

AUG 2021



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Cover

Medusa Hire

Find out more about one of the businesses to watch out for in 2021

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AMBN

AUSTRALIAN MILLIONAIRES BUSINESS NETWORK



OPENING REMARKS



We've got a great selection of stories lined up for our August issue. In this issue, we open with an interview with the amazing Jodi Long - who recently won an Emmy for "Outstanding Supporting Actress." This issue we've made sure that we take a fashionable glimpse at some of the colour trends to watch out for in 2021. We also introduce Taylor Lou Dixon - an entrepreneur who has been making waves in the coaching world. I would like to encourage our readers to please give us feedback. We would definitely love to hear your thoughts or what you would like to see in our future issues so please send your feedback to info@starcentralmag.com. I hope you enjoy the rest of August and God bless everyone.

Mike Ilagan
Managing Director

6

Celebrity Interviews
One on one interview with talented Emmy winner Jodi Long



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Cassidey Fralin Pg. 10

EDITOR'S NOTES

Unbelievably, we're already into the second half of 2021! Hitting the halfway mark in anything – a race, an assignment, the school year, a book, a fitness plan, even a meal – is usually the impetus to keep going. Thoughts of: "I'm halfway there, I can't stop now!" start going through your mind. It's a heady sensation and is great motivation to finish your goals. But what if you didn't start in the first place? What if those New Year plans and resolutions never got off the ground? Well, get started now! There is nothing worse than looking back in frustration at those dreams that never came true just because of the simple reason where you NEVER TRIED. The journey to fulfilled hopes may be hard, but REGRET is a harder burden to carry every day. So go ahead and emulate the artists and entrepreneurs StarCentral has had the privilege of meeting over the years. I guarantee that not one of them will tell you they begrudge the blood, sweat and tears it took to get them to where they are now. Don't wait, START, and get going!

Vicky I
Editor-in-chief

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Taylor Dixon Pg. 14



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MEET EMMY WINNER JODI LONG

Film, television, and stage veteran Jodi Long, best known for her roles in "Sex & the City," "Sullivan & Son," and THE HOT CHICK recently won her first Emmy last week for "Outstanding Supporting Actress" on behalf of her role as the bold and fabulous "Mrs. Basil E" on Netflix's "Dash & Lily." She is Lily's stylish and extravagant great-aunt who offers wisdom and pushes them to enjoy life! She is also the glue that ties Dash and Lily together. Interesting fact: Her character is an homage to the eccentric character from the novel "From the Mixed-Up Files of Mrs. Basil E. Frankweiler." She is the mentor and best friend we wish we all had and were! Dash & Lily was nominated for a total of 6 Daytime Emmy® Awards including a nod for "Outstanding Young Adult Series."

Although best known for her roles as the power lesbian 'Patty' in HBO's "Sex and the City" and her role as the Korean mother in THE HOT CHICK ("Ling Ling! You forgot your bling bling!"), Long has been working consistently in Hollywood for decades following her roles in hit TV series "Café American," "All-American Girl" and "Miss Match." She starred on Vince Vaughn's TBS sitcom "Sullivan & Son" playing 'Ok Cha,' the ever-amusing Korean immigrant mother of 'Steve' played by comedian Steve Byrne. Long's extensive list of TV and film credits also include "Franklin & Bash," "Desperate Housewives," and BEGINNERS alongside Ewan McGregor and Christopher Plummer. Not only limited to acting, Long is also a talented filmmaker creating an award-winning documentary LONG STORY SHORT, her personal family story which tells the tale of her Chinese-Aussie tap dancer father and Japanese-American showgirl mother ('Larrie & Trudie') who became a popular husband-and-wife nightclub act in America in the '40s and '50s even landing a performance on the Ed Sullivan Show.

Born and raised in Queens, Long graduated from the High School for Performing Arts in New York and graduated with a BFA from the acting conservatory at SUNY Purchase. Long's love for acting came from traveling with her vaudevillian parents and growing up backstage which eventually led her to star in her first Broadway show at just 7 years old in Sidney Lumet's NOWHERE TO GO BUT UP. After an illustrious theater career in several Broadway and off-Broadway productions, Long would eventually win an Ovation Award for the 2002 revival of Rodgers and Hammerstein's FLOWER DRUM SONG (her father starred in the original production in 1958). She also starred in Frances Ya-Chu Cowhig's theater production of THE WORLD OF EXTREME HAPPINESS which ran in both Chicago and New York last year.

StarCentral Magazine recently caught up with Jodi 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 in the industry?

I was born and raised in NYC to parents who were vaudevillians and later nightclub entertainers. I did the first of 5 Broadway shows at the age of 7, singing and dancing in NOWHERE TO GO BUT UP directed by Sidney Lumet.

What do you like most about acting?

The ability to shed some light on a character and if the writing is good, ultimately the human condition. Besides, it's FUN!





How different is it to act in a movie and to act in a TV series? And which one do you prefer?

There is really no difference between working in front of a camera for a movie and TV series except the time you get to do a scene. With a TV series, if you are lucky enough to get more than one season, you and the writers have more time to understand and develop a character which usually yields you a bigger arc.

What are your weak points when it comes to acting? How do you try to improve them?

I don't feel I have any weak points! The most important thing for an actor is to be in the moment of a scene and take it a moment to moment.

What are your strong points as an actor?

I guess you would classify me as a character actor. I like to challenge and stretch myself as an actor and subsequently have a large range. I am also not afraid of taking chances as I explore a scene.

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

The good ones trust you. The bad ones will try to micromanage you if you let them.

What does it feel like to be nominated for your first Emmy? Did you expect to be nominated?

It's exhilarating but a bit surreal. Gratifying that a group of my Television Academy peers recognized my work. I wasn't thinking about it at all, so it came as a complete surprise. The best kind there is!

What are some of the difficulties of the acting business?

The hardest part is sometimes you can be on a great work roll and sometimes it's slow. You never really know why but that's when it's important to keep your center and be creative anyway. As an Asian American woman actor, the most difficult part at the beginning of my career was to be cast in parts that weren't specifically Asian. In those days, Asian written parts were few and far between. But I was and still am determined to



change things for more inclusive casting. My part as Mrs. Basil E in Netflix's DASH AND LILY, for which I won an Emmy, was originally played by Ingrid Bergman (in the movie version) and then by Lauren Bacall (in the tv movie). It's been a long time coming but now that's progress.

What's challenging about bringing a script to life?

It really depends on the script and the role because each has its own challenges. Some require research into a character or a way of life and some just learning lots of lines!

What do you do when you're not filming?

If you mean on a set, I am not a person who can read a book! Some actors like to retreat into a book. I have to stay focused on the world and character I am inhabiting. I can read a magazine or check email, but nothing too involving as I like to stay focused. When I am not working, I do a lot of yoga, garden, and do Tai Chi.

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

I think an Emmy nomination for Best Supporting Actress is pretty memorable!

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

The most interesting people I've met have all been artists and creative types. Why? Because most of the ones I know are critical thinkers and I enjoy hearing different points of view and how they manifest within their creative process. Don't get me wrong, business-minded folks can be very creative thinkers too.

If someone is going to make your life into a movie, who would play you?

Hahaha, we'll leave that up to the casting director!

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

I have a movie coming out at the beginning of September, although I can't say what. And I have a one-woman show that I wrote, SURFING DNA which I did in 2019 before the pandemic. My plan is to get this into a good theater venue when theaters can open up safely again. Stay tuned.





SPOTLIGHT: INTRODUCING CASSIDEY Fralin

Cassidey Fralin was born in Southern California. She started acting at the age of 8. Before long she could be seen on *Black-ish* alongside Anthony Anderson and *The Big Bang Theory* starring Jim Parsons and Johnny Galecki. Her big break came when Cassidey landed a recurring role on Disney Channel's hit show *Sydney to the Max* where Cassidey's comedic ability shines as Young Aisha alongside such Disney stars as Jackson Dollinger, Ava Kolker, and Ruth Righi. This dynamic performer can also be seen in Maroon 5's music video "What Lovers Do" with over 538 million views as well as BET's movie "We Belong Together" and "Always and Forever" now streaming on Amazon. A true triple threat, Cassidey is a trained singer with a soulful voice and a talented dancer whose passion for performing is evident. She is interested in social justice, medicine, and enjoys working with charities that help the elderly and young children. When not working, she spends her time reading and immersing herself in the Korean language, music, and culture.

StarCentral Magazine recently caught up with Cassidey to discuss her journey in the entertainment world and here's what went down:

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

Hi, my name is Cassidey Fralin. I am passionate about acting, singing, dancing, learning. I am especially dedicated to my history studies and unifying those interests by performing full productions of *Hamilton* and *Les Misérables* in my mirror. I come from a big and boisterous family composed of five siblings, the best two parents in the world, and one puppy (Auggie!). I owe my main inspiration for wanting to get started in the entertainment industry to my early love for reading. When I was younger, my life revolved around the Pippi Longstocking book series. I was devastated to finish the books, but when I realized that I could use the power of pretend to become Pippi, there was no turning back. I loved to consider: what would Pippi do in this situation? How would her super strength and boundless confidence impact her thoughts and actions? And when I watched the

Pippi movie, I was astonished to discover that the world actress Inger Nilsson brought to life with the help of some impressive special effects was just as magical as I had imagined it to be. Seconds after finishing the film, I begged my mom to let me act so that I could not only live my fantasies but share them with others, as Inger Nilsson had done in so aptly portraying Pippi Longstocking.

What do you like most about acting?

What I love most about acting is knowing that I am giving people an escape from whatever reality they're living, through the work I do. I find comfort in knowing I am making a difference, and acting affords me the opportunity of doing so on a great scale. I love connecting with other people and telling stories, and through acting, I can do that. Acting taught me very early on that putting my all into something and knowing I am doing my best work always makes me feel at my best. My passion for acting influences me to take on new projects and challenge myself, and I'm so glad because I've learned to enjoy the process of everything I do instead of only finding joy in the outcome.

What are your weak points when it comes to acting? How do you try to improve them?

My weak point as an actress was feeling my credits shown on my IMDb didn't reveal my talent and all of the work I've put into acting. However, when I first began to act, my mom made it very clear that I realized a lot of "no's" would come with the job. Hearing a series of "no's" can be jarring, but they made me realize that acting is what I am most passionate about and that opportunities that I may not expect are waiting for me. I have applied this to every other area in my life - my grades, my friendships, all normal teenage things and I can't even quantify how much it has helped me to have experience with overcoming rejection. No matter how many "no's" I have heard and continue to hear in the acting business, I keep in the back of my mind that rejection is redirection, I move on, and I work even harder to reach my dreams.

What are your strong points as an actor?

I would say a strong point for me as an actor is that I have learned, and I mean this in the least corny way possible; you can never truly fail. "Failure" in my eyes is redirection. I try (and sometimes I... fail) to turn negative things into learning opportunities though I have worked on it and now consider myself to be a very positive person. For example, suppose I don't get a role I absolutely love, instead of thinking of it as a missed opportunity, in that case, I perceive it as the Universe's way of telling me there is something out there that is better for me and that I should keep working hard to achieve my dreams.

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

I have learned from the directors I have worked with throughout my career that there is no substitution for preparation. By being prepared, you are making every other person who is connected to the project's life easier, especially the directors!

What are some of the difficulties of the acting business?

As an actress, it can be upsetting to feel like I am doing everything "right" but still not experiencing external validation. When I was younger, my dream was to book an incredible role, make the world fall in love with me, and win all of the fancy awards. That dream was what I worked for. And while I don't know anyone, including myself, who doesn't still dream about that, I realized that the reason for which I wanted so badly to be recognized for my acting as opposed to, say, my impressive roller-skating skills (catch those in an upcoming Sydney to the Max episode) was simply that I loved acting more than anything else in the world. Once I realized that I should be equally as passionate about the actual iterative process of refining my acting skills as the dream role those skills could land me and that I could still love acting even if nobody was watching, I came to understand that pouring myself wholeheartedly into my craft is valuable in and of itself. And that's how I turned the worst part of being an actress into the best part!

What's challenging about bringing a script to life?

I got started as an actress because I loved stories and storytelling more than anything — once I realized that real people could embody the characters I loved so much and that I could be one of those magical people, there was no curtail my love for studying and practicing screen acting. I cannot think of a challenge I have when attempting to bring a script to life. Although I will say when doing a period piece or portraying a character who has already been established to the world, it can be difficult to maintain the character's initial integrity while making the character my own with my personal embellishments. However, I have such an amazing time doing so; I never feel like I'm being burdened and find joy in the challenge.

What do you do when you're not filming?

In my spare time, I love to watch movies and television — from Doctor Who and Grey's Anatomy to random '80s horror films — as much to analyze other actors' work as to entertain myself. Something many people don't know about me is that I'm equally

passionate about other performing arts: I sing, I dance, and if you're a fan of my performance on Sydney to the Max, be sure to tune in to tomorrow's reenactments of Wicked in my mirror (laughs). I always keep myself busy, I've also got a handful of siblings who willingly do that for me, so really, I'm always busy!

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

On Sydney to the Max, I play the role of Young Alisha, the titular Sydney's mother, who appears in the show's flashbacks to the 1990s. Booking the role of Alisha and being able to portray her character for a year must be the most memorable experience of my career so far. Aptly because Alisha is a lot like me — she loves to have fun, but she is also a dedicated student who eventually becomes a surgeon (one of my dream careers)! She is exuberant and forms fast friendships with the kids in her community, including Sydney's future father. On Sydney to the Max, many of our episodes work to address social issues like microaggressions or discrimination against Black hair in an entertaining yet educational and understandable manner which is something I really adore about the show.

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

I love meeting and befriending interesting people, so it's a bit hard to narrow it down. I would say my closest friends are all very interesting and quirky. My best friend Violet is inhumanly smart; she is also very, very funny and opinionated. The best thing about meeting and engaging with interesting people is that there is never any possible room for boredom; there are never dull moments.

If someone is going to make your life into a movie, who would play you?

I have looked up to Amandla Stenberg since I was very young and can only hope to have an acting repertoire as diverse and astounding as theirs. If someone ever decides to make my life into a movie, I grant full permission to the casting directors to award Amandla Stenberg the leading role, portraying myself. Amandla is freaking talented; they possess the rare ability to completely embody every role they play in the most beautiful and intricate of ways. It would be an honor for them ever to play me in a film. It would also award me the opportunity to meet them, so two major wins for me!

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

Well, with a rigorous course load lined up for next year, I'm going to have to refine my time management skills! But I am currently auditioning for all sorts of projects, exercising my passion for dance at any opportunity, going live on my Instagram (@iamcassidey), and recording ukulele songs for what will maybe possibly, hopefully eventually be a full-length album not in my Voice Memos app haha. Soon, I will be (manifestation) working on a project I am extremely proud of, and I can't wait for the world to see it. I will be at a college well suited for me, working constantly to improve myself as a person and still becoming as amazing of an actress I can be. Stay tuned because I love to stay as busy as possible!



ENTREPRENEUR OF THE MONTH: TAYLOR LOU DIXON

Multi-six figure entrepreneur, Taylor Lou Dixon is a certified Image Consultant, and Business Mentor who's helped hundreds of women stand out in a crowded market by sustainably scaling their online businesses through her reinvention process – finding their "It Factor."

Taylor Lou has been an online entrepreneur since 2014 and started two successful online businesses before the age of 25. Understanding that entrepreneurship can take us down a road of self-discovery, she uncovered her authentic self and integrated this type of journey into her mentorship programs. Her special sauce is through her identity mapping process which taps into her client's "It Factor" through self-discovery practices and strategy. This allows them to utilize their gifts, strengths, passions, and purpose in their businesses to ultimately attract more growth and success for their brands.

In her process of personal, brand, and business reinvention, she guides her clients to become thought leaders in their industries by gaining clarity on their most Natural Essence (special qualities that make us stand out), Convicted Message (a message that we can share with confidence) and Embodied Medicine (a contribution that we can share, create and/or teach that's deeply unique to us); which together becomes their "It Factor." Through this method, Taylor Lou has helped female entrepreneurs make more money and skyrocket their impact across many different online industries. She offers online courses, workshops, high-level group programs, private mentorship, and 1:1 immersions. Taylor Lou is a master-level trained NLP Practitioner, Certified Life and Success Coach, and Hypnotherapist with a passion for personal growth and spirituality. She offers online courses, workshops, high-level group programs, private mentorship, and immersions."

StarCentral Magazine recently caught up with Taylor Lou to discuss her journey as an entrepreneur and here's what went down:

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

Our #1 focus is always continuing to add value to our current customers and offerings. In addition to our ongoing organic social media marketing efforts, our business continues to grow through referrals and returning customers because of this commitment to create a quality and "rave-worthy" customer experience. We have also built simple funnels to move our

customers up the value ladder of what we offer. It's really easy for someone to get started with one of our entry-level products, see immediate value, and then feel ready to invest in our supportive services at a higher level.

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

Instagram is the main platform we use to connect with our customers. We also use Facebook and Pinterest as supporting platforms.

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

Our team just started preparing paid advertising campaigns for one of our signature products, The Content Creatrix Bundle. Previously, we've been able to scale to multiple six figures using all organic social media marketing and word of mouth.

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

Magnetic personal branding and consistent social content marketing are our creating channels for business growth. Personal branding is one of the best ways to create a community online, make money by solving your community's problems, and feel creatively fulfilled. Relationship marketing is so powerful when utilized through social media. People are craving authentic role models and guidance online. Because of this, I've created a methodology called "The 'It-Factor' Method" to help online business owners understand their inherent magnetism, message, and gifts so that they can stand out online and make money doing what they love.

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

Organic social media marketing has generated the overwhelming majority of new leads in our business. Consistently showing up giving value to my audience, sharing my life and expertise, and inviting them to be a part of the magic within my paid communities. I'm so passionate about helping fellow business owners understand their "It-Factor" because it's been massively crucial to helping me scale my own business in a way that feels authentic.

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

The last few months in business have brought about some big (and at times) difficult changes for our team. We have decided to simplify our product suite and business plan as much as possible- which means releasing things we used to offer, cutting things out of our marketing plan, and hitting the pause button on future new projects. This decision was made with the intention of working smarter, not harder, and creating deeper refinement and mastery with our signature services. As a creative, this was a difficult decision because I always have so many ideas and projects that I want to take action on right away. However, this can often create overcommitment and undue stress on our small team.

What money mistakes have you made along the way that others can learn from (or something you'd do differently)?

The biggest struggle I've had in my coaching business with money is a tendency towards overgiving and undercharging. Especially in the beginning of running in-person events and retreats, it was so easy to go over budget because I love showering my clients with the best of the best! It's really important to understand your numbers and understand that you are running a real business. Overgiving and undercharging leads to resentment and disruption over time.

What new business would you love to start?

I would love to start a business designing high-quality, "on-brand" physical backgrounds for video calls. As a branding expert, I love helping people to curate the experience of their brand- whether it be through their clothing style, online presence, or even home decor. I think this would be a huge hit, especially among the female entrepreneur crowd!

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

I would put less pressure on myself to be an "overnight" success. I would give myself so much compassion and view the entrepreneurial path as a marathon, not a sprint. This probably would have led to less burnout, stress, and overwhelm in the beginning.

What is the best advice you have ever been given?

Your genius is where you're always in flow' is a quote from my business mentor, Katerina Satori. It took me a long time to realize the more I focused on my true zone of genius, the more successful my business would become (and the more fulfilled I would feel). I always considered myself a "jill-of-all-trades" in the online business world. I have a wide range of interests, passions, and expertise. After a while, I started to realize that this was holding me back in a major way. I was spending a lot of time in roles and projects that weren't aligned with the things that come the most naturally to me. Once I began to specialize more in my business, I saw huge jumps in income and a deep passion for my work.

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

GET SUPPORT! There are so many amazing resources out there for people wanting to start their own business. You do not have to do this on your own. Find a support system of people who really want to see you succeed and have the experience and resources to help you get where you want to go. Trust me, you will be so thankful you have a roadmap, even if that means investing early on. It's 100% worth the time you'll spend trying to figure out everything on your own.



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SHERIDAN MORTLOCK, STEPHANIE MACDOUGALL, PAIGE
TONKIN, CALI LLOYD and WINTA
Location MEDUSA HIRE HQ | Styled by MEDUSA HIRE
Clothes VERSACE, courtesy of MEDUSA HIRE



Photographed by PEDRO VIRGIL
Model SHERIDAN MORTLOCK
Styled by MEDUSA HIRE
Location MEDUSA HIRE HQ
Clothes VERSACE courtesy of MEDUSA HIRE



MEDUSA HIRE

ELEGANCE WITH VERSACE

Medusa Hire is the world's first and ONLY Versace tableware and decor hire company. It adopts the embodiment of Versace's DNA that is defined by the emblematic Medusa head and gold tones, they each truly capture the essence of luxury.

Medusa Hire translates the Versace allure into a Versace experience by servicing the exquisite demands of high-end events and special occasions. It injects a touch of luxury Italian glamour into your event with signature Versace statement pieces.

StarCentral Magazine recently caught up with Medusa Hire and here's what went down:

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

Given our business is word of mouth, we have poured a lot of time into social media assets to lift its awareness. We have partnered with social media influencers as well as international celebrities in the entertainment industry like The Jacksons and Boyz II Men just to name a few. We have also established partnerships with world-renowned brands such as Eighty5 Cigars based in Florida in America which has given us the opportunity to cross-promote and grow our following to overseas markets.

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

Instagram has been a great platform for our brand awareness as it allows our content to easily be shared by our followers. We also feel like our target demographic spends most of their time on Instagram.

What is your experience with paid advertising, like PPC or sponsored content campaigns?

It works to a certain extent but it can only take you so far. For us, what has been the most effective is creating content that can be organically shared by our followers and customer base. As mentioned in the previous question, the best form of advertising is word of mouth -

and it's free! Brand collaborations have also been effective and opened new doors.

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

Since upgrading our website, we have witnessed an abundance of quality leads surface. 80% spend on social media and 20% spend on editorials. Predominately, our marketing is via social media which has given us the best return. However, your social media marketing is only as strong as the content you create and what has set us apart from the rest, is our ability to create great content that is shareable by our followers.

What sort of people usually hire your venue?

People from all walks of life as Versace has no boundaries. From corporate events to birthdays, anniversaries, and everything in between.

How is your business staying afloat during this pandemic?

We have been quite resilient during the pandemic where customers are spending more time than ever online so our sales division has remained strong.

What's the toughest decision you had to make in the past few months?

Putting our expansion plans on hold with purchasing more venues.

Where do you see Medusa Hire in the next 5 years?

The future of Medusa Hire lies with purchasing multiple venues and adopting all the Versace Home ranges.

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

Do your research! It's all in due diligence. Continue to always persist no matter what and don't forget to be the hardest worker in the room.

Photographed by PEDRO VIRGIL
Models PAIGE TONKIN and CALI LLOYD
Styled by MEDUSA HIRE
Location MEDUSA HIRE HQ
Clothes VERSACE courtesy of MEDUSA HIRE



Photographed by GEORGE AZMY
Models PAIGE TONKIN and GEORGIA ROPER
Styled by JOY DUCA / MEDUSA HIRE
Location MEDUSA HIRE HQ
Clothes VERSACE courtesy of MEDUSA HIRE



Photographed by PEDRO VIRGIL
Models NICOLE MORALES, CHLOE ZREBIEC, SHERIDAN
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LOTUS
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SNEAK PEEK: CELEBRITY HOMES UNLOCKED

KELLY CLARKSON

SELLS HER TENNESSEE LAKE HOME

It may have taken four years, but singer, songwriter, and talk-show host, Kelly Clarkson, has sold her gorgeous lake house in Hendersonville, Tennessee for \$6.3 million. The original listing price was \$8.75 million in 2017 with the most recent reduction early this year to \$7.49 million. There was still considerable profit to be taken as she bought it for \$2.8 million in 2013.

Not only is the house beautiful, but its setting is the star of the show. Sited on the banks of Old Hickory Lake, 25 miles up the Cumberland River from Nashville, the water views beyond the four acres of lawn are exceptional. There is a long gated driveway to the entrance motor court with center fountain. Grounds are dotted with mature trees, lots of emerald lawn, a sand volleyball court, English-style gardens, a conservatory/greenhouse, and a large pool terrace with pavilion for outdoor dining with a fireplace, all accessed via a double-sided curved staircase descending from the upper terrace. There is also a two-boat-covered boathouse.

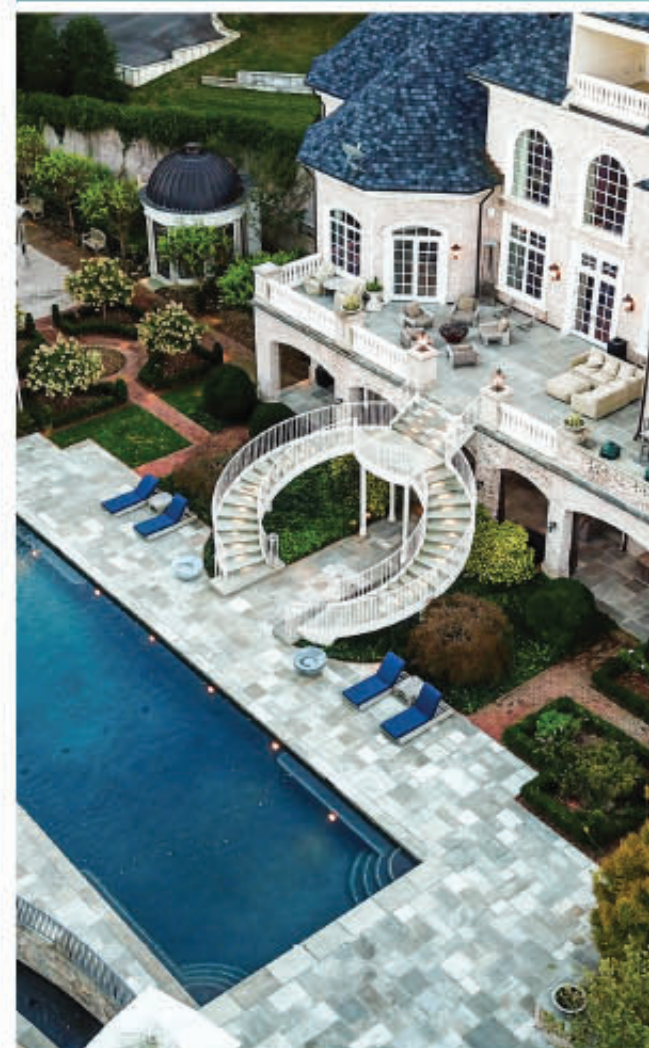
The neighborhoods surrounding Old Hickory Lake have drawn many Nashville stars over the years such as Taylor Swift, Johnny and June Carter Cash, Conway Twitty, Ricky Skaggs and Loretta Lynn. It has long been a recreational spot for the country performers where tour schedules and other pressures evaporate with fishing, boating, and dining at the marina restaurant.

The 20,121-square-foot house has plenty of space for family, friends and overnight guests. The home's entrance opens to a grand foyer with soaring double staircases, the heart of the home is filled with family warmth and fun for casual entertaining, particularly the cowboy bar with its saddle bar stools. Included are seven bedrooms, one of which is a large master suite with seating area in front of a fireplace and stunning master bath, eleven baths, family room, movie theater and a children's room with four built-in bunk beds and good-sized play area. There is a billiard/game room, additional living/family rooms, large gym, a two-level office and an elevator.

Over the last year, Clarkson has experienced both highs and lows: the low being her ongoing divorce, now a year old, which details still aren't complete. The high is over the top with her Emmy-winning TV talk show, *The Kelly Clarkson Show*, which will be taking over *The Ellen DeGeneres Show* time slot when it stops production in 2022. Kelly recently purchased a \$5.4 million home in the Toluca Lake neighborhood of Los Angeles, just 12 miles from the studios.

Jack Miller of Parks Realty was the listing agent for Kelly's lake home sale.

Photo Credit: Parks Realty | Source: [TopTenRealEstateDeals.com](https://www.top10realestatedeals.com)





HOW TO MARKET YOUR *Business* IN THE MIDST OF A PANDEMIC

If you're like several business owners out there, then the Coronavirus pandemic has probably affected your business. To cope with this setback, you may find yourself having to change up your other systems in place for the time being, such as your marketing strategies. This pandemic has no doubt changed the lives of consumers and businesses from all over the world and with this massive change and a "new normal" comes a new way to market to your customers. You can use these five marketing tips to help you get through this pandemic.

1. Content marketing

Only creating high-quality content cannot be considered as just an option but it has become a necessity. This content needs to answer the queries of the target customers. You need to create content for your business blog, do guest blogging, and you can also target some blogs where potential customers can be engaged. You need to take this content to where the audience is. You need to be active on all possible social media networks like Quora, Twitter, and so on. This will allow you to chat or communicate with your customers directly. Then you can also create email courses, share content, write Whitepapers and eBooks all of which are engaging which on the industry and which the customers will find interesting.

2. Reputation management

Having a website also means that both good and bad reviews will be written. The good may bring more customers but even a few bad reviews are enough to tarnish your image. It is the dissatisfied customers that vent out their anger on the websites which can be detrimental to your business. So what is the solution for this? You should put the process of reputation management in place. Using a tool for this purpose positive reviews will be maximized and follow-up updates and emails. And then minimize negative reviews and follow-up action by approaching the dissatisfied customers for their feedback. Keeping your reputation is vital for customer growth.

3. Influencer networking and outreach

Influencers are found in every industry and they command a lot of respect. As a local business person, you need to be in their good books. Even if such people endorse your business your credibility and reputation will skyrocket in no time. You need to engage with them in the real world as well as the online world. Start with adding them to your social networking sites like following them on Twitter and so on. Also inviting them to your outlet will be a good move to boost your business.

4. Building an email list

Companies always find different ways to reach their customers in this day and age so you should never be behind the times. One of the ways is to build an email list of the potential as well as the current customers. You need to keep updating these customers of your new products, and exclusive offers to remind them of your presence. You can use pop-ups and opt-ins for this and get the attention of the customers and also add new ones by conversions.

5. Offer of online shopping effective

Online shopping is the current trend. If you are not already offering this service, then you need to think within these lines. It is easy to get into the eCommerce business these days. Selling the products online as well as in a physical store will actually not let you lose your customer base. In fact, it can increase because all kinds of people can now access your products with ease.

6. Facebook advertising

Advertising on Facebook is economical as well as targeted too. Paid advertising on this platform is really effective for small businesses. By choosing a target audience, you can place your ads and help boost your business with ease. All you need to do is have an effective landing page. Free giveaways can also be added to this page. Then by using Facebook advertising, you can direct traffic to an email list. It will be like you are switching on a traffic button. You can start with just a small investment and then increase it gradually.



THE FIVE BEST *Colour Trends* EVERYONE WILL BE WEARING IN 2021

2021 still has more than half a year left but it has been a challenging enough year for everyone. Many countries are still recovering from economic issues and massive unemployment caused by the Covid-19 pandemic. Some countries have even experienced civil unrest. A way to a brighter outlook is needed. And the fashion industry is answering that call with colour trends for 2021.

How will the fashion industry create a better outlook?

Scientists have long known that colour can affect mood, and designers are using this advantage. Hopefully, the 2021 colour trends can encourage relaxation from connecting to the Earth, evoking warmth and comfort, refreshment, optimism, joy and conviviality, and soothing, restorative cleansing. With this in mind, during the upcoming year, look for brighter and bold hues. You will see happy and bright shades, but also one that calm and soothe. Designers have chosen colors to provide hope, optimism, and playfulness.

Connect with nature for a down to earth grounding mood

Nature plays an integral part in our sense of balance and mental health. Connecting with nature to achieve this balance is not always easy, especially in the cities with the parks closed. To evoke nature, designers have gone to the tried and true technique of using earth-inspired neutral shades of greens, dark yellow earth tones, and cool orange hues.

Call forth the warmth and comfort of autumn

Picture yourself curled up on your favorite armchair in front of the fire, and you are wrapped up in your softest, warm blanket. In your hands, you have a mug of hot chocolate, and your pet is napping on your lap. To create this sense of comforting warmth, designers chose dark reds, rust, and pumpkin shades. Marigold has always been associated with autumn, and reds elicit a sense of home.

Arouse hidden energy to revitalize

Ocean-inspired hues are the best choice for a refreshing feeling. Cerulean blues bring forth the revitalization of a clear, blue sky on a bright spring day. These shades are illuminating and stirring. Blues are also known to increase feelings of serenity and stability.

Rekindle optimism with bright and bold colors

Studies have shown that bright yellows increase positivity. They can also be joyful and friendly. Purples are sensual, while pink can be euphoric. Other shades of pink are also calming, hence the use of pink in the drunk tank to calm occupants.

Elicit a sense of calm and restoration

Soft hues inspire restorative feelings and are regenerative and refreshing. Well-chosen shades are cleansing and anchoring. Mint is restoring, and mentholated greens are cooling and soothing. For a sense of calming, look for soft blues. These gentle colors can also provide a sense of anchoring and quiet.

From the catwalk to the sidewalk, 2021 will usher with it calm, optimism, and revitalization. Just what the doctor called for as we recuperate from this stressful year. Get the best mood-enhancing clothes from your favorite designers. Then you can walk down the sidewalk as if it was a catwalk.

A woman with long brown hair, wearing a white wide-brimmed hat, a white short-sleeved dress with 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 waves and a blue sky with clouds.

studio49

photography

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A close-up portrait of a woman with long, dark, wavy hair. She is wearing dark sunglasses and a dark, chunky necklace. The image has a vintage, textured appearance with a film strip border at the top and bottom. The text "COMING SOON" is centered below her face.

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