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# SASSY +co.

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# GERMANI

Germani Jewellery has been established as an Italian brand in Australia since 1985. It became a household name for fine jewellery when it became an exclusive sponsor for the national TV show, 'Sale Of The Century' from 1988 to 2001.

Germani's extensive experience in creating distinctive, cosmopolitan, unique and exquisite jewellery is evident as he was awarded the prestigious Diamond De Beers Awards, designed and manufactured fine jewellery for the Saudi Royal Family, Queen Noor of Jordan, the Duke & Duchess Of Wellington, Elizabeth Taylor, Princess Diana and other well known international dignitaries around the world; thus gaining him international recognition.

Germani houses a huge range of quality, coloured gemstones and loose diamonds sourced from Belgium, Switzerland and the Far East. Customers can enjoy the luxury of purchasing directly from the wholesaler and having the jewellery made in-house. Each design is iteratively reworked until it fits the customer perfectly.

Prices are extremely competitive due to the magnitude of Germani's operation.





Lucy is passionate about her involvement in the creative community. Over the years, she has made costumes for various theatre productions and was proud to be selected as the costume designer for 'TITANIC The Musical.' She also credits her incredible enthusiasm and drive to an unending love for what she does, a sense of humour, and the ability to never stop learning.

Sassy & Co Magazine recently caught up with Lucy to discuss her career in the fashion industry and here's what went down:

### Tell us your full name and something about yourself.

My name is Lucy Laurita, a mum blessed with two gorgeous kids while balancing life as a fashion designer specialising in Women's Event Wear. As any creative would probably know, it's not a career, it's a lifestyle. You live it with all that you are.

Australian born, with an Italian heritage, I'm lucky to have such a great cultural mix. I now appreciate all the things I didn't appreciate in my youth and I'm passionate about embracing diversity and offering a hand up to those in need. I'm also proud to be a Mental Health Foundation Australia Multicultural Ambassador.

The Lucy Laurita Gown Collection is exclusively available at Momento Dezigns, SANA Boutique, and online at Frockaholics.com. The design aesthetic is classic, simple lines that enhance the natural beauty of the female form. The gowns are designed to softly fall over the body, elegantly gliding as the woman confidently moves. When you look at my collection, you need to live the idea that together we have created a story.

### How did you get into the fashion industry?

My young self of about 8 years old decided then that I would grow to be a fashion designer. Did they call me a dreamer? Yes, they did. Was it going to stop me? No. My mother was a talented dressmaker who made all our family clothes. I was always in awe of her ability and her attention to detail in each garment she made but at the same time, I was a little annoyed that she refused to do more with her talent. She refused to teach me so I could only observe as she created. I was shocking in my sewing classes in high school. I worked hard to put together a portfolio to end year 12, and I made it into the Melbourne Institute of Textiles (which has now been taken over by RMIT). I loved my years there, I made the most of my free time and I even got a part-time job as a workroom assistant for La Folie a designer brand that was located on Chapel St South Yarra, Melbourne. It was here that I learned so much about garment construction. My boss was so patient with me and in hindsight believed I was capable.

### How were you actually 'discovered'?

My time at La Folie was coming to an end as the owners decided to move back to London. She asked me – "Lucy, who would you like to work for, where do you see yourself in the fashion industry?" How amazing was my boss right? All I knew at the time was that I wanted to be creative, even theatrical in my designing but I had no idea of my niche. She made a call to Jenny Bannister. She's an iconic Australian Fashion Designer, it just so happened Jenny was looking to hire a new design and production assistant and I fit the job description. I was in this role for 8 years till she began to wind down her production, it was that turning point in 2005 that I started my own brand, LEIELA.

### What do you like most about being a designer?

The opportunity to make other women feel comfortable and confident wearing a gown. The way we dress and the way we feel in what we are wearing is very powerful, making a huge difference to our success hence affecting our mental state. We thrive when we feel confident and it is a privilege to see a confident woman in one of my designs.

Lucy Laurita is a Melbourne based fashion designer who has a wealth of expertise that can only be accumulated over time. Since launching her own label Leiela in 2005, her reputation for glamorous high fashion and exceptional personal service has continued to grow.

Recently rebranding the label to Lucy Laurita, her gowns are sold through various independent boutiques – she also offers a made to order service by private consultation.

### The downside to being a fashion designer?

Not enough sleep, creative minds are always active. I do my best work overnight so when I'm in the midst of preparing a new collection or planning a runway show I'm awake till 3 or 4 am then up at 7.30 am for breakfast with my family.

### What has been your most memorable experience so far?

I would have to say working with director Mitchell Butel and The Sydney Symphony Orchestra creating gowns for "Funny Girl The Musical In Concert." It was an honour to work with some of Australian's most acclaimed talent. The cast included industry heavyweights such as Michala Banas, Natalie Bassingthwaighte, Casey Donovan, Virginia Gay, Verity Hunt-Ballard, Dami Im, Maggie McKenna, Zahra Newman, Caroline O'Connor, Queenle van de Zandt, and Megan Washington. The show was held at the Sydney Opera House.

### What has been the most valuable lesson you've learned while in the fashion industry. This can be about the industry or about yourself.

To believe in my ability as a designer and as an advocate for causes I'm passionate about. It took me a long time to associate myself with my brand. It was only a few years ago when I had a chance encounter with International fashion designer Henry Roth. He's a TV presenter, a Project Runway Australia mentor and currently, in the process of authoring a book I can't wait to read called 'The Stories I Told My Son.' He became my mentor and he transformed my brand to become my personal brand. With his encouragement and guidance, I was able to rebrand and introduce myself and my label as Lucy Laurita. Henry Roth gave me the opportunity to learn something that was not innate. To believe I had something to contribute, that I made a difference to others and I had earned my title as a fashion designer – to own my name as my

### Is your family supportive of you being a fashion designer?

Yes, very supportive, they are always involved with the various projects I work on

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

More meaningful collaborations. I hope to continue joining forces with other creatives to do what we love and to be able to give back to our community. I am currently a Multicultural Ambassador for Mental Health Foundation Australia – I'm proudly raising awareness and helping to eliminate the stigma relating to Mental Illness. This is a cause I am deeply passionate about and will continue to support, hopefully making a difference by reaching those silently suffering.







# FEATURE 12 SASSY AND CO

# FASHION

### FACTS THAT WILL SHOCK YOU

If architecture defines the way a civilization looks, fashion surely does tell a great deal about what kind of people are in a civilisation. From the Greeks to the Romans, fashion has been quite a big part of life. It has developed over the centuries affecting both the way we look and live. Even today, fashion trends play a much greater role than we can imagine.

Fashion is simply everywhere: in our make-up, in our clothes, in our accessories and even in our bodies. Despite being all too "familiar" with fashion, there are so many things we do not know about it yet. Read through this little list of fashion trivia and see if you are indeed a fashion diva. Put a small check on the facts that you know and let's see how you score.

- Women are not allowed to publicly wear shorts until the second World War.
- The thong or modern G-string was born in the city of New York.
- n The word "gymnasium" came from the word gymnos which is naked in Ancient and even Modern Greek. This is because Greeks used to exercise naked.
- In the year 1586, the first magazine about fashion was made in Germany.
- Surprisingly, the term "Bikini" was named after an island which was called Bikini Atoll by Louis Reard. The island was where the US military used to test bombs. He believed the name was appropriate because such revealing clothing would surely shock someone like an atomic bomb.
- Imelda Marcos, the First Lady of President Ferdinand Marcos of the Philippines, was a certified shoe addict. She had 3,000 pairs of different kinds of shoes when they were exiled in the year 1986.
- A French bride holds the record for having the longest wedding gown. The world's longest wedding dress train has been unveiled in Caudry, a French town famous for its production of lace. The spectacular white gown has an 8,095.40 m (26,559.71 ft) train which is almost long enough to cover Mount Everest (8,848 m)!
- If you're a man, your shirt buttons are on the right. If you're a woman, it's on the left.
- T-shirt companies sell a total of more than 2 Billion shirts in a whole year.
- During Medieval times, the colour of your clothes will determine what rank in the society you belong to. Nobles were red, brown, and gray were for peasants, and green was worn by bankers, merchants, and gentry.
- In the ancient world, purple clothes can only be worn by emperors or magistrates in Rome.
- King Tutankhamon was the reason eyeliners became famous. They became famous when the king's tomb was discovered.
- In the past, wearing black is only accepted unless you are grieving. Grieving Victorian widows had to wear black for 2 years after the death of their husbands.
- if you collect shoes, you are called a Sneakerhead. Imelda Marcos surely is one.
- Coloured teeth became such a fashion trend in Italy in the 16th century.

So, how well did you score? If you scored 0-5, you are a Fashion newbie. If you garnered 6-10 points, you're a Fashion fan. And if you scored 11-15, you are definitely a fashion DIVAI

Fashion may be all around us but it's quite a shock how much we do not know about it. Learn more about the history of the clothes you're wearing and be amazed. Surely, there are much more fashion facts out there that will shock you.





### 1. What sparked your interest in fashion?

I've always been creative since I was a little girl. After interning at Dior fashion shows, I learned a lot and I knew eventually that I was meant to be Madame Methven - the sexiest lingerie designer of all time.

### 2. What made you take fashion more seriously and make a career out of it?

Looking at other designers like Donatella Versace and interning for Vogue, Christian Louboutin, John Charles, and John Gilliano...they all inspired me to start my own company but with a Madame Methyen twist.

### 3. How has your work evolved since you began your own

My fashion has evolved as I've evolved in other projects, such as the EDM world. I was inspired to bring my lingerie side to enhance festival wear, seeing as festival wear doesn't have much more than nipple pasties. As more projects and collaborations started, I learned more and pushed myself harder.

### 4. Are there any types of clothing that you avoid wearing?

Anything that isn't black or gold I won't wear, I stand by my brand. I feel that as a CEO I need to always represent my brand and look professional. I do love wearing my Disney shirts at home and occasionally for running my errands.

### 5. How is your work received internationally?

I have a wonderful team that helps me with generating press on various fashion outlets around the world. I feel very blessed to have this but I feel most blessed by God for letting me be known worldwide and enabling me to attend to many people all over the world as possible with my Plur Association and my Madame Methyen line.

### 6. How do influences from outside of LA find their way into your work?

Mostly social media, Instagram, and Facebook. There are so many more opportunities out there and during this pandemic, there seem to be a lot more resources and inspirations out there to find more about.

### 7. What are you fascinated by at the moment and how does it feed into your work?

Sage and incense always stay lit inside my house because it keeps my mind at ease so I can concentrate more. It gives me positive energy so I can continue to be inspired to create more projects.

### 8. What is the biggest lesson that you have learned since you started your company?

You must sacrifice some things in life in order to be successful. Strive in what you believe in and believe in what you do.

"Looking at other designers like Donatella Versace and interning for Vogue, Christian Louboutin, John Charles, and John Gillian...they all inspired me to start my own company but with a Madame Methven twist."

### 9. What is your current fashion obsession?

Some lace pajamas, because of the pandemic it's what I always wear. They are quite comfortable and they can actually make you feel sexy - since bikinis haven't been really fashionable lately due to COVID-19 anyway. I've never worn pajamas more then I have in the past 3 months and I wear them in the morning, afternoon, and night time.

### 10. How do you think lingerie is dictating fashion trends for

Lingerie has been a growing trend for the past couple of years. Since brand ambassadors of various lingerie companies have also helped with the recognition of lingerie as part of society, it helps bring more awareness. You can see a change when it comes to empowering women to feel sexy and be women again.

### 11. Can you give some tips to men who are looking to purchase lingerie?

To the men out there who want to purchase lingerie, try to put yourself in a woman's Christian Louboutin shoes, then ask yourself; "what would I look sexy in?" And then visit my website: www.madamemethyen.com.

Otherwise, all women love black because you can never go wrong or get dontell or lace, women love expensive lingerie like mine with custom made rubies pearls and diamonds.

### 12. What advice would you give to young designers?

Get ready to enter the battlefield because you're going to have 100 doors close on you! But you should never stop knocking on doors because one day one of those doors will open and then it will really be the fight of your life. You will eventually create some magic but it's going to be a very long journey. Sometimes you would want to cry and just stop, but Couture fashion is one of the hardest careers out there to get into. You can always reach me by dialing 1(833)MadameM.





FASHION ADVICE FROM THE WORLD'S BIGGEST

# RASHIOI DESIGNERS

Today's fashion world is a truthful combination of elegance and hard work. Often, with emerging trends and old-school comebacks, finding the right balance and sophistication can be as confusing and demanding as your real day job and yet, we wake up every day and participate in an endless sartorial display of fashionable clothes and dresses as we make the streets, a runway of reality and

Fashion is power. We have Beyoncé, Hilary Clinton, Kate Middleton, Tory Burch, Anna Wintour, and Miuccia Prada who all shine equally fierce and bright as they reign the fashion industry without batting an eyelash. Their styles are luxurious and admirable that most of the time, the same fashion, the actual beauty and style that we see in them superseded our laidback approach in dressing up and becoming glamorous.

While the fashion industry may seem too shallow and dominating, we demystify the people behind designer clothes to see if fashion is only as famous as celebrities and personalities who represent it. Read on as some famous designers dole out worthy fashion pieces of advice that atually matter.

"Wear who you really are and dress according to your own individuality and style. This is more important than the momentary trends." - Donna Karan

"When it comes to men's fashion, going easy on colours are highly advisable. Invest on khaki, black, white or navy. No guy would want a colourful mix of outfits." - Tommy Hilliger

"Know what suits you by creating and developing your individual style and stick to it. Don't appear like you're trying too hard." - Giorgio Armani

"Wear clothes that make you feel comfortable. This will help you look confident and confidence affracts beauty." - Diane von Furstenberg

"Following a trend just because it's in is dangerous. Trends should make you feel confident and glamorous in able for you to be really fashionable." - Donatella Versace

"Fashion is a means of communication where you listen to what other people say about how you dress. This will help you pinpoint how you get your message totally wrong and it's nice to have these people help you with it." - Dries Van Noten

"Fashion is a form of self-expression. Every day, take time to think what you want to say to the world." Kenneth Cole

"Simplicity is true elegance." - Coco Chanel

Clearly, there is more to fashion than beauty and elegance. When outer luxury has been established, everything will still boil down to one's personality and character. Falling into the trap of shallowness is easy but as what these designers believed, looking good and feeling good about one's self still demands a deeper understanding.

The culture of fashion is fast evolving. Trends come and go but what matters seriously are the people wearing the dresses and suits. Yes, these designer outfits can be a social indicator but whether you will look good in it or not depends solely on how you carry yourself. So are you a fashion-inspired or a striving fashion-impaired?









### What: Aleem Yusuf during Paris Haute Couture Fashion Week

Like a rose, 'Obsession' explores the layers of love, individuality and beauty as well as their transparent fragility. 'Obsession' seeks to explore the complexity of these layers. With further inspiration from the feminine form, 'Obsession' ultimately captures a woman's innate sensual, delicate essence with layers of sheer contrasts revealing her inner strength and beauty. 'Obsession' also showcases the traditions of couture – the cut and drape of exquisite fabric, age-old techniques and attention to detail. Couture, like a rose, can be beautiful, fierce and fragile. It deserves our utmost respect. No matter what season or time of year or location, Aleem Yusuf shows always begin with a homage to Melbourne.

Photo Credit: Imaxtree for Méphistophélès



























### What: Pacific International Runway Fashion Extravaganza

Set in the stark sophistication of Manor on Elizabeth, a spectacular lineup of emerging and established fashion designers from Australia, New Zealand, and the Pacific at large show-cased their stunning collections. The event was highly anticipated, after months of preparation by the owner and organiser Failepou Peni and the PIR team. After announcing its international partnership with representatives from Samoa, Papua New Guinea, Fiji, Cook Islands and Tonga - the strength and significance of the Pacific International Runway event skyrocketed, resulting in a well-executed evening of fashion, culture and music.

Photo Credit: 700 500 Photography









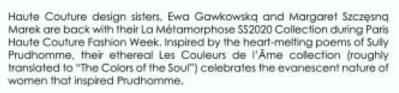


























### What: Miss Auto D' Elegance Fashion Show

Miss Auto D' Elegance went down inside a Private Jet Hangar in Bankstown lined up with 20 Million dollars worth of Exotic Super Cars. It was an amazing networking event where fashion, pageantry, and community came together to raise funds for the Starlight Children's Foundation.

Following a three-hour showdown of gowns, glams, and charity based questions, here's how things turned out for this year's hopeful... The 4th runner up was Maia Fuchs, the 3rd runner up was Sara Nhili, the 2nd runner up was Tatiana Bocharova, the first runner up was Madison Croft and Miss Auto D' Elegance was Sherry Davaa.







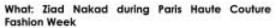


FEATURE

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The idea of Atlantis — the "lost" island subcontinent often idealized as an advanced, utopian society holding wisdom that could bring world peace — has captivated dreamers, occultists and New Agers for generations. Ziad Nakad imagines, for his Spring Summer 2020 Couture collection, the Modern Day Warrior Princesse. The celebration of fierceness, softness, determination, ingenuity and compassion that makes up the Modern Day Warrior Princess is electric and eclectic: tulle, sik and taffeta mixed with organza and chiffon emphasize the mermaid silhouettes. The Modern Day Warrior Princesses, have been able to play to the strength of being female, to celebrate their femininity, not to shy away from it or downplay it: crystals, beads, feathers, all handmade details, are underlining all shades of blue, water green, sun yellow, peach and gold. A hymn to sensuality, as fluid as the sea and as bright as the sun.



























### What: Maria Aristidou during Paris Haute Couture Fashion Week

Maria Aristidou SS2020 knit couture collection is, in every respect, inspired by the Art Deco movement of the early 20th century, when the need for change following World War One spread in all aspects of art and design. From buildings to furniture, jewelry, fashion and every day objects. Similar to the Art Deco movement the collection combines bold styles with fine craftsmanship and rich materials representing luxury, glamour and exuberance. Maria Aristidou's BOLD collection, guided by the essence of shape to form clean, geometric designs with vivid colors and vibrant patterns using knit fabrics, represents a challenge for both men and women to deviate from the norm, be BOLD and dive into the fascinating abyss of Art Deco inspired shapes and colors of knit couture.

Photo Credit: Imaxtree for Méphistophélés













ICAE HIMAL

Kosh Veneficae Himal started his fashion journey with his mother when he was just 13 years old, she used to be a bridal designer/fashion stylist/ hair and makeup artist, and they used to work together a lot with her clients. Years later he started volunteering for the Colombo Fashion Week helping models to change and get them ready for the show, and that's when Adam Flamer-Caldera scouted him and introduced him to his sister Anjuli Flamer Caldera. Eventually, he was hired as a model scout/model agent at a leading model agency in Sri Lanka. Fast forward to today and he's now the talent manager of the agency in Sri Lanka and a proud owner of three successful brands - KOSHE, KALON, and KH2.

We recently caught up with Kosh Veneficae Himal to talk about his journey in the fashion industry and here's what went down:

### Tell us something about yourself.

I started my Fashion journey with my mother when I was 13 years old, she used to be a bridal designer/fashion stylist/ hair and makeup artist, and we used to work together a lot with her clients. Since my childhood, I was very excited and curious about this industry and mostly I was very fond of fabrics and colors. After my high school education, I managed to do my higher studies at Plymouth University and I was majoring in events, tourism, and hospitality BSc. Meanwhile, during my vacation time, I started to follow my heart and launched my red carpet couture clothing line under the brand name of KOSHE. Most of the celebritles pageant queens and models loved my work and started to buy my designs (that's how I became a celebrity designer). My very first celebrity actress was Nipunika Hewagamage and she's one of the reasons why I am here today.

Back in 2015, I was awarded as the best designer of the year and then got the opportunity to showcase my designs at the Asian European Fashion Week in Paris - I was the youngest fashion designer in Sri Lanka who got the opportunity to showcase in an international platform and then I signed a contract with them as a spokesperson. Ever since then I find new talents from around the world so I can give them the opportunity to shine.

### How did you get into the fashion industry? How were you actually 'discovered'?

I used to volunteer for the Colombo Fashion Week backstage - I was helping models to change and get them ready for the show. The atmosphere in that place was wonderful and I was in love with that story. During one of those days, Adam Flamer-Caldera scouted me and introduced me to his sister Anjuli Flamer Caldera who is one of my good friends and she hired me as a model scout/model agent at the leading model agency in Sri Lanka (The Agency Sri Lanka). Working with them was amazing and from that day on I started a new page in my fashion diary. Now I am the Talent manager of The Agency Sri Lanka and a proud owner of three



successful brands - KOSHE, KALON and KH2. My best friend Manasha and I started to style for many clients under the brand name of two broke stylists. I have to say we have styled for several big campaigns and big celebrities such as Brett Lee, Nick Saglimbeni ( A photographer from the Keeping up with the Kardashians) as well as many music videos for leading artists in Sri

### What do you like most about being a designer?

Lanka as well, So my fashion journey is

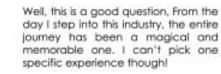
still going on.

The most amazing thing about being a designer /stylist is that I get to create new looks, new trends, and new dreams. That's one of the most awesome things about being a part of this industry. I also get to work with different people all the time, one of my favorite parts of being a designer/stylist is that I get to meet new friends. clients, working partners.

### The downside to being a designer?

The stress and workload! Managing an international talent management firm, styling, lecturing and designing is very hard to manage at the same time, so the level of stress is super high.

What has been the most memorable experience of being in the fashion industry so far?



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

Adam Flamer Caldera - Male supermodel in Sri Lanka and the USA, my best friends - Manasha ( Stylist and a Fashion designer ) and Riaan George Luxury blogger and Social media influencer).

### What has been the most valuable lesson you've learned while in the fashion industry.

Follow your dream and focus on your success, Earn people more than money. Do not let others get credit for your fame and your achievements.

### Is your family supportive of you being a fashion designer?

They are very supportive and my mother and father are the reason for all my success.

### What are your future plans?

Well, I took a big step as the manager of The Agency Sri Lanka, I believe that is a big progression inmy career and t started new project called TAS WORK-



Model Tymo - my new business partner along with The Agency Sri Lanka - a training program for models and anyone interested in this industry, this platform is a proper finishing course.

Currently, I', working on my own YouTube Talk show, we are still planning and working on the concept of the show, I want it to be different and a special show that helps the community and the film, Fashion, Drama and music industry of Sri Lanka. I also have a plan to move to India to explore more apportunities.

### The 'LIGHTNING FAST' Round:

- 1. Last good movie I've seen: 6 Underground
- 2. What do you consider beautiful and why? Beauty means everything around us, but only the unique eye can catch the real beauty.
- 3. What haven't you done yet that you wish you could? Have my own studio / Style house ( Retail, Styling, Photography, Runway rehearsing ) a complete fashion style house / Studio
- 4. Complete this sentence: "If I had no fear, I'd..." be more open about my opinion regarding some of these local Instagram influencers and models