



Juliet Custodio
Official makeup artist & hair stylist

Juliet Custodio is the manager of Salone by V Guilietta located at Kogarah, NSW. She is a renowned hair designer and make-up artist in Sydney and is known among the modeling and beauty pageant communities as a reputable and talented hair and make-up artist. She has been involved as hair, makeup and beauty consultant for Miss Earth Australia from 2009 to 2011.

Juliet is a multi-awarded hair and make-up artist and has been in the beauty industry for more than 20 years. True to her life, Juliet pushes the boundaries directing style in a way like none have before. Her cuts sharp and bold or soft and seamless are sophisticated yet edgy. Meticulous by nature, this Director's creative expression is limitless as proven in her success of being the official make-up artist and hair stylist.

As a salon manager, she leads her team with integrity and respect taking pride in assisting and molding her team member's crafts. With a wealth of knowledge and a knack for leadership, Juliet is an integral member of the team. Her passion for hair and makeup is reflected in the high quality of work she consistently produces and has also won her over some of the salons most loyal clients. Among her endless list of accolades, she has also been the finalist on excellence in business - Hair and Beauty and People's Choice award in Rockdale NSW formerly Salon Julieth.

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Miss Earth Australia - Nina Robertson: The Face of Salone VG

TOP FIVE
FASHION
TRENDS
FOR 2018
DIRECT
FROM
THE
RUNWAY

MEET MISS EARTH AUSTRALIA 2017

NINA
ROBERTSON

SALONE BY V GUILIETTA

- | | | |
|--------------------|-----------------------------------|------------------------------|
| Hairstyle & Makeup | Beauty Spa | Hairdressing for Men & Women |
| Bridal | Facial Treatments (Basic) | Haircut |
| Debutants | Hydra Facial Treatment | Hair Colour |
| Formal Occasions | Diamond Peel and Dermabrasion | Balayage |
| Special Events | Warts, Pimple & Skin Tags Removal | Foils |
| Wedding Services | Waxing | Hair Colour Bleach |
| | Threading | Keratin Treatment |
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Cover

Nina Robertson

Find out more about the reigning Miss Earth Australia - Miss Nina Robertson

Makeup by: Mitch Mendoza
Cover Photography: Maxie Granata and Kiko Manuel



OPENING REMARKS



Social media is without doubt a significant communication channel and as such, needs to be addressed and taken seriously. That's why various publications and businesses have woken up to the need to establish an effective social media presence to keep in touch with their customers and readers on a more personal basis. Social media is definitely a solid part of the fabric of our publication, hence the reason why StarCentral Magazine is working twice as hard to be active on Facebook, YouTube, Twitter and Instagram because these channels present a great opportunity for personal feedback from our readers. So far we have over 400,000 followers across all of our social media platforms and I'd like to personally thank our readers and followers for continually following us and supporting us over the years. That said, please don't hesitate to give us feedback whenever you get the chance, we'd love to hear from you.

Mike Ilagan
Managing Director

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AACTA Awards 2017

A behind-the-scenes look at the 2017 AACTA Awards





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EDITOR'S NOTES

I had a strange start to my 2018. Several things happened in quick succession that had me just scratching my head, but at the same time, it filled me with the conviction that it meant something. So call me nuts, crazy or just plain idiotic, but I'm going with my gut, and I've vowed that my 2018 would be unlike any year I've had so far. Have you felt that way too? Have you been at that moment where logic is screaming at you: "NO!" but intuition, in a persistent whisper, is telling you: "Go for it!" I believe we all have. But it's our reaction to it that sets apart the DOERS from the DREAMERS. So, maybe following your gut might not work out, but at least you'll KNOW. There is no worse torture than regret, than asking "What If?" over and over again. So, I'll leave you with one of my favorite quotes, written by a young writer named Erin Hanson – "What if I fall? Oh my darling, what if you fly?"

Jenny Aluning
Editor-in-chief

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CASSIE
MCINNEN
MOST PROMISING ACTRESS

Becoming a successful actress isn't the easiest gig in the world, but with the passion and drive that Cassie McInnes has, her rise to stardom has been incredibly well deserved to say the least. As down to earth as she is beautiful, she is easily one of the most likable people in the acting world, and that is easy to see when you sit down with her for just a few moments. Ever since she was little, McInnes has been passionate about acting, and it has long been a dream of hers to move into this profession. Although she has been dedicated to pushing herself further and further regarding her skills and abilities, that doesn't mean that she has suffered from the all-encompassing phenomenon that many actresses succumb to. Indeed, there's nothing she loves more than sitting around and people watching; she also makes sure she has time for everyone she meets.

One of the best things about Cassie is her loving nature and her ideology that everyone deserves to be treated kindly. While most of us might think like this, she indeed follows through with her actions, and you can often find her giving back to those less fortunate than herself. A true beauty inside and out, it is difficult to find people who are more kind-hearted than Cassie. Of course, she's StarCentral Magazine's actress of the month with good reason, and that is due to both her dedication to the acting profession as well as her raw talent. Despite the fear that she once felt of having all eyes on her, she has overcome this and is now succeeding like never before. One of the things that acting has pushed her to do is face her fears, and it has also boosted her confidence like nothing else.

While it is great to see someone so happy and comfortable in their skin, Cassie knows how hard it is for youngsters rising through the ranks. If she could give one piece of advice to people who are trying to break into the entertainment industry, it would be "You are your worst critic so put away the whip and high five yourself for trying even though you are sh*t scared. Have fun." It may have taken her some time to be able to follow that advice herself, but the sheer pleasure she has while doing her job translates amazingly well onto the screen.

Although it isn't always the easiest industry to work in, Cassie has been able to remain true to herself no matter what project she's working on. With her talent, desire and dedication, there's no doubt that we'll be seeing a lot more of her over the coming years and we, for one, am thrilled at the prospect. A deserving winner of this month's Actress of the Month award and one I'm sure we'll see over and over again.

MAXIM

HOT 100 PARTY

By Anjelica Whitelaw

SPICY HOT was what Maxim Australia promised, and of course, they certainly delivered. The 2017 Maxim Hot 100 Australia is an annual event that celebrates 100 gorgeous women. This year's party was held at the newly opened Kings Cross venue, Flamingo Lounge Sydney.

Australian celebrities graced the Maxim Hot 100 red-carpet and dressed to impress. Maxim favorite Imogen Anthony arrived looking like Slash's love child in a stunning Dolce and Gabbana set. Aussie Supermodels from all over the country were also present to make their appearances.

International Model, Shurentsetseg Davaa walked in style wearing a cargo one piece that came straight from the hot Mongolian runway. Along with StarCentral's very own; Brice Whyte, Shima Khosravi, Angelina Shalygina and Sherry D didn't fail to impress. Gabrielle Keaton, Miss Multiverse Australia wore a green number by Bridal Shop, Lili Marcs. Bachelorette and Bachelor 2017 stars such as Elora, Jen, Michelle, Ajay and various other known personalities were also among the esteemed guest list.

Brice Whyte, a freelance model, said it 'was the party of the year!' The night concluded with a fire dance display by Bachelor 2017 contestant, Elora Tahiti and plenty of dancing by all the attendees.

The team here at StarCentral had a superb time, thank you for having us Maxim Australia!



MAXIM

MAXIM

MA



PHOTOS BY MISHMISH PHOTOGRAPHY



Maxim Australia's Hot 100 party at Flamingo Lounge, Sydney





ARIA AWARDS

The Arias awards honored the crème of the crop of the music industry—with music categories, spanning from pop, rock, urban and electronic dance. The Arias are known for their eccentric yet "laissez-faire" approach to fashion. You may have seen rock bands sporting loose blouses and ripped jeans; pop stars were wearing avant-garde dresses, suits and the country singers with their leather boots and down-to-earth classic outfits.

Although it was exciting to see the crème of the crop of the Australian music industry, event goers were anticipating a special somebody or two— the glorious British heart-throb and ex-One Directioner, Harry Styles and New Zealand lyrical genius, Lorde. Although Lorde did not walk the red carpet explicitly, Harry Styles was seen by his enamored fans in a last-minute appearance on the red carpet.

After 2 hours under the blazing sun and waiting around painstakingly, the media migrated into the Lain Sheddon Memorial Media Suite—named after a respected Australian musician. The man of the said media room has passed away. Robbie stopped and said his condolences to the late Lain Sheddon.

The Arias aired on real-time around 6 pm (whilst the public viewing goes out around 8 pm), an onslaught of awards were handed out to top artists such as Amy Shark, who won best pop release and breakthrough artist, AB Original went home with "Best Independent Release" and "Best Urban Release," "Best International Star Award" obviously went to Harry Styles and the big award, "Album of the Year" went to Gangs of Youth who also took home "Best Rock/Heavy Metal Release," "Best Group" and "Best Live Act" for their latest album, "Go Farther in the Lightness."

In between intervals, Lorde performed a medley of her new singles, Liability and Green Light from her new album, Melodrama and Harry Styles performed his new single, Kiwi, which was met with a screaming ovation from his fans.

On this very night on November 30th, there were noteworthy moments forced to be reckoned with—from Amy Shark, sharing the sombre moments of her struggles as a musician to PNAU's reminiscent musings of their humble beginnings, but there was always a joy and happiness in the room. But, the one that took the prize would be Gangs of Youth where David Le'aupepe's heartfelt speech on the power of rock roll that saved his life.

By Jenny Hu

Award ceremonies are known for acknowledging an artist's achievement, but it also a vehicle for change and bold political statements. Last year at the Arias we saw multiculturalism being embraced, diversity celebrated, blood sweat and tears rewarded. It was a chaotic day on November 30th, 2017. The likes of Australian music royalty such as; PNAU, Amy Shark, AB Original, Dan, Jimmy Barnes, Kasey Chambers, Illy, Flume and Client Liaison, Peking Duk, Vance Joy, graced the red carpet with their glittering and flamboyant presence.



Briggs and Trials, the duo of A.B. Original said in their acceptance speech that their album was meant to shake the nation in confronting these issues that surround Indigenous Australians.

"We made this album for our community, in our community, from our community. Change doesn't come from everyone being comfortable. We made ourselves extremely uncomfortable trying to take this record, trying to upset all those rednecks, but we did it... they were vocal, but we had the better album."

Despite the political statements and the controversies, Australians musical legends graced the media with their

presence. The likes of Mick Fleetwood, Mac Fleetwood, INXS and Daryl Braithwaite is inducted into the ARIAS Hall of Fame.

Braithwaite is notable for being the frontman of the seventies Sherbet, reminiscent of his lifetime achievement award.

"It was one of these things that you don't set out to achieve. It's good, and you look back into your career. It was like 47 years and look back and say why do I still love it?"

And, by that definition of what Braithwaite said about music, it is shared the feeling of every artist in the music industry—a prolonged enjoyment of performing/making art.



"It saves my f--- life. There is something unifying and beautiful about rock and roll. I tried to kill myself in 2014, and I channeled all the nervous and negative energy into alcohol."

Le'aupepe who happens to half-Jewish and Samoan also reminded us on inclusivity and multiculturalism that Australia was built on and pays tributes to the original inhabitants of the land.

"We're all immigrants to this country every single one of us.

This country was built on a strong Indigenous people and the backs of immigrants. A.B. original, thank you for making an incendiary, important for the brown boys. We f--- love you."

A.B. Original, the hip-hop duo was also in the running to win Best Album of the year made a very political yet essential album, Reclaim Australia which harbours indigenous Australians-- the controversy surrounding Australia Day.

AACTA AWARDS 2017

By Jenny Hu

The #MeToo and #Time'sUp movement have swept the world and undoubtedly gained momentum in various award ceremonies all over the world. The AACTA awards were no exception to this rule. Despite the somber atmosphere surrounding the screen industry, the show must go on.

The AACTA awards were split into two parts; the AACTA Industry Luncheon on the 4th December 2017 was the precursor event to the Red Carpet ceremony, which was on the 6th December, held at the stunning Star Event Centre.

Highlights of the Luncheon includes; Osamah Sami's *Ali Wedding* which won Best Original Screenplay, *RAAKACKA*, a show created by YouTube sensations, Danny Phillipou and Micheal Phillipou, won the online viewing award and *Lion*, scooping up the majority of the nominated categories including; Best Cinematography, Best Editing, Best Sound, Best Original Music Score, Best Costume Design and Best Production Design.

Fast forward to the 7th December; The StarCentral team had set up camp at 1:30 pm on the dot at the very end of the media trench. In an hour or so, the stars came reeling down the crimson carpet at the Star Event center.

Paparazzi occupied themselves in the congested hub of space, battling each other for the best spot to get their money shots for their respected media outlets. In an hour and a half, the StarCentral team was being productive and chasing up the stars. It was definitely more than enough of a day's work for us.

The word of the night was *LION*. Although, by then it was a predictable win but rightfully so. It was enriched with raw emotion and compelling narrative of an Indian-Australian, Saroo who used Google maps to track down his biological mother. The film won Best Supporting Actor, Best Supporting Actress, Best Film, Best Direction and Best Actor, etc.

However, there was the glaring fact that the film was financed and distributed by the Weinstein Company, whose owner was at the epicenter of the screen industries' sexual harassment and assault turmoil which actually prompted the #MeToo and #Time'sUp movements.

The film producer, Angie Fielder, made it known that she admired the people who were stepping forward with their stories.

"As a film that was partly financed by the Weinstein Company, it would be remiss of us not to acknowledge the incredible bravery of the women and men who have come forward to break the silence about the sexual harassment and assault in our industry." She said.

Notable television wins are *Top of the Lake: China* won four AACTA awards including best television series and Best Guest appearance, which is Nicole Kidman's second AACTA award after being awarded for Best Supporting Actress in *Lion*.

Hugo Weaving won the best actor in a lead performance for the *Seven Types of Ambiguity*, while Emma Booth won best lead actress for *Hounds of Love*. The trailblazer award which acknowledges an actor/actress' acting successes that paved the path for aspiring young actors and actresses went to Simon Baker.

Another first was introduced at the award ceremony, the inaugural Best Asia film award. It is the Academy's attempt to further acknowledge Australia's Asia-Pacific counterparts in film in the name of diversity. This award was won by India's *Dangal*, a biographical sports drama woman wanting to compete for Gold at the Commonwealth Games.

Other highlights of the night, includes an awkward off-colored banter between the charming Osamah Sami and a clueless Sophie Monk about diversity, an ironic anecdote Russell Crowe attempted to teach the audience about sensitivity and the humorous Phillip Noyce's speech when he graciously received the Longford Lyell award.

One take you might want to take amongst the midst of a bleak zeitgeist came from Phillip Noyce:

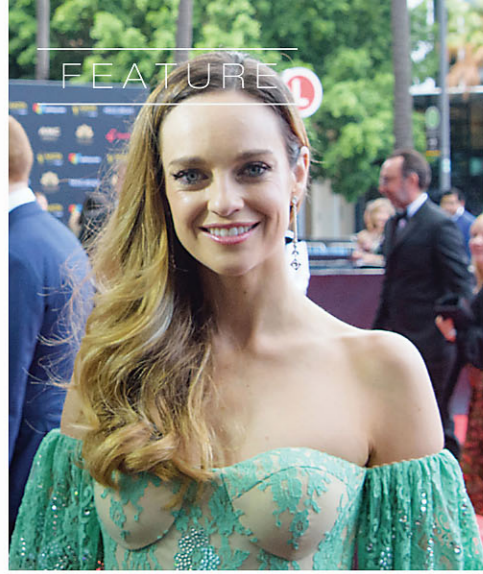
"Well as I was told Aggie, Albie, and David Perry, back in 1968 when I was 18, that anyone could make a movie. I can assure you with today's technology; it's easier than it's ever been and it's easier through the internet to find an audience, or you need today is an iPhone and idea and courage."

And, with those wise words thrust upon the young generation of filmmakers by an Australian film legend, it is safe to say that there is always a silver lining of courage and hope in every grey cloud, even though if it's about to rain down on a parade.



The #MeToo and #Time'sUp movement have swept the world and undoubtedly gained momentum in various award ceremonies all over the world. The AACTA awards were no exception to this rule.





AACTA Awards 2017: Check Out All The Glitz And Glamour On The Red Carpet





IN THE

ROBERTSON

Nina Robertson is a 21-year-old Australian beauty queen who is currently pursuing a Bachelor of Science from Melbourne University. She is very interested in conservation efforts to protect the planet. Nina is an approachable and energetic young woman, and we know you all will appreciate her as much we have.

Nina likes entering beauty pageants because she loves meeting new people who are making conservation efforts. She likes listening to others' stories and takes great pride in advancing herself physically and mentally to be the best she can be. She enjoys the work of Miss Earth Australia because it is an opportunity to become a role model and help advocate for causes to better Mother Earth.

She remains grounded in pursuing her cause with the help of her friends and family. She has also been inspired by her experiences of the poor and disadvantaged in her journeys and is grateful for their advocacy efforts even as they have other pressing concerns in their lives. Her favorite group in the world is the organization "The PlasticSolutionsPH," which is a group dedicated to turning plastic waste into art. She is hoping to bring something similar to Australia. For Nina, finding meaning is an essential aspect of life. The people she has met and the advocacy work she undertakes have helped her find fulfillment.

Her sense of beauty gives an inclusive sense of the conservation goals she is working towards. She even said, "I think individuals who are embracing their uniqueness, both physically and spiritually, is a beautiful thing. We've become so concerned with looking and being a certain way because a majority of people have classified that as "in"... but I love it when we take things that are usually unloved and own it with confidence making it all the more beautiful and unique." Nina represents all people well by having an inclusive image of beauty. Her attitude is contagious, and her hopeful disposition is a light for all of us as we come to terms with the significant challenges of global climate change.

Finally, we want to close this article with some fun facts about Nina; Nina won the title Ms. Earth International Air at the Miss Earth finals held in Manila, her biggest fear is getting nitrogen poisoning or being attacked by a shark while scuba diving, and she wants to travel to all 195 countries on Earth. We hope you have enjoyed this opportunity to get to know Nina Robertson a little bit more because the pleasure was certainly all ours.





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• SIX IMPORTANT • Financial FAQ'S EVERY MODEL SHOULD KNOW

If you're a freelance model, you'll know that managing your work can often feel like a juggling act - no less accurate when it comes to your finances. On the one hand there's making sure you are operating under the letter of the law... then, there's invoicing...plus, there's keeping track of your accounts... and most importantly, there's ensuring that you get paid on time. How to keep track of it all? Here are StarCentral's top FAQs for your finances as a freelance model.

ABN

As a freelance model, you will need to consider how you will operate. It's pretty much essential that you acquire an ABN (Australian Business Number) as companies and individuals will ask for this when you invoice, or if they pay you for your work via direct debit. If you consider yourself a professional, it is likely that the need to have an ABN will arise at some point in the future, so it's always a good idea to get this component of your financial set-up in order as your very first port-of-call.

Taxation

Long before it comes to tax time, you'll need to know how to deal with taxation as a freelance model. At the very least you need a Tax File Number (TFN), and you might want to consider registering for Pay As You Go Installments (PAYG), depending on the scope of your work. This can allow you to put away enough money to manage any taxation costs and debts come End of the Financial Year (EOFY).

Superannuation

While you don't have to pay yourself superannuation as a freelance model, you certainly don't want to leave yourself with an amount that isn't sufficient to live off when you become too old to continue your work. You're going to have to consider just how much you might need to support yourself when you retire. You can make personal super contributions that allow you to manage financial insecurity, particularly when it comes to your superannuation.

Invoicing

When you're a freelance model, it's likely that you will need to send invoices to collect payment for completed projects. Generally, once you send an invoice, those that contract your services have a three-month window in which to deposit the money in your bank account (or, to find a way to pay you via some other method). However, you can set your own invoicing terms and/or use a contract. This will help you to meet your commitments - like paying the rent and bills on time. You can use templates and use email/SMS to follow up. Always use clear, intelligible language and remember to always double check all your figures and details before you hit send.

Accounts

When working as a freelance model your finances can get a little messy. Always keep a separate business account to accurately keep track of your profits and expenses. There can be a lot of hidden costs associated with modeling (travel/beauty/health related) so, always consider the actual cost of undertaking an assignment. You need to be diligent and keep track of your earnings to manage your finances into the future.

Insurance

Did you know that as a freelance model it is very likely that you are not covered for injuries and illness when working on an assignment? Taking out personal insurance to cover you (should something untoward happen) is a good idea in protecting your career interests and a potential loss of income should you be unfit to work. Always make sure you properly assess a location to ensure that it is safe and never allow someone to put you in danger for the sake of a good shot.

Tick off your financial FAQs

So, what do you need to 'tick off' to make sure you're on track? We hope you have found this list useful and wish you the best in your future career endeavors - the team at StarCentral.



TOP FIVE FASHION TRENDS FOR 2018

It's just too crazy that we are almost in the year 2018. Now is the time to look forward to new season fashions, direct from the runway. Fashion shows are excellent indicators of the trends that will filter down into mainstream designs, influencing the styles you can purchase in boutiques, in-store and online.

So, what are the top 5 fashions trend for 2018?

1. Jumpsuits

Jumpsuits have been uber cool for a while now. But, we are seeing a twist on this staple with designers making them even more utilitarian, baggy and looking almost exactly like a flight-suit. New York Fashion Week 2017 saw the jumpsuit weigh in heavily in both men's and women's fashions... meaning we will see a lot of this trend in 2018. We've even seen it in leather! However, keep it fly by making sure your jumpsuit is styled more urban/street and less 'The Village People'.

Think: Rihanna (particularly if she was about to fly a small aircraft).

Wear with: a belt, heels or even trainers!

2. Fringes

It's time to harness the power of your inner cowgirl. Fringes are taking over big time, with so many applications. Whether they are adorning dresses, jackets, handbags or boots, 'The Fringe' is just so damn fabulous. Designers such as Calvin Klein and Alexander Wang have taken this design element next level, incorporating it with tassels, pom poms and all sorts of embellishments.

Think: Almost Famous' Penny Lane... but with a serious update.

Wear with: lashings of attitude and tassel earrings. Skip the cowboy hat.

3. Mint and Lavender

No, we're not talking about a herbal infused cocktail...

summery pastels mint and lavender are set to be the their Spring shows. Whether as a color staple for ancors de jour when it comes to fashion in 2018. Designers Tibi and Michael Kors incorporated lavender into evening, corporate, street (or, even activewear) these two pastels shades are enjoying their moment in the spotlight.

Think: Your grandma...if she was a fashion doyenne.

Wear with: Lavender can look great in soft knits, suit sets... anything!

4. Candy stripes

Think candy is just for children? Think again. Candy stripes can actually be super sexy, and they'll be guaranteed to be making an appearance in 2018 in the wardrobes of fashionistas worldwide. Whether it's on a summer dress or a winter coat candy-stripes are just a bit sweet... and, oh so cute! Son Jung Wan is a designer that takes this look next level, particularly when it comes to form-fitting bodysuits and sharp (yet, girly) cropped blazers. Yummy!

Think: Zoey Deschanel cute, with an extra dose of fashion-forward sass.

Wear with: A full A-line skirt for a bit of classic vintage charm and a matching cherry lip.

5. Florals

Florals? For Spring? Groundbreaking. Well, this time round they are far more flirty... and a tad less frumpy! And, in 2018 they are here to stay no matter the season. High leg slits and plunging necklines spell sex appeal with a bit of a romantic blush. Look out for warm weather styles for when florals go a bit troppo... we might be forecasting a bit of hibiscus here! For the winter months, metallic floral brocades on trenches and jackets manage to make florals less daytime and a whole lot opulent.

Think: 'Girl-next-door' meets Kim Kardashian.

Wear with: Layered on top of luxe, lace lingerie and as a silk kimono.





HOW TO BE FASHIONABLY ECO-CONSCIOUS

By: Patricia Higgins

In this world of fast everything... food, fashion, relationships, etc... have you ever really thought about your responsibility as a consumer? Sure, you might have found the resolve to avoid McDonald's chicken nuggets (and possibly even be a strict vegan)...but when it comes to your clothing - do you know just what is behind its production?

If you are conscious of the environment and humanity, you'll more than likely want to know how to minimize your footprint and the best ways to make a difference, while still being able to indulge your love of fashion. Here are StarCentral's top tips on how to be fashionably eco-conscious.

Be aware of materials and production methods

Understanding what goes into the production of a garment is half the battle when making an eco-conscious choice. Could your favourite T-shirt have originated in a sweatshop? Is it made from materials that are environmentally sustainable? Check clothing labels and do your research before you decide to buy.

There is so many cool places to shop that go out of there way to ensure they use more sustainable and natural materials (like cotton) in their manufacturing...as well as local artist's designs to boot! Look out for materials like bamboo, hemp, and tencel. These are usually more eco-friendly than synthetic alternatives. Also, check the use of dyes and other factors that have gone into the production. In general, look beyond the initial dazzle of a cute item and a cheap price tag and consider the cost for our planet/people.

Check out second-hand and retro threads

It can be really cool and inspiring to hit up op shops for vintage threads. Not only are you getting a bargain, but a lot of the time you're also buying a piece of fashion history. Beyond this... you're recycling. You needn't buy something mass produced when there are a lot of beautiful retro options readily available.

You can also check out suitcase rummages, retro fairs, car boots sales and online groups. So, you can pop those tags (like Macklemore) at a fraction of the price while maintaining your commitment to preserving the environment. This is all about doing your little bit to assist the 'circular fashion economy' - a movement that is turning the tide on textile wastage world-wide.

Embrace your authentic self

It may come as a surprise, but you don't have to wear the same thing as everyone else, apply the same makeup style, or buy up big on every new trend that hits Instagram or your Facebook feed! It may seem like others have a perfect life - the holidays, the wardrobe, the friends, and relationship... even the hair and the lips. The need to compete in a very status-driven world can sometimes hit pretty hard when you find yourself idly scrolling online.

But, remember behind the perfect 'selfie' are a million and one other shots that didn't make the grade. Influencer's and fashion blogger's posts are completely staged and are specifically created to sell goods. You don't have to buy into this feeling of never being quite adequate, succumbing to the fleeting feeling that a mere product will fill the gap. You can set yourself apart and embrace your authentic self by wearing what makes you most comfortable and what aligns with your personal ethics. You'll feel all the better for it.

Style with substance

Making eco-friendly selections when it comes to your wardrobe is the responsible way to indulge your fashion sensibilities. Whether it's making informed purchasing decisions, buying second hand, or just by avoiding being that bit too greedy and impulsive when it comes to shopping, style with substance is about being conscious of your personal footprint and the toll of your choices for collective humanity.

THE FIVE LESSONS I'VE LEARNED FROM PAIN & Heartbreak

Like it or not, some people just have stronger connections than other people. Usually, your gut instincts will tell you who to invest your time in and who to avoid but did you know that it is actually crucial for you to embrace weak or downright harmful connections as well as pain and heartbreak?

Why? Because these kinds of connections will teach you lessons about yourself and life in general. In saying that, the people you choose to interact with are also a direct reflection of who you really are deep inside.

Let's face it; many of the connections you will make in life, whether professionally or especially personally, do not last forever. Where you are in your life often determines the kind of people you will attract. If your life is in a bad place, you will most probably attract weak connections. People often attract the people and behaviours they say they would rather avoid, but then some of these connections come along just in the nick of time. Just make sure that you keep your mind and eyes open to the lessons you can learn from negative situations because the greatest lessons will be learned during the hard times of your life.

If and when a particular situation or person no longer serves a purpose in your life, let that person go.

Do not hold on to something just because it is easier. Take courage and do the work of letting go and moving on. It is okay to be scared, feel the fear and do it anyway because I guarantee that you will thank yourself for it someday, perhaps multiple times. It is also okay to be sad and grieve the loss of an actual, physical death. Grieving the loss of a bad connection reflects the love, caring and compassion you have for other people.

Do not set out looking for a connection, especially a romantic one because you want the other person to fix your problems.

No one can change and fix you but you. Expecting other people to come along and fix what you think is broken within you is unfair and unreasonable. This also proves that you are probably the reason why your past failed connections weren't working in the place.

For a connection to work, you need to pay attention to what the other person needs and wants.

Check in with the other person to make sure you are doing your part. You need to have those conversations that ask 'what can I do to help you more?' It goes without saying, relationships are a two-way street.

Do not be selfish and take the other person for granted.

Do not dominate the relationship and try to make it all about you. Otherwise, at some point, that person will eventually get tired of feeling like it is a one-sided relationship. If you are not mindful of the role you are playing in the relationship, the other person will probably end up leaving at some point.

The most important relationship you will ever have in life is with yourself.

If you cannot face who you really are, no one can or will. Being alone without feeling lonely is an important life skill to have. You need to take time for yourself so that other people can gravitate towards you.

WHICH SOCIAL MEDIA PLATFORMS ARE BEST FOR YOUR BRAND

If you are planning to launch a small business or you've started one just recently, and you haven't utilized the power of social media because you think it's for teeny boppers only – then you're definitely losing out! You have probably encountered a load of information explaining how you can use social media to promote your business which makes sense because social media is a powerful money making machine as long as it's utilized the right way. It doesn't really matter if you think social media is for kids, bottom line, EVERYONE is on social media, and it's free communication.

Although there are millions of social media users all throughout the world, it is quite easy to get carried away by the number. Looking for the right social media sites to get your business promoted and maximize its potential is vital to the success of a business, and it is the part where you should be concentrating your efforts.

What will your business gain from engaging in social media?

Social media is all about engaging through sharing, which means, in business, it's targeting your services, your product range, or your articles at engaging a possible client base or customer. With millions of users worldwide, social media is covering every topic range that you would be able to think of.

Along with engaging a prospective client base and customer, social media also plays a big relevance to SEO (Search Engine Optimization). Social media has been a unique format because it is helping you promote your content directly to your audience, which in turn, would generate traffic through people who share your content with others, and through search engine optimization.

The most prominent social media sites and their uses

Below are six of the most prominent and significant social media sites that you need to utilize right now if you want your business to succeed.

1. YouTube – This site is about showcasing videos to a broad range of audience. It is being utilized by businesses at all times to sell products and services. Because YouTube is owned by Google, videos tend to feature prominently on the search engine results. You are even given a chance to utilize the YouTube ads for making a secondary stream of income.
2. Google+ – It is in part a combination of Twitter and Facebook and has become essential for SEO if nothing else.
3. Facebook – This social media site has been predominantly built for sharing. These can be articles, products, or services. It is for sharing your content with as many people as possible.
4. Twitter – It is about sharing news on any subject. You should not let the word "news" make you feel as if it does not apply to products. Twitter is useful for new stocks ready to be sold, new product launches, and other press releases.
5. Blogging – It is an excellent way of imparting expertise and news to your customer, client base, followers, and readership, offering a great way of attracting visitors to your website through search engines.
6. Instagram, Pinterest, and other bookmarking sites – These social media sites are good to use when it comes to showcasing visual products. If your business is selling something on the web, make sure you post on Instagram, Pinterest, and as many bookmarking sites as you can find.

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