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SEPT 2021

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CONTENTS

- 6 **Featured Designer:** Introducing Yvonne Baker
- 12 **Designer Spotlight:** Meet Magdalena Nowak
- 16 **Fashionista Spotlight:** Get to know Abiodun Dosu – Stagers Gillyard
- 20 **Cover Story:** Find out more about emerging model Arundhati Banerjee
- 26 **In Pictures:** New lingerie brand Hustler featuring Belle Lucia
- 28 **Fashion:** Here's why summer and winter wardrobes could be a thing of the past
- 30 **People & Faces:** The elegance of Versace courtesy of Medusa Hire

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EDITOR'S NOTES

Allow me to introduce myself, my name is Jenny and I am delighted to be the editor-in-chief for Sassy and Co. This month's issue is summarised into one word: journey. The idea of "making it big" is the ultimate destination, however not many stop to think about how they got there. The blood, sweat, and tears all culminate into a series of hardships that makes a person who they are today.

In this month's issue, we meet Yvonne Baker, a fashion designer with a creative knack and she will be telling us about her journey. Our cover girl, Arundhati Banerjee who tells us about her journey as a person of colour in the modelling industry and the performing arts.

Here's to more journeys being showcased in future issues of Sassy and Co.

Jenny Hu
Editor-In-Chief



Photo Credit: George Azmy



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DESIGNER SPOTLIGHT: YVONNE

Baker

Yvonne Baker is a fashion designer to watch out for in 2021. From an early age, Yvonne Baker had quite clear ideas, she was a very creative child. She dressed her barbies, and she drew and played with her imagination. Growing up, she went to Art School with a specialization in Fashion. After completing her studies, she enrolled and graduated from the Academy of Fine Arts in Fashion Design.

Sassy & Co magazine recently caught up with Yvonne to discuss her journey in the fashion industry and here's what went down:

What do you like most about being a designer?

The imagination. Because being a designer for me means imagining, seeing colors, patterns, places, nature, everything that surrounds us to bring us ideas and create every day.

Downside to being a fashion designer?

I don't think I have or feel any disadvantages about my profession. Surely every day I learn something to add to my wealth of experience.

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

Wow, in about five years of work/activity I can say I've had plenty of memorable experiences. I dressed a couple of people from show business, as well as athletes and TV stars here in Italy and it feels great to see my clothes worn by such prominent people.

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

I've met many people, but none that particularly impressed me. Otherwise, I would remember.

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

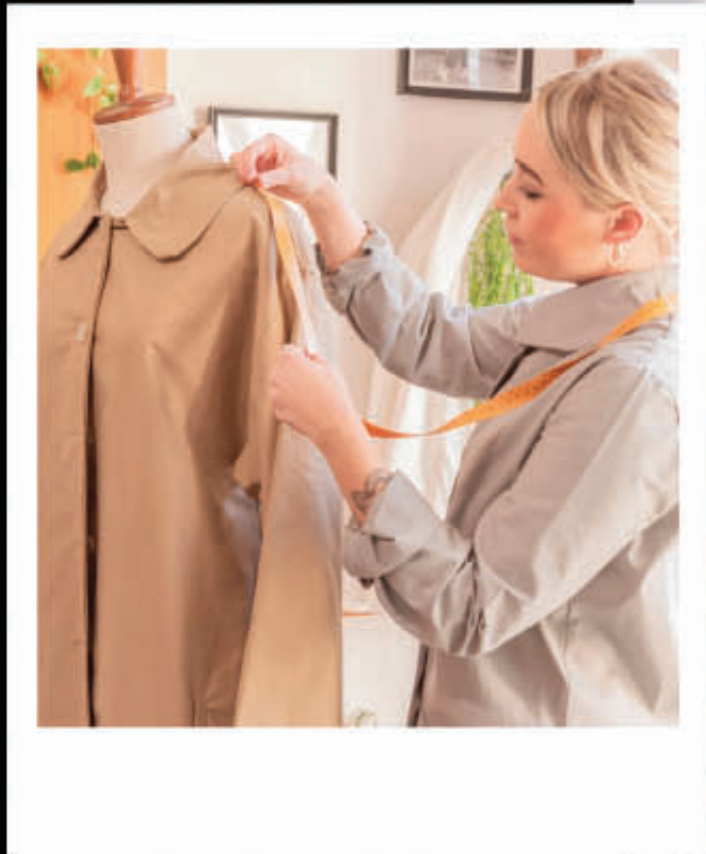
In high school, my fashion teacher Lucia explained how to finish garments well and how to build them in a tailored way. These are valuable lessons that I will always carry with me. Often he was amazed at me because in a short time I was able to create great works.

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

Nothing. Because if I'm here today and the reason I got here is because of my sacrifices. I started my work by exhibiting in a gallery where every weekend there was a market. I sold what I created with a small sewing machine and a few fabrics. In the meantime, I was studying to give my degree thesis. Little by little I understood the mechanism of this work. I started getting serious. My first workshop was at home. When I started getting serious I moved and took a small workshop, the fabrics had become 20-meter rolls and the orders were starting to increase. In a year I needed to find a second laboratory even bigger and more spacious (where I am now). My business is online, I ship everywhere so that my tailored and super-comfortable garments reach everyone. That's why I wouldn't change anything about my path. I am happy and grateful.

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

My future plans in my career and my life are all centered around my work. That's why I dedicate myself with a lot of constancy and determination in what I do. I want to carry an important message everywhere, that of wearing handcrafted garments created and designed to dress all the physicalities and use them for every occasion. My line dresses all sizes, especially future mothers too. I play a lot with soft fits and tailored cuts. But above all, I pack my garments with high-quality Italian fabrics, because if we offer high quality made in Italy fabrics such as silk, linen, cotton, and wool we also reduce the waste of buying in quantity. I plan to bring ethical, elegant fashion that suits every woman.





FEATURED DESIGNER: MAGDALENA Nowak

Magdalena Nowak is a 19-year-old fashion designer and stylist based in Poland. She actually started her fashion adventure quite early; she sewed her first design at the age of 17 and a few months later, she had her first photoshoot. She initially started by posting photos of her creations on Instagram. After some time, a number of people started sending her messages and inquiries for a potential collaboration. She gradually gained more messages and requests for new collaborations and orders, etc... the rest you can say is history.

Sassy & Co magazine recently caught up with Magdalena to discuss her journey in the fashion industry and here's what went down:

How did you get into the fashion industry?

I did not finish any school that prepared me for the profession of a designer. All I have achieved is thanks to hard work and patience. I have collaborated with many celebrity stylists via Instagram, Facebook, etc. One day they saw my projects online and they wanted to collaborate. I was very lucky. I am very happy that I work with so talented people.

What do you like most about being a designer?

I love that each day is different. No one decides about me. I hate my daily routine especially when somebody imposes their ideas on me. I also love that I can finally implement my crazy ideas. The implementation process for the entire project is very long, but it's worth the wait! Imagine seeing a famous singer wearing your creation later or seeing it on the cover of a magazine. Priceless!

Downside to being a fashion designer?

The work of a fashion designer is not perfect, unfortunately, there are also downsides, but I'm trying to limit my complaints. The biggest downside is probably that the music labels don't have the budget to borrow styling from a designer (or they just say so). Several times a week I get questions about borrowing clothes for a music video, of course, for free. Nothing beats commercial advertising without a budget. Recently, I've been offered an advertisement for a transport company, a modeling agency, and a university in Poland ... Of course, all without the slightest remuneration. How would I benefit from this? I have no idea... I do not accept offers of this type and I recommend younger designers to not do it as well.

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

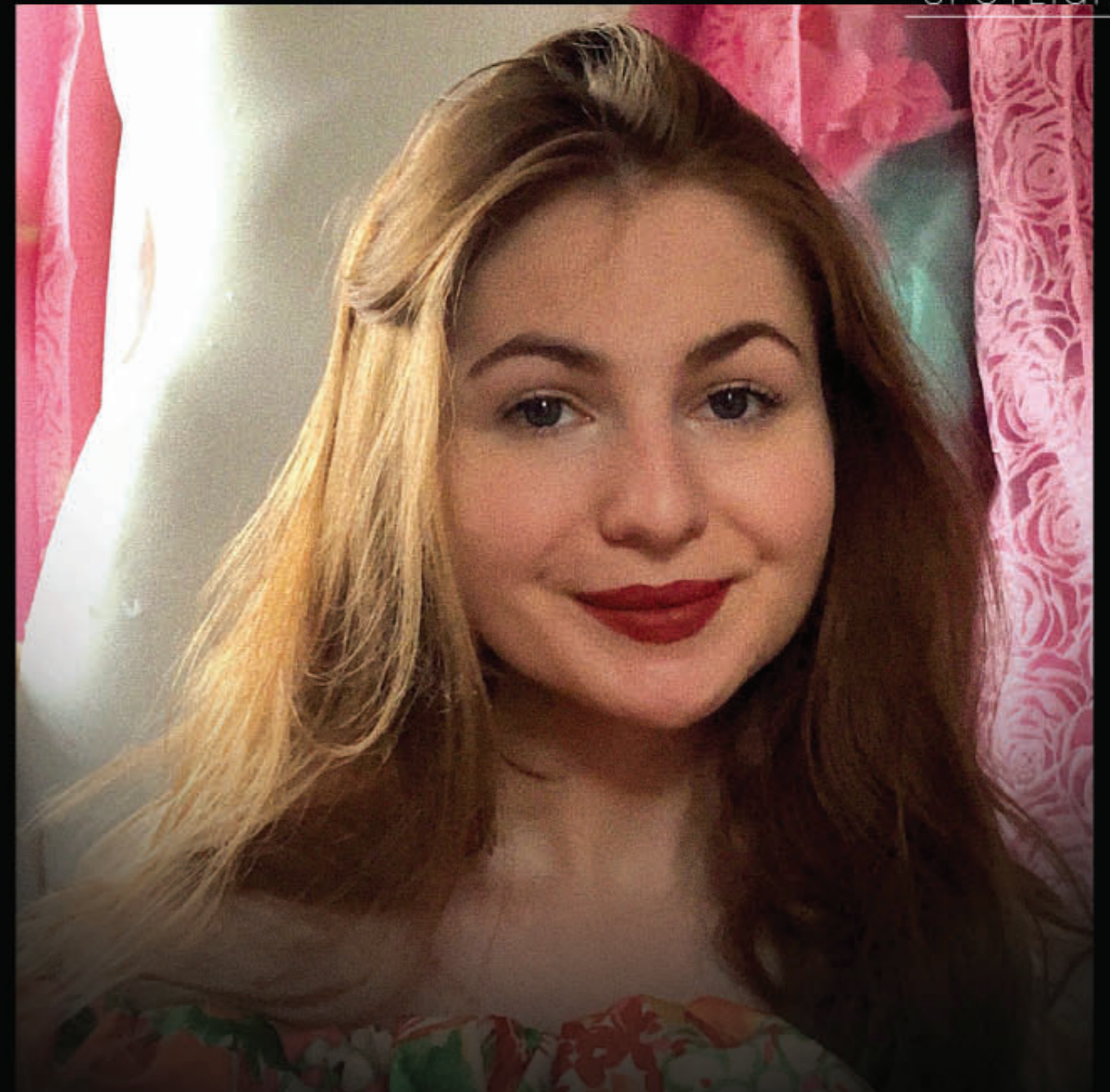
It's hard to choose one experience. I think all "first times" are memorable. I still remember the first publication in a magazine, the first cover, the first music video, the first try-on with the singer, etc. Back then, I was full of joy and a bit of stress. I love that feeling. Getting out of your comfort zone and breaking your barriers is great!

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

Some time ago I started working with Sanah. She is the most popular singer of the young generation in Poland. I must admit that I am very happy about it and I am proud of myself. I am very glad that people from the industry trusted me and entrusted me with this task.

Sanah is touring right now and my dresses can be seen during the performances.





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

Fortunately, I've never had any unpleasant experiences. However, I will mention the contracts. Over time, I realized that it is worth signing it with everyone. No matter if it's a good friend or a stranger. Stylists often keep things at home for a long time. If you include a return date in your contract, it will be easier to get it back in time. That's a little advice from me.

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

Surely my education would be different. I think, if I could go back in a time machine, I would choose another school in a different city. Besides, I don't really regret anything.

What is the best advice you have ever been given?

Honestly, I don't think I have ever gotten any advice, because I had no one to get it from. I put everything down to experience and from the slips of the designers, I observe on the Internet.

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

After graduating from high school, I'm planning to start a fashion brand. I already have the first ideas for clothes, even the name. But we have to wait at least a year before my online store can take off. At the moment, I am saving money for this project.

I can tell you that I am working on a new collection that will be coming soon! It will be pink and shiny!

FASHIONISTA SPOTLIGHT

Abiodun Dosu - Stagger's Gillyard

Abiodun Dosu – Stagger's Gillyard has been a fashion stylist and image consultant for the past 5 years. Even though she got her Fine Arts degree in Theatre from Hunter College New York, her love for costume design lead her to pursue employment in the fashion industry. Furthermore, the education she received from the Fashion Institute of Technology has guided her in a more organized and applicable way.

Living in NYC has allowed her to work closely with hundreds of models, and designers within the past few years. However, assisting others in doing what comes so naturally to her is what makes her feel fulfilled. That is why she created her blog, AbzStylz. She wanted to provide services for women who needed help in enhancing and expressing their individual styles. She usually posts fashion inspiration, shopping guides, reviews on beauty products that I use, and lifestyle content.

Sassy & Co magazine recently had a one on one interview with the talented Abiodun and here's what happened:

Where do you usually shop?

I love shopping at ZARA, Nastygal, ASOS, and Farfetch.

Are there any hidden gems when it comes to snapping up some awesome designer clothes?

I think shopping sustainably has given me the opportunity to get unique pieces without breaking the bank. I would always suggest thrifting or shopping from sustainable brands that sell designer pieces that are reputable such as The RealReal and Farfetch.

What are your top tips when it comes to fashion for the cooler months?

Fabrics are important in the cooler months, so you would want to wear linen, silk, etc. Also, don't be afraid of color and fun prints.

Where do you look for creative inspiration?

I always get creative inspiration from content creators on Instagram and Pinterest. Social media is the easiest way to stay up to date on what is trending.

Is it hard to stay fashionable?

It's not hard to stay fashionable once you have the right pieces in your closet. The key to staying fashionable is to always have classic pieces that always look good on your body type.

How do you walk the line between being unique and having commercial appeal?

When I style models for a magazine or brand website, I like showing how I can subtly transform a look and showing how practical it would be for most people to wear. If it's not a look that most women will feel comfortable in, I know it will not make much of an impact.

Are there any key trends you've seen for this year?

The key fashion trends I've been seeing this year are: "Hot Pink" which will be the color this year, wide-leg jeans, and hourglass blazers.

What do you think about the state of fashion today?

There is a sustainable trend happening, and I think fashion brands are now trying to be more ethical in how they create their products. I see that more brands are moving away from fast fashion, and have started to create eco-friendly clothing and accessories. I love that slow fashion has become more popular, which has slowed down fashion seasons and has increased the longevity of our clothing.

What are the clothes we can rid our wardrobes of that are considered very 'last season'?

Anything that is super tight is out of season. For instance, skinny leather leggings you can give up. However, wide-leg leather pants are still in.

What fashion advice would you give an emerging fashionista?

Do not feel like you have to spend a lot of money to be stylish. Always research where you can get the best deals for designer pieces. Also, try to work with emerging brands that need more exposure. They usually are willing to give you pieces to promote for free once they see your work.





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INTRODUCING *Arundhati* BANERJEE

Arundhati Banerjee believes in creating thoughtful experiences and expanding the frontiers of tradition and art through the medium of performing arts and modelling.

Arundhati Banerjee's journey from a South Australian Women of the Year - Emerging Leader, performing artist, pageant winner, humanitarian services to being selected among the top 25 models in Australian SuperModel has been rewarding and fulfilling.

Arundhati also fondly known as Ari is a teenager, pursuing a first-year Bachelor of Creative Industries (Theatre and Performing Arts) from Flinders University with a vision to work and contribute to the performing arts industry.

Sassy and Co Magazine recently had a chat with Arundhati to discuss her journey in the industry plus her experience joining the Australian SuperModel of the Year competition and here what went down:

How did you get into the modelling industry?

It was at the age of 14 when I began my journey into modelling by enrolling with Tanya Powell Models. There has been no looking back since then, be it walking the ramp, being offered Cover Girl opportunities, being featured in various magazines, winning pageant titles, or fundraising for humanitarian causes like Domestic Violence by walking the runway for various fashion shows. The journey has been gratifying

and I look forward to learning and contributing further to my future.

What do you like most about being a model?

Modelling gives me a sense of freedom. The fact that I can be myself in front of the camera without any limitations keeps me loving it and coming back for more. The skills of poise and confidence I gathered over the years through modeling have also helped me transfer the skills to other areas of my life. The opportunity to travel to interesting places and meet fascinating people from different backgrounds, work in diverse projects such as sustainability, body positivity, and diversity is very fulfilling.

Downside to being a model?

The emotional, and physical stress is quite common in this industry given the requirement to look and behave a certain way. The need to achieve and reach your maximum potential at a very young age, given the life span within the industry is very less and limited, puts a high amount of stress, leading to unhealthy competition, mental health issues, and many other. The environment needs to be conducive; the industry needs to be regulated just like any other workplace.



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 Outfit Sponsor BRIDAL FUSION by MASCIA



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 Outfit Sponsor BRIDAL FUSION by MASCIA



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

I have chosen platforms and sponsors who resonate with my values and beliefs of inclusivity, diversity, and sustainability. I am an ambassador for a multi-award boutique Bridal Fusion by Mascia in South Australia who not only believes but demonstrates the ethos of body positivity and inclusivity through her dresses. My association with Miss and Mr. Diamond International and Australia and now Australian Super Model of the Year also aligns with the values that I believe. Another memorable experience is one of the catwalks that I did which helped raise funds for people affected by Domestic Violence - it has been a truly rewarding experience. Each of these experiences has been memorable and I had learned from them that modelling is not just about travelling to exotic places, or meeting people, but making a difference.

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

I am very young, and I believe all those whom I have come in contact with, have taught me life lessons which can be emulated in modelling and as such every other career aspiration I have.

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 that I have learned is that it is not necessary to fit into the stereotype - just be unique, be yourself, and take care of yourself and others. Collaborate and not compete as well as build sisterhood are some of the mantras the different platforms and mentors have taught me. Enjoy the journey and strive for excellence and not success.

Can you tell us more about ASOTY?

Australian Super Model of the Year (ASOTY) is a unique platform that meticulously selects its top models who can align with the values of the institution which are diversity, inclusion, sisterhood,

and sustainability. Once selected, there is a series of sessions from leading industry leaders on diverse topics such as sisterhood, fashion, sustainability, resilience, mindfulness, and networking. These sessions have aided my understanding, and appreciation, of collaboration efforts, building networks, and sisterhood.

Why did you decide to join ASOTY?

The Australian Supermodel of the Year competition is not just a typical modelling competition. The selected contestants complete a series of activities over the next few months to acquire points towards reaching the finals. They include online training modules, mentoring sessions, social media content creation, photography, attitude, teamwork, collaborations, challenges, and working with the sponsors. I believe being part of this competition is about meeting new people and forming meaningful connections which allows me to promote diversity in the industry and the significance of sustainability in fashion. ASOTY believes in building Super Role Models for the industry and this difference in their framework is my reason to be part of it.

What do you hope to gain from joining ASOTY?

I believe that I have already started gaining through the series of sessions I have been attending the sisterhood that I have built within the institution and outside, change the perception of the industry, and seeing it with a different lens that is more productive and sustainable. Self-love, body positivity, sisterhood have been gainful takeaways so far and I look forward to every session in the coming weeks.

What do you hope to see happen in the near future for models and beauty queens all over the world?

I believe the modelling industry is going through a change, where we will be seeing more of Super Role Models which an institution such as ASOTY is aiming to build. We need our models and beauty queens and kings to be influencers, working for the greater cause of society, as the younger generations look up to them. They can be instrumental in building a healthy and inclusive society.



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MISSION: Our mission is to present the most unique and compelling original Australian content by tapping into the hottest local talents and events.





INTRODUCING NEW LINGERIE BRAND

HUSTLER

New lingerie brand Hustler is a bold, fun, and flirty brand that has recently launched in Australia and exclusively sold online at Playful Promises (www.aus.playfulpromises.com). They commissioned Australian model and international sensation Belle Lucia as one of their models/ambassadors.

Born and raised in Sydney, Lucia's modelling career has taken her all over the world many times over and garnering her a massive social media following, with an impressive 1.3M followers on Instagram while her YouTube channel boasts an impressive 19M views.

Lucia looks absolutely stunning in Hustler's new range of sexy styles perfect for the boudoir, as well as simple styles that let her body do the talking. Hustler has been pioneering for sexual liberation since the 70s, which naturally made them the perfect people for Lucia to team up with and model their latest collection for Australia. Hustler Lingerie wants to make people feel sexy and empowered and that's exactly what it does!

Hustler's lingerie is inclusive for all body sizes and includes a size range of 32B – 42F in bras and AU 8-26 in knickers and g-strings.

SUMMER & WINTER WARDROBES COULD BE A THING OF THE PAST

In an ever-pressing need for the fashion industry to become more sustainable, getting rid of the seasonal wardrobe is a likely next step, says GlobalData. The leading data and analytics company notes that a seasonal fashion calendar is outdated and shifting to a seasonless calendar can present a real opportunity for local clothes makers. However, its success is entirely dependent on greater trust and better communication between clothes suppliers and buyers.

Hannah Abdulla, Apparel Correspondent at GlobalData, comments: "The seasonal fashion calendar has fast become redundant as the fashion landscape evolves. People are travelling more, the weather is becoming increasingly unpredictable, and we've seen the COVID-19 pandemic throw the fashion supply chain into turmoil – leaving brands sitting on billions of dollars of inventory they couldn't shift.

"Further, leaving seasonal changes behind allows brands to meet demands for greater sustainability and environmental changes such as unpredictable weather and increased travel. This follows in the footsteps of luxury fashion houses Ralph Lauren, Burberry, and Tom Ford, which have shifted to a 'see-now-buy-now' model."

Carmen Bryan, Consumer Analyst at GlobalData, adds: "Consumer attitudes toward fashion are changing, with the pandemic obliterating typical seasonal looks as people were locked away indoors. Interestingly, over the last 12 months, GlobalData's latest global survey found that 51%* of people aged 16-24 years olds have been buying second-hand or 'used' clothing more often. People are actively looking for alternatives to fast fashion, which has come under fire recently for its harmful impact on the environment, and brands should take note – in fact, one third (32%) of these youths actively want to know what steps brands are taking to tackle sustainability issues.

"It is clear that consumers are less concerned with the hottest 'seasonal' trend, and more so with clothing that aligns with their personal values and year-round aesthetics. It's also clear that there is heavy potential for big brands to tap into this demand, as the majority (52%) of global consumers still buy clothes from major international brands, while only one-fifth (20%)* shop at independents."

Moving to a seasonless calendar means greater dependence on timeless and core pieces, shorter turnaround times, and smaller drops, which can mean brands are relatively well insulated against challenges such as some of the ones we've seen in recent years.

Abdulla continues: "Seasonless could present a real opportunity for local manufacturers as brands seek smaller deliveries, more often. However, this will only work if factories and brands work much more closely together. Retailers must be ready and willing to trust and invest in their partners. We've seen successes such as the collaboration between Asos and Fashion Enter, where the two partnered with Komit for on-demand textile production. Had Asos not backed the project, Fashion Enter wouldn't have been able to deliver the proof-of-concept trial.

"The supplier-buyer relationship needs to be viewed as one that is long term – a partnership – and certainly less price-driven. It is this teamwork that will enable ideas like seasonless fashion to deliver results."

About GlobalData

4,000 of the world's largest companies, including over 70% of FTSE 100 and 60% of Fortune 100 companies, make more timely and better business decisions thanks to GlobalData's unique data, expert analysis, and innovative solutions, all in one platform. GlobalData's mission is to help our clients decode the future to be more successful and innovative across a range of industries, including the healthcare, consumer, retail, financial, technology, and professional services sectors.





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ELEGANCE WITH VERSACE



Photographed by GEORGE AZMY
Models NICOLE MORALES, GEORGIA ROPER, CHLOE ZREBIEC, SHERIDAN MORTLOCK, STEPHANIE MACDOUGALL, PAIGE TONKIN, CALI LLOYD and WINTA
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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.

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Model GEORGIA ROPER
Location MEDUSA HIRE HQ | Styled by MEDUSA HIRE
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 Models NICOLE MORALES, SHERIDAN MORTLOCK,
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