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FASHION MANDU

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INSTA FAMOUS IS IT REALLY WORTH IT TO BE FAMOUS ON INSTAGRAM?

FIND OUT MORE ABOUT

BRITTNEE SHEATH

MEET THE SHOW STOPPERS OF FASHION MANDU 2016

THE DARK SIDE OF MODELLING MODELS EXPOSE DARK SECRETS OF THE ENTERTAINMENT INDUSTRY

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Editor's notes

I am very excited to welcome you to FashionMANDU Magazine. I am proud to be editor-in-chief for a publication that celebrates diversity in the modeling industry. FashionMANDU Magazine promotes rising talents from multicultural backgrounds with a strong focus on local models and entertainers. It is great to be able to inform readers about the plethora of potential that exists within Australia.

This magazine is the offshoot of the FashionMANDU event of 2015 that incorporated a model search and a complete fashion show unveiling local designers in a celebration of the fusion of Western and Traditional influences. A percentage of proceeds from the event benefited the "earthquake victim of Nepal" (organised to assist the shelter and education of children via NGO Jeewan Utthan).

The event and this magazine would not be possible without the contributions from the following talented dress designers last year - Katie Maree, Teeto LC, Jai ho I Instyle, Amit Baral, Bishwo Gautam as well as jewellery designers - RB Diamond Jeweller and Tuga by KZ.

So, find a comfy spot and sit back and enjoy your copy of FashionMANDU, Australia's premier multicultural fashion magazine.

Patricia Higgins
editor in chief

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Archana

Achieving success in your adopted country is never an easy thing. But, to achieve success in the beauty pageant/modelling industry and to have it benefit the less fortunate, is a very special achievement indeed.

It was an accomplishment realised by Archana Thapa, producer at FashionMANDU. A charity event was held in August 2015 at the MMC Conference and Function Centre in Sydney that benefitted Jiwan Utthan Australia, an Australia-based organisation working to help earthquake victims and orphans in Nepal. The show, consisting of 20 models from 14 different countries, featured the work of Nepali designer, Bishwo Gautam. It also featured the talent of other acclaimed designers such as Jai Ho Instyle, Kyatre Murray and Amit Baral.

Archana came to Australia from Nepal full of hopes and dreams. But while her interest lay with the fashion industry, she had first made a promise to her father – "I have to finish my study of Nursing which I did..." Her eyes were opened to the world of fashion after watching fashion shows on TV. Soon after, it transformed into a passion and she entered a beauty pageant when she was 14 years old. She was named first runner up and after that, there was no going back. "I love to do makeup and always want to be up-to-date with current fashion. It helps to grow my confidence." But Archana always felt that she could do more with her love for the industry.

That was when she dreamed of FashionMANDU – "Honestly speaking, I love my country Nepal a lot and want to introduce the fashion of my country all over the world. It will be my privilege if I can do something back to my country." The event was a complete success and plans are underway for the 2016 showcase – "I still have lots of things to do...my future plan is to...make FashionMANDU a huge success in different states of Australia and different parts of the world." On top of that, she plans to become an oncology nurse. But, she has the support of her family behind her and a firm belief: "If you have dedication and passion then nothing is impossible in this world." Archana Thapa certainly looks set to reach a pinnacle of success and to see her very diverse and worthwhile endeavours come to fruition.



Kiran

Kiran Newan had been involved with the fashion industry for sometime before photography really piqued his interest – "I was browsing through the work of a professional photographer and the images inspired me on a journey to capture similarly powerful photos via my own lens... I bought a camera, Nikon D90, in 2009...then after I started my photography career." He became immersed in the process of "capturing a beautiful memory and the art, style and expression of the individual." A great admirer of the work of the revered Peter Coulson (multiple award-winning fashion photographer based in Melbourne, Australia), Kiran is also deep into learning how to capture the essence of different cultures with his camera as well as honing his skills in street, event and portrait photography.

Originally from Nepal, Kiran's dual passions for photography and fashion came together when he became one of the producers of FashionMANDU 2015 – a charity event that benefitted Jiwan Utthan Australia, an Australia-based organization working to help earthquake victims and orphans in Nepal and featured the work of Nepali designer, Bishwo Gautam. It also featured the talent of other acclaimed designers such as Jai Ho Instyle, Kyatre Murray and Amit Baral. Kiran enjoyed the fact that not only did it help a worthy cause, it gave both professional and up-and-coming fashion designers the chance to showcase their work. He loves being in an industry where so many creative fields and passionate individuals come together.

With the full support of his family behind him ("especially my mum is very supportive in my career"), Kiran plans to continue combining his love for photography and for fashion. He also hopes to help build upon the success of FashionMANDU's inaugural event and see it continue to grow as a platform for fashion designers from Nepal and from all over the world to present their work.

THE DARK SIDE OF Modelling

By Patricia Higgins

If you're a model in the modern digital landscape, or an aspiring model attempting to get noticed, chances are you will encounter some very challenging obstacles. The path to success is not always as clear-cut as you might imagine – there are a multitude of pitfalls to navigate along the way. There are some hazards that always seem to come with the territory. Welcome to "the dark side of modelling".

One of the common rites of passage for aspiring models is to participate in competitions, pageants and similar. They are a way to obtain some notoriety (for the winner mainly) a few images, some experience and the opportunity to network. However, in today's world of social media being involved in a competition can come with the associated hassle of being asked to get "likes" and running a campaign for popularity and support online. Such an undertaking is time consuming at best. At worst, it requires the hustling skills of a grade A spammer. Be prepared for some "unfriending" in the process.

This forms just one of the less than desirable aspects of participating in a modelling competition. Common contests for cash prizes (those on the hunt for a Miss this or that and hosted in nightclub and pub venues) have been known to be unsavoury. It's obvious that their main purpose is to provide free entertainment in the form of "eye candy" for patrons of the venue.

Bias is a common issue with the selection of the winners of these competitions. It's not that they are always rigged but it's that there is always that distinct opportunity. Among the judging panel you will usually find some sponsors of the event. And, amongst the competitors it's often the case that you will find girls who are already employed by that aforesaid sponsor or who have done a lot of promoting of the sponsor's brand etc. In the case of swimwear, if a contestant is wearing the judge's label it's surely not going to hurt their chances of scoring more points. There are also usually girls who are tried and trusted faces on the pageant circuit. It can certainly take some jumping through hoops for a newbie.

Sarah* is one such individual who chose to boost her photographic modelling career via a competition held on the Sunshine Coast, QLD. The competition was to find the quintessential beach loving bikini girl with a sunny personality to match. While Sarah made some contacts via the event (mainly via social media) she never expected just how dark her experience would become. Hers is a tale of sexual harassment and unfair dealings. She never received any prize money (endless excuses were made) and was told to deal with the lewd behaviour of a sponsor "because he was rich".

It seems easy for people to make assumptions about models (and particularly about those who participate in bikini competitions). Assumptions about morality often come in the form of offers and invitations that skew the line between being a model and being an escort. It's a situation akin to the proverbial casting couch. Trying to get your foot in the door in the modelling world should never come at the cost of feeling uncomfortable and feeling that you have been taken advantage of.

There are other ways that a model can feel compromised – particularly in relation to where photographic images are used. The standard advice is always to read and sign a model release form. However, it's not that difficult for images to fall into the wrong hands. Once they are used on social media it is possible they can be copied and used without permission. Examples include usage by people setting up fake profiles and on sites for adult entertainment or similar.

Provided you're not an adult performer (you would likely have less qualms but this doesn't mean to say that adult performers don't have an equal right to privacy) the general rule of thumb is to ask, "Would my mother be happy if she saw this?" Once you've crossed into territory beyond this line there can be no going back. You don't know and control where the images can turn up in the future. The alarming truth is that there are plenty of underground online communities and forums where users request nudes of girls and similar material - an incredibly violating scenario where the users actually appear obsessed with women that they have seen in person or encountered online.

It's enough to make you shiver. Being a model today's world means traversing a veritable minefield of potential pitfalls. Building a portfolio and gaining exposure is as much about careful decision-making and awareness as it is about talent and ambition. The digital world makes it so easy for images to proliferate. Reputation is such a valuable, yet fragile commodity. Be aware that it can be easier than you might imagine to stumble along the way and take due care to ensure your wellbeing, sense of self and integrity at all times.

*name changed to maintain anonymity.





"My clothes represent the fusion of tides and volcanic eruption; the perfect way to describe how women feel and the power they have," says Anya Hurwood. And it is the perfect way to describe the designer herself. "Clothing for me is an outlet for expression." If one is to describe Anya's creations, it would be: dark elegance. Her creations feature a rock-chic feel with lots of metallic embellishments; bold, sharp lines; with mesh and lace panels which allow sexy, little peeks at the flesh underneath.

Anya works out of a studio near Chinatown in Sydney. Her clothes grace the racks of some of trendy Paddington's most fashion-forward boutiques and models dressed in her designs have strutted the runways of Fashion UnWINEd (a beauty, fashion and lifestyle event held at the Woolgooloo Bay Hotel in September 2015) and at the Pacific Runway Fashion Show held at Carriage Works, Sydney on October 30, 2015]. Anya's work has also been featured in the January 2016 edition of Surreal Beauty Magazine.

Anya is a student of fashion design and also has an impressive talent for creating fashion accessories – necklaces, bracelets, headpieces – all of which echo the rock-chic aesthetic of her clothing. Originally from Ljubljana, Slovenia, she also has extensive marketing experience where, as part of her role, she became proficient at four languages - English, Russian, Slovenian and Ukrainian. She has also designed for two Singaporean boutiques – MUN Boutique and Characters Boutique – before opening her own in Sydney.

Running her own boutique has given Anya the freedom to explore her talent and passion. "Styling, designing and sewing let me express my emotions and enable people to express theirs. I am a result-oriented person who has always focused on creating quality garments." She also approaches her work as a way to empower women and to help them "embrace their body types." With her bold, beautiful and edgy creations, Anya Hurwood is truly a designer worth watching out for.

Lena



It was a trip to New York Fashion Week a few years ago that finally decided Lena Kasparian's mind and set her feet on the path that she's now on. One year ago, she introduced her own label, 'Lena Kasparian' to the world and opened a boutique with the same name on Church Street, Parramatta, New South Wales.

But Lena is not new to the fashion industry. Building on a childhood love of fashion, she helped her parents run their family's women's boutique for many years as well as building her own career as a fashionista, beauty pageant advisor and celebrity stylist before that fateful trip to New York. She enjoys "...seeing people look amazing and feel great about themselves...styling is a gift and talent...I love educating people on fashion..." Her career as a stylist (Australian TV personality, Amanda Keller is one of her clients) has seen her cross paths with many interesting individuals – "...A-list stars, royals and singers...I have many famous friends, but I think all people are interesting...everyone has a story..."

And now she's writing a new chapter in her own. Walking into the doors of her boutique into the showroom mysteriously referred to as the 'Panther's Den' (the panther is Lena's totem – representing courage, valour and power; a symbol of strength and elegance which is powerfully echoed in her beautiful designs), one cannot deny how special the 36-year old's talent is. Coupled with her honest desire to help her clients not only find the perfect outfit, but feel amazing in it, Lena is truly a rarity in her field.

It is no wonder then that this award-winning designer wants to take her label to the world. It will not be easy – "...it is a tough industry and very competitive, I've learned to focus on my goals and push forward without being distracted by other people's ideas and criticism. I do 'me' well and no one else can do it better..." Her talent, combined with her grit and determination, one can see her succeeding in her goal, just like her role model – "...Coco Chanel is my inspiration she never gave up on herself..."



Teeto Schimat-Stowers did not start out in the fashion industry. Born in the Pacific Island nation of Samoa, Tito's exposure to the entertainment industry began through Polynesian music and dance. Trained in Hawaii, Samoa and New Zealand, he was once regarded as one of the foremost traditional Samoan fire knife performers in Australia. But, it was this exposure – with music and traditional costuming coming together – that prompted Teeto to turn his hand to fashion. "as a performing artist, I love nice and colourful costumes... playing and mixing fabric and colour together...so that's where it all started." Thus, 'Lavashe Couture' was born.

His creations are inspired by his late mother and by his love of nature. One of his designs was worn by Miss Fiji at the Miss Earth Beauty Pageant 2015 that was held in Vienna, Austria in November 2015. Though he still considers his forays into the fashion world as a "hobby", he has nevertheless enjoyed success and gained recognition in the industry. He was the opener for the Pacific Runway Fashion Show held at Carriage Works, Sydney on October 30, 2015 and he was also featured at FashionMANDU (a charity event benefitting Jivan Uthman Australia, an Australia-based organization working to help earthquake victims and orphans in Nepal) where his creations included dazzling white wedding gowns and gold floor-length stunners.

With a mind constantly churning out new ideas, Teeto hopes to one day turn 'Lavashe Couture' into a legitimate business venture and if his recent successes are anything to gauge by, he may very well succeed in doing so.



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BRITTNEE SHEATH

MODEL

By: Jennifer Aluning

Playing dress-up is a normal part of every little girl's life. It was no different for Brittnee Sheath – "I always had a passion for fashion/stilettos/make up and being behind the camera." But unlike other little girls, that early imaginary play transformed into a career for Brittnee when she entered her first pageant when she was 13 years old – "I knew within myself that this is the industry which was meant for me."

The realisation that she had found her calling was further cemented when she became a state/national finalist in the Miss Teen Galaxy Australia Pageant. The Pageant works in conjunction with charity organisations all over the world to raise funds for their biggest focus: childhood cancer research. She is again competing in 2016 and was just named a State Finalist raising money for the Make-A-Wish Foundation. This year, she aspires to make it all the way to the end and become Miss Teen Galaxy Australia. Out of all her successes (she was also a multiple award-winner at the Future Faces Pageant that was held to benefit Westmead Children's Hospital in July 2014), one stands out so far – it is being named "Best Model of the Year" at FashionMANDU 2015 (a charity event benefitting Jiwan Uthman Australia, an Australia-based organization working to help earthquake victims and orphans in Nepal).

The beauty pageant/modeling industry is not an easy one. There is the constant pressure of competition as well as looking your absolute best. But the Australian beauty has found that she enjoys this world as she finds that fashion "is an extension of my personality." She is also inspired by the passion that she has seen fashion bring out in the people she has worked with – it "gives a certain amount of freedom to people and allows them to be who they want." Being given the chance to work alongside other top models and fashion designers, Brittnee has seen the evidence of how valuable that passion can be.

Residing in Pitt Town in the Hawkesbury Region of New South Wales, the 16-year old has a long and exciting journey in front of her. Looking over her achievements so far, one can forget that she only really started her pageant career three years ago! But, she holds true to her tenet – "To believe in yourself and know that you can do anything that you put your mind to." She can also count on a strong support network – "I'm very lucky to have a supportive family who are behind me in everything I do especially my mum who is always by my side throughout everything." Brittnee plans on not only continuing her career in the modeling industry, but also to finish high school and go on to complete a Bachelor's Degree in Education to become a primary school teacher.

Holding fast to her favourite quote from Walt Disney: "All dreams can come true if we have the courage to pursue them," Brittnee Sheath has proven that she has the drive and the guts to forge her way in the world that she's loved ever since she was that little girl playing dress-up.



Trending on Instagram

IS IT REALLY WORTH IT??

By: Patricia Higgins

Instagram: it's the ultimate "Weapon of Mass Distraction". It's one of those aspects of modern life that has become hard to avoid and hard to keep up with. If you're an entertainer, public figure, a small business owner (indeed, a business owner of any kind) then you will understand that maintaining a presence on Instagram is essential.

However, it's become equally true that Instagram is also the domain of vacuous self-promotion, fickle trends and spammy requests of all kinds – including those that offer followers in return for payment. It's often about spending hours getting the "perfect selfie" or "hashtagging" yourself into oblivion. And sometimes, Instagram is just so plainly stupid – does anyone really know what "thighbrow" is and what specifically constitutes a "bae".

Web-based statistics show that Instagram has an engagement rate of 15 times that of Facebook and of the approximate 3 billion Internet users worldwide, that 17 per cent of these are on Instagram. That's a massive audience at absolutely anyone's disposal – from the professional social media marketer to the stay-at-home Avon mum.

But, how do you attract and retain followers? What does it take and what do you have to sacrifice – what lines do you need to cross to keep in the game?

There's definitely a lot of junk out there on (what is colloquially referred to as) "Insta". At the moment you'll come across a whole bunch of people hawking the same wares (like you would in any real world market place). These usually take the form of body wraps, protein powders, teeth whitening product etc. Over-saturation is a massive problem: keeping people interested is the name of the game. True success in the Insta universe is about avoiding being passé at all costs.

What is trending changes as quickly as the direction of the wind. Or, in Insta speak – everything so rapidly becomes #solastweek.

Becoming an Instagram king or queen is, of course, about posting the coolest, most envy-inducing images. Instagram is a predominantly visual medium. That old cliché proves true – a picture speaks a thousand words. It's about projecting the dream.

A flood of mildly sexually arousing imagery usually does the trick, and although an uncensored female nipple will get you banned, you can still post all sorts of generic body parts as creatively as you can possibly imagine. Ideally, you need to be travelling to the most exotic of locations on a daily basis and generally be exposing a butt cheek or a bit of side boob on a mountaintop or beside a specular ocean vista in the process (extra points for performing some ridiculously contorting yoga pose all at the same time).

How is this sustainable or even achievable in the first place? Should you hire your own "side boob stand in"?

That's where the role of Instagram promoters comes in. Usually young and glamorous models, they are hired by companies and given freebies in order to attract a mass of followers to the brand. These "Instagram Models" spend their time uploading pics and hashtagging as much as they possibly can in order to maintain their following – often documenting every moment of their day in meticulous, perfect detail.

One of these former Insta devotees, Essena O'Neill, recently took a much-publicised stand against the lifestyle she had become accustomed to, claiming she was "quitting social media." In a video (which quickly and somewhat ironically went viral) O'Neill talked about her obsession with achieving the perfect body and how she used to skip meals because of the fitness model on Instagram that she aspired to look like.

O'Neill also complained that being an Instagram based promoter and model for various brands meant spending hour after hour creating the perfect "selfie" an obligation that sapped her ability to enjoy authentic moments in life. She said she was suffering from depression as a result.



Becoming an Instagram celebrity was a never-ending obsession and there could never be enough followers to satisfy O'Neill's ego.

Whether or not O'Neill's experience is indicative of the general experience of Instagram users and promoters is arguable. Nevertheless, it does point to the considerable problems arising from a tool that creates a fickle measure of influence.

Despite all the efforts to measure and analyse social media marketing, a formula that guarantees mass followers on Instagram just does not exist. I would argue that in a lot of ways Instagram is a necessary evil. Stay savvy - you need to be seeing some tangible return on investment for the time and energy expended to be worth it. Social media is capricious, and, if you let it, it has a huge capacity to suck you in. In short, it's not worth selling your soul to Instagram.



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Sonny



Sonny has been modelling for as long as she can remember, in fact from a tender 4 years of age. Ever since then, she's been captivated by the fashion world. She loves its diversity and ever-changing moods – giving its wearers the opportunity to be "different and unique." Sonny particularly loves the artistry of the edgy, avant-garde side of fashion. She also loves that fashion gives her the ability to look her best which boosts her self-esteem, and in turn fuels her drive to be the best she can be in her career.

The 16-year old from Thornton, New South Wales remembers "watching beauty pageants on TV and wanting to be just like them." The show, 'Australia's Next Top Model' also inspired her. But, she only decided to make it into a career when she watched her friend, Tegan Martin become Miss Universe Australia and then go on to represent Australia in the Miss Universe Pageant in 2014 – "she's an inspiration to me hopefully I will be as successful as her." Now, Sonny has taken some big steps of her own to emulate her friend. In July 2015, Sonny traveled to Bloomington, Minnesota, USA to represent Australia in the Global United Pageant and ended up winning the title, Miss Teen Global United International (the pageant raises funds for childhood cancer research) – "the sheer joy of winning my lifetime dream of all...Miss Teen Global United International...this has been my biggest memory of all time." One month later, she was named a "Showstopper" at FashionMANDU (a charity event benefitting Jiwan Uthman Australia, an Australia-based organization working to help earthquake victims and orphans in Nepal).

Though only 16 years old, Sonny has been in the industry long enough to learn some hard lessons. One of which is "not to trust so easy. Be yourself...I have learned not everyone has your back...but if a friend is in trouble I'm always first to run and care no matter what." Helping her navigate through the modeling world is her mother, Sue Turner, "she's my manager and my best friend. I don't think I'd be here without her."

Sonny's ultimate dream for her career is to one day become Miss Universe and a constant motivation towards that goal is her knowing "that you don't know what's around the next corner...and that you could be the biggest you could ever be." The world awaits you, Sonny Turner.

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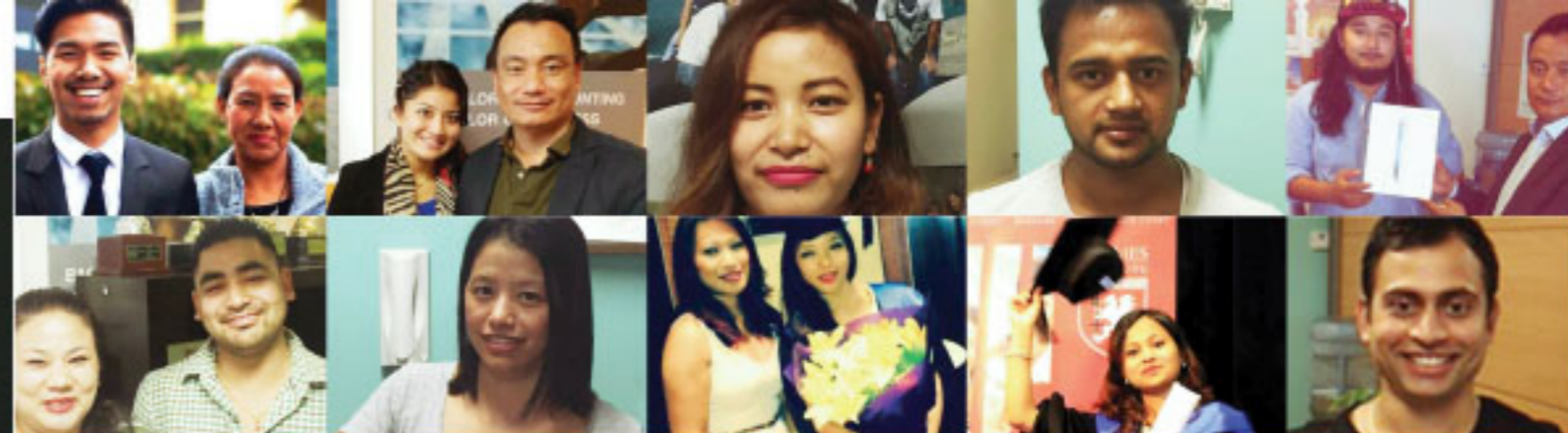
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