

STAR CENTRAL

THE SUBTLE ART OF MANLINESS

FIVE ESSENTIAL
STYLE TIPS FOR
GUYS WHO WANT TO
DRESS & LOOK BETTER



FIND OUT MORE ABOUT

MELANIE ZEHNER

A MODEL TO WATCH
OUT FOR THIS YEAR

FREELANCE MODELING

STARCENTRAL
MAGAZINE'S
TOP FAQ'S
FOR YOUR
FINANCES AS
A FREELANCER

USEFUL
"INSTA"
TIPS
THAT'LL
Blow your socks off

MEET DEVEN

POWERS

AKA MR. HOLLYWOOD

Photographer ISABELLE RUEN PHOTOGRAPHY
Style LORDS & FOOLS



TABLE OF CONTENTS

- 6 **Fashion:** You've been told to shop for your shape. But, what about shopping to change your shape?
- 10 **Spotlight:** Make way for Glam Nepal International 2020
- 12 **Feature Story:** One on one with Ruthless star Melissa L. Williams
- 16 **Fashion:** The Subtle Art Of Manliness - Five essential style tips for men
- 18 **Feature Story:** Meet Melanie Zehner - One of the models to watch out for in 2020
- 26 **Feature Story:** 5 Powerful ways to increase your Instagram engagement
- 28 **Feature Story:** Royale Modelling
- 32 **Artist Spotlight:** Introducing Amanda

22

Cover

Deven Powers

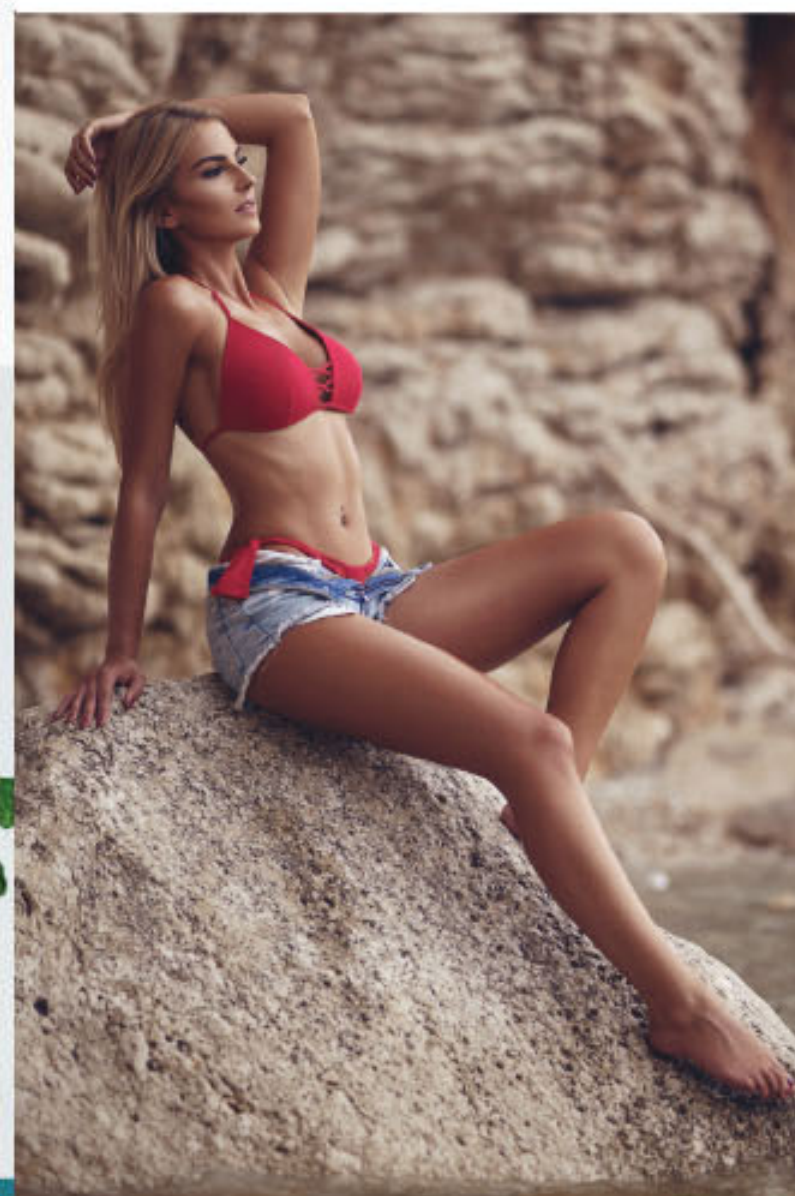
Find out more about one of the most promising actors to watch out for in 2020.



Professional Photography Service

FASHION BEAUTY WEDDING
M: 0413080713

Ray Bartholomeusz
Photography



OPENING REMARKS



July marks the fourteen-year anniversary of StarCentral magazine and we've certainly come a long way since 2006. Throughout the years we've met and spoken to so many up and coming and fascinating individuals, we've explored various mediums of expression and we've covered hundreds of amazing events thanks to our amazing contributors, supporters and team. As we put this issue to bed, I would like to thank God for giving us the strength and guidance throughout the years and I would also like to thank you all for your continued support, enthusiasm, dedication and passion towards our publication. Our business is only as good as the people who make it happen for our readers every day, and I know we have a tremendous team who gives me every confidence that we'll be able to maintain a strong performance throughout 2020 and beyond. God bless.

Mike Iagan
Managing Director

18

Melanie Zehner
Meet one of the stunning models to watch out for in 2020.



Like us on Facebook & Instagram



EDITORIAL

Editor-in-Chief
Jennifer Aluning

Managing Director
Mike Ilagan

Photographic & Art

Kevin Gomez, FIN Photography, Ash Narayan, James Mao, Brooke B, Raymond Bartholomeusz, Gary Abella, Dave Choo, George Azmy, Eric Fonacier, Raf Flores, Thang

Marketing

Alex Abella, Krissy Anderson, Eileen Maynigo, Barnes Luz, Jason Harris, Lovely Washington, Charles Chan, Albie Pri, Jenny Hu, Annabel Garcia, John Esquerro, Michelle Palmer, Cameron Wright, Angelica Whitelaw, Joanne Azzi, Tricia Richardson, Zenaida Patterson, Gerry Samaniego

Writers & Contributors

Anjelica Whitelaw, Shiwani Gupah, 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

While every effort is made to ensure the information in this magazine is correct, changes may occur that affect the accuracy of the copy, for which StarCentral holds no responsibility. The opinion of contributors are not necessarily those of StarCentral staff. StarCentral disclaims liability for those impressions.

Royalle Modelling Pg. 26

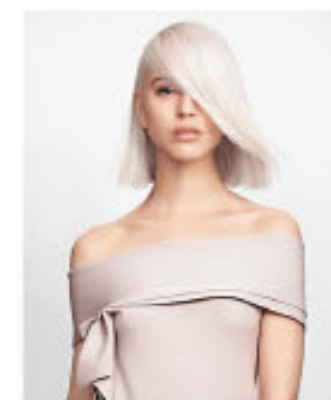
EDITOR'S NOTES

Today we're honouring those heroes who not only keep us safe and healthy but, who also work so we can still meet our needs. So, I don't only mean the health-care workers, fire department and law enforcement officers. I also honour the grocery store workers, the garbage collectors, the postal workers, the delivery people, the pharmacists and so many more. You are held in high esteem and we hope you all know how grateful we are for you.

This year I celebrated the milestone birthday of turning 44 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 has made 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 2020 has been, and will continue to be a special one despite what's happening in the world right now.

Jenny Aluning
Editor-In-Chief

All rights reserved. No articles or images may be reproduced in any manner whatsoever without written permission from the publisher.



EQUAL IMAGE SALON

Equal Image Salon Balmain is a welcoming salon located in the heart of Balmain. We are a small Boutique Salon that's able to offer the ultimate one on one experience. Equal Image Salon specialises in the latest trends from colouring, precision cutting, and various balayage techniques.

Customer satisfaction is our priority. When you visit Equal Image Salon Balmain, your visit will be greeted with a smile and with a consultation in which we'll discuss the condition of your hair, scalp, preference style, and colour.

Products we carry: La Biosthetique ❖ Olaplex

Services Offered: Cut ❖ Ladies Cut + Wash + Blowdry ❖ Men's Cut + Wash + Blowdry ❖ Kids Cut ❖ Blow Dry ❖ Colour ❖ Regrowth ❖ Foil / Highlights ❖ Balayage / Ombre ❖ Keratine ❖ Permanent Straightening ❖ Treatment and many more!

EQUAL IMAGE SALON

SPECIAL OFFER: 20% OFF ANY COLOUR SERVICES FOR THE MONTH OF JUNE WHEN YOU MENTION "STARCENTRAL MAGAZINE"

EQUAL IMAGE SALON BALMAIN CUSTOMER SATISFACTION IS OUR PRIORITY

FASHION

THAT SHAPES YOU

You've long been told to shop for your shape. But, what about shopping to change your shape? I mean, zipping it all in where it needs to zip in and popping it all out exactly where it needs to be popped out...to be a real-life Jessica Rabbit by sheer virtue of your wardrobe.

“One minute you’re feeling a little flabby and the next you’re va va voom perfect, wondering why anyone would ever bother sweating it out at the gym when garments can take care of all that for you?”

You’ve long been told to shop for your shape. But, what about shopping to change your shape? I mean, zipping it all in where it needs to zip in and popping it all out exactly where it needs to be popped out...to be a real-life Jessica Rabbit by sheer virtue of your wardrobe.

One minute you’re feeling a little flabby and the next you’re va va voom perfect, wondering why anyone would ever bother sweating it out at the gym when garments can take care of all that for you? It may sound too good to be true but there are some new technologies and approaches in women’s fashion that claim to do just that.

The Butt Lift Jeans

If you’re at all attuned to pop culture you would see there’s nothing really bigger right now than having a big butt. Nicky Minaj sets a high precedent for achieving a peachy ripe ‘ol behind. It may be genetics, it may be squats or it may be something more. However, there is more than one way to get the perfect butt that you desire.

Consider your regular old jeans and the way your butt looks in them. Does it look a bit flatter than you would hope? Does it take on a life of its own when you sit down? Does your butt definitely have more potential that your jeans are giving it credit for?

Salvation comes in a garment inspired by Latino fashions. The Butt Lift Jean is an item designed to contour and curve your most precious of assets (pardon the pun). By way of some very clever design and stitching, Butt Lift Jeans shape and place your butt in a position that looks nothing short of delicious. No butts about it.

All jokes aside, the Butt Lift Jean is a remarkable example of how to perk up and shape your body simply by way of your wardrobe.

The Waist Trainer

Has the Waist Trainer been appearing on your Facebook newsfeed of late? It’s highly likely considering the power of this current trend. Celebrity devotees (such as Khloe Kardashian) have been employing the slightly controversial technique of waist-cinching to achieve the ultimate hourglass figure. It’s reminiscent of the days of corsets when a waspish waist was the de rigeur of the times.

The Waist Trainer can be worn while working out or during your normal routine. It’s essentially a corset that can be leveled up (notch by notch) to achieve a slimmer waistline. Detractors do point to concerns about the comfort of wearability and possible damage to internal organs. There are several options available in the material used that affect the restrictive element (such as latex for hardcore waist-trimming) or a more pliant day-to-day material that can ever be worn at night.

Waist cinching is certainly a popular trend and a lot of fans praise the ability of the garment to support posture and to even improve muscular issues. A lot of “before and after” pictures exist that support the idea that a Waist Trainer can reduce the circumference of the torso region with repeated usage. Another reported benefit is that the use of the garment considerably reduces food volume intake.

Getting an enviable svelte midsection without needing to do a ton of push-ups seems like a dream come true. The only way to know if a Waist Trainer really works? Try one for yourself!



GLAM NEPAL

Glam Nepal International is a global brand in the making in the world of fashion runways which aims to showcase the diverse and unique designs of Nepal. It gives the designers of Nepal wings through the Glam Nepal International network to conquer the global market via International exposure. The Revolution is from Australia itself... Will you join us?

Glam Nepal International also intends to produce role models as opposed to just merely supermodels who will be able to inspire the millennials to do better in life. The goal is to redefine the fashion industry - to shape it with role models and an eco-friendly clothing industry.

Furthermore, Glam Nepal International founder Deepak Gyawali aspires to take the runway show to different countries in order to exchange cultural values and religious tolerance bringing people together through fashion and lifestyle.



INTRODUCING MELISSA L. WILLIAMS

Having already made waves on BET's currently #1 ranked new scripted series "The Oval" with dual roles, breakout star Melissa L. Williams, who has quickly become Tyler Perry's new muse, is now set to lead Perry's spin-off series "Ruthless," as the title character Ruth Truesdale on BET's new streaming platform, BET Plus, out now.

"The Oval," tells the story of a family placed in the White House by people of power while also highlighting the personal side and everyday lives of the staff who run the inner workings of the nation's most iconic residence. On the new hit series, Melissa portrays twin sisters 'Denise' and 'Ruth,' polar opposite roles, both with their own agenda.

Perry's spin-off series "Ruthless" follows Ruth Truesdale as she's forced to play nice with a scandalous religious cult of powerful sex-crazed fanatics in the hopes of freeing herself and her daughter. Williams stars opposite Stephanie Charles ("The Paynes"), Anthony Bless ("Tyler Perry's Sistas") and Bobbi Baker James ("House of Payne").

Melissa actually grew up in Oklahoma City as the oldest of six and utilized her family holiday gatherings to put together and star in her own talent shows. A natural performer from an early age, she set out to do as much local theater as she could find in Oklahoma City, eventually heading to Clark University in Atlanta for college to study theater. Williams joined the CAU Players, the University's drama club, which puts on various productions yearly ranging from classical works, musical works, children's productions, and one-act play festivals. Melissa starred as Carmen in F.A.M.E. during her time in the CAU Players. Even after finishing her degree, she went to get additional technical training so that she could produce projects herself and applied it to several music videos she produced when she moved to LA.

StarCentral Magazine recently caught up with Melissa to discuss all of her current projects and here's what went down:

How were you actually 'discovered'?

I started my professional career like many actors going to countless auditions. I built a great rapport with some wonderful casting directors and they would constantly call me in. From there, I booked a few network roles and my career took off.

What do you like most about acting?

I like that I get to study and become so many different characters for a living. It's fun! I like finding the truth and finding the similarities between myself and the character.

Can you tell us about your role in Ruthless?

I play Ruth Truesdale, who is on a search for redemption. Ruth is striving to become her "best self" but sometimes things aren't always as they seem.

What sort of person is going to love this character?

That's the thing about complex characters, they pique everyone's interest whether it's the negative or positive traits. Everyone is still intrigued.



How is this character like you? Different?

Ruth is like me because she is extremely passionate about what she believes in. We are different for obvious reasons.

What's the biggest challenge to taking on this role?

The biggest challenge was figuring out how to stay interesting and express my emotions while wearing the same wonderful purple cloak for 24 episodes.

Besides yourself, what celebrity would you like to see tackle this character?

Elizabeth Moss. Actually, she played a similar character in *The Handmaid's Tale*.

Besides yourself, which actor in this show is going to blow people away?

I feel like every single actor came to play; I'm going to leave it up to the viewers to decide!

If you could play any other character in this show, who would it be?

No one. I believe what's for you is for you.

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

The most memorable experience in my career was being able to introduce my father to Tyler Perry at his Gospel Brunch and him telling my father "I'm really proud of her."

How active are you on social media?

I'm very active! I'm on Instagram, Facebook, and Twitter every now and then. I just got a TikTok account, too.

What is your favourite social media platform?

Instagram. I love being able to tell a story with pictures.

With the current COVID-19 situation, we heard that you have been helping people in need and your fans. How did this come about?

If this were to happen to me last year, I would not have been able to financially make ends meet. I felt compelled after someone showed me a random act of generosity. I went on my IG live and told the first ten people to DM their Cash App and I sent them money. Altogether, I sent over \$1500 that day and the recipients were so excited that they even sent me pictures with their groceries!

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

My future plans are to produce and star in my own projects. Release my new music and continue to inspire others with my platform.



THE SUBTLE ART OF MANLINESS

FIVE ESSENTIAL STYLE TIPS FOR MEN

It can seem like there's a lot to know about impeccable fashion sense, but in reality, looking sharper than most men out there is actually quite simple and only requires ticking a few boxes here and there. Of course, what works for one doesn't always work for another, or what works for one is considered too bland or too outlandish by another. So, when it comes to personal style, they always have to be taken at face value. They're merely solid suggestions rather than the last word on style.

Below you'll find some of the best style tips that you can be doing right now to make yourself look a lot sharper. You can thank us later.

Wear a suit like a boss

If you want to look like a boss in a suit then you have to remember that the key to looking good in a suit is "fit." Make sure it's fit across your shoulders. If the blazer you're trying on is too big or small in the shoulders, then you need to find the one that fits just right. When it comes to your arms, your knuckles should always be even with the bottom of your blazer and the sleeves of your blazer should always fall just a bit over your wrist. Once you've ticked the box for the length of your sleeves then you need to look at your shirt cuffs - it needs to be visible by at least 2 centimeters. When it comes to buttoning, you need to make sure that the top button of a two-button suit or the middle button of a three-button suit doesn't fall below the center of your stomach. Suit pants should also fit like a glove around your waist to the point that you don't necessarily need a belt to hold it up. It should be just around the high hipbone area. In terms of the length of your pants, you need to ensure that your suit pants are hemmed to leave a slight break because it'll look sharper to leave a slight break instead of a full break or no break at the hem at all.

Keep accessories to a minimum

While in the past, men were a little simple, they were also boring in the way that they dressed. However, it is also important not to overdo things. You don't want to look like a wannabe celebrity, walking down the main street with a hat, scarf, and outrageous glasses. There is a difference between being flashy and looking like an over the top version of Michael Jackson. You can wear black with a touch of white. Don't wear a huge amount of jewelry and bling unless you're going for the rapper look. Try to focus on one item, such as a decent looking watch. Accessories such as ties and pocket squares can also be a great

addition to your outfit but never match them up because you'll look tacky. Never overdo the accessories on your overall look - keep in mind that less is always more.

Don't be afraid of colour

Try to get out of your comfort zone and change things around so you don't fit a particular style. It may be just one thing, such as a more colorful shirt or a pointy pair of shoes. This can show that you don't fit into a certain type of box. Whether you're wearing a casual outfit or formal outfit, don't be afraid to add a touch of colour. Most men are scared of adding colour in their fashion - they're terrified by anything that isn't black, grey, or any dark colour, but colour can be amazing too! A red suit, for example, can look particularly dashing, same as suits that come in colours like burgundy, green, mustard, pink, or even light blue.

Dress appropriately

Although your personal style is always important; you need to also make sure that you're dressed appropriately for the occasion. Think of clothes as secret codes: you need to have the right combination but with a touch of your own sense of style. The worst style is when you're outfit is out of place - dressing appropriately for the environment you're in is simply a mark of respect for others who made an effort to dress up. In fact, overdressing is probably a lot better than dressing inappropriately.

Wear quality shoes

This particular item can make all of the difference to any man's wardrobe. You may be looking a little worn out in your sports gear, but when you have a neat pair of athletic shoes, this can make the difference. When it comes to shopping for shoes for a suit, a nice pair of Italian shoes can make a big impression and this is something that a lot of people tend to notice. Quality shoes are the kind of investment that should last for at least 10 years or more. It's the shape of the toe that's always the deciding factor - and round will never be out of fashion. Try to always go for classic styles such as loafers, brogues, loafers, or Derby shoes.

In conclusion, keep in mind that at the end of the day you have to own whatever it is you're wearing. True blue style icons are men who carry their outfits with self-confidence and pride.

MEET MELANIE ZEHNER

Before Melanie Zehner got into modeling and graced catalogs and the cover of a magazine, she was a girl living in a small town in Austria. Melanie was in a shopping center when a chance encounter led to her big break. She was only 10 when she was spotted by a shopping center's marketing coordinator. She was approached and asked if she wanted to be the face of a new magazine. She eventually got the gig and this encounter piqued her interest in modeling. From there she went on to become a professional model and she has even done modeling internationally.

StarCentral Magazine recently caught up with Melanie Zehner to discuss her journey in the modeling industry and here's what went down:

Could you please provide background about yourself and how were you actually 'discovered'?

I was originally born in Austria, I grew up in a little whimsical town with lovely natural surroundings. I have amazing parents who taught me a value system that I've always stayed true to. When I was about 10 years old I went to a shopping center with my mum and a lady from the shopping center's marketing department approached me and asked me if I wanted to be the face of the new magazine – this was in summer and the mood of the magazine was "everything that you need for school." My dad was part of a photography club that's why I had no problems posing in front of the camera. In fact, ever since I was born he always had his camera next to me. That's how I got my foot into the modeling industry.

What does it mean to you to be a model?

For me, it means a lot. You represent something so you should be a role model which means you have to work very hard on yourself.

What sort of person usually follows you?

People who are interested in a healthy lifestyle/sport and photography.

Who's your main audience?

Photographers and models.

What's the biggest challenge to modeling?

Not to give up because there will always be people who will criticize you a lot! It doesn't really matter how beautiful you are. After attending several casting calls, you will honestly feel like the ugliest person in the world.

Have you always wanted to be in the modeling industry?

I was always too shy. That's why I got trained as a hairdresser and makeup artist – I got my master's degree 3 years ago. But even then I never lost my passion for modeling – so when I was 21 I started to work very professionally as a model.



What's your personal mission in life?

To create a life filled with love and adventure. I want to feel as intensely about life as possible. All kinds of feelings. I want to be able to run my imagination free so my deepest self can develop creatively. I have a gift for recognising people and their stories and I keep my thoughts in stories, in diaries, and my memory. I'm a loner because I don't stop dreaming and learning. I believe in myself, I trust myself and am proud of myself.

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

When I got booked for a video production in Thailand. Another unforgettable experience was when I saw myself in a catalog which I've known since my childhood – because everybody in Austria gets this catalog.

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

Oliver stone (Regisseur&film producer) and in Silicon Valley. I met Steve Jobs' best friend which was really interesting.

How active are you on social media?

I post twice a week on Instagram and I post stories every day.

What will you advise other models who may wish to follow your footsteps?

Stay true to yourself and don't do any jobs just because of the money.

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

I want to work on an amazing project with high-profile photographers and I want to organize workshops all around the world. Outside my career, I would love to have a little family in the next 5-10 years.

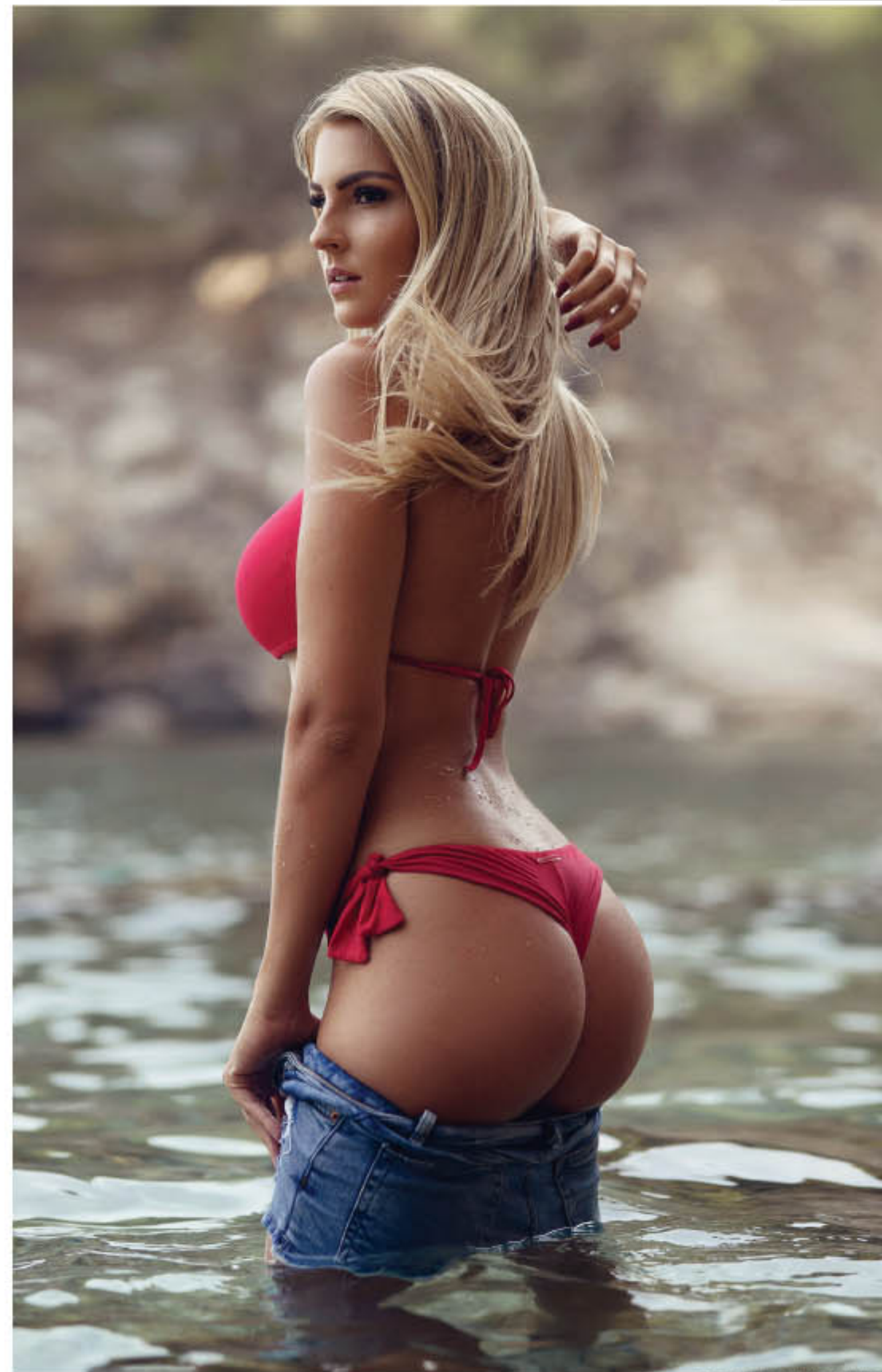
The 'LIGHTNING FAST' Round:

1. Last good movie I've seen: I am watching "la casa de papel" at the moment and I can't stop it.

2. What do you consider beautiful and why? If somebody is really happy and healthy both inside and outside – that's beautiful for me! How somebody acts graciously to other people in complicated situations and how somebody treats animals – tells so much about them! And if they act nice they are beautiful for me.

3. What haven't you done yet that you wish you could? I would love to have a TV spot.

4. Complete this sentence: "If I had no fear, I'd..." explore the whole world and life in every country for a while – I have only lived in 3 countries until now.



Photographer ISABELLE RUEN PHOTOGRAPHY

MEET MR. HOLLYWOOD DEVEN POWERS

Born Deven Lavale Purifoy on February 27th, 1983 in San Bernardino California; Deven Powers aka "Mr. Hollywood" is the 10th child out of 14 children. His father was a pastor and his mother is an amazing gospel singer. Deven started playing the drums at just 9 years of age, and at the age of 13, he was given his very first drum set by a member of the legendary Gap Band. At age 13, he also became California's state drummer in his church congregation. When he became a freshman at Rancho Verde High School in the city of Moreno Valley, California, Deven joined the marching band which eventually went on to win several championships.

Fast forward to today, Deven Powers aka "Mr. Hollywood" is currently the host of the LA Live Film Festival from 2018 through to 2020. He's also the founder and CEO of the Black Film Festival in Los Angeles. When it comes to the high life, Deven is definitely living up to it, hence you can catch him on the cover of High Life Magazine's highly anticipated Hollywood issue. When Deven's not gracing the cover of magazines or hosting red carpet events, he's hosting the "Mr. Hollywood TV show" which airs on AT & T, channel 99 in U-Verse, and channel 32 in Charter Spectrum.

StarCentral Magazine recently caught up with Mr. Hollywood to discuss his journey in the entertainment industry and here's what went down:

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

My name is Deven "Mr. Hollywood" Powers. I'm the son of a pastor and a great gospel singer. Growing up in church, I began playing the drums at the age of 9, and at 13 I was given my very first drum set by a member of the legendary Gap Band. Around this time I became one of California's state drummers. I got my foot in the door of the entertainment industry back in 2010 when I worked as an extra on several Hollywood movies as well as appeared on several TV shows and commercials. But it wasn't until 2016 when I really got my big break in the industry - my TV and radio song "Rick James" became a hit which eventually went on to gain over 69,000 YouTube views. In 2018 I was given the opportunity of a lifetime when I was asked to become the host of one of Los Angeles' biggest and brightest film festivals - the LA Live Film Festival, which eventually became Film Fest LA.

What do you love most about acting?

What I love most about acting is the fact that I can be myself in front of a camera. What you see on the big screen is me in my natural element. I love studying and getting into character. I can basically play any type of role but my favorite roles are within the action and suspense genre.

What are your strong points as an actor?

I would have to say my versatility because I'm able to play any character in the script and I'm very easy to work with. I also bring a positive attitude to the movie set. As an actor, I'm able to learn my lines fast and jump in and out of character at the drop of a dime. What I love most about acting is the fact that I love to act - I don't do it for the money, I do it for the love of the craft.

"DEVEN POWERS
IS THE HOST OF
THE LA LIVE FILM
FESTIVAL & CEO
OF THE BLACK
FILM FESTIVAL
IN LOS ANGELES."

**What are your strong points as an actor?**

I would have to say my versatility because I'm able to play any character in the script and I'm very easy to work with. I also bring a positive attitude to the movie set. As an actor, I'm able to learn my lines fast and jump in and out of character at the drop of a dime. What I love most about acting is the fact that I love to act - I don't do it for the money, I do it for the love of the craft.

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

I've learned from various directors that you have to remain humble because attitude affects your amplitude in this industry. Basically, you have to be easy to work with and likable. If a director doesn't like working with you he can easily go with another actor.

If you could play any other character in a movie or TV series, who would it be and why?

I would love to play James Bond because he's so eloquent, smooth and charismatic. I'd love to play him because there has never been a black James Bond and I have to say - I think that I'm the right guy for the role because I'm young and I can bring a fresh face and style that Hollywood hasn't seen yet.

You also mentioned you're a model and TV and radio host - can you tell us more about this?

I've been modeling for 10 years now and I'm currently sponsored by Good Side Bad Side Clothing. In fact, I appeared as a model in a Sketchers shoe commercial several years ago. I'm also a former NBC news radio host and current TV host for the Mr. Hollywood TV show airing on AT & T, channel 99 in U-Verse, and channel 32 in Charter Spectrum within the greater Los Angeles Area.



The show is also coming soon to Amazon. In 2019 I recreated the Black Film Festival Los Angeles and I formed a magazine as well.

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

It would have to be becoming the host of the LA Live Film Festival because I got the chance to meet directors, actors, and actresses from all around the world.

Who has been the most interesting person you've met so far?

The most interesting person I've met so far has to be Jamal Antar, he's the co-star of my upcoming movie The Bad Boyz of Hollywood.

How active are you on social media?

I'm very active on social media, I like to comment and share all the time. Sometimes I even lose needed sleep just to engage with my fans.

What is your favourite social media platform?

My favourite platform is Instagram and Facebook but I'm currently learning how to use TikTok.

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

My future plan career-wise is to become one of the biggest names in Hollywood if not the biggest. I plan to follow in the footsteps of my idol Denzel Washington. Most importantly, I plan to give back and inspire people. I plan to build homeless shelters for the homeless and help people in prison and on parole by helping them gain employment so that they can get a second chance in society.



5 POWERFUL WAYS TO INCREASE INSTAGRAM ENGAGEMENT IN 2020

By: Anjelica Benneth

Over the years, Instagram has become a vital channel for businesses to personally reach out and connect with their customers.

Instagram, a photo and video sharing app, has around two billion active users around the world, and every day more than 70 million photos are uploaded on Instagram. Undeniably, it remains at the top spot when it comes to followers' engagement rates.

So, what do all these stats mean? For businesses, it means that Instagram offers a whole lot of opportunities for engagement. As such, it only makes sense to invest in growing your Instagram followers and engagement. So if you are looking for ways to increase your follower count and boost your fan engagements, then try these five simple steps:

1. The importance of having a call to action

What is a call to action? Ideally, it's your brand telling your followers what you would like them to do by leading them to the path that you want them to take. You can easily do this by getting creative and either placing the call to action in the image's caption or creating images with built-in texts. You can even post a picture and then ask your followers to tag someone whom they think can relate to your specific post. You'll be surprised to see that your solid followers will probably quickly take part in your call to action.

2. Reach more people with the use of relevant hashtags

On Instagram, one of the most effective ways to stand out is by using hashtags. Hashtags work by organizing topically relevant videos and images so that Instagram users can easily identify interesting and relevant content altogether. Hashtags are what

makes your Instagram content easily found. Instagram users find content by searching hashtags on their own or tapping through related posts for a specific tag. You can leverage the use of hashtags to deliver your content more effectively to your target audience. You can also use it to find relevant conversations where you can engage in and reach out to more users. If you've been using the same hashtags for several months, there's a possibility that people have already seen your content so they have decided to ignore it. By changing your hashtags here and there, you increase the chances to reach new potential followers. Try to also use hashtags that are already trending; you'll get more eyeballs on your content this way. You can either wait until a hashtag related to your industry is trending before you use it or use trending hashtags that aren't necessarily directly related to your industry. Don't forget to encourage other users to use your hashtags, it's simple; if you want other users to use your brand's hashtags, then you're going to have to approach them to ask. Lastly, try to include hashtags in your first comment section so it doesn't look messy and it doesn't appear as if you're spamming your post to get more looks.

3. Leverage your captions

An Instagram caption is a written description or explanation about the Instagram photo you posted to explain what the post is about. Instagram captions can include emojis, hashtags, and tags. If you think Instagram is just for photo sharing, then you're wrong. You can post high-quality photos along with remarkable captions or even short yet captivating storytelling. Don't underestimate the impact of words. Think out of the box and use compelling captions to capture your target audience's attention. While amazing photos are the backbone of Instagram, words can definitely enhance your content by telling a story, providing context, or adding a touch of mystery. Your Instagram caption can share cool selfie quotes, say something cool, and funny or direct customers to your bio link.

Instagram posts with the best engagement tend to have Instagram captions that have a call to action. You might ask your followers to share your post by something like "like this if you agree and tag a friend who needs to see this." You could also use your Instagram caption to ask a question like "What do you think of this look? Yes or no?" And of course, you can ask people to buy your products by simply asking people to click the link in your bio. By having a call to action in your caption, you are engaging your followers and strengthening your relationship with them. Effective Instagram captions get people talking, sharing, or purchasing your products. If you've got a decent size audience, you can even use emojis to leave little hints in your Instagram captions that can send a hidden message across without really saying anything to give it that air of mystery. So before you create a post, make sure you come up with a few Instagram captions first before choosing the right one. This way, your captions don't look as if they're a rush job.

4. Stay active on Instagram

Being active on Instagram is imperative if you want to grow your follower count. Make yourself visible to your followers by responding to them. Something as simple as liking or commenting on other users' posts can go a long way to boost your follower's reach and engagement. Since Instagram is now hiding the number of likes your post gets, it's harder to gauge which content of yours performs best. While you can see how many likes your posts get, your followers can't, so there's no bias in getting a like on a post just because it looks like a popular content. These days you need to look further into your content's performance and track comments, Instagram Stories views, shares, or even direct messages to measure how your content performed. Monitoring what your followers are saying about your content, whether it's positive or negative is a part of engaging your followers. Try to thank people for their positive comments, or for tagging their friends to your content. You need

to respond to comments whenever users ask you questions about your photo or your business. By taking the time to acknowledge your followers, you are making it come across that you care about what they have to say. It doesn't take much of your time to respond to comments and questions. Taking the time to respond to comments also creates strong brand loyalty and shows that there is a real person that cares behind the images.

5. Promote and share your Instagram posts on your other social media platforms

Other than Instagram, do you have other social media accounts? How about Facebook, TikTok, or Pinterest? It will help if you let your followers from other social media platforms know about your account on Instagram. Posting or sharing your Instagram posts on other social networks you have is a great way to gain more followers and let a new audience discover you or your brand. Facebook, Instagram, Tumblr, Flickr, and Twitter are usually tied up with each other so cross-promotion is just as easy. You need to get creative when it comes to promoting your Instagram account on other social platforms to drive more followers. The effort it takes to create the perfect photo and come up with a clever caption isn't something that should go to waste. Therefore, cross-promoting your content to your other social platforms is a no-brainer to get more Instagram presence. Although cross-promotion is a good move, keep in mind that each social platform has its own best practices.

Final Words

With over 500 million active Instagram users, it's no doubt that having a prolific Instagram account is an exceptional way to boost your reach. Be committed to sharing remarkable content, leverage your engagement, and strive for consistency. With the right approach, in no time you'll see all your efforts will surely pay off.



ROYALLE MODELLING



Royalle Modelling is an international talent agency based in Sydney with a reputation for being one of Australia's most prestigious agencies.

They recruit, train and develop unique talents for various photo shoots, TV commercials, Video shoots, and runway events. Founder and CEO of Royalle Modelling, George Bastali has over 15 years experience in the modeling industry combined with 10 years experience in corporate marketing.

Model & Mode magazine recently caught up with George and here's what went down:

Firstly, congratulations on the 10 year anniversary. How do you feel?

Thank you. I'm very proud of what we've created.

So how did Royalle Modelling get started?

Good question. I actually got into the industry when I was 12 years old, helping my uncle behind the scenes for a beauty pageant in Dee Why.

I didn't really know what it was all about, I was just helping out and I guess I liked the excitement and fast pace of it all. When I turned 18, I actually started doing some modeling work myself part time and was pretty popular in the club and social scenes. Soon, lots of people wanted to know how I got into it so I started helping out friends and random people get modeling and promo work. In 2008 I thought, I should start a company, so I created Royalle and we kind of did everything from promo modeling, artist management through to events management. It was very different to where we are today.

So you've been in the industry since you were 12 years old?? Amazing! So, how old are you now if you don't mind us asking?



I'm 31...but sometimes people think I'm actually 18 (laughs).

You started the agency in 2008. We're sure a lot has happened in the 10 years that Royalle has been around. What were some of the key things that you have learned about the industry?

Wow, big question! There's so much I've learned and I still learn more every day. I've literally managed thousands of models around the world and have worked with all sorts of clients; from backyard brands to companies as big as YSL, L'Oréal and Reebok. I guess the main thing I've learned is that the trends will always change, but you need to make sure your values don't.

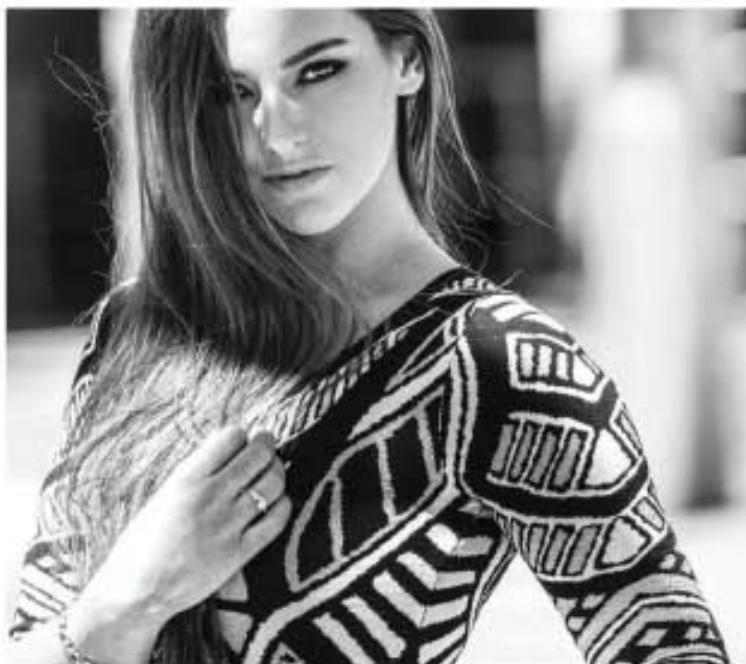
I really enforce this to all our models to uphold our values as a fundamental that they bring into every conversation and situation and it's one of the things I'm the proudest of most. I have so much more to share but I'll be here all year if I keep going...

We love that. What sort of values does Royalle Encourage?

Well, what makes a person memorable in my opinion isn't how they look, but how they make you feel. When someone is genuine you can really pick it up. When you're genuinely doing something you're passionate about, it's almost impossible for anyone else to do it better than you because passion and love is way more powerful than 'technique.' But because technique is also very important, I make sure we invest lots of time in training and developing our models to be the best at their passions while also encouraging them to explore their diversity and to learn from one another. You also need to have integrity. Integrity builds trust. I can happily say that I trust our models. We have an open relationship and I know our clients really appreciate that about us. It's really those values of Passion, being open-minded and having integrity that Royalle Modelling Encourages.

What would you say is the main thing that separates Royalle from other agencies?





Oh, I love this question. Royale has ALWAYS been the industry dark horse as we do things VERY differently (laughs). It has created some unique reactions over the years but now we sit as one of the top 4 agencies in Australia so I feel like the world is ready for what we offer. To answer your question, the main thing that we have always done differently is providing a family-style environment to those that wouldn't normally even be given a shot because of 'set industry standards' (175cm tall, size 4-6, Caucasian). I mean, we employ many models that fit that profile, but that's not entirely who we are. Our gift is that we love to find naturally beautiful people in a thousand unique ways and teach them the Royale Standards.

Now for the last question, what is one piece of advice you want to give to anyone out there who is thinking about becoming a model.

The modeling industry can be a very fun and rewarding place, but also a very damaging place if you don't know how to navigate it. It is a professional industry that is often polluted by creeps and naive people who think that Instagram likes equals modeling credibility. My advice is to treat the modeling space like a professional career job because it is. Act professional, communicate professionally, learn and dedicate yourself.



NOVOTEL

HOTELS & RESORTS

SYDNEY
INTERNATIONAL AIRPORT

CONTEMPARY. VIBRANT. VERSATILE.

BOOK YOUR NEXT EVENT IN ONE OF OUR 11 SPACES.
START PLANNING YOUR BEST PARTY YET.

H5603-CC4@ACCOR.COM +61 (0) 2 9518 2020
WWW.NOVOTELSYDNEYAIRPORT.COM.AU

22 LEVEY ST WOLLI CREEK

RISING STAR SPOTLIGHT

AMANDA

Amanda's latest release, "Mood Swings," explores a contrasting mellow sound. Delivering silky vocals paired with a down-tempo chill vibe, blending alternative pop with R&B - it's an honest, raw exploration of self-acceptance.

Born and raised in Cumbria, England, Amanda lived in a tiny village for most of her life and she was drawn to music at an early age.

In 2002 after auditioning for the UK TV show "Stars in their Eyes," Amanda was the first to be selected for the kids version of the show and was later pointed out by the show's host Matthew Kelly in a live TV broadcast to be the reason that the show was created for kids.

Following her success on the show, Amanda went on to perform at various festivals and events throughout the UK alongside major artists such as Westlife, Boyzone, The Sugababes, McFly, and The Hoosiers. Whilst working on her debut solo record, Amanda was invited by Boyzone to join them on their sold-out tour in the UK and Ireland. Amanda performed for the duration of the tour at major arenas and stadiums around the UK such as the O2, Wembley and the MEN.

Her latest release, "Mood Swings," explores a contrasting mellow sound. Delivering silky vocals paired with a down-tempo chill vibe blending alternative pop with R&B - it's an honest, raw exploration of self-acceptance.

The lead single titled "Electric" embodies an 80's Electro feel. The song, written by Amanda and produced by Antonio Dixon (the man behind stars such as Ariana Grande and Beyoncé), explores the energy and power that love supplies. A feel-good vibe.

StarCentral Magazine recently caught up with Amanda to discuss her latest album and here's what went down:

How did you get started in the music industry? How were you actually 'discovered'?

I got my first break in the industry when I was 14 years old on a UK TV show called "Stars in Their Eyes Kids". It was a show that used the power of "TV magic" to transform you into an artist you sounded like or could impersonate. I was Nelly Furtado! When I applied they only had an Adult version of the show and during a live airing of the show, they announced that after hearing my audition tape that I was the reason they created the show for kids. After that, I was lucky enough to go on to perform at amazing festivals and events around the UK and it really went from there!





What do you like most about singing?

I love the freedom it gives me, it's sometimes easier for me to sing than it is for me to speak my mind! Actually that's most of the time.

Can you tell us about your upcoming album "Mood Swings"?

Sure, I've been working on this release for a few years now. I realized that up until this point I sounded really bitter at love through my music and I probably was at the time, I wanted to explore how I've become comfortable in my feelings – be it good or bad, I wanted to own those moments because let's be real, we all have our bad days when we take it out on everyone around us! Just owning it and being okay with having days when everything sucks for no reason but then the next minute you wish you could stay in the moment all day. I think Mood Swings embodies all of those feels. One minute you're up as high as can be and the next you're down again. "Mood Swings" actually comes out This Friday on all major platforms so please keep an eye out for it.

What sort of person is going to love this album?

I think anybody who just wants to zone out and enter into their own bubble for a while! It's definitely something you can play when you just want to vibe out.

What inspires you to be creative?

All sorts of things really, sometimes it's something as simple as street art or sometimes it can be movies, really anything can spark something.

Is there anything special that you do to get into a creative mindset?

Running! I love to run, be by myself for an hour of the day to just run and play music.

What message, if any, do you try to put into your work?

I don't think that I ever really follow a thread or message. It's pretty much whatever is on my mind at that moment.

What has been the most memorable experience of your career?

The first night I played at Wembley. That was definitely a bucket list.

Do you ever find yourself unable to express your creativity to the fullest? What kinds of things inhibit you?

Absolutely! Usually I inhibit myself, I'm way too much of a perfectionist and an over-thinker. So I go back and forth for hours sometimes just second-guessing myself creatively.

Who is your greatest influence?

So many! Goes from Stevie Wonder, Amy Winehouse, Sade the list goes on and on. I was brought up around so many different genres so I was extremely lucky.

Do you feel that you chose your "passion," or did it choose you?

A little of both, I've been singing since before I could talk. But this is something you definitely have to love to stick at it too.

If you hadn't chosen your field, what would your alternate field have been?

I love animals so I would probably have done something in that field. I'd love to have my own animal sanctuary one day so I can rescue animals in need and rehabilitate.

The 'LIGHTNING FAST' Round:

1. The last good movie I've seen:

It's not recent but I just watched "Dirty Dancing" last night, probably my all-time favorite movie. The soundtrack for that movie is brilliant! But probably the last movie I went to see in theatres was "Bad Boys for Life" soo good!

2. What do you consider beautiful and why?

Love! I don't know why but watching people show their love for each other really gives me the feels.

3. What haven't you done yet that you wish you could? I'd love to work with Mark Ronson. He is one of the greatest producers of our time in my opinion.

4. Complete this sentence: "If I had no fear, I'd..." be even crazier!

5. What is the one "flaw" you wouldn't change about yourself? I love it and hate it but probably being a perfectionist!



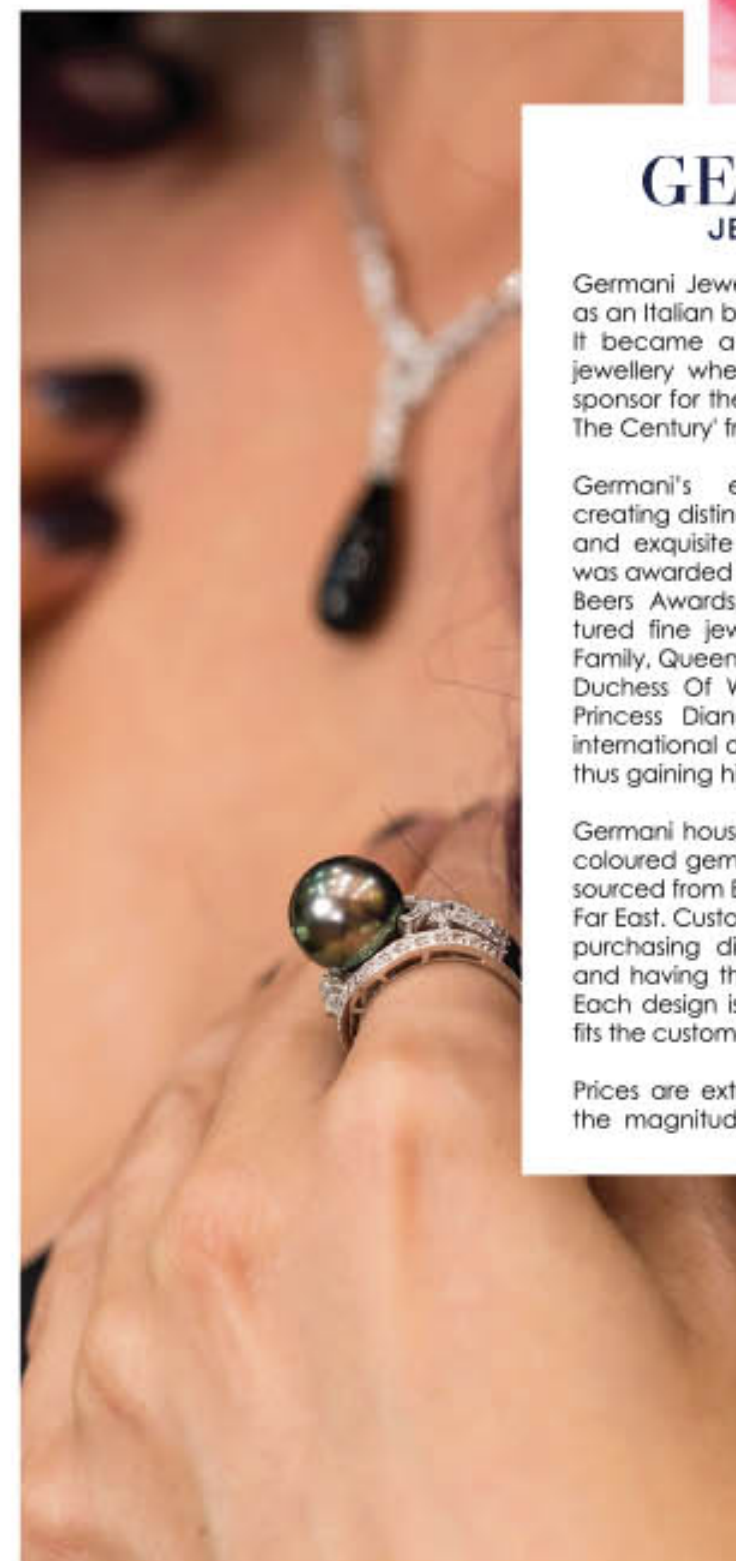
GERMANI JEWELLERY

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.





New Range!
thinlizzy



thinlizzy

Luminous Light
HIGHLIGHTER TRIO

thinlizzy

Correct • Perfect • Enhance

SIGN UP TO OUR BEAUTY VIP CLUB

GO TO WWW.THINLIZZY.COM.AU AND ENTER THE
PROMO CODE TLSUP19 WHEN YOU BUY ANYTHING
ONSITE. YOU'LL GO IN THE WEEKLY DRAW TO WIN \$250
WORTH OF FABULOUS THIN LIZZY PRODUCTS OF YOUR
CHOICE, ABSOLUTELY FREE!