

The ultimate guide to the hottest emerging fashion designers from all over the world

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# SASSY

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OCTOBER 2020

20 FASHION BRANDS TO  
WATCH IN 2020



MEET JARRY LEE

Get to know one of the  
influencers to watch out for in 2020

INDUSTRY TIPS: HOW  
TO BUILD A CAREER  
IN FASHION

AWAKENING THE  
**REAL  
YOU!**  
WHAT IT MEANS  
TO BE TRULY 'WOKE'

*Abi  
grigsby*

*Meet one of the models  
to watch out for in 2020*





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## CONTENTS

- 5 **Feature:** Top 20 fashion brands to watch in 2020
- 12 **People & Faces:** Featuring Tony Palliser
- 14 **Luxury:** Top three fastest supercars in the world
- 16 **Luxury:** The 5 best new supercars to hit the road
- 18 **Cover Story:** Find out more about Abi Grisby
- 26 **In pictures:** Modelle Academy
- 28 **Industry Tips:** Ten ways to build a career in fashion
- 30 **Feature:** Meet the stunning influencer Jarry Lee
- 32 **Feature:** Awakening to the "real" you

## EDITORIAL

**Editor-in-chief**  
Patricia I

**Managing Partners**  
Mike Ilagan & Maryrose Salubre

**Creative Director**  
Raymond Bartholomeusz

**Art Director**  
Stephen Wong

**Photographic & Art**  
Raymond Bartholomeusz, Stephen Wong, Dave Choo, James Mao, Eric Fonacier

**Marketing**  
Alex Abella, Krissy Anderson, Eileen Mayniga, Barnes Luz, Jason Harris, Annabel Gottfried, John Esquerre, Michelle Palmer, Cam, Angelica Whitelaw, Joanne Azzi, Chevy, Tricia Argeseanu, Zenaida G, Gerry Samaniego

**Writers & Contributors**  
Anjelica Whitelaw, Shiwani Gupah, Renae Smith, Holly Phelps, Jenny Hu, Charles Cubelo, Jill Antonio, Scott Murray, Vanessa Jensen, Leanne Harrison, Patricia H, Judy Flynn, Kim Barry, Maddy King, Dr Mike Shenouda, Anjuli Mac, Jess Nugent

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## EDITOR'S NOTES

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 Sassy & Co Magazine is working twice as hard to be active on Facebook, Twitter and Instagram because these channels present a great opportunity for personal feedback from our readers. We have thousands of 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.

Patricia I  
Editor-in-chief

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## TOP 20 FASHION BRANDS TO WATCH OUT FOR



FEATURE



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[dfabricius30@gmail.com](mailto:dfabricius30@gmail.com)



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Brandon Peri  
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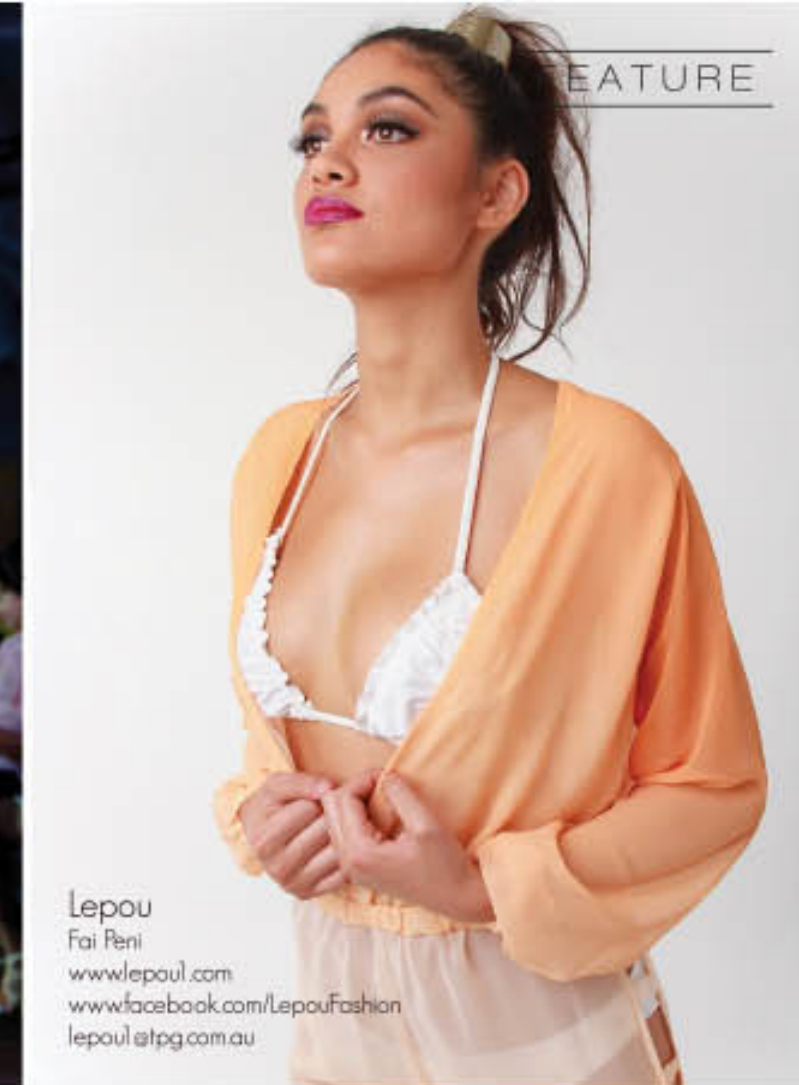


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Let's stroll down memory lane and recall some of Miss Auto D' Elegance 2019's past photo-shoots courtesy of Tony Palliser.



# People & Faces





# TOP THREE FASTEST SUPERCARS IN THE WORLD

When it comes to supercars, you can't deny their prime eye-candy appeal with their flash bodies, sleek lines and plush interiors that say "I've got a personal assistant, a butler, and an at-home-chef". But the question we all want to know is: how fast do they go?

As we emerge into another decade, you've got to wonder how the engineers behind the world's fastest supercars still manage to keep a trick or two up their sleeve. It's hard to imagine that cars can accelerate any quicker or reach even higher top speeds than they have before. After all, it's a matter of seconds which separates one of the beasts of the high octane automotive world from topping the other. We know you've been waiting for it. So let's step on it. Here's your podium line-up of the fastest supercars from all around the globe.

## Bugatti Chiron

The world record breaking Bugatti Chiron takes first place with a heart-attack-inducing top speed of 304.77 mph (490.48 kph). Bugatti test driver Andy Wallace reached this v-max on the Volkswagen Group's Ehra-Lessien test track in Germany. With the authorities on the matter confirming this extraordinary top speed, this officially makes the Chiron the first supercar in the world to break the previous 300-mph barrier.

However, we aren't talking about any 'ol Chiron (if such a thing could be declared) but a specially modified version of the vehicle. It's the Super Sport 300+, which has been optimised to deliver superior aerodynamics. It's actually about 10 inches longer than the standard version and sits far lower to the ground. Equipped with a modified exhaust and rear wing/airbrake that has been fused into the car's overall tail (called a 'long tail'), this sports car is designed with absolutely every attention to detail.

It's all in the name of breakneck speed. If you were to get your hands on one of the 30 units of the Super Sport 300+ up for grabs, be prepared for a vehicle that's not exactly a pleasure-cruiser. If you want the same exact model in which Andy Wallace completed his historic lap in there will be no trips to the mall or drives by the beach with your squeeze or significant other. That's because there's no passenger seat whatsoever. Instead, you get to sit back and enjoy all the comfort of a... well, safety

cage. If this doesn't quite work for you, never fear: buyers have the chance to order their own one-of-a-kind version of the model. Broom broom.

## Hennessey Venom F5

Hissing around the corner from Bugatti is the Hennessey Venom F5. From the Texan auto manufacturers known for their startling achievements with horsepower, the successor to the Venom GT shapes up in all sorts of impressive ways.

With a top speed of 301 mph (484.41 kph) the twin-turbocharged 6.6-liter V8 engine cranks a massive 1,817 of horsepower (1,354 kilowatts). Plus 1,193 pound-feet (1,617 Newton-meters) of torque! It all makes for an ultra-high performance supercar that's very much a contender. A point of interest is the engine, which features a manifold design that positions the intercooler between the plenum and cylinder heads.

Add a chassis and body made almost entirely of carbon fibre and lightweight engine components (including a titanium compressor housing for the turbos) and you've got one very special car. The real kicker is that this vehicle is yet to be fully bench tested. So we expect some surprises to come from this wild-card of a machine.

## SSC Tuatara

From Shelby SuperCars comes the svelte and sprightly Tuatara SSC. It's North American manufacturers tout it as "The culmination of over a decade of research and development to produce a road legal, high performance vehicle capable of delivering an otherworldly driving experience".

It's built with a twin-turbocharged 5.9-liter V8 and while it's number 3 on our list, we hazard you'd still will be lucky to get a whiff of this car as it passes you by at the lights! It has a top speed estimated at around 300 mph (482.80 kph).

With a truly futuristic body shape and butterfly doors (think straight out of the Transformers franchise) and robust carbon fiber monocoque and intricate suspension system this supercar is a vision to behold. With grunt and glitz is drover, the SSC Tuatara is any car collector's dream. We think it would look right at home in your garage!







# THE FIVE BEST NEW SUPERCARS SOON TO HIT THE ROAD

By: Patricia Higgins

Are you chomping at the bit for the ultimate in horsepower and can't hold back on finding out what's the most muscular and meteoric new thing in the sphere of supercars? Manufacturers are forever planning their next incarnations; improved versions of prestigious names in vehicles like Mercedes, Porsche and Aston Martin...and even models from specialist divisions of more everyday brands like Honda.

There's certainly a lot to look forward to in the realm of supercars. Here's a sneak peak of the best new supercars which are to be released to the public in coming years.

## **Aston Martin Vanquish (2022)**

Aston Martin, long known for its elegant front engine

grand tourers is now making its move into mid-engine supercar production. As a new take on the badge's flagship Valkyrie, this series will feature an electronically boosted V8 engine.

The Vanquish will also feature gasoline-electric hybrid technology, readying it for a whole new generation of drivers. With more growl to add to the characteristic class of this iconic European vehicle, there are plenty of reasons to get excited.

## **Acura NSX Type R (2021)**

There's been a lot of speculation about this hot new supercar. What's been revealed so far is that the high-performance version of this Japanese vehicle (from the makers of Honda) will weigh less than standard models and come equipped with a different suspension setup.



## **Mercedes-AMG One (2020)**

A monumental feat of a vehicle, the Mercedes-AMG One packs so many concepts into the one alluring package. Mercedes has converted an actual F1 powertrain and places it in what is intended to be an entirely street-legal contraption.

It's like a dapper version of the hulk, practically bursting at the seams. Engineers are struggling to keep its 1.6-liter hybrid-assisted engine at the agreed 1,000-horsepower level whilst abiding by regulations (particularly on allowable emissions). Let's hope they succeed... this is one supercar we would definitely like to see!

## **Porsche 911 Turbo (2020)**

Slated to make its long-awaited debut in the early half of 2020, this sexy little number is deceptively animalistic. It's twin-turbocharged 3.8-liter flat-six engine brings over 640 horsepower along for the ride.

It's sure to rip through corners with all-wheel drive as standard and a satisfying eight-speed dual clutch automatic transmission. The wheels are juicer too. This version has staggered 20 and 21 inch wheels which are a distinct upgrade on the previous Turbo S. So if you're a fan of Jimmy Dean and/or feel like you were born to ride, this may just be the one for you...just don't mind the anticipated \$200k (or thereabouts) price mark!

You could also expect an interior that's far sportier with various accents, stitching and revised styling. The most compelling feature is, naturally, an upgrade on the regular 573 horsepower to a whopping 650 whiplash.

## **Nissan 370z (2022)**

According to motoring insiders, Nissan seems to be keeping something under the hood...and that's a successor to their 370z. Spotted with a test mule at the Nürburgring, there are a couple of revelations that can allow us to get a picture of what the new generation Z might look and drive like.

There's evidence that a new powertrain is being developed and insight that the wheel wells will feature a narrow track. This points to a more limber and lissom model that's slightly smaller all round. If this means it goes substantially faster; we're all for it!



# ABI GRIGSBY unleashed...

Keep your eyes peeled for Abi Grigsby because she's bringing an exciting and fresh energy to the modelling industry.

Abi Grigsby, the beautiful, charming, and angelic model has established herself as one of the hardest-working models in the industry. She initially got into the modelling industry by entering beauty pageants. She first joined the Top Model of the World Philippines pageant back in July 2016 within 2 weeks' notice. The pageant needed a certain number in order for the competition to go ahead and she was contacted by the director of the pageant to join. She eventually became the second runner up, which shocked her as she had no previous experience at all in pageants she wasn't even expecting to make it into the Top 5.

The following year she entered a pageant called "Mutya Ng Pilipinas Australia" (Pearl of Australia) beauty pageant. She gained a lot of exposure in the modelling industry by joining this pageant which lead her into meeting the majority of the photographers that she now works with regularly. When she competed overseas she also gained several contacts with various modelling agencies and photographers over there and throughout 2017 she also competed in the Miss International Australia pageant where she finished as Second Runner Up, as well as winning the Miss Model of the World Title. Furthermore, she competed in the Miss Teen Universe Australia pageant in December of that year. All of these competitions lead her to meet so many creatives in the industry; photographers who were looking for fresh faces to shoot, as well as makeup artists who needed a model to work on for skill enhancements. Slowly, through these connections, she was able to build the network that she currently has.





*“The thing I enjoy most about being a model would have to be the newfound confidence that I have gained over the years as a model. I was someone who really used to struggle with self esteem issues, but it wasn’t until I started modelling that I came to accept and be happy with how I look, and the person that I am.”*

Sassy & Co magazine recently caught up with Abi to discuss her journey in the modelling industry and here’s what went down:

**What do you like most about being a model?**

The thing I enjoy most about being a model would have to be the newfound confidence that I have gained over the years as a model. I was someone who really used to struggle with self esteem issues, but it wasn’t until I started modelling that I came to accept and be happy with how I look, and the person that I am.

I have also been fortunate enough to work with various creatives who each provided a different style for each shoot, which has given me the option to explore with different looks. I started modelling for Milliner’s designs in the late 2018, my first designer being Anna Bella Millinery, who is based in London. I modelled at the Melbourne Derby Day, showing off her dress designs and her hats with other models. I also modelled for Felicity Northeast Milliner for her spring collection in 2019, which was featured in Mornington Peninsula magazine.

I had never modelled such high class designs before, so this experience itself really helped me feel comfortable in my own skin, and opened me up to another world!

**The Downside to being a model?**

The downside to being a model that I have encountered would have to be that people tend to make assumptions about you and your personality when you tell them that you’re a model. I’ve had a lot of people tell me that they thought I’d be a snobby / conceited person because of the fact that I model, rather than taking the time to get to know me first. A lot of people will make assumptions about you based on your profession, but I try not to let this bother me and stay focused on what I want by working hard, and not allowing room for distractions.

Another downside is that many people who aren’t in the industry assume that modelling is easy, or requires little to no effort at all. To be a model takes great perseverance and determination, as many models such as myself face constant rejection and negative comments about our appearance/body. It takes a lot of work to get into the industry, which is something that many people look over. It can get discouraging at times, but I find it’s best for myself to always remind myself of the hard work I have gone through, and to realise that I don’t owe everyone an explanation.

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

Thinking back to when I started, I can’t actually pinpoint an exact memory from modelling that has stuck with me. I’ve thoroughly enjoyed every step, but the most memorable experience of being in the modelling industry would have to be the whole experience that comes on the day of a photoshoot. I live an hour and a half away from Melbourne city, which is where majority of my shoots takes place. I always enjoy the travel into the city, as well as travelling to where my photoshoots takes place, as majority of the time it is not at the same place. Aside from the travel, I do enjoy dressing up and getting glammed up for my shoots. I feel most like myself when I am dolled up and in front of the camera!

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

I’d say the most interesting people I’ve met would have to be some of the photographers and makeup artists that I meet while I’m on set. Many of the creatives that I work with are a lot like me, they often take up photography/makeup as a side job, rather than their full time job. It’s nice to meet people who are similar to you, and share similar interests while also working other jobs, and working incredibly hard so they are able to project themselves further in the industry.

**What has been the most valuable lesson you’ve learned while in the modelling industry. This can be about the industry or about yourself.**

The most valuable lesson I have learned, would be to not compare myself to others. Before I began modelling I never thought I would have a chance, as I compared myself to many other high profile models, such as Miranda Kerr. I always assumed that because I didn’t look like these girls I saw in billboards and commercials that I wouldn’t make it at all in the modelling world.

However as continued on and booked more jobs, I realised that every different look will serve a purpose for each job/photographer. There will always be someone out there who will need a look like yours for a certain job/promotion, so I’ve learned that I shouldn’t bother worrying about looking like someone else, when looking exactly the way you do is more than enough.

**Is your family supportive of you being a model?**

Yes, fortunately my family is very supportive of my modelling! My mother wanted me to start modelling when I was 13, however, I had very little confidence back then and I was also very shy. I did not see myself as someone who could get far in the industry at all, and I also at the time had assumed that people would think of me as very conceited if I started modelling. I didn’t have a very positive view on the modelling world, or of models themselves, which was a real deterrent for me at that time.

As the years went by and as I developed a love for beauty pageants, it also shifted my focus onto modelling, and it wasn’t until I started my first few photoshoots that I really started to enjoy what I was doing, and then made the decision to go as far as I possibly could in the industry.

**If you could go back in a time machine to the time when you were just getting started, what would you do differently?**

The main thing I would do differently would be to not jump at every opportunity that comes my way, no matter how big of a deal it may seem to be at first. I used to do this a lot when I first started in the industry, and I would just throw myself out to any opportunity that came my way, without thinking things through clearly. This resulted in a lot of waste of time and money for myself, as I was promised certain jobs would lead to very high exposure/good money, while actually resulting in none of that.

So if I could go back in time, I would tell myself not to rush things too much and to take it slow. Not every opportunity is what it claims to be, and when the time is right, the right opportunity will come!



**What is the best advice you have ever been given?**

The best advice I have ever been given is to take my time. Often I've been really impatient and have compared myself to others who have gotten further in the industry in a shorter amount of time. I'm fortunate to have a close group of friends who support me fully and encourage me to remain patient and on track, and who assure me that things will work in my way if I continue to remain focused and not be put off by others in any way.

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

My future plans are to travel overseas and to pick up both modelling and acting overseas. With the current Covid-19 situation, that will likely be put on hold for a while. My plan was to travel towards the end of this year for a few months, and to then see if I could establish a career in a different country, but again, I will need to remain patient in my endeavours, and hopefully things will be able to pick up for my career in the near future.

**The 'LIGHTNING FAST' Round:**

**1. Last good movie I've seen:**

Just go with it (on Netflix).

**2. What do you consider beautiful and why?**

As cliché as it sounds, inner beauty will always be more important than physical beauty. The way you treat other people and your kindness is something that greatly impacts another person, without even realising it. It's always better to be beautiful on the inside than the outside!

**3. What haven't you done yet that you wish you could?**

Travel the world!

**4. Complete this sentence: "If I had no fear, I'd..."**

Try bungee jumping.

**5. What is the one "flaw" you wouldn't change about yourself?**

The one "flaw" I will never change is being too picky/ too much of a perfectionist. I've often been teased about this by my friends, saying I care too much about things that they don't perceive as important. But it's this trait that I have that has caused me to get to where I am today, as I've focused a lot of my energy towards what I know I want in life, and have not allowed distractions to get in the way.







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# BY ROYALLE

## APPOINTMENT

Two new Royale Models: Hana and Heather out on location with Studio 49  
Photographed by TONY PALLISER      Model HANA and HEATHER  
Styled by CHARLOTTE YOUNG and BOWERBIRDVINTAGE  
Hair by GENEVIEVE BABA      Makeup by ROGUE MAKEUP







# TEN WAYS TO BUILD A CAREER IN FASHION

By: Riya

As the fashion industry has augmented over the years, so have the career opportunities within it. Here are ten professions you can choose from to begin your fashion journey:

## 1. Fashion Model

You can call this the quintessential position in the fashion industry. This is one of the most sought-after careers, justified by the perks that come with it, such as travelling, adorning oneself in designer wear and of course, the popularity. However, the job requires a great deal of hard work, commitment, and sacrifice.

It's important for an aspiring model to identify their best features and highlight them. Building a modeling portfolio is equivalent to a resume for a corporate job. This sets your first impression, therefore it is a vital step to shape your career.

## 2. Fashion Designer

If you have an incline towards creativity, trends, and clothes, this may be your calling. Traditional and the more common path includes obtaining a qualification in the field, e.g., Bachelor of Fashion Design. Alternatively, short courses for similar skill sets such as pattern cutting, and sewing are becoming increasingly popular. With the availability of the Internet, there is no excuse left for one to not hone their expertise.

## 3. Fashion Stylist

While this career option has been around for a long time, it got its recognition due to social media. You can work for brands, magazines or individuals such as celebrities or influencers. A stylist is a consultant to their client and selects clothes for specific events or shoots. If you have a creative flair to mix and match outfits, this may be the path for you.

## 4. Fashion Photographer

From creating a model's portfolio to capturing creations of a design house, fashion photographers play an essential role in the industry. A knack for styles, direction, and creative vision is vital to this role.

## 5. Hair & Makeup Artist

"Makeup is art, beauty is spirit." This form of art is highly in demand as the industry has grown. You can work for brands and campaigns or individual models or even brides! It helps if you're a great conversationalist as the job may consist of spending a great deal of time with people in a chair.

## 6. Costume Designer

Unlike a fashion designer, a costume designer works on specific projects. You can create your own look or just style by outsourcing other designers' creations. Movies, plays and other performing arts are the main sources of such jobs.

## 7. Market Researcher

If you love the industry but also enjoy analysing, this may be the right job for you. The job description consists of studying customers' needs, fashion trends, and understand large amounts of data.

## 8. Public Relations Manager

The job enlists to maintain a favourable image of your client, who may be a model or a designer. One needs to be informed about the industry to excel at such a job.

## 9. Fashion Blogger

The industry is one of the most influential and talked about, which requires a great deal of coverage. Fashion writers produce editorial copy for media outlets such as fashion magazines, newspapers, fashion, and design websites as well as have personal blogs.

## 10. Merchandiser

Merchandisers work closely with the buying team to ensure products in-store are in the right quantities at the right place and time. This requires accurate forecasting and close monitoring of sales performance.



## MODELS TO WATCH OUT FOR IN 2020: MEET JARRY LEE

Jarry Lee is a successful self-made entrepreneur and influencer who changed careers from journalism to entertainment and created a highly lucrative social media business empire for herself. Jarry has a following of over 750,000+ across her verified social media channels and appeared as herself on the Netflix show *Dating Around* (season 1), and in commercials for AT&T, Dr. Brandt Skincare, and various L'Oréal brands. As a model and actor, she has worked with Maybelline, Lancôme, Bobbi Brown Cosmetics, Revlon, Apple, Google, Ben & Jerry's, Nike, and other companies.

She has been featured in *VOGUE Italia*, *POPSUGAR*, *Mic*, *Elite Daily*, *NY Daily News*, *AM New York*, *Authority Magazine*, *The New York Times*, *Cliché Magazine*, *Thrive Global*, *TMS*, *MESS Magazine*, *MOVER Magazine*, and many other publications.

Jarry has a following of 650,000+ on Instagram and 35,000+ on TikTok, and 350,000+ streams on Spotify, and has done social media campaigns for Clinique, Giorgio Armani Beauty, ASICS, Olay, AT&T, NYX Cosmetics, KISS Beauty Products, ModCloth, and other fashion/beauty, fitness, and lifestyle brands.

Model & Mode Magazine recently caught up with Jarry Lee to discuss her journey in the entertainment industry and here's what went down:

**Could you please tell our readers a brief background about yourself and how you started your business?**

I'm a social media entrepreneur and influencer with over 700,000 followers across my verified social media platforms, and I consult for both brands and individuals on digital content creation and increasing brand awareness. (I'm also an agency-signed model, actress, and musician, but social media is my current focus, especially during the COVID-19 pandemic.) I'm based in Manhattan, New York City but am originally from Wales and England, and graduated from NYU and Choate. I used to work as a journalist — I was a deputy editor at BuzzFeed News for 4 years — but pivoted to focusing on social media and entertainment a couple of years ago and it's since paid off!

**What are you currently doing to maintain/grow your business?**

My business is currently focused on both content creation and partnership outreach — my team is working on producing more high-quality, consistent content during the COVID-19 pandemic, and also increasing outreach to brands that align with our values and content aesthetic. I've personally invested in professional photography and videography equipment so that I can produce content for brands from my home.

**What social media platforms do you usually use to increase your brand's awareness?**

Mainly Instagram, but we are also looking to expand more into YouTube and TikTok.

**What is your experience with paid advertising, like PPC or sponsored content campaigns? Does it work?**

Brands pay me or my team to run sponsored content campaigns on my personal socials, or to help select other influencers for their campaigns so I may be biased, but we've created some great results. One example is a perfume I launched a year ago with a brand that I'm still receiving commissions from, despite only posting once about it last year!

"I'm a social media entrepreneur and influencer with over 700,000 followers across my verified social media platforms, and I consult for both brands and individuals on digital content creation and increasing brand awareness."





**What is your main tactic when it comes to making more people aware of your brand and engaging your customers? How did your business stand out?**

My team does consistent, frequent partnership outreach to potential brand clients who could benefit from our consulting services. In terms of my personal socials, our tactic to stand out from other influencers is producing diverse, professionally-shot content (both photo and video), since not everyone consistently employs high-quality photographers and videographers. We also make a point to showcase positive press we receive, which is something I've noticed other people aren't always comfortable doing — but reputation is important in social media, and you are your best publicist! Don't be afraid to highlight your work/achievements!

**What form of marketing has worked well for your business throughout the years?**

Social media marketing is inherently part of my business — I've always viewed Instagram as a powerful platform for self-marketing.

**What is the toughest decision you had to make in the last few months?**

Because of the COVID-19 pandemic, I had to learn photography and videography and purchase professional equipment myself in order to continue shooting content, as I could no longer hire outside photographers during the lockdown. There's definitely a bit of a learning curve, but I'm happy I decided to take the time to develop those skills.

**What money mistakes have you made along the way that others can learn from?**

I've learned over the past few years that time really is money, so one thing I'd have done differently is to outsource some of my more tedious work rather than wasting the time doing it all myself.

**What new business would you love to start?**

I'm currently working on launching two e-commerce businesses in the next couple of years (though obviously a bit delayed because of the COVID-19 pandemic): an apparel brand with my partner, and a jewelry/accessories company. The jewelry brand is called PSYCHO KITSCH, and aims to celebrate unconventional creativity.

**If you could go back in a time machine to the time when you were just getting started, what would you do differently?**

Since I'm quite happy with how things are now in my career and believe that all mistakes are valuable learning experiences necessary for growth, I really wouldn't do anything differently!

**What is the best advice you have ever been given?**

Don't be afraid to take risks. It's impossible to predict how far you can succeed unless you try, so it's much riskier to play it safe.

**What advice would you give to a newbie Entrepreneur setting up their first business?**

Don't feel obligated to stick to a traditional career path, but rather, create your own based on your passions. There's never been a better time to create your own dream job, especially given how powerful social media is as a self-marketing platform!



# 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.





# AWAKENING TO THE REAL 'YOU'

When even 'less mainstream' content is filtered through such a distorted prism, and every human act or accomplishment requires a tick of approval, where can we possibly find any clarity of perspective?

It seems everyone these days is 'getting woke'. Social media personalities come to mind like David Wolfe and Jay Shetty - here you can witness a very general exploration of 'mindfulness' on Facebook. Which is fairly ironic, since Zuckerberg's weapon of mass distraction exists as possibly one of the least cerebral mediums that the modern world has to offer.

We are told to drink green juices, to practice yin yoga. We are presented with organic cotton merchandise, and we can waste a few idle moments watching videos on the signs of what is a healthy relationship. Which all equates to some potentially helpful advice. However, just like the hashtag 'blessed', there's a bit of a superficial feel to the overall picture. After all, digital content is commercial in its orientation - always underpinned by the prevailing flavour of the moment.

That takes us to the question: If a tree falls down in the forest and no one is there to hear it, does it really happen?

That is, do we need an audience to make something real, meaningful and authentic? Can we achieve success without it having to be validated by a group of people, or by society at large? Beyond this, what does being at peace within ourselves really look like?





“Just like the universe in and around us, we are perfectly paradoxical. No bandwagon, no predominant expectation, nor- or any form of outwardly driven phenomenon can give us our power. It is already within.”

We all recognise that social media is a tool, it is almost a 'who drones wins' game of crafting attention, engagement and a mass following to be garnered and used for any given agenda - whether to fuel ego, or for a more enterprising purpose. The landscape can be one dominated by influence marketing, get-rich-quick-schemes and Instagram models. Whilst the platforms all undoubtedly have their applications, the game is still basically about who makes the best moves on the chessboard of popularity.

When even 'less mainstream' content is filtered through such a distorted prism, and every human act or accomplishment requires a tick of approval, where can we possibly find any clarity of perspective? We are always showing the idealised side of ourselves and our lives. There is an overwhelming need to display our finest moments and to sidestep our worst.

Where is the reality? Just like that tree in the forest, living in the world of social media means we can't even fathom stepping outside the frame to understand the bigger picture.

One perspective to examine is that of Nicole Armit, Holographic Kinetics (HK) practitioner (and holistic qualified chef) of 'The Mind Foodie'. She says "...it all starts with us. Our perceptions and reactions, the world inside our own selves - the ongoing journey. Learning how powerful we can be when we tune in the observation of what is in our hearts and in our spirits. Find what helps you do that, without giving away your own power."

Her approach - in accordance with the central tenets of the HK as a modality as espoused by founder Stephen Richards - is to access an internal mechanism as the sovereign guide to renewed choice and intent. This refers to 'Spirit', an essence that is neither New Age or religious but, exists purely in its own right, belonging fundamentally to each and every individual on this planet. HK is comprised of the ancient Aboriginal knowledge of the laws or 'Lore' and the understanding that all things in nature are alive.

Empowerment is seen as the ability to change and manifest new cycles and patterns in an individual right down to their core, on a fractal level and on multiple timelines. It is based on the principle that there is an internal invisible world that exists alongside the external. The zero point of these worlds is always the observer.

This means empowerment is the acknowledgement that we are the creator of our universe. This is how we answer the question of the tree falling in the forest: we are the arbiter of our own reality.

This viewpoint is echoed by Nigel Reading, a prominent architect and TEDx speaker responsible for the 'Asynsis Paradigm' that examines fractal geometries as embedded in complex systems and living beings alike. He states that "...we need to look at both the animate and inanimate, at the dynamical and space-time, not just the frozen and static."

Just like the universe in and around us, we are perfectly paradoxical. No bandwagon, no predominant expectation, nor- or any form of outwardly driven phenomenon can give us our power. It is already within.

Despite a conditioned inclination to do the opposite, it is about not shying away from our darker moments, our deepest wounds and perceived failings. Rather, it is about embracing and redefining them in the present. The process is dynamic, it is transcendental. Most importantly, empowerment is a vital force that is diametric to any extraneous viewpoint. In plain speak, it just is.

Trying to 'get woke'? Maybe just try getting real.







# SALUBRE ENTERTAINMENT

• NETWORK •

Salubre Entertainment Network is an entertainment company that empowers young people to bring awareness to the less fortunate. Salubre Entertainment Network not only celebrates the beauty of each of its beauty queens, but it also empowers them to help others in need. Established by Maryrose Salubre of Salubre Models International, our projects and publications aim to raise funds for a variety of worthy causes, chief of which is to help Bunga National High School (BNH) in Leyte, the Philippines rebuild.

