you. The only person who has to like me is myself, and I've taken the time to learn to love myself through the good and bad times of my life. My advice to others facing it is to keep going if it's what makes you happy and you're not hurting anyone. Everyone is entitled to their own opinions, but that's all they are, an opinion without knowing the full picture.

10. Looking ahead, what are your professional and personal aspirations for the future? How do you hope to continue making a positive impact through your work and advocacy efforts?

Looking ahead, I hope to be a professional actor and create content that reflects the journey. Personally, I hope to be at a point in my life where I'm able to support my parents and my own family. I aim to keep making a positive impact by continuing to share parts of my life and working towards a business that can advocate for others to want to learn Spanish.



Welcome to TV6 Network, the premier hub that caters to all your entertainment needs. We take pride in being your ultimate destination, providing a comprehensive platform that goes beyond conventional television programming. At TV6, we curate a captivating assortment of shows and content that immerse you in the realms of lifestyle, business, fashion, and the latest trending topics.

Prepare yourself for an extraordinary journey as we transport you to a world brimming with inspiration, knowledge, and style. We believe in the power of media to shape our lives, and that's why we dedicate ourselves to exploring an extensive range of subjects that have a profound impact on our modern society.

Through our meticulously crafted programming, we aim to ignite your imagination, broaden your horizons, and empower you with valuable insights. Whether you're seeking guidance on personal development, the latest updates in the business world, or a sneak peek into the glamorous realm of fashion, TV6 Network has got you covered.

The logo for TV6 Network features the letters 'TV6' in a large, stylized font. The 'T' and 'V' are dark blue, while the '6' is a metallic silver with a 3D effect. Below this, the word 'NETWORK' is written in a smaller, black, sans-serif font with wide letter spacing.

TV6 NETWORK

Our lifestyle segment brings you a kaleidoscope of topics, from wellness and fitness to travel and home decor. We strive to provide practical tips, expert advice, and real-life stories that inspire positive changes in your everyday life.

In the realm of business, we delve into the strategies and success stories of influential entrepreneurs, offering a unique window into the corporate world. With exclusive interviews, behind-the-scenes glimpses, and expert analysis, we empower aspiring professionals and seasoned business leaders alike to thrive in an ever-evolving market.

Fashion enthusiasts are in for a treat as we unveil the latest trends, iconic designers, and captivating runway shows. From haute couture to street style, we celebrate the artistry and creativity that shape the ever-evolving fashion landscape.

And of course, we can't forget the trending topics dominating our collective conversations. Whether it's the latest technological advancements, cultural phenomena, or social movements, TV6 Network ensures you stay informed, engaged, and up-to-date.

At TV6 Network, we pride ourselves on offering a diverse range of shows that cater to your unique interests and passions. Each program is meticulously crafted to entertain, educate, and inspire you, ensuring an unforgettable viewing experience.



TV1 is an entertainment and lifestyle global streaming platform offering Australian content. TV1 promotes the most exhilarating events, the most glamorous and successful people, the most in-demand celebrities, the hottest rising stars, and the most exciting trends down under. TV1 may be new but it's most certainly in demand and 100% Australian. We are committed to making Aussie local talents, events, and entrepreneurs easily accessible to both our local and international audiences via the highest quality streaming technology.

Co-founded by the StarCentral Media Group and the Australian Millionaire Business Network, the TV1 channel is the home for independent Australian Screen content. We very much welcome our local screen practitioners from emerging through to the established to make TV1 their home. By streaming your content on TV1, you join a family of rising stars, entrepreneurs, celebrities, and various artists.

MISSION: Our mission is to present the most unique and compelling original Australian content by tapping into the hottest local talents and events.





10 TikTok Side Hustles

That Can Turn Your Videos into Cash

In recent years, TikTok has exploded in popularity, becoming not only a platform for entertainment and creative expression but also a potential source of income. Many users have discovered the power of turning their TikTok presence into a lucrative side hustle. Whether you're a talented dancer, a witty comedian, or a skilled DIY enthusiast, there are numerous opportunities to monetize your TikTok content and generate extra income. Below, we will examine some potential TikTok side hustles and provide valuable tips on how to make the most of them.

Brand Partnerships

As your TikTok following grows, brands may approach you for sponsored content. Collaborating with brands allows you to earn money by promoting their products or services to your audience. Choosing partnerships that align with your values and resonate with your followers is essential.

Influencer Marketing

As an influencer on TikTok, you can use your platform to promote other creators' content or products and earn a commission. Joining influencer marketing platforms or affiliate programs can connect you with brands and opportunities to monetize your influence.

Livestreaming

TikTok offers a live feature where viewers can personally reach out and send you virtual gifts that can be converted into real money. Engaging your audience through live Q&A sessions, performances, or tutorials can encourage them to support you with gifts.

Merchandise Sales

If you have a strong brand and dedicated followers, consider creating and selling merchandise related to your TikTok content. This can include clothing, accessories, or even digital products like e-books or presets.

Sponsored Challenges

TikTok is known for its viral challenges. As your popularity grows, brands may approach you to create and promote custom challenges for their products. These collaborations can be

highly lucrative and provide exposure to a broader audience.

Online Coaching or Classes

Consider offering online coaching or classes if you have a specific skill or expertise showcased on TikTok. Whether it's dance, fitness, makeup, or cooking, you can leverage your TikTok presence to attract students and offer paid lessons or workshops.

Content Creation for Businesses

Many businesses recognize the power of TikTok and are looking for content creators to help them establish their presence on the platform. You can offer your skills in video production, editing, or content strategy to create engaging TikTok content for businesses on a freelance basis.

Sponsored Events or Appearances

As your TikTok following grows, you may receive invitations to attend events or make appearances. Brands or event organizers may offer compensation for your presence, which can provide additional income streams.

Ad Revenue

Once you reach a specific follower count and engagement level, you become eligible to monetize your TikTok videos through the TikTok Creator Fund or by partnering with third-party advertising platforms.

Virtual Gifts and Donations

TikTok users can support their favorite creators by sending virtual gifts or making donations. Building a strong connection with your audience and regularly engaging with them can encourage their support through these means. It's essential to approach your TikTok side hustle with a strategic mindset, consistency, and authenticity. Building a loyal following and attracting brand partnerships takes time and effort. Remember to prioritize your safety and well-being, and be cautious of potential scams or untrustworthy offers. With dedication, creativity, and a solid understanding of your audience, your TikTok side hustle can become a rewarding and profitable endeavor.



Photo Credit: Tony Palliser of Studio 49

Deborah MADRIAGA

Deborah Madriaga, hailing from Campbelltown, New South Wales, is a 21-year-old with Filipino roots. While currently making waves as a freelance model, she dreams of pursuing a career as a flight attendant in the future. Deborah is not just a model; she's also a passionate advocate for sustainable fashion, tirelessly promoting support for small businesses, eco-friendly products, and a reduction in the excessive consumption of fast fashion.

Beyond her modeling career, Deborah's heart belongs to the basketball court, a love she's cherished since the age of 10. This sport serves as both her physical and mental health sanctuary. While she has always had a passion for sports, her fascination with heels and crowns has led her to take action toward a brighter future.

Luna OJACASTRO

Luna Ojcastro, at 28 years of age, proudly represents Rockhampton City, Queensland, in the Miss Earth Australia 2023 competition. Her journey to Australia began during her teenage years, having spent her childhood in the Philippines, where nature was an integral part of her upbringing. Those precious summer breaks were dedicated to planting coconut trees, and after school, she embarked on long drives beyond the city to her family's farm, cultivating rice and vegetables to share with their local community. From an early age, Luna grasped the profound impact Mother Nature had on her family's livelihood and the well-being of wider society.



Photo Credit: Tony Palliser of Studio 49



In her present role as an Insights Analyst at Australia's largest bank, Luna delves into data analysis, providing invaluable strategic insights that guide business decisions towards the development of sustainable products and services. Her decision to participate in Miss Earth Australia stems from her desire to be a vocal advocate for her two great passions – nature and business. This is encapsulated by her commitment to environmental advocacy through Corporate Social Responsibility (CSR), which embodies taking responsibility and action for our environmental choices. Luna firmly believes that nature and business can harmoniously coexist, and when managed conscientiously, they can lead to environmental harmony and enhanced human productivity.



DAVE CHOO
PHOTOGRAPHY



Photo Credit: Tony Palliser of Studio 49

Kajol
CHAND

At 21 years of age, Kajol Arishma Chand hails from a Fijian background. She is a dedicated student at BCHS, specializing in clinical nutrition within the realm of Health Science. Her academic pursuits are complemented by a fervent passion for tennis, enriched by a storied sporting history that includes proud representation of both Australia and Fiji on the international tennis stage. Alongside her tennis prowess, she generously imparts her expertise as a part-time coach.

Looking to the near future, Kajol eagerly anticipates a new chapter as she prepares to launch the 'KAC Skin, Health, and Wellbeing' clinic. Rooted in her Fijian heritage, she holds a profound commitment to advocating for sustainable living practices, and this ethos will be woven into the very fabric of her clinic's offerings.

The inspiration for her journey extends close to home, as her disabled sister holds an irreplaceable place in her heart. The unwavering resilience and determination of her beloved sibling serve as a daily reminder of the paramount importance of inclusivity and accessibility within the wellness field. Kajol's overarching goal extends beyond merely helping individuals achieve their health and wellness aspirations; it encompasses a broader mission of promoting eco-friendly choices for the betterment of our planet.



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