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MODERNE MODE

DECEMBER 2020

A 2021 GUIDE TO
INFLUENCER MARKETING



8 CHARACTERISTICS

needed for a successful
career in the fashion industry

PORTFOLIO

Check out our simple step-by-
step guide for building an
impressive and
striking modelling portfolio

BEAUTY ON A BUDGET

5 MONEY-SAVING
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*Jojo
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CONTENTS

- 6 People and Faces: Sydney's Best Dressed 2020
- 8 Spotlight: Influencer Marketing
- 10 Feature: Eight characteristics needed for a successful fashion career
- 18 Feature: One on one with Radmila Lolly
- 22 Industry tips: How to build an effective model portfolio
- 24 Cover story: One on one with the incredible Jojo Almazora Sebastian
- 28 Beauty on a budget: Five best money-saving hacks
- 32 Feature: Awakening to the real you

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EDITOR'S NOTES

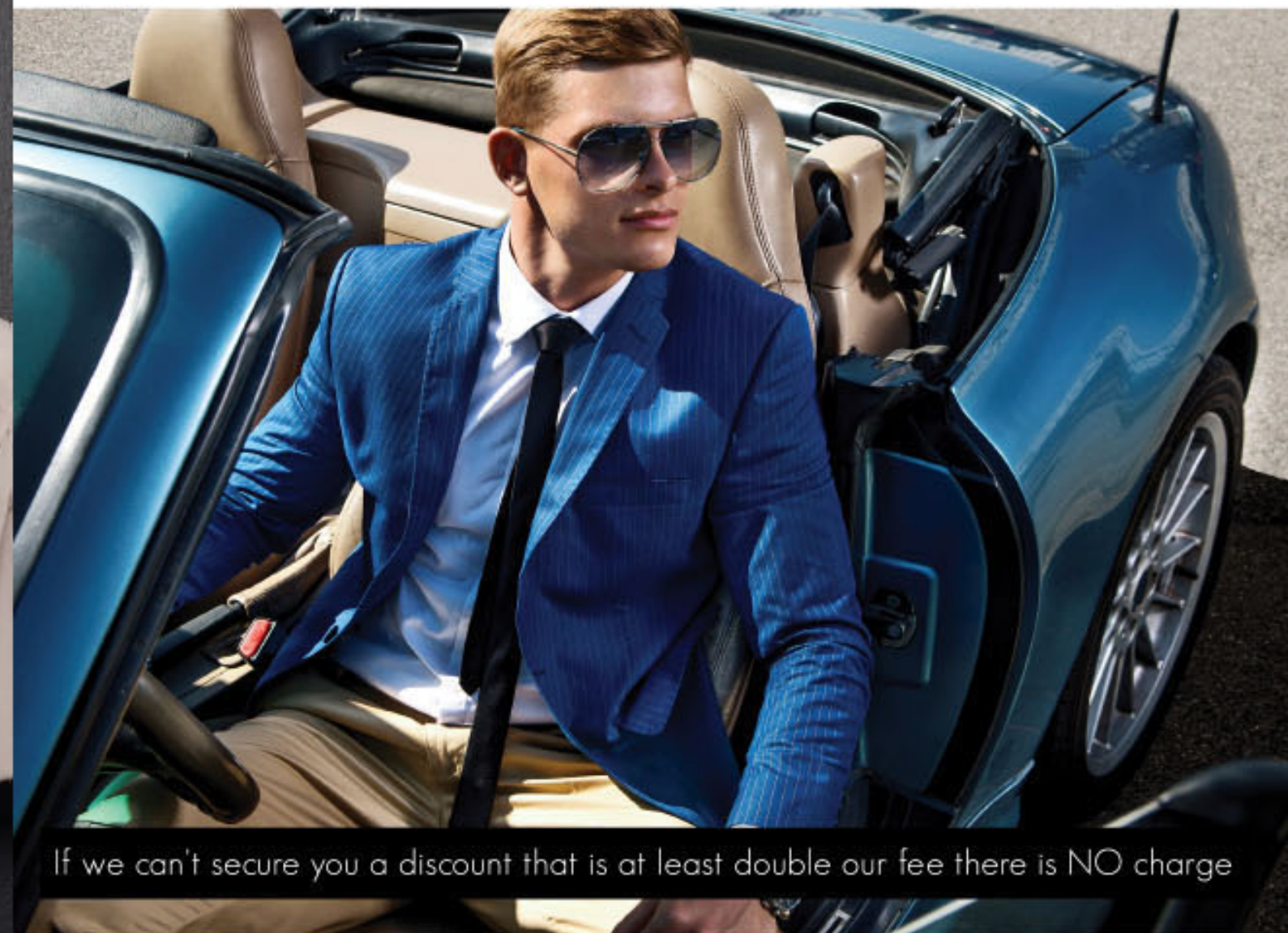
We are so pleased and excited to bring you the December 2020 issue of Model & Mode Magazine. We are all about promoting promising and upcoming talents from all over the world. In the broader picture, Model & Mode is for anyone who is passionate about the modelling and entertainment industry and would like to be kept informed about those issues that are most pertinent to continued success.

Here at Model & Mode we like to have fun for sure. But, there's a consciousness and an ethical slant that drives the stories we wish to present. In this edition you will find a splash of fashion and lifestyle editorial amongst our profile pieces. There are also some great advice pages and career tips. It's a must-read for any aspiring model, actor or entertainer.

So, if you like your style with substance you will love Model & Mode Magazine.

Jenny Hu
editor-in-chief

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SYDNEY'S BEST DRESSED

Photographed by: GEORGE AZMY

The first-ever Sydney's Best Dressed just had its official event over the weekend and it was definitely a night to remember! Set against the backdrop of Sir Stamford Circular Quay, Sydney's Best Dressed brought together beauty queens, fashionistas, entrepreneurs, and stunning models from all over Sydney as well as sponsors and several high profile individuals. Fabulously facilitated by Mike Logan – the managing director of StarCentral Magazine, it was an amazing event where fashion, pageantry, and the elite members of the community came together as one. Sydney's Best Dressed honoured men and women of distinction who were selected for their accomplishments, achievements, services, excellence, and fashion sense.



EVERYTHING YOU NEED TO KNOW ABOUT INFLUENCER MARKETING

"Influence Marketing is most usually carried out on the platform of choice: Instagram. According to Forbes Magazine, an Insta account with over one million followers can attract upwards of \$50k for a single sponsored post."

Life as an Influencer is becoming an increasingly stacked game. In a world of paid likes/followers, fickle algorithms and those 'lurky bots', it's become even harder to market yourself in 2019. With more Instagram Models on the scene than ever before, this creates a higher level of competition overall.

Gaining traction on social media often means hitting that elusive fan quota. However, it's often a vague figure that allows you to qualify. This begs the question: how many people have to follow you or like your page in order to make you a legitimate Influencer? What will warrant enough credibility amidst a miasma of hashtagging and 24/7 responsiveness? You should start with applying a thick-skinned approach to negative comments (ironically, with much skin on show) and all 'round people pleasing.

Let's get the elephant in the room out of the way. What does an Influence Marketer and/or Instagram Model actually do? Well, they create 'sponsored content'. That means someone sends them something and they promote it to their audience, eg. "OMG this skin cream is the bomb, I now have no pimples", or "this teeth whitening product is so great I can now allow myself to smile" - all the whilst being paid to give, let's face it, an entirely biased review.

Influence Marketing is most usually carried out on the platform of choice: Instagram. According to Forbes Magazine, an Insta account with over one million followers can attract upwards of \$50k for a single sponsored post: that's certainly big bickies! What you may not know is that the social media landscape is continuing to change, and it's not always in the interest of an Influence Marketer.

For example, have you heard of the term 'Micro Influencer'? These are commonly described as 'ordinary people' (whatever that means) with a decent following of around 3000 followers. Usually, they aren't 'big-fish' enough to score entirely free products, and they don't always garner a genuine 'hard-dried-ink' modeling contract with, you know, an actual brand.

While the demand for Micro Influencers grows (and will continue to do so during 2020); so does earning potential decline. This demographic is more often than not, underpriced. With so many people putting their hands up to assist e-commerce operators, for example, accepting the offer to post about a beach towel whilst wearing a bikini, this means that the value of a Micro Influencers' engagement is vastly cheapened. It's just supply and demand - economics 101.

The fact is, being a Micro Influencer is generally not something to be taken too seriously. That's because you can only ever earn a mere fraction of what your more socially mobile counterparts (you know those Insta peeps with the covetable green badge) can attract per post. What does this 'Verified Badge' on Instagram actually mean? Well, according to the platform itself, "a verified badge is a check that appears next to an Instagram account's name in search and on the profile. It means Instagram has confirmed that an account is the authentic presence of the public figure, celebrity or global brand it represents."

How do you get your very own Insta Badge? You can apply to get one by going into your platform's settings tab, providing your ID and waiting for that all-important response. However, there are no guarantees! But, that's always the way, isn't it? After all, there are no 100 percent shatter-proof formulas for achieving success in online marketing. Keep in mind that those 'masterclasses' will surely tell you differently, though.

Being an Instagram Model and marketing yourself is but a means to an end. It is not necessarily something to hinge your 'bread-and-butter' upon. If you are reaping the rewards as an Influence Marketer than more power to you. If you are still struggling and wondering why it's not actually working for you, then remember things are never what they seem - especially when it comes to the world of social media/influencer marketing

8 CHARACTERISTICS NEEDED FOR A SUCCESSFUL FASHION CAREER

Preparing to enter the competitive world of fashion careers? Keep in mind that the fashion industry is a very competitive field, and to become successful, you must have the talent, creativity, skills, and ability needed to do the job.

If you are thinking of making the world of fashion a career path, then you need to be equipped with innate talents, personality, and sense of purpose to be successful in the fashion world.

The following characteristics and direction must be possessed by anyone who is planning to make fashion a full-time career:

1. Basic talent in drawing or sketching

Having the talent to make sketches, drawings and basic painting is necessary if you want to have a career in fashion since designing clothes, accessories, and stuff requires making a lot of drawing samples and sketches. Without this talent, it will be hard for an aspiring fashion designer to draw or sketch his or her design ideas and desires.

2. High Sense Of Good Taste

A high sense of good taste in combining or mixing colours and design creation is important for an aspiring fashion designer as this will be necessary in order for you to come up with stylish and exquisite designs that your potential customers will love and patronize.

3. Keen Attention To Details

An aspiring fashion designer must also have the trait of being very meticulous on even the smallest details in order to create quality and remarkable designs and ensembles.

4. Sense Of Urgency

Anyone who wants a career in fashion must have a sense of urgency as designing clothes and accessories and actually creating them will require fast output when customers require last-minute orders.

5. Ability To Work Alone Or With A Team

You need to have the willingness to work within a team environment. Any aspiring fashion designer must be flexible enough if they want to succeed in this business. Although one person might have the initial vision of the entire project, various teams bring that vision to life. These teams include everything from the design team to the production team to the marketing team to the sales team. In order to operate efficiently, you need to have a dream team.

6. Keep Updated On The Latest Trends

Keeping oneself always updated on the latest fashion trends and have a wide interest in the classic and the fashion trends of the past eras is a great sign that one has the inclination to be successful in the world of fashion and that he/she could potentially succeed in the future.

7. Take a Formal Course on Fashion Design

Even if you have the innate talent and personality needed to be successful in the fashion industry, if there is no formal study to professionalise it, it will still be difficult to succeed. Thus, one should enroll in a serious course on fashion and merchandise in a well-established school of fashion if you want to take your career to the next level.

8. Great Determination

Anything that is pursued with determination will most likely end up with positive results - even if there were obstacles and hindrances encountered along the way. If you are willing to put forth the effort then you're on the right track.

If you think you have what it takes to succeed in the fashion industry, then own it and claim a successful journey into the fashion world!



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FIND OUT MORE ABOUT RADMILA LOLLY

Radmila Lolly is an acclaimed classical singer as well as a high-fashion designer. Over the past few months, her singing career has skyrocketed when she reached the top 25 of the Billboard Dance Chart with her single 'U R Moving Me' which also featured Dani Hagan.

Radmila presented her last album "Wonderland" at the famous Carnegie Hall. She decided to combine her talents as a singer and a designer and presented her couture collection during her concert while putting up an unforgettable show.

This inspirational woman is the sole designer of the couture fashion house Eltara Casata (@eltaracasata). The largest influence on her designs is her musical exploits. For Lolly, her two artistic mediums inspire and feed off each other; the textures of her designs are innately linked to the textures of her music.

Her fashion collection has been featured at Barneys Madison Avenue Trunk Show, alongside designers such as Zac Posen, Naeem Khan, J. Mendel, as well as at the Daytime Emmy's Ceremony, and many more. It has also been featured by Vogue Italia, and Harper's Bazaar, among others. Radmila Lolly has a huge number of requests from celebrities to wear her gowns for award ceremonies or red carpet events. In fact, we have seen several artists wearing Radmila Lolly's dresses, such as Gayle King, Bebe Rexha, Mya, Miss Universe 2018, Miss USA 2018, Miss USA 2017, to name a few.

Model & Mode Magazine recently caught up with Radmila to discuss her journey in the fashion industry and music world and here's what went down:

Tell us your full name and something about yourself.

My name is Radmila Lolly, and I am a storyteller through different art forms. My main artistic mediums are music and fashion; I am a vocalist and composer, and I am also the sole designer for the couture fashion house Eltara Casata by Radmila Lolly.

How did you get into the fashion industry?

I started by designing and creating my own gowns for my performances. People started coming up to me afterward to ask where I got my dress from. Eventually, the demand for my creations grew and I started making gowns for other people as well, which led to me starting my own couture line.

How were you actually 'discovered'?

I don't believe in people being "discovered"; I worked hard, stayed true to my vision, and surrounded myself with people who supported that. I wouldn't be anywhere without the people who have supported me all along.

What do you like most about being a designer?

I love the process of it; having something in my imagination, and creating something tangible from it. It is about bringing art to life.

The downside to being a fashion designer?

There is no downside; even if I have a negative experience, it is still a positive experience overall because I learn from it, and I am still doing something that I love.





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

Doing a fitting for Gayle King; she had no idea what I was bringing with me, and she is used to so many different designers giving her things to wear, but she was still so open-minded. While I was in her office, all the feedback I was getting from everyone present made me feel like they were genuinely liking the gown and the way that it complemented Gayle as a strong, elegant woman. A few months later, I received an email from her with photos of her wearing the gown at a gala and a note about how everyone loved her in it. As a new designer, seeing someone so incredible wearing my creation and enjoying it made me feel so honored.

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

I believe every person is very interesting in different ways. I don't have specific names I will mention, because I believe that everyone has something special about them. It's all part of the journey; someone doesn't need to be famous to say something meaningful that can change your life.

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

I have learned to always stay creative; never stop imagining, never stop sketching, never stop creating. Don't follow the trends; create your own.

Is your family supportive of you being a fashion designer?

I don't have a big family, and who I do have are always supportive of someone who believes, works, and achieves.

How did you get started in the music industry?

My mother told me that every person is born with gifts, and it is important to use those gifts, and educate yourself in that form of art so you can share it with the world.

What do you like most about singing?

To me singing is using your body as an instrument; it is a surreal experience to make people feel things, and tell a story, through your body and your mind.

What inspires you to be creative?

What drives me to be creative, is the idea that I can put something positive out into the world; even if I am creating art about something traumatic or unhappy, I hope that people can relate to that and feel a connection, both to me and each other.

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

To me, a "creative mindset" is a journey; it never stops, it never ends. I am always in that mindset, I believe it can be hard to start thinking like that, but once you start, you will never stop; it becomes a part of your nature.

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

My upcoming self-composed 19 movement programmatic album corresponds to a novel I am also writing. This project has been in the works since I first started the novel six years ago. When the book was started, I had always wanted an album to go along with it, but at the time I did not compose at all, I figured someone else would be composing it. Since then, my musical journey has brought me to composing, and now I can tell the story of my novel in another medium. There will also be a corresponding audiobook, and of course, a couture line to accompany the album and the novel.

The 'LIGHTNING FAST' Round:

1. Last good movie I've seen: Mr. & Mrs. Smith

2. What do you consider beautiful and why?

The true-life; that means different things to different people. To me, it means trying to see the world in all of its layers, both good and bad, and how I can have a positive impact.

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

I have ADD, and I have learned to use that to my advantage; I used to have problems focusing on one thing for a long time, but now I lean into that and have decided to learn many different instruments instead of just one or two. Constantly switching from one instrument to another helps me to keep my attention focused. It actually has made me a better musician, and definitely a better composer overall.



HOW TO BUILD AN EFFECTIVE MODEL PORTFOLIO

By: Patricia Higgins

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

1. Quality over quantity

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

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

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

2. Keep it relevant

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

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

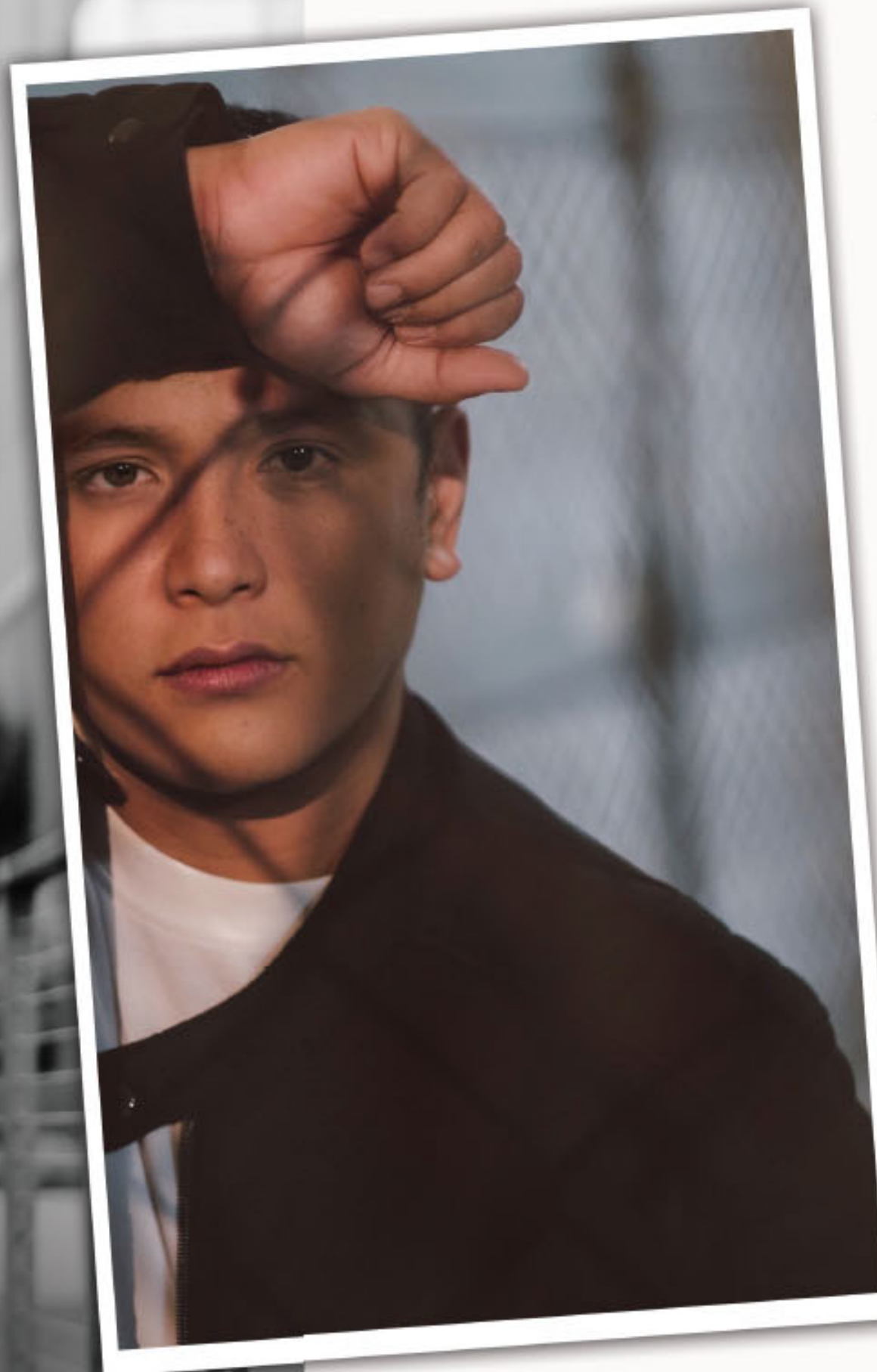
A good thing to remember is that you should include at least one headshot without makeup in your portfolio to give those who cast you an idea about your real, unaltered appearance. As a model, you are in effect, a canvas – being transparent about your bare features is always a requirement. Also, shots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

3. Market yourself

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

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

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



INTRODUCING

Jojo
SEBASTIAN

Jojo is a devoted and compassionate nurse in the Operating Theatre at a busy Metropolitan Hospital in Sydney. However, on weekends, this orthopaedic nurse transforms into charming and dashing tuxedo attired singer-entertainer and masters of ceremony. A veteran of the United States Military Forces, he could be seen regularly in concerts where he performs as a front act for artist both locally and internationally. He is a main staple in the Local and International Pageant in the last 17 years.

Jojo Almazora Sebastian was named the Australian Best Pageant Host in the Australian Golden Sash Awards for both 2019 and 2020. At the beginning of 2020, he was named as the Most Influential Person of the year and Musician of the Year in the Ava's World Magazine Awards. In the same year, this former University Professor, participated in Sydney Sings for Hope Concert for the benefit of the frontliners for the Bush Fire that happened in NSW. He also lent his voice in the Heroes of the World Album recording the song "Walang Mahirap sa Buhay" written and arranged by Oliver Gadista.

In July 2020, this former disc jockey of Brother Joe and Pinoy Love Crew, represented Australia in the First Virtual Edition of the World Championship of Performing Arts (WCOPA 2020). Furthermore, he will be representing Australia once again in the 25th Year of the World Championship of Performing Arts to be held in California USA in July 2021...

Recently, Jojo was nominated and awarded in the Inaugural Sydney's Best Dressed due to his good dressing sense and confident personality. Moreover, he released his debut Christmas Album entitled: "Christmas Ain't Christmas Without You" released 30th October 2020. Furthermore, he has received a nomination for the Manila's Best Dressed for 2020-2021 to represent Australia in the prestigious Annual Event.

In 2021, Jojo aspires to broaden his horizon as an individual and concentrate on his advocacies he been helping in the past 10 years. His advocacies includes following: (1) children and (2) Volunteerism. For the Children, he continues to support various charitable institution and fundraised for Sydney Children's Hospital and Cerebral Palsy Foundation. He also provides scholarship for the less fortunate in the Philippines to continue college education.

One of the project he really wanted to concentrate on 2021 is Community Service by Volunteerism. Volunteering is generally considered an altruistic activity where an individual or group provides services for no financial gain. Volunteering is often intended to promote goodness or to improve human quality of life. Volunteering may have positive benefits for the volunteer as well as for the person or community served. Jojo highly believe that if our community comes together and volunteer even for just a couple of hours a month under any charitable institution and non-profit organisation – it will make a positive difference on the personal and professional aspects of all individuals involve, especially oneself. He further state that he would like for the community to realise to volunteer is a social responsibility of all its member especially to the marginalised and disadvantaged.

Consequently, Jojo was just also declared a finalist in the Mister Diamond International Australia 2021 which will be held in April 2021. Model & Mode magazine recently caught up with Jojo and here's what went down:

1. How did you decide to be a professional MC? Who or what inspired you?

Back in my elementary days, I was very active in participating in school programs and events. And it seems like I always get the task of either performing, managing, and/or hosting each event. And as I grew up, and reached high school, I eased into the role. Because I was always tapped to host school functions which include pageantry. My classmate then started inviting me to host their debut celebration which came natural to me since I was confident enough to speak in public. As time passed by, the hosting invitations became more frequent, so I decided to become professional. As they say, when you start getting paid you are turning professional. One of my inspirations in pursuing and honing my hosting skills is my mother – Josephine Sebastian. She is very natural, witty, and entertaining. I definitely got my abilities and talents from my mom.

2. What was your first big break in the industry? How did it feel?



My first big break in the industry in Australia is when I was given the opportunity to host Miss and Mrs. Sydney Charity 2017 produced by FACAES. Even though this was relatively considered a small pageant, however, this paved the way for me to return to hosting pageantry. I totally have missed the adrenaline rush of being on stage and helping each finalist shine on stage. It felt great. It felt like I was actually back somewhere familiar like I consider the stage my second home.

3. What is your dream MCing job?

Besides hosting the Miss Earth Australia 2021, I would love to host an international pageant such as Mrs. Universe if it gets held here in Sydney. That would be another level. For sure it will be a great experience to go through.

4. Who are your favourite MC's? I love the hosting skills of Ryan Seacrest and wit of Steve Harvey.

5. If you weren't an MC, what would you do within the entertainment industry?

Besides being an artist which I am pursuing now, I believed I would have pursued my passion for acting. However, the acting bug kinda left me and the singing bug stayed. I recently released my Christmas Album entitled "Christmas ain't Christmas Without You" produced by Mr. Oliver Gadista of Mojo Studios. I do hope to pursue singing and recording in the coming year 2021.

6. How do you stay fit and healthy? What's your exercise regime?

I ensure that I stay active all week. Being a registered nurse, it is imperative that I keep fit and healthy. Although it is difficult because of my rotating schedule. However, you just need to make time. I do a lot of cardio because it helps me with my vocals as well.

7. Is there much work around for MC's?

Honestly, there is more than meets the eye. You need to actually learn more than just your lines. It takes more than just reading from



the script. What I have learned is that you need to become the light of the program. Because as an MC you will be tasked to keep the phase and momentum of the program from beginning until the end. So as I am preparing for a show, I ensure that I get more information than what was needed. This helps me prepare myself for adlibs and reacting accordingly when there are minor difficulties and problems encountered during the show.

8. When you're not busy being an MC, what are some of your favorite things to do?

I love to paint. All my hosting gig was canceled and placed on hold this year due to the health pandemic since March. And I discovered my love to create through painting. I also love to plant, it seems that I inherited my dad's (Jaime Sebastian) green thumb.

9. How do you relax?

To relax I do various things. It includes painting, gardening, singing, meditating but especially getting a relaxation massage.

10. What is your go-to everyday outfit?

I have found myself increasingly busier in the last few months with singing, nursing, and hosting work. I feel like I am constantly running around Blacktown to Sydney and everywhere in between. When this happens, my go-to outfit is usually a pair of RM Williams, black jeans, a button-up short sleeve, and a nice jacket... Super comfy- but not exactly "trendy".

11. Given the competitiveness and the speed of the industry, how do you ensure you stand out?

I keep myself current by keeping my skills in check and ensuring that my information is up to date. I also love doing and trying new things when it comes to hosting. By doing so, you keep yourself in front of the industry. Keeping current does not mean totally forgetting your foundation, instead, you just need to hone your new skills set with your foundation and evolve into your own unique style.

BEAUTY ON A BUDGET

FIVE BEST MONEY-SAVING HACKS

It's quite common for fashion-conscious women to always be trendy with how they dress up. They simply want to stand out in society with their fashion statement. While it's true that Hollywood celebrities are the ones we typically base our fashion styles from, that doesn't necessarily mean we have to go to the point of buying the mega-expensive brands they usually go with. Thankfully that's not the case and in real life and it is possible to look fabulous simply by incorporating the below mini hacks into your day-to-day life.

Thrift Shopping

There's no better feeling than scoring a unique treasure from a thrift store that no one else will have. You can find a lot of amazing clothes on sale in thrift stores. All you have to do is to have the patience and the eye for the right clothes that will match some of your old outfits. Moreover, big department store chains also sell clothes on sale on an occasional or seasonal basis. You have to be updated on those things to be the first one to buy the good stuff on sale. Needless to say, the best things on sale are the first ones being sold. So, the saying, "The early bird catches the early worm," really fits into this scenario. Macklemore wasn't kidding when he told us to "pop some tags" because thrift shopping is definitely the cheaper alternative to finding some amazing treasures at a fraction of the cost.

Mixing and Matching

Don't be afraid to mix and match outfits. If done correctly, you'll be surprised at how it works wonders! Your old jeans might look new when paired with a different t-shirt or shoe style. Your vintage shirts or blouses will have a new look once paired with some accessories. This is the beauty of mixing and matching. Much like shopping is in our veins, women know that you don't need to buy new clothes all the time to look more fashionable. The trick to refreshing your outfits is to make what you already own seem relatively new again. For example, that white jumper you wear every winter? Have you thought about layering it over a blouse or wearing the jumper under a pair of denim trousers? Small changes can enhance any existing outfit, so you don't have to unnecessarily spend more money buying new stuff.

Fashion Magazine inspo

There are a lot of fashion magazines in the market today such as Vogue, In Style, and Vanity Fair, among others. You just have to be keen in observing the fashion styles of celebrities and get an idea from there. You don't need to buy the exact brands they are wearing especially if you are on a budget. In saying that, try to avoid the urge to purchase under \$10 shirts from just anywhere. Some shops where you can buy high-quality basics at bargain price range are ASOS, Jay Jays, Showpo and Katies ensures that the t-shirts you are purchasing look crisp, clean, and expensive looking. You also want to make sure you're buying high-quality jeans, skirts, blazers. Places such as Jay Jays, Topshop, ASOS sell amazing jeans that are very affordable.

The Power of Accessories

We do not need to have a lot of clothes in our wardrobe just to flash a different look every time we go out of our houses. All we need to do is to buy neutral coloured clothes and heaps of accessories. Investing in accessories is much cheaper than buying lots of new clothes. Accessories can totally change the look and style of your clothes...transforming them into another kind of style that you never thought was even possible before. Accessories are designed to spice up a woman's look, effectively making her come across as classy and sophisticated. Accessorizing is actually a cost-effective way of making sure that a woman does not grow sick and tired of her wardrobe because it's just as good as buying new outfits.

Change Your Hairstyle

Your hair is your crowning glory...it can make or break you. So, if you want to look fashionably hot without going bankrupt, then, you need to do something with our hairstyle. A different kind of hair colour or style can instantly make a fashion statement. Also, do not underestimate what hair accessories can do. If applied correctly to your hair, they can make you look a million bucks.





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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.

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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.



Maryrose Salubre joins forces with Australia's oldest business secretarial college

Mrs Universe Australia 2020, Mary Rose Salubre has joined forces with Patrick's College Australia (PCA) to support Australia's up and coming pageant queens in their tertiary education and employment.

Salubre has set-up a Scholarship Scheme and Flexible Study Program with PCA to make study affordable for beauty queens whilst juggling their busy and expensive pageantry commitments. Young women who have chosen to leave school in either Year 10, 11 or 12 will be able to take advantage of this offer.

PCA was founded in 1923 as St Patrick's Business College and is Australia's last traditional business secretarial college. It is centrally located at Level 7, 451 Pitt St, Sydney in the Manning Building. For 97 years, the College has been training young women and men to become Sydney's most sought-after Personal Assistants (PAs), Executive Assistants (EAs), and Legal Secretaries.

Their intensive 40 Week Diploma program has a high graduate success rate with students securing paid work in Sydney's top law firms, accounting practices, consultancies, government offices, and other companies.

"We do everything we can, in every way we can to make sure our students secure paid employment. This is, and always will be, our top priority. We're blessed with a 97-year history which has meant we've been able to build up an enviable list of career partners in Sydney's corporate world". Said Dominic Buchta, College Principal.

Patrick's students also graduate with an edge over their competition in the job market as they are prepared in the timeless necessities

of deportment, etiquette, communication, dress sense and professional prestige. These skills are held in high esteem by prospective employers and complement pageantry well.

Maryrose Salubre knows how hard it can be to balance a day job with pageant life and just how important it is to get qualified and into paid employment.

"I studied business secretarial when I first left school and I am so glad that I did as it has been the backbone of my success in life. Without these skills I would have found it hard to secure a job and enjoy the lifestyle I do today with modelling and pageantry". Said Salubre.

"....This is why I decided to set-up this Scholarship Program with Patrick's College, to make sure our pageant queens are well looked after in their education and employment outcomes....I believe pageant queens would make excellent PAs and Legal Secretaries." Salubre went on to say.

The College has committed to drawing up a special study program for each scholarship recipient which allows flexibility during the course for pageant queens to fit in study with their busy schedules.

For more information about the Mary-Rose Salubre Scholarship Scheme and Flexible Study Program, please contact the Director of Recruitment, Mr Jacob Munday: jacobm@pca.edu.au or 02 8252 9963.

— Places are Limited —



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A woman with long brown hair, wearing a white wide-brimmed hat, a white short-sleeved dress with puffed sleeves and a ruffled waist, and brown leather boots, is sitting on a sand dune. She is holding a brown leather crossbody bag and sunglasses. The background shows a beach with wooden posts, waves, and a blue sky with light clouds.

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