



PACIFIC  
RUNWAY FASHION  
GO BEHIND THE  
SCENES INSIDE ONE OF  
THE BIGGEST FASHION  
EVENTS OF THE YEAR



MEET SKETCHSHE  
THE TRIO FROM AUSTRALIA  
WHO ARE TAKING  
OVER THE INTERNET

TENTH  
ANNIVERSARY  
*Issue*





**RAY BARTHOLOMEUSZ**  
 Photography  
 Fashion | Weddings | Events  
 M: 0413080713  
 E: ray.bartholomeusz@yahoo.com.au

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SketchShe

Find out more about the wonderful trio of girls taking the world by storm!



OPENING REMARKS



As we approach the end of 2016, I would like to send my thanks to all of our readers and staff for what has been another great year for us. I am aware of the amazing work that is being done across all areas of our company so I'm very proud of what we have accomplished and delivered as a team this year. The end of this year also marks StarCentral Magazine's 10 year anniversary and I would like to thank God for keeping us alive throughout the years. My best wishes to all of you for the holiday season and I hope you all have an enjoyable time with your family and friends. God bless.

Mike Ilagan  
 Managing Director

20 Miss Earth Australia winners  
 Get to know the Miss Earth Australia 2015 winners



EDITORIAL



**Editor-in-chief**  
Jennifer Aluning

**Managing Director**  
Mike Ilagan

**Photographic & Art**

Archie K, FIN Photography, Ash Narayan, Brendon Angelicall, Brooke B, Raymond Bartholomeusz, Gary Abella, John Mungcal, David Moore, Lisa Chan, Raf Flores, Thang

**Marketing**

Alex Abella, Krissy Anderson, Eileen Maynigo, Barnes Luz, Jason Harris, Stephanie Macabenta, Charles Chan, Albie P, Joanna Cubelo, Annabel Goffried, John Esquera, Michelle Palmer, Cam, Angelica Whitelaw, Joanne Azz, Chevy, Tricia Argeseanu, Zenaida G, Gery Samaniego

**Writers & Contributors**

Anjelica Whitelaw, Shiwani Gurbah, Renae Smith, Holly Phillips, Jenny Hu, Charles Chan, Jill Antonio, Scott Murray, Vanessa Jensen, Leanne Harrison, Patricia Higgins, Judy Flynn, Angie, Katrina R, Joerisa, Rommel P, Christian Q, Christine Claire dela Pena, Dasein Catedrilla

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EDITOR'S NOTES

If you can't believe that we're coming up to the end of 2016, you're not the only one!! This year I celebrated the milestone birthday of turning 40 and while others will look at that number with dread, I can tell you, I am not one of them. I am excited at all the adventures that still await me because I've vowed, that I will never stop learning, or being curious, or being silly, or loving or laughing, until the Lord calls me home. StarCentral is also celebrating a milestone and I could not be any prouder of this little endeavor that grew from being a little local magazine to a brand that is starting to make its mark beyond Australia's borders. A lot of the credit goes, of course, to the team behind the magazine whose blood, sweat and tears are in every page, event, photo, product, partnership that bears the StarCentral name. I am honoured and privileged to be working with them and to have had the pleasure of interviewing countless artists and creatives over the years. To all our readers, I hope your 2016 has been, and will continue to be a special one! Looking forward to 2017!

Jenny Aluning  
editor in chief

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# HOW TO DRESS FOR YOUR body shape

By: Julie Queiruga

We were all not made the same, so why are we all shopping the same? One of the biggest mistakes as us consumers are making is not shopping for clothes that are right for our body types. How do we stop it? By learning what our body type is. So let's break it down as we begin to learn more about ourselves.

## Hourglass

Show off those curves, don't hide them. Hiding curves create an illusion of a bigger appearance. Especially since you already have a great body. Clothes that work best are crop tops, a belted jacket, pencil skirts, wrap dress, and wide legs pants with of course a belted waist. It's a must to insinuate the waist and show off those curves because it would be a shame not to.

## Apple

Your goal is to minimize your midsection while showing off those shoulders and goddess like legs. Clothing that works best for your shape is a swing coat, flowy tops, low waist

straight leg pants, high waist circle skirt, and shift dresses.

## Banana

While you may be trying to highlight your waist, let's not forget to try to make our hips and bust appear larger. It's important to appear proportional. Clothes that you should try are ruffle tops, slightly cropped jacket with a banded bottom, mini skirts, side cutout dresses, and tapered pants.

## Pear

If you find it challenging to have your clothes give off the illusion of an elongated appearance then maybe it's also time to focus on accentuating your top half. Clothes that can help you do that are an off-the-shoulder fit-and-flare dress, a-line skirts, and boot cut bottoms.

At the end of the day, it's always easier and safer to shop online to know just what exactly looks best for you and most importantly, what you feel the most comfortable with. But be free in using this article as a guide for your next shopping trip.





By: Jenny HU



MISS SUPRANATIONAL & MISS GRAND AUSTRALIA 2016



“It was judgement day for two incredibly lucky delegates”



A beauty queen competition was brewing in the midst of the NIDA playhouse on a whimsical night on August 14th, 2016. It was a beauty pageant with double the trouble, as it was judgement day for two incredibly lucky delegates to win the titles of Miss Grand Australia and Miss Supranational 2016.

Miss Grand and Miss Supranational Australia is a national beauty competition in which twelve contestants from across Australia, compete for two spots in two prestigious international beauty competitions. This competition will ultimately determine which two beauty queens will represent Australia. The director of the national competition is Renera Thompson, a former beauty queen who held titles such as Miss Earth Australia 2013, Miss Grand International 2014 and Miss Samoa Australia.

Miss Grand International strives to become the world's leading international beauty pageant with a humanitarian focus. It's innovative approach celebrates culture and human betterment around the world. An annual event, the pageant is broadcasted live from Las Vegas. Over 1.5 billion people worldwide have tuned into the program and is one of the few beauty pageants that can boast a celebrity-studded audience.

While the Miss Supranational (held every year in Warsaw, Poland) is looking for the delegate that embodies the word: CONFIDENCE, it is also a competition encompassing "Glamour, Fashion and Natural Beauty." To fully showcase the girls, the stage production and visual effects were sleek and inevitably setup to wow audiences with their spectacular and bedazzling showmanship.

As the clock struck 7, the beauty pageant opened with the star-studded dance performance, completed with our contestants wearing shiny golden jumpsuits to a rhythmic 2016 chart topper. When the performance ended with the astounding final pose, we are introduced to the hosts of the evening - Claire Parker, Miss Grand International 2015 and Christiana Fischer, Miss Supranational Australia 2015.

The dynamic between the two beauty queens was quite entertaining. With their quirky exchanges with each other and the audience, they informed us through the stages of the beauty pageant; Swimwear, Evening gown and question time. Of course, first and foremost, they introduced the audience to the fabulous line of judges which includes the upcoming star in the comedy, Frieda McGee, Former Miss Australia, Kate Johnson, Editor of Lita Magazine, Heidi Huttunen, Alvin Brown from the Alvin Brown Experience and all-time beauty pageant coach, Peter Sereno.

After the dazzling stages of haute-couture swimwear and remarkable gowns by Birgitta Bridal & Couture, it was a suspenseful moment of truth when the judges have arrived at a verdict and started to announce the Top 8. After twenty minutes of nail-biting and waiting around, the judges have reached to a verdict and stated their choices--Alicia Van Schoonhoven, Dani Fitch, Madison Clare, Silka Kurzak, Sophie Grosser, Felicia Watson, Teresa Yuol and Jessica Parish.



The crowd cheered with excitement as it was the moment of truth where the girls are faced with the tough questions. The questions ranged from trivial ones such as; "If you were to host a dinner, who will you invite either from the past, present or future?" to social commentary question such as "As a member of the young demographic, what do feel is the biggest issue that your group has faced today?" As expected from our beauty queen candidates, the answers were articulate and succinct and even some responses amused the crowd.

Like every other great journey, the time has finally come to an end, the two hosts, Claire and Christiana must pass on their respective titles of Miss Grand Australia and Miss Supranational Australia over to the winning successors. StarCentral Magazine would like to congratulate Dani Fitch for winning the title of Miss Grand International Australia and Silka Kurzak as Miss Supranational. We wish you luck on your journey to your respective competitions.



# DANI FITCH

## MISS GRAND AUSTRALIA 2016

Danielle (Dani) Nicole Fitch may be the Miss Grand Australia of 2016 but she is still your typical twenty-seven-year-old who enjoys activities such as yoga and poetry. Behind all the glamour, Dani Fitch is based in Sydney, Australia with a Bachelors degree in Biomedical Science and Masters of Pharmacy so it's safe to say that she's the complete package of beauty and brains. At the time, Dani was studying for her Masters in Pharmacy when she decided she would run for Miss Universe Australia for a new challenge. Peter Sereno of Dear Pageant Girl labelled her the 'Dark Horse' when she stepped out on the runway at the preliminary heats because she apparently ripped up the runway when no one saw it coming. Dani then entered Miss World Australia where she ended up in the National Finals and was runner-up in the Beauty with a Purpose title after raising over \$20,000 for Variety the Children's Charity.

When asked what Dani likes most about being a beauty queen, she mentioned how she likes utilizing a platform to have her voice heard. As a very opinionated and outspoken person that she is and as a beauty queen, it has really given her the opportunity to express her strong convictions to a larger audience other than just her family and friends. However, just like everything in life, there are some downfalls with the things we love

to do. With Dani, it was no different. Dani shares that you really open yourself up to criticism from people who don't know you at all and even from those who know you very well, which can hurt sometimes. You have to be tough to withstand the criticism, keyboard warriors and frenemies (friend-enemies). But in life, you have to keep your head up high and just enjoy what you do, like Dani does. Some of her most memorable moments in the pageant thus far are the sisterhood of the sash (a member of a group of Sydney-based beauty Queens who have all been each other's cheerleaders in the pursuit of our goals). She shares that they're real people with big dreams and big hearts. She loves them to pieces and even finds them all interesting with different stories.

Dani Fitch might be one of the most grounded people you'll ever meet, how does she stay so grounded? With the help of her family of course. Not to mention but the amount of support she receives from them could last a lifetime. While Dani is taking it day by day, she plans to continue supporting Destiny Rescue (an organization that aims to save children from human trafficking throughout Asia) and plans to do a missionary work in South-East Asia working with rescued girls from human trafficking living in safe houses learning a trade such as hairdressing, nursing or jewelry making.





# SILKA Kurzak

"The number one lesson I've learned is to just be myself. It's easy to get caught up in the competition of it all and compare myself to the other girls, but there's no use trying to change myself into something I'm not. At the end of the day, it's what's inside that really shines through when you're on stage, and you can't fake an authentic 'inner beauty!'" -Silka Kurzak

By: Julie Queiruga

When Silka Kurzak is not too busy being Miss Supranational 2016, you can probably catch her at home watching Netflix with some pizza and wine; just like the rest of us. Silka has a Polish, German, Aussie, Kiwi background and she is currently based in Melbourne. She may be just twenty-five years old but she already has the title of Miss Supranational Australia 2016 as well as a Bachelor Degree in Business with a double major in Marketing and Event Management. All we can say is WOW!

With a passion for fundraising that Kurzak has, she raised over \$100,000 for more than 30 charities in the past few years. Her family and friends suggested she should combine her love of fundraising with her passion for fashion and public speaking she entered the Miss Universe Australia pageant. Kurzak ended up placing in the top five at the Miss Universe national titles. After a little break from pageants, she focused on her studies and career. Her friends eventually encouraged her to enter Miss Supranational Australia 2016 and lo and behold she ended up taking the crown home. Kurzak finds it very rewarding to be viewed as a role model and leader for her generation. It's not just about being a beauty queen, her role as Miss Supranational Australia gives her a platform to speak about social, cultural and economic issues and allows her to help those without a voice be heard. However, there is still a downside of course to the pageant world, which Kurzak shares is the expectation of being regimented with her meals. With a love for food, Kurzak refuses to deprive herself, so instead she has to work harder in the gym. And we all know that can be tough at times.

Out of all the memorable moments in her pageant life,

for Kurzak the most memorable moment was when she was crowned Miss Supranational Australia 2016. But besides being crowned, along the way she has met some very inspiring competitors with amazing stories and achievements. She even made some fantastic friends through her pageant journey as they've shared some incredible experiences together.

Staying grounded can sometimes be one of the hardest things to do because winning a crown can sometimes go into people's heads. But not Kurzak, Surrounding herself with positive people helps her to keep focus and keep her eye on the prize. She also likes to watch a lot of documentaries on social issues, which she think helps her realize that there are a lot bigger problems out there than whether her top lip is full enough, or how well she can fill out a bikini. She also counts on her best friend Lana to give her a good belly laugh and bring her back down to earth when she needs it. Not to mention Kurzak's mom who is always around to help and support. Her mom has been her biggest supporter since day one. Her family are always the ones cheering the loudest in the crowd.

While life is an unexpected journey, Kurzak plans to put her professional career on hold while she prepares for the Miss Supranational world finals in December. She will be continuing her modeling during this time and work in her upcoming jobs in Europe and the USA. She will like to continue on with her fundraising work, bringing attention to social issues that need more awareness.

If you had a negative outlook on beauty pageants in the past, look again. Being titled beauty queen is far from shallow, but a positive role for young girls around the world.





# HOW TO BUILD AN EFFECTIVE MODEL PORTFOLIO

By: Patricia Higgins

So, if you're reading this you're likely one of two things: an aspiring model or an accomplished professional in the field. In any case, what's of prime importance to you is the standard of your portfolio (or keeping it maintained). It's what gets you noticed and keeps job opportunities firmly coming your way. In short, it's your calling card. So, what are some tips for a good model portfolio?

## 1. Quality over quantity

You may feel tempted to include images that you have gathered from almost every shoot you have ever been a part of, but you have only one chance to make a first impression. Therefore, don't include photos that are of poor quality.

It's better to have a handful of outstanding images than a whole lot of average photos in your portfolio. Think of it this way: you could have one Rolex or a whole bunch of generic, plastic watches. Which option would you choose?

If you are a new model it may be difficult to source quality images. Remember you get what you pay for. Look for a reputable photographer who produces visually stunning work and make an investment. Sometimes, it takes money to make money.

## 2. Keep it relevant

Not only should you only include images of high visual quality in your portfolio, but it is wise to keep them limited to a representation of work within your niche field. If you are a high fashion model, then littering your portfolio with bikini shots might not be the best idea.

You want to think about the sort of career that you wish to establish or maintain for yourself as a model and fit your portfolio around this. Be realistic, however, to the specific physical requirements that are inherent to particular fields of modelling (catwalk requires a minimum height of 5'7 for example).

A good thing to remember is that you should include at least one headshot without makeup in your portfolio to give those who cast you an idea about your real, unaltered appearance. As a model, you are in effect, a canvas – being transparent about your bare features is always a requirement. Also, shots that accurately depict your current appearance are necessary. If you change your hair colour, for example, you will need to reflect this in your portfolio.

## 3. Market yourself

A model portfolio is undoubtedly important, however marketing and distributing it effectively is the other essential part of the equation. If you have a good agent having a good portfolio should mean that you are finding work – they should go hand in hand. If you are a freelance model, then it is absolutely imperative that you employ methods to market yourself.

You can join various casting sites and can also set up a social networking page that displays prominent links to your portfolio. Facebook and Instagram are great ways to get exposure for free, however, keep in mind that being Insta famous is not quite the same deal as the real thing. Align yourself with opportunities that stay true to the type of modelling that you are pursuing, and wish to pursue in the future.

You have to look at yourself as a product. Your particular look, style and talent are potentially desirable to specific brands that are aligned with the same aesthetic. Always keep this in mind when creating and maintaining your model portfolio. Remember that your portfolio is a representation of yourself as a product – it's almost as though you are merchandise. Employ a business-minded approach at all times to succeed to the best of your ability in the industry.





# Miss Earth

AUSTRALIA 2016



The Miss Earth Australia 2016 event was organized by the newly appointed National Director, Kelly Maguire and it was definitely a night to remember. At 29 years old, the former Miss Earth Australia (2010) with nearly a decade of pageant experience once again successfully organized her second coronation evening for the Miss Earth Australia organisation.

A crowd of nearly 300 supporters was present on the 30th of July 2016 at the Cell Block Theatre in Sydney to support their candidates of choice. Candidates nationwide within Australia travelled to compete in the prestigious pageant, which is the national qualifier for the international competition of Miss Earth 2016. Miss Earth is one of the top three most respected pageants internationally, behind Miss Universe and Miss World.

There were a total of 19 diverse beauties from around Australia who all made their way to Sydney for the chance of being crowned Miss Earth Australia 2016.

There wasn't just one crown that the candidates were aspiring for - 3 other crowns were up for grabs, known as the elemental queens. The elemental crowns are called, Miss Earth Australia (winner), Miss Earth Australia Air (first runner up), Miss Earth Australia Water (second runner up) and lastly, Miss Earth Australia Fire (third runner up.) The selected elemental queens will be involved in all the charitable duties that the organisation of Miss Earth Australia would conduct and will be a part of the "team of Earth Warriors" that would proclaim awareness of environmental issues along with the winner of the Miss Earth Australia 2016.







"Miss Earth Australia's National Director Kelly Maguire with nearly a decade of pageant experience once again successfully organized her second coronation evening for the Miss Earth Australia organisation"



By: Anjelica Whitelaw

The candidates initially strutted their stuff on stage during the Australian Model Conference 2016 as a special preview. The aspiring Miss Earth Australia contestants modelled swimwear from 'Budgy Smuggler,' particularly in the newly designed female range called 'Smugglettes'. The winner of Miss Earth Australia will have the chance to design her own choice of the 'Smugglettes' range, which will be called the 'Miss Earth Australia Choice.' All the profits from the winner's design will be donated to an environmental charity of their choice. A top three were selected from this preview runway show for the award for 'Best in Runway' and the beautiful Achol Arow successfully won the award.

The main event began at 7pm to a packed crowd (who were grateful to escape the cold weather) in the Cell Block Theatre. The candidates started the coronation evening by introducing themselves in a white cocktail outfit followed by declaring their environmental advocacies. National director, Kelly Maguire and Paul Burkett successfully emceed the evening and had the entire venue enjoying themselves with both the complimentary beverages and their natural and charismatic stage performance as presenters. Maguire then introduced the 2015 elemental queens along with the reigning Miss Earth Australia onto the stage to share their experiences over the past year.

The Miss Earth Australia 2016 candidates then took to the stage for the swimwear segment where the ladies once again paraded in 'Smugglettes' and eco-friendly sarongs for the chance to be awarded the

audience favourite 'Best in Swimwear' award.

Following the swimwear segment, Dayanna Grageda was invited to take her final walk as the reigning Miss Earth Australia. Afterwards, the emcees Maguire and Burkett, introduced the candidates for their evening gown segment; where Miss Galaxy Australia 2016, Shikye Alyce serenaded the ladies as they elegantly sauntered in their evening wear. Subsequently after the evening wear competition; the finalists selected were to be asked questions regarding both the environment and global issues.

After an extended and very close deliberation, due to a tie score with both the winners, Lyndi Kean, from Wollongong in New South Wales, eventually won the Miss Earth Australia 2016 title after placing first runner up in 2015 to Dayanna Grageda. She will be representing Australia at the Miss Earth 2016 finals which will be held this coming October in Southeast Asia.

Unfortunately, Miss Earth Australia Air 2016's first runner up, Charlotte Rose (Miss Earth Australia Air 2016) has chosen to not work alongside the other queens for the next 12 months, and is therefore unable to fulfill her duties as a representative of Miss Earth Australia.

The Miss Earth Australia organisation has decided to officiate Charlotte's decision to step down and as such, Roanne Rose Lombard is now the official Miss Earth Australia Air, Laura Smolej is Miss Earth Australia Water and Louisa Brown is Miss Earth Australia Fire for 2016.

Congratulations to all the candidates and the Miss Earth Australia organisation for a very successful event!







By: Jenny Aluring

Talk about smashing stereotypes! A talented trio of beautiful comedienne are breaking with convention and the whole world is loving them for it. Shae-Lee Shackleford, Lana Kington and Madison Lloyd could be forgiven for capitalizing on their stunning looks and make their careers in the modeling industry. Instead, they've chosen to use their beauty in a much more creative and enjoyable way.

Let me introduce you to SketchShe. Shae-Lee, Lana and Madison have actually already tried their hand in the modeling and entertainment industries and all have had fantastic success in them. But all three knew that they could do more. Now I actually didn't realise that I was already a fan of SketchShe when I was asked to write this article. Browsing through Facebook one day, I came upon a video called '#InstaFaker vs InstaReality'. In it, a trio of women were taking selfies in various social situations commonly seen on Instagram. But in a cheeky twist, they showed that what you see isn't always the whole story. One of the girls used a total stranger's dog to take her selfie with, another took a shot of her feet encased in a sexy pair of stilettos along with a glass of wine with

# SKETCHSHE

## UNLEASHED





the hashtag 'party with the girls' only for the camera to pull away to reveal her in sweatpants lounging on her couch! And another showed her dousing herself with water to simulate sweat before taking her selfie, and many more.

After laughing uproariously, I wondered at the identity of the trio of ladies featured in the video. I loved that they were unafraid of being foolish, and that they actually used that foolishness to comment on the truth behind the selfies. I also wondered at how many who watched the video may have cringed in shame because they were guilty of doing the same thing. Cue more laughter from me!

So, I was surprised and delighted to discover that the subject of my next article was none other than that audacious trio that I admired. I was even more delighted to discover that they had become an international sensation and that their success has taken them to guest spots on *Ellen* and *Good Morning America* earlier this year. But who, and what exactly is SketchShe?

SketchShe is comprised of three accomplished Australian women who are no strangers to the entertainment industry.

Shae-Lee Shackelford is an actress, writer, director and producer; Lana Kington is an up-and-coming actress and talented television presenter while Madison is a professional model with a Bachelor's Degree in Media and Communications/Journalism. "Shae-Lee and Lana got together initially to brainstorm sketch ideas and shoot on weekends, then after Madison joined the gang, 'SketchShe' was born! For the next six months the three of us continued to create content and turned to YouTube to help boost our viewership (which at the time, wasn't very high!)..." It was the video, 'Bohemian Carsody' in which the girls rocked out in their car to the iconic Queen hit, 'Bohemian Rhapsody' that shot SketchShe into viral video stardom. The legendary band's guitarist, Brian May, even contacted the girls to let them know that he was a fan! *Billboard Magazine* even credited SketchShe for the 261% surge in streaming of the original track.

Their next video, 'Mime Through Time' went even bigger. The video showed the girls lip sync (complete with costumes!) to some of music's biggest hits which ranged from Elvis' 'Hound Dog' to Britney Spears' 'Baby One More Time', Eminem's 'Slim Shady' to Michael Jackson's 'Beat It' and

from Whitney Houston's 'I Wanna Dance With Somebody' to Miley Cyrus' 'Wrecking Ball'. The success of these two videos caught the attention of infamous talk show host, *Ellen Degeneres* and soon, the women found themselves on her show! That amazing experience was quickly followed by another - that of appearing on the hugely popular US TV show, 'Good Morning America'. Their time on the show saw part of New York City's Times Square shut down so that SketchShe can film their segment!

Millions of views and international recognition aside, for the ladies of SketchShe what they enjoy most about their career is that they say they are "able to bring happiness into people's lives, and YouTube allows us to do that regardless of geographical location! The fact that you can connect to anyone, anywhere in the world is an incredible feeling." They have also enjoyed being able to meet, they reveal, "some other incredibly talented and equally crazy YouTubers! One of our favourite channels is a brother duo from Adelaide called the Racka Racka - they are definitely in your face! They perform crazy stunts and high budget action videos, check them out!" Another sign of their overseas success is their most recent collaboration, a video featuring

Shae-Lee and US viral sensation, Logan Paul whose 'dabbing' through the Rio Olympics was followed by his millions of fans. Shae-Lee's video with Paul, called "Best Duets of All Time", shows the duo lip sync to instantly recognizable duets like *Grease's* 'You're The One That I Want', don face paint for the *Lion King's* 'Hakuna Matata', recreate the lift for *Dirty Dancing's* 'I've Had The Time of My Life' and gender-swap for *Dolly Parton and Kenny Rogers'* classic 'Islands In The Stream'!

If it's not obvious by now, SketchShe revels in being just a little naughty, being just a little edgy. They confess that "we have never really taken ourselves too seriously, it's part of our brand! We have always believed in making content that we enjoy for people that are open to enjoying it..." The girls admit that they wanted to show that attractive women can also be crazy and funny. Their refreshing honesty (in full display in their videos) and candour is a fine example to other women of being comfortable in their own skin. SketchShe shows us that remaining steadfast to one's identity, even it goes against convention is vitally important to one's success - and that extends from one's own career to one's own happiness.



# PACIFIC

## RUNWAY FASHION

By Jill Antonio

**There's really nothing ritzier than a red carpet welcome.**

Set in the stark sophistication of Sydney Harbour's Dockside Pavilion, a spectacular lineup of emerging and established fashion designers from Australia, New Zealand, and the Pacific at large showcased their stunning collections on the runway on October 21, 2016.

The event was highly anticipated, after months of preparation by owner and organiser Failepou Peni and friends.

After announcing its international partnership with representatives from Samoa, Papua New Guinea, Fiji, Cook Islands and Tonga - the strength and significance of the Pacific Runway event skyrocketed, resulting in a well-executed evening of fashion, culture and music.

The evening began with a moving cultural display of drum and song. Men in traditional Polynesian dress sat centre-stage to kick off the show with a special percussion performance, while the ladies sang along in beautiful harmony.

What followed was a lengthy turn-by-turn display of high-fashion and artistic expression. Each designer had their own 5-minute segment to showcase his/her creations, accompanied by mood-setting music, dynamic lighting and strong media presence.

From eclectic vintage style to intricate elegance, to active wear - each designer brought character to the overall production.

Failepou's own label Le'pou was the first on display. The Le'pou range is uniquely designed to cater to curvaceous body types - making her garments both fashionable and accessible. The designer ranges that followed were nothing short of remarkable and inventive. Separated by a short intermission, the first half of the show featured local up and coming designers, while the next segment showcased more established international labels and Pacific designers.

The Vision of Pacific Runway is first and foremost to act as a platform allowing designers from the Pacific the opportunity to gain exposure and recognition in the fashion industry.







While Pacifika fashion might traditionally be thought to include bright colours and tropical prints - Friday's show displayed extensive creativity, including high fashion embellishments, detailed structure, floral, lace and pleats.

For designers and audience alike, the energy in the Pavilion was electric. With plenty of press, camera clicks and flashing lights, models floated up and down the runway like passing ships.

VIP guests were granted special access to prime seating, detailed run sheets, and a designated food & drink area for lanyard holders only.

Outside, guests could enjoy the splendid view from the Dockside Pavilion deck, or the art on display nearby the entrance.

Noteworthy attendees included various dignitaries hailing from all around the Pacific, including the Consular-General of Samoa and the Pacific Islands Trade and Investment Commissioner, the Minister for International Development, Pacific High Commissioners, and First Secretary to the Tongan High Commissioner.

It was beautiful to see the spirit of The Pacific shine through and expressed through couture and statement pieces, making its mark on the Australian Fashion scene.

The Pacific Runway Fashion team should be very proud of the long awaited success of their event - undoubtedly only one of many more great things to come.

For a full list of participating designers/labels, go to: [pacificrunwayfashion.com.au](http://pacificrunwayfashion.com.au)



"It was beautiful to see the spirit of The Pacific shine through and expressed through couture and statement pieces, making its mark on the Australian Fashion scene"



Credit: Raymond Bartholomew photography

Credit: Ronnie Guzman photography



## FIVE TIPS TO LOOKING effortlessly chic

By: Julie Queiruga

If you ever find yourself wondering, just how does she do it? Well, we will tell you how she does it. It's actually quite simple. The girl you can't stop staring at on the subway or the street because she looks so effortlessly chic, she isn't doing anything you can't. It's no secret or even science. Just maybe a little technique. But once you mastered it, you have mastered it. Let's break it down.

### 1. This isn't Sex and the City

Lots of times we get carried away from what we see on TV and the magazines. Sometimes we figure that even if the stars are wearing it, then it's okay we do too. But, that doesn't always fly with the everyday women such as yourself and us. Less is always more, and an effortless woman always knows that while her outfit may not make a statement her accessories can.

### 2. Learn to become a Minimalist

When it comes to the accessories department, LESS IS DEFINITELY MORE. Unless you are part of the Jerseylicious cast then there is no need to wear loads of bracelets, a necklace, and earrings altogether. Focus on your statement piece and work it as you should. You'll get

a chance to wear all of your jewelry.

### 3. Fresh Face

Keep the makeup fresh and simple, if it's a work day or school day the makeup shouldn't give off impressions that you're attending the Emmys. A soft glow or even a bold lip is sometimes all you need.

### 4. Keep it Simple

Your hair doesn't have to be huge Texas style. Remember, your the day to day modern women. We don't have the time or team to have flawless big curls every day. Soft waves or soft curls will work just as fine. Even a ponytail done right will look fine. It's even okay to leave your hair a little on the messy side.

### 5. Leave it to the details

At the end of the day, it's all about the details. Whether it's the jewelry or even your shoes. It's really about the small stuff. Don't focus on wearing a remarkable outfit, because even a simple outfit paired with a scarf or fall jacket will be remarkable enough. Then you'll be the girl people stare at wondering how she can be as effortlessly chic as you.

## FIVE WAYS TO INCORPORATE COCONUT OIL INTO YOUR EVERYDAY Beauty routine

By: Julie Queiruga

When it comes down to a morning or even a nighttime routine, we all have one thing in common - we just want to get it over and done with. There is nothing better than a product that can do it all and we don't have to spend countless hours at the drugstore scanning each item. It can be chaotic and confusing and who even knows what half of the ingredients being used are anyway? Needless to say, it's time to unclutter your bathroom counter and replace all of your products with coconut oil. Yes, you read right, coconut oil. It's an oil that has been used for decades in the kitchen and in the everyday women's beauty routine. Now it's time to find out why.

### 1. Hair

Coconut oil can be used as a hair mask left overnight or on for a few hours to help with dry and damage hair. It can even help fight frizz, which is a perfect remedy for summer heat.

### 2. Makeup Remover

If you have sensitive skin or even just feel that your regular makeup removers at home are not doing the job, invest in some organic coconut oil and it will remove all of your

makeup, leaving nothing behind. Just gently massage it into your skin and work around the entire face.

### 3. Shaving Cream

Coconut can even replace your regular old shaving cream leaving smooth and silky legs afterwards. How amazing is that?

### 4. Lip Balm

A perfect solution for lips that need some loving. If you are experiencing some dry and chapped lips then you can apply some coconut oil with your finger and I guarantee that you'll have soft lips for days. (Just don't forget to apply as if it's a chapstick).

### 5. Under Eye Patrol

Coconut is so soft and delicate you can even use it on the soft areas of your skin such as your under eyes. Apply just a dab of coconut oil on your eye bags and fine lines and you'll be good to go - to sleep of course.

So what are you waiting for? It's time to hit up your local drugstore and see all the wonderful benefits coconut oil can do for you!



# KATE JOHNSON



#crueltyfreebeauty

Kate Johnson isn't jumping on the #cruelty-freebeauty bandwagon when she launched her lip gloss brand, 'Perfectly Chic'. In fact, for the professional model/business woman, former beauty queen 'no cruelty to animals' has been her life's philosophy. She reveals that "I started volunteering for the RSPCA when I was nine and have been involved with a number of animal welfare charities and organisations over the years...I have grown to love and enjoy being, thinking and dressing intelligently, elegantly and ethically..."

'Perfectly Chic' (the name was deliberately chosen to suggest a cat's purr as well as nod to the animal-friendly nature of the product) has been certified cruelty-free by PETA (People for Ethical Treatment of Animals) and consists of 6 different shades which, according to Kate, "captures the heart & soul of the women who wear them; she is wild & free and young at heart, she is inspired by the minimalists and the sophisticates, and she is a lover of the finer things! Welcome Swiss Alps (clear), Parisian Lace (Peony Pink), Miami Nights (Coral), Pacific Sunrise (Dark Pink), Tuscan Vino (Plum) & Cherish (Red)." Having spent most of her career in the entertainment industry surrounded by every cosmetic and beauty product imaginable, Kate admits that at first she wasn't "really thinking about the ingredients going onto my skin. And more importantly, whether that brand that I have grown to love and trust tests on animals." With realization came her decision to act. She says that "I wanted



to create a range that women can wear and love knowing it makes them look and feel gorgeous whilst also being ethically sourced and certified cruelty-free." She also says that she wanted to educate "our fellow female 'cosmetics connoisseurs' to shop more consciously."

Kate's approach to beauty goes far beyond the physical. Her career in the modeling industry has given her an up-close-and-personal look at its sometimes devastating impact on a woman's self-esteem and body image so she has worked hard at being a teen mentor and in 2014 became a Celebrity Ambassador for the Girlfriend Magazine Beautiful Minds event and the Beautiful You Australia campaign.





# A COMPREHENSIVE GUIDE TO CREATING A Business WEBSITE

By: Patricia Higgins

What is your business without a website? The short answer is probably not much. Or, it hasn't even begun to reach its full potential. While it's true that for some businesses a website isn't always essential (those that rely on foot traffic like a barber, for example) a website is generally a prerequisite to establish strong presence – and thereby strong profits – for your business.

So, we are going to assume here that you already have a website. But, have you thought about how your website might be better? Do you believe that your customers are having the most positive experience that they possibly could on your site? Most people would agree that there could be room for improvement. And, a better website means more conversions i.e. more dollars. So, what are the top ways to improve your website today?

## An effective home page

You would have heard it said that you never get a second chance to make a good first impression and this is so true when you consider a website's home page. This is clearly the page that your customers see first, otherwise known as a landing page.

When someone is wanting to buy some goods or services and they have a good 'ol google for said thing, then this is where they are naturally going to wind up. Because this page receives the bulk of your traffic it's crucial that it facilitates the process of transforming visitors into a base of paying customers – otherwise known as "conversion".

## Call to action (CTA)

You need to direct people to where they can take action on your website. This is what is referred to as a "call to action" or CTA. It's most valuable to have an image or line of text on your landing page so that your visitors, leads and customers can take action in the first instance. A CTA can link customers to a purchasing platform (such as PayPal) or a subscription form that allows you to capture their contact details and to set up a customer database.

Or, they could be used to facilitate such marketing tools

as downloading an eBook, obtaining a coupon or watching a webinar. They are also very effective at the end of a blog. CTAs can be used throughout your website to increase your conversion rate as much as possible. Some tips for a great CTA? You want the design to be eye-catching and you want to pose a proposition that explicitly tells people what they will get in exchange for clicking on it.

## Functionality

A website is only ever as good as the user experience. Contact information need to be easily accessible so that conversions are achieved and your brand legitimacy is never called into question. Is the site easily navigable? People will click away in seconds if it's all too hard to use. Another question you need to ask is can the website be viewed easily on all devices? Smartphone and tablets are driving an increasing amount of traffic to e-commerce sites. You need to make sure you're not missing out.

Is your site social media integrated? This is all about keeping your audience engaged where they participate most (and that's usually Facebook, Instagram etc.) so this is a massive marketing tool that you must tap into. Having the right buttons on your website to connect your users with various social media channels also keeps your search rankings high on Google, referring here to Search Engine Optimisation (SEO).

## Content

Customers need to know the benefits of buying from you but they don't want it served up in a dry fashion. You need to provide content on your website (often by way of a blog) that is entertaining and engaging while still being informative.

It's about giving your audience the information that they actually want to read while neatly slotting in some promotional material for your product or service. It's a tricky thing but, nonetheless, a very important factor in achieving effecting SEO. Customers also love to feel connected to your brand and providing a "humanised" reference point can go a long way to enhancing loyalty and therefore your profit margins.







## FIVE POWERFUL WAYS TO IMPROVE YOUR Self-Esteem

By: Jenny Aluning

10-year old Nyeeam Hudson wasn't wearing the 'right' shoes at the park one day. He was wearing Fila's and as result, he got bullied for it. But the New Jersey boy wasn't going to let his tormentors off the hook that easily. His response to them saw his Facebook video go viral with millions of views. Nyeeam tells of his encounter: "I just wear FILAs because I like the color and I think they are cool. They might not be what's popular today, but that's what I like. So I told the kid, it's not about what I have on my feet, it's about what I have inside my head. No matter what I'm wearing, no matter what I have on, it's about my information, the knowledgeable things in life. These sneakers are not even going to fit you in 20 years from now. So it's about what you have in your mind. Your wisdom. Your knowledge. The power to inspire others. And parents, please don't raise your children like the materialistic type...they are going to feel like they need the gold or the Jordans or the cool stuff, the popular stuff, to make them feel important."

Nyeeam's video highlights a link that psychologists have long known about. That is, between self-image and materialism. While the intensity of the link peaks in teenagers, it is not confined to it. It becomes a vicious cycle where when self-esteem lowers, materialism increases. But as materialism increases, it creates low self-esteem. But there is hope, increasing self-esteem will break that cycle and not only will your wallet (or your parents' wallet) thank you for it, so will your physical, mental and emotional well-being.

### 1. THINGS DON'T LAST FOREVER

As Nyeeam says in his video, he won't be able to fit in his shoes in 20 years and the same is true for whatever it is you buy to fit in. Trends change and things wear out. But who you are - mind, body, soul - and the legacy you leave behind will never go out of style.

### 2. REMEMBER: SOME PEOPLE HAVE IT WORSE THAN YOU

I grew up in the Philippines and I had daily visual reminders that I was a lot luckier than most children. I would see children begging in the streets with barely any clothes on and wearing flip-flops, if any at all. Children in first-world countries don't have that daily reminder. Sure, you see the commercials on TV but it's much easier to dismiss than being confronted with a child with his hand out asking for help. Keep in mind, the next time you ask for a new pair of sneakers (and you already have 3 or 4 barely used in your wardrobe), a parent in another country probably made those

shoes just so their child can eat. They can only dream of bringing home those shoes they're making.

### 3. CHOOSE THE RIGHT CROWD

Establishing your self-esteem with your own negative self-talk hammering at you is hard enough, but then you surround yourself with a crowd who seem to be unable to say anything good about you is a recipe for mental and emotional disaster. My high school inner circle comprised of a group of strong, independent young women who didn't give a hoot what anyone said about them. They, we, weren't the 'cool' group but we were respected - not just by our peers, but by the teachers as well. And that, I tell you, is a far more important thing to possess than any latest accessory.

### 4. WHAT YOU SEE ISN'T ALWAYS WHAT YOU GET

What better illustration of this statement is there than any one of those makeup video tutorials on YouTube?? You see the 'before' and 'after'! If your self-esteem is rooted on the 'YOU' before the makeup goes on, then you're good. But if it hinges on the 'AFTER' look, then you're in big trouble. Same as if you compare your life with what you see people share on social media. Unless your phone instantly uploads and shares any photo you take, the social media projection of your life is heavily edited. You, yourself, would choose only the best pictures to put on Facebook, right? Then what makes you think other people don't do that?? So, if you're envious of the travel they're doing, the experiences they're having - use it as inspiration instead and go and do them yourself.

### 5. STOP MAKING COMPARISONS

Consider this (and every time I do my mind gets blown away): the current world population is just under 7.5 billion and in that 7.5 billion, there is only one YOU. Only one individual has your set specific set of DNA. Only one individual has your specific set of experiences and circumstances that made you and your life the way it is. Only one individual's journey saw you take the step after step after step that finally led you to reading these words right now. How unique and special are you then! So stop comparing yourself to others! Figure out how to be the best version of yourself. Sure, you'll get it wrong sometimes, but learn from those lessons and use them to grow even more. Grow, learn, live until you can look at yourself in the mirror and can truthfully say: "I like everything about me, flaws and all."



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# PEOPLE AND FACES

PEOPLE

1. Photoshoot with the Miss Earth Australia 2016 delegates at Darling Harbour.

2. A model at the Pacific Runway Fashion extravaganza.

3. StarCentral crew with some Aussie Elite models

4. Miss Earth Australia 2016 Lyndl Kean with Miss Earth Australia Air, Roanne Rose Lombard and Miss Earth Australia Water Laura Smolej

5. Road trip with the Miss Grand Australia and Miss Supranational Australia 2016 delegates

6. Miss Grand Australia 2016 Dani Fitch

7. The Miss Earth Australia 2016 delegates feeding a bird during their break



Miss Grand/Supranational Australia 2016



Dani Fitch



"Meet the who's who in the social scene down under"



Miss Earth Australia 2016 finalists



Pacific Runway Fashion



Miss Earth Australia 2016 winners



Miss Earth Australia 2016 finalists



# FASHION



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