

STAR CENTRAL

APRIL 2022

GET NOTICED

Read on to discover the five most effective ways to promote your business website in 2022

7 TIPS FOR CHOOSING STYLISH ACCESSORIES



THE GUIDE

A handy guide to help you learn how to dress your body shape

MAKE WAY FOR

Ms. Pui Yi

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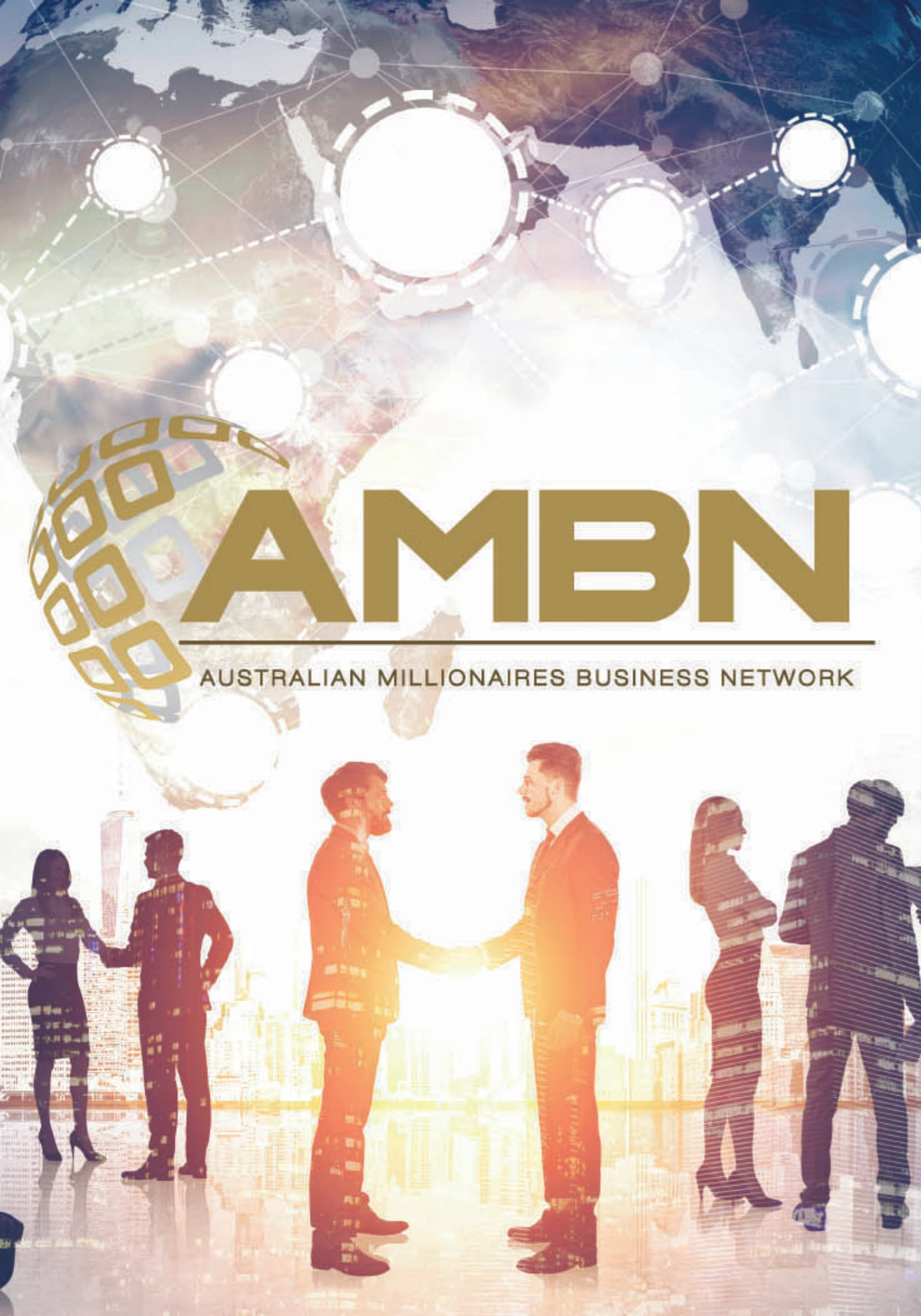
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MSPUIYI

Find out more about one of the influencers to watch out for in 2022



Photo: Justin Chan



OPENING REMARKS



As the first quarter of the year draws to a close I would like to take this opportunity to thank you all for your continuous support this 2022, this has been a terrific year for us thus far. Maintaining a publication in these difficult times is never easy and the rest of 2022 is definitely shaping up to be a challenging year for us. We will be focusing our efforts towards providing our readers with more razor sharp and gutsy articles and we have even planned innovative projects, initiatives and various events to help our publication and our brand continue to grow and develop. As always, we will keep you up to date with progress as we go through the year. God bless everyone.

Mike Ilagan
Managing Director



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A quick and easy guide to dressing for your body shape



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EDITOR'S NOTES

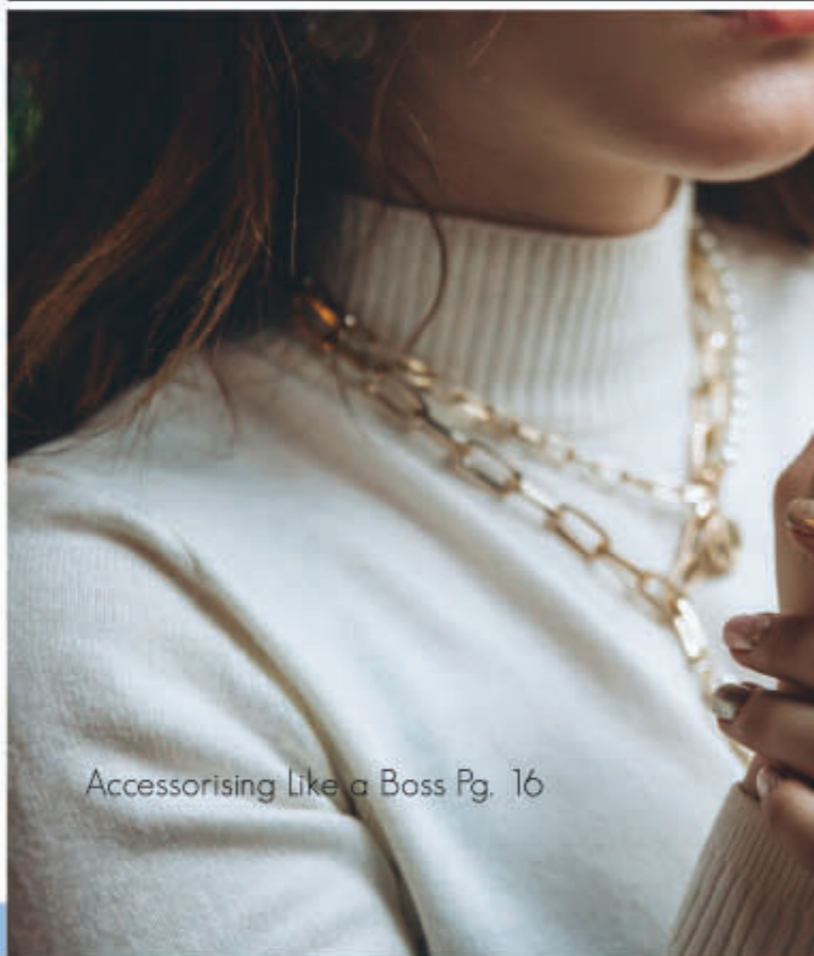
I just got a flu vaccination and it's finally dawning on me that we're right in the middle of winter and half of this year has already passed me by. Where has all that time gone? For me, the last few months are a hazy blur of birthday parties and baby showers, Sunday lunches with the kids, several hundred loads of laundry washed and hung, and adjusting to life living under the pandemic.

On the cover of our latest issue, we have MSPUIYI, a famed model, Beauty CEO, and Musician who at only 23 years old is one of the fastest-rising influencers in the world with 16.8 million Instagram followers. She has singlehandedly carved her name as one of Asia's highest-paid social media influencers.

It is with great pleasure I bring to you this issue - hopefully, you'll be reading it with your feet up and with a mug of hot chocolate in hand (because that's what I'll be doing)!

Vicky I
Editor-in-chief

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Accessorising Like a Boss Pg. 16



ONE ON ONE WITH TARA REID

By Allison Kugel

Tara Reid burst onto the scene as the flawless blue-eyed babe of the iconic 1999 camp comedy *American Pie*, a *Fast Times at Ridgemont High* for twenty-something Gen-Xers and precocious Millennials. Her flawless all-American looks led to films from cult favorite *The Big Lebowski*, to *Urban Legend*, *Van Wilder*, *Josie and the Pussycats*, *Dr. T & the Women* and *My Boss's Daughter*. She starred and held her own alongside Ryan Reynolds, Ashton Kutcher, Rosario Dawson, Kate Hudson, Richard Gere and other movie heavyweights.

And then, something happened. Reid was young, stunning and famous; and the media began taking more of an interest in her after-hours role as Hollywood's resident party girl; largely ignoring her talent and her work ethic. Unlike most of us, Reid's young adult days and nights were captured by paparazzi for the world to see. During our interview she is quick to point out that, at the very least, mercifully, social media had not yet been invented. Thank God for small favours.

A painful public breakup with then-fiancé Carson Daly and a bout with botched plastic surgery further spun Reid's public narrative out of control. She recently told *E!* news, "They almost make a cartoon character out of you, and they keep going with it," referring to the rampant tabloid journalism of the 2000s.

The experience sent Reid reeling, and into a self-imposed media exile where she learned to reflect, regroup, and re-emerge focused on her craft, and with a healthy sense of humor as she displays in her willingness to embrace the camp genre with the *Sharknado* film series. In addition to working in front of the camera, she's added film producer to her resume, with an upcoming slate of releases under her production banner, Hi Happy Films.

As women in our forties, Tara Reid and I discuss the power of knowing oneself and becoming unflappable in the face of life's inevitable ebbs and flows. Smart, soulful, and creative, Tara Reid has reclaimed her power and found her most valuable commodity: peace of mind.

Allison Kugel: What three events in your life, if you had to narrow it down to three, shaped who you are today?

Tara Reid: Wow, that is a great question! Well, I guess one of them would be my parents making me, otherwise I wouldn't be here, so congratulations on that one (laughs)! I think another one would be feeling the force of getting into Hollywood, which is the hardest thing to do, becoming a working actor.

Allison Kugel: What do you mean by "the force?"

Tara Reid: It's so hard to make it in Hollywood to begin with. It's like winning a lottery ticket. To be lucky and fortunate enough to get there was incredible, and then seeing the aftereffects, and everything like that. The third and most painful one was having my parents pass away. That gave me a whole different look on everything.

Allison Kugel: Did it make you think about where they went when they passed? When my grandfather passed away when I was 32, the question that kept going through my mind was, "Where is he?" It started me on this journey of looking into life after death. Did you go through anything like that?

Tara Reid: I would talk about that with my sister, about where we go after this. Honestly, the hardest part, you're going to make me cry now...



Photo Credits: Brooke Mason Photography



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Allison Kugel: No, no, no...

Tara Reid: It's okay. The hardest part is not being able to call your parents up and ask, "Hey, how do I make this lasagna?" or "How do I make this or that?" They were such good cooks. There are so many things I wish they wrote down, like their recipes, or even just to call them on the phone. I feel like I see signs a lot. I definitely feel their energy around me, and it's healing for me.

Allison Kugel: What was your biggest takeaway from 2020?

Tara Reid: COVID was something that, obviously, we never expected, like the Black Plague.

Allison Kugel: Yes, in our lifetime...

Tara Reid: Never. From everyone staying home and not being able to go out or travel, to movies being cancelled, and even people being afraid of other people. A lot of fear was going on. But when I was in my house, I said, "You know what? I'm going to be proactive. I'm not going to sit here and just wait for COVID to come over, or for my industry to come back." I started developing and producing projects for myself. We (Tara's production company, Hi Happy Films) got in touch with a lot of amazing and creative people and got to put a lot of different projects together, from comedy to drama. We've got a pretty

Allison Kugel: What do you have coming up?

Tara Reid: We are doing this one movie called Masha's Mushroom (starring Reid, Vivica A. Fox, Beverly D'Angelo). The director, White Cross, she's also my partner on that particular film, and she is absolutely brilliant. We got connected with such valuable people from financing to distribution, and I learned aspects of the business that I never knew before. I realized how hard it is to make a film come together and it gave me a completely different appreciation for the film business as a whole.

Allison Kugel: You're also working on a vegan handbag line...

Tara Reid: I can't say too much about it just yet, but it's being done with a great handbag maker named Michael Kuluva. As far as the handbags, I can tell you they are not made of pleather, and it might be made out of vegetables and fruit, believe it or not. I know it sounds crazy. You would be shocked at

how it's made. Then, during this whole process, my boyfriend and I went down to Sedona, Arizona. My father told me, before he died, that he went there with his brother and it is very healing; it's where the vortex (swirling centers of healing energy, where the earth is said to be "most alive") is, and it's very hippie and spiritual. We were supposed to stay four days and we wound up staying for four weeks.

Allison Kugel: And that helped set the vibe for the bag designs

Tara Reid: You get it. The process is pretty incredible, and it's not just us that's doing it. I think Hermès is coming out with a bag made from mushroom "leather." We are going to debut our line next year during Fashion Week, and there will be a lot of Arizona-inspired spiritual stuff on the bags.

Allison Kugel: What was your favorite film role, and why?

Tara Reid: This is actually a really good story. Last night I was with my boyfriend watching TV and as we were going through the channels, HBO came up and my boyfriend says, "Oh My God, this is crazy, you're on TV." I looked and it was Josie and The Pussycats. That has always been my favorite movie that I've ever done. It was so much fun, Rachael Leigh Cook is amazing, Rosario Dawson was amazing. We were shooting up in Canada, having fun doing a girl's movie, and the whole movie was the best experience. I played Melody, and she was always happy, a little bit ditsy, but kind of psychic. It was great waking up every day, playing a happy girl.

Allison Kugel: Have you forgiven the media for the way that they treated you years back, or do you still struggle with that?

Tara Reid: That is a really good question. I didn't, and I was upset about it when I was younger, but I realized the only way I was going to grow and get out of that situation was to grow as a woman. So therefore, I do forgive them now. I have moved on, and my press has changed. I'm not angry about it anymore. When you finally let something go, it goes. It's like taking a balloon and putting it up in the air, and it's gone. I'm 45 years old and I'm not a child anymore. I'm not the little girl from American Pie. A lot of things have changed in my life, and I wouldn't take back anything, because again, it put me where I'm at right now. I probably would not be talking to you right this second if everything was different. You're a positive person I feel like you've gone through a lot of what I have, and I really feel like I can relate to you. Would you change anything?

Allison Kugel: I would not change anything. I really am at a place of peace in my life right now. There has been a lot of bumps in the road and twists and turns but I really would not change anything.

Tara Reid: Of course, there are going to be bumps in the road. That's life. No one ever said it was going to be perfect, but if we didn't go through these bumps in the road, it would not define us as who we are.

Allison Kugel: I find that my compassion and empathy muscles have grown, exponentially.

Tara Reid: I think COVID really helped a lot of people with that. People had no choice, they had to be inside. So, what do you do? Call your best friends, call people you haven't talked to in a while, forgive yourself for a lot of things, talk to yourself a lot, and make sense of some of the things that didn't make sense. I think that is where you and I are. I am completely comfortable in my own skin right now, and I'm happy with where my life is going.

Allison Kugel: Have any journalists ever apologized to you, whether it was a gossip columnist or tabloid reporter?

Tara Reid: To be honest, not really (laughs). If that day ever comes, you are going to be the first person I call and say, "Guess who called me to apologize?" (laughs) But no, not yet.

Allison Kugel: Is there a hobby or another profession that you would like to attempt?

Tara Reid: I think I'm doing that now, expanding beyond being an actress and producing and creating my own films with the roles that I've wanted. I also love arts and crafts. I've been beading my whole life. And I'm really into rose quartz for love, for example. Every bracelet or piece of jewelry that I make with crystals has a huge meaning behind it. I'm an artist and I feel like I'm covering a lot of different areas in that, and I'm definitely satisfied with it.

Allison Kugel: What do you think you came into this life as Tara Reid, to learn and what do think you came here to teach?

Tara Reid: I think I came into this life to teach people to feel good. I think I have a gift. It just seems like everywhere I go, among my friends, if there is something happening in their life, they talk to me, and I talk to them and I get them out of

situations. What I'm here to learn is almost the opposite of that. I've had to learn to be progressive, humble, and to keep myself open to learning information that I can use to help others and help myself.

Allison Kugel: If you could travel back in time and alter one historical event, where would you go and what would you attempt to change?

Tara Reid: I wouldn't want to change anything, but if I were to go back in time to a historical event that was fun, I would have loved to have been Marilyn Monroe singing "Happy Birthday" to the president [John F. Kennedy] (laugh). It was such a legendary moment.

Allison Kugel: Would you like to become a mom at some point in your life, or are you good as you are?

Tara Reid: Well, I feel like I'm a mom already. I have two dogs that I'm so attached to, I take them everywhere I go. These dogs have probably been to eight different countries! Right now, that is where I'm at. Will I have kids? Let's see what is in store for me. It's not a no, and it's not a yes. I have gotten my eggs frozen so there is definitely the potential of that. If it is meant to be, it will happen. If not, I'm very comfortable where I'm at.

Allison Kugel: Where do you see yourself in five years if you had to visualize it?

Tara Reid: I definitely see myself being in a place where I'm excited and happy about producing and acting, and maybe married. I have great friends, so just to keep my friends close. I don't have many friends, just ones that are my favorite and best, and we would do anything for each other.

Allison Kugel: That's all you need.

Tara Reid: I just see myself going on the road that I'm on right now and feeling content. I have a great boyfriend, I have amazing dogs, good friends. Hopefully we can start traveling a lot again because that is one of my favorite things. I kind of see myself moving along like The Little Engine That Could: I think I can, I think I can.

Allison Kugel is a syndicated entertainment and pop culture columnist and author of the book, *Journaling Fame: A memoir of a life unhinged and on the record*. Follow on Instagram @theallisonkugel and AllisonKugel.com.





RISING STAR SPOTLIGHT: INTRODUCING Ainsley

Ainsley Ross is a stunning actress, author, singer-songwriter, influencer, director, as well as an extreme martial artist.

Originally from a small town of 800 people in Beckville, Texas, Ainsley decided to move to California to pursue all of her passions. From the time she could talk, she has had a passion for entertaining and encouraging others. She started acting in a small-town community theater when she was 9 along with writing music. By the young age of 14, Ainsley Ross had written over 80 songs. Ainsley's first project was a feature film working with Fire Catcher Productions in a supporting role as Annie Ross in *The Reins Maker*. She wrote and performed music for the film's soundtrack as well.

Traveling is a passion of hers and she feels so fortunate that it goes hand and hand with the career path she is passionately pursuing. She loves spending time in L.A. and studying with some of the greats. In her spare time, Ainsley is a mentor and a public speaker, encouraging our youth to "Just Be You" (also the title of her first CD released in 2015). Ainsley is very passionate about her work and love for the industry as a whole and hopes to change the way the public views the entertainment industry. Ainsley would like to study Film in Europe and in L.A., allowing her to become an experienced writer/director in the future. She wants to learn every aspect of writing and acting in order to bring amazing projects to life.

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

How did you get started in the music industry?

I actually started as a writer, without the sole intention of performing. I was told to get my written songs out there; I had to demonstrate how they should sound. That resulted in a recording studio that turned into an album that went international on iTunes. I got discovered by managers, record labels, etc. from an international showcase at which I performed. My first performance was in front of 2,000 people.

What do you like most about singing?

The vulnerability I get to share with the audience. I love to connect and tell a story. Connecting with people through your vulnerability, and love is so fulfilling. It is even more humbling and rewarding hearing their life stories, and how they can relate to your music.

Can you tell us about your part in *Seven Lions*?

I am blessed to play Ophelia. Ophelia is a character whose sole mission is to find the truth across a Universe with good and evil. Ophelia realizes you can't have the light without the dark and seek good from all walks of life. It has been a true honor to play this character for over three years now. The crew is family, and *Seven Lions* is the most incredible EDM band to work with. Ophelia's journey demonstrates how emotions transcend and the power of growth through years of visuals. The audience has grown and been a part of my life for three years now, and vice versa. *Seven Lions* loved the character of Ophelia so much; they actually opened their own record label called: "Ophelia Records." That is one of the biggest compliments an actress could ever receive! Now Ophelia's journey continues.

What inspires you to be creative?

Everywhere I look, I gain inspiration, and it sparks creativity. History inspires me to be creative; also, generational family stories inspire me. A song is something you feel inside... a story and message that deserves to be shared with the world. Overall, it's people that inspire me to be creative.

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

I draw to get in a creative mindset. I feel like when I draw; it allows my creative juices to flow freely. When I draw, my mind can think outside of the box, just like the words and metaphors within a song. I believe that these two artforms run parallel with each other.

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

The power of positivity, perseverance, and determination are the messages I always try to display and convey within my songs.

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

It was a moment in which I was 15 on tour.... And one of my fans came up to me after my set and just hugged me. It was a middle school kid, and he started crying into my shoulder. At first, I was nervous like Oh Gahh, did I say something wrong!? Then he explained how he was in the middle of committing suicide when he heard my song play on the radio, and that those words gave him hope. Those words changed his life, and that was the most humbling moment I have ever had in the entertainment industry.

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

Yes, absolutely. I feel like there are seasons of creativity. There are some seasons that I have writer's block, and I can't find the words to create a song. Life events and prior obligations are usually what inhibits me.

Who is your greatest influence?

My mother is my greatest influence. She inspires me daily to be the best that I can be.

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

I feel that my passion chose me. It was a fire in my soul that I can't explain. That fire and burning wouldn't go away and was genuinely un-extinguishable until I pursued my passion.

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

The medical field. Currently, I am going to college to be an Occupational Therapist, and working in the industry, etc. You don't have to choose between a career and your education.

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

Film multiple TV series, movie releases, song releases, as well as a new brand launch in 2021. I will graduate from college and attain my degree as an OT. Eventually, my goals are to have a family, get married, and have kids.





FIVE EFFECTIVE WAYS TO PROMOTE YOUR Business Website

Now that you've got your website up and running, the next issue on your mind will undoubtedly be how to advertise your website. Is it possible that if a website is made on the internet, but it is not connected anywhere, no one will ever see it?

Suppose you're curious about how to advertise a new business website, and you're still in the early phases of your business. In that case, you're probably scared that the only efficient approach to increase visitors will be to spend a fortune on ads.

Fortunately, there are several ways to advertise a business site available. In this piece, we'll look at a few ways to promote your business website in 2022.

1. Search Engine Optimization

The most important bit you can do to promote your website is to use SEO or search engine optimization. If you don't keep your website search engine friendly, you risk it becoming lost in the flow of information. There are over 2 billion websites on the internet, and more are being created every second.

There are thousands of online ways to promote business that may help you enhance your website's SEO, so you don't need to pay an SEO consultant. Most SEO issues on your website may be resolved by yourself with a few basic tweaks.

There are two significant factors to consider when it comes to your website's SEO: on-page SEO and off-page SEO.

Everything viewable on your website is referred to as on-page SEO. This includes content, pictures, videos, meta descriptions, responsive design, and even your website's structure.

Off-page SEO refers to what goes on behind the scenes of a website. This includes things like who is linked to your site, how authoritative it is, and how engaged readers are with it.

2. Social Media

Social media is the most popular free means of marketing new websites for a good reason. Platforms with billions of users, such as Facebook, Twitter, and Instagram, make it simple to interact with other local companies and advertise your own. These all social media platforms help you with how to advertise your business website.

However, before you begin using social media, you should examine your company's brand voice, whom you're marketing to, and whom you're attempting to reach. If you have enough money to spend on advertising your website, Facebook Ads are the best way to market your business on social media.

Facebook Ads include many targeting choices, making it simple to narrow down your target demographic. You may also opt to target folks who are friends of your existing followers or who follow specified other pages.

3. Guest Blogging

Guest blogging is a terrific strategy to promote your business and get connections to your new underused website. You publish a guest post for a reputable blog in your sector (or a related one) to demonstrate your competence. You'll be able to route traffic from a trustworthy source back to your new website by linking back to it at least once in each guest post.

Whether you're a new business or in marketing, you may find it tough to get a guest posting place on some websites due to circumstances beyond your control. Given that guest blogging for other publications used to be a hugely popular SEO practice, many websites either thoroughly scrutinize whom guest writes for them or don't accept entries at all.

The most important thing to remember with guest blogging is that it is less about SEO and more about developing connections, both with the publication and with your audience. This is one of the best ways to promote your business website.

4. Content Marketing

Information marketing is one of the best ways to advertise your business site since it boosts your SEO while also producing content that your target audience will find beneficial. A popular fallacy is that to perform content marketing, you must blog, but this is not always the case. While blogs are the tried-and-true content marketing channel, you can also make videos, launch a podcast, or even start a newsletter centered on your work.

An important point to remember about content marketing is that the information you publish must be helpful, intriguing, or entertaining to your target audience. Doing a lot of keyword research before you start is the most significant way to ensure you're answering people's queries.

5. Email Marketing

If you want a tried-and-true way to promote directly to your consumers, email marketing is a terrific alternative. It's simple to establish an email marketing campaign once your business site is fully operational and many email marketing services are available for free or at a little fee.

The amazing thing about email marketing is that people don't even have to visit your website to sign up for your email newsletter, so you can start advertising your new website before it ever goes live. Most email marketing programs let you share a signup URL with your subscribers so they may join your email list without having to visit your website.

Final Words

Now you don't have to worry about how to advertise a new business website. Some of the methods discussed above will be more appropriate for your website than others, but they should all help you take it to the next level. Every website marketing approach we've covered will assist you in getting the word out about your site.

By Chi de Jesus

Hello there, fashionistas! We're pretty much in the last month of summer and fall's just around the corner! While you're putting together your wardrobe for those special occasions based on your body type, here's one important fashion element that you can also think about to either spruce or glamourise your ensemble – ACCESSORIES.

This means your jewellery, handbags, shoes, eyewear, and even your hair blings. So, let me jump on the bandwagon by saying that "the devil is in the details" because it is. What you put together makes people want to come nearer and see you. What they see up close makes them want to leave you IF – they're not well thought of or they're just ... too much.

So, here are some points to ponder as you go through your collection of fashion blings through the years:

Streamline the look

After putting together your ensemble, use your accessories to complement its design – a thin neckpiece for that gorgeous neckline, a nice bangle for those sleeves, an interesting handbag for a pop of colour.

Accessorise to transform the simple chic

To update simple silhouettes or straight-lined designs, add interesting pieces to make them look more fab. A simple wife beater and denim look would look really exciting with open-toe high heels, layered neckpieces or bangles, and possibly cool sunnies.

Have a focal point

Accessorising can be fun but too much fun will make you look like a treasure chest threw up on you. You can possibly wear 3-4 pieces but make sure to find that one accessory that will be the accent of your look. A subdued colour ensemble could get that necessary pop with an asymmetric bag or even a signature piece of jewellery.

Create a colour story

Build on 2-3 colours to make your look cohesive and well-thought of. Wearing gold with silver is not so taboo anymore but make sure that it's consistent – you can now throw in rose gold, leather and feather as long as it doesn't unintentionally clash with your outfit.

Choosing the colours of your accessories can either come off as a complementary feature of the whole ensemble or an eyesore unless that's what you're aiming for. The first step, review your colour wheel.

Size matters

As body type directs you to what type of clothes you may wear, so does accessorizing – with an addition of your height. Women with larger body frames can deal with larger accessories. Ideally, women with a smaller frame should be more careful in choosing accessories that can "eat them up."

Quality, Quality, Quality

Your accessories can be your "bat signal" or "magic lasso" so make sure that you be mindful of the quality of your accessories. Even wigs can be tricky. Cheap ones may not look like your natural hair colour so make sure that it's at least within an acceptable shade and texture. Otherwise, it would look like a dead animal on your head.

Your shoes will always be your saving grace

If there's anything that you would have to save for, it'll be shoes. The right fit and design make you stand tall in so many ways. Just don't forget your standards – closed-toes for a more classic look, open-toe for sleeveless and shoulder revealing tops, platforms for picnics, flats for the beach, and long shopping trips. There will always be something that will match the standard black, nude, and gold/silver so always keep one handy.

Accessorising is fun and it's important that whatever you put on can strike a conversation to make meeting you more interesting. Just don't forget that "cohesion is key;" there is just one look in one go, it's like having a lot of things to say without meaning anything that's why "cohesion is key." Also, having so much fun putting things on can make you look too busy or "trying hard" so learn how to edit.

Source: The Australian Filipina



SEVEN TIPS FOR CHOOSING STYLISH Accessories



HOW TO DRESS FOR YOUR *Body Type*

By Chi de Jesus

I've simplified this article to help you go through your wardrobe and find that piece and focused on the four usual body shapes – the rest would be adjusting to the different standard shapes. This could also be a good basis for how you can adapt to the trends or even create a signature look that's uniquely yours.

THE PEAR BODY TYPE (or the triangle)

Key points: narrow shoulder, wider hips, fuller rear

Strategy: Elongate, draw attention to the top – brighter colours on top, darker colours for bottoms

Do's: dainty or fun tops, interesting necklines (V, cowl, scoop), waist-length or mid-thigh jackets, below-the-knee skirts, perfect fit dark jeans, and layered necklaces to draw attention to the face.

Don'ts: bright coloured overly fitted jeans and distressed jeans that call attention to the bottom part

THE HOURGLASS-SHAPED BODY TYPE

Key points: well-defined waist, fuller bust, hips, and thighs

Strategy: define the waist, choose body-hugging silhouettes, balance

Do's: form-fitting jersey knits, wrap tops, elbow-length sleeves, bomber jackets, fit top and flare bottom dresses, high-waisted skinny jeans, fitted jumpsuits, skinny waist-belts

Don'ts: boxy silhouettes, straight skirts, stiff fabric, low-waisted skirts and if you love ruffles, make sure it's even from top to bottom.

THE APPLE-SHAPED BODY TYPE (or inverted triangle)

Key points: no well-defined waistline, shoulders are broader than your hips

Strategy: focus on the peripherals – amazing legs, arms, and the bust, volume on the hips

Do's: A-line silhouettes, flowy tunics, relaxed silhouettes, V-neck, strapless or sleeveless tops, vests, mini skirts, vertical and diagonal stripes, skinny jeans, boot cut or cigarette pants, bracelets, and rings

Don'ts: never jersey, horizontal stripes, body-hugging silhouettes, cropped tops and round or high necklines, hot pants, shapeless garments, high rise jeans, sabrinas

THE RECTANGULAR SHAPED BODY TYPE (or the straight/athletic)

Key points: not curvy, hips and shoulders have the same measure or evenly distributed including the waist – usually called the "boyish frame"

Strategy: keep the volume either on the top or the bottom

Do's: halters, racerback styles, strapless tops, embellished necklines, tank tops, belted tops, flowy outerwear, A-line cuts, statement earrings, rings

Don'ts: jackets that end at the waist, boxy clothes, square necks, fitted sleeves, extreme flare pants

Did you get the general idea? Ready to go through your wardrobe? Take a photo add a caption and send it here! We'll feature you in our next article. Happy styling!

Source: The Australian Filipina

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FIND OUT MORE ABOUT

Ms. Pui Yi

MSPUIYI is a famed model, Beauty CEO, and Musician who at only 23 years old is one of the fastest-rising influencers in the world with 16.8 million Instagram followers. She has singlehandedly carved her name as one of Asia's highest-paid social media influencers and won the International Asia Wang Hong Award in Shanghai as Asia's top influencer. There is a lot behind the sexy image that MSPUIYI has meticulously crafted with her bold photos on social media. Fluent in English and with a quick wit, this savvy entrepreneur recently launched her two beauty lines MS Pui Yi Cosmetics (sold out within a week and now relaunching worldwide) and the beloved Kiseki Skincare.

Just recently, MSPUIYI also added singing to her resume with the release of her new single "Men-Mory," produced by DJ Goldfish, Malaysia's most famous DJ and award-winning producer who tours the world's biggest festival stages, including Tomorrowland, Ultra Music Festival, and EDC.

Looking sexy can be very controversial, especially in a conservative country like Malaysia. However, MSPUIYI is not listening to her critics. She is empowered by them and is taking the world's attention to the bank. She first rose to fame after her private photos were stolen by a laptop repair shop when she was just 19 years old and started posting sexy pictures after she was threatened by these hackers who got their hands on her private photos and demanded ransom or the images would be released. Now she is no longer shy about her body or worried about criticism. She considers showing off her sexier side to be empowering, and her thriving businesses continue to expand beyond beauty. Now she speaks about becoming a target for seductive posts on social media, about the severe effects of being trolled online, and how it has all made her stronger.

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

How did you become an international influencer? What's it like to be an influencer?

When I was 16 years old, I went to a modeling academy. I love posing in front of the camera. "American Next Top Model" inspired me a lot.

In the January issue, I became a Penthouse Magazine cover girl; I then had my first single "Men-Mory" on some audio streaming and radio.

I realized that influencers more or less seem to have some impact on their audiences. Thus, I should bring out positive social values and bring attention and awareness to important causes.

What has been your greatest triumph, to date?

I own a cosmetics and skincare line. I was also the first Southeast Asian on the Penthouse magazine cover.



What has been your greatest lesson, and how have you used that lesson in your life?

"Walk your own path."

People like to judge other people. This pressure can make you stray from the path you started to carve for your future. Don't mind other people's aspirations, don't ever let someone else's goals and dreams influence your vision of life. It's your path, and you decide where it takes you and how long it takes you to see it through.

If you could travel back in time and alter one historical event, where would you go and what would you attempt to change?

I would like to go back in time to when I was 18, young and impressionable. I should've made better choices in my decisions, and be more wise and careful.

What do you think you came into this life to learn, and what do you think you came here to teach?

Life is a continuous learning experience. No matter how much we learn from the books, there is a difference between practical and theoretical experience.

I want to learn "never fail to try more." Even when we're feeling more prepared, there is a chance we fail in accomplishing our goals.

I want to teach "good things don't come easy." If you want to have a good life with a successful career, emotional satisfaction, and trustworthy friends you have to work hard.

What projects are you working on right now?

I am preparing to drop my next single in June-July, rebranding the cosmetics line to a beauty house.

What would you still like to attempt in your career?

Support charities that are to empower and educate women and girls. Charities such as Women for Women, Days for Girls, and Living Good focus on educating and supplying girls and women with health care, critical skills, counseling, and protection from trafficking and child marriage. Charities are vital to helping women and girls who need them, and every donation helps empower women and mitigate poverty.

What advice would you give to those hoping to follow in your footsteps?

As easy as this may sound, the question is loaded with responsibility and is, by no means, easy to answer.

I would say, "Success makes life easy, but there is no easy path to success." Put your best foot foremost, and you will succeed.





Branding

We always say to our customers that we provide unique customer handling beyond a never-ending possibility. We treat them with respect, ensuring that all jobs are at a fair price. We focus on the integrity of our work, and that is to provide every customer peace of mind whenever they leave our workshop.

Direct client contact

On a daily basis and due to Covid restrictions, we encouraged our customers to make online/telephone bookings to help our team provide a better timeline of the job allocation of the day; thus, making sure that every customer is given priority. We do a first come, first serve policy for our walk-in customers as the business wants to serve all walks of life and an equal approach to all our clients.

We also advise them to leave their car to reduce the risk of overcrowding in the workshop. We follow up with the customer a few days after the repairs are made to ensure that everything is in order. A brief phone call or message to ensure that the customer is happy with the repairs can go a long way in strengthening customer relationships, which will not only lead to happier and more loyal customers.

Describe the level of customer service and the quality of products your business provides. How does your business manage, monitor, and measure customer expectations and satisfaction?

From the 1990s, the company director/owner has gained extensive experience while employed in companies like Audi, Volkswagen, Chrysler, and Mitsubishi, whose high-quality standards were adopted and inspired Andre Automotive to develop its own unique and award-winning customer service. The owners are directly involved in running the business, ensuring that each customer receives excellent attention and servicing issues.

All three directors work hand in hand in providing unique customer service to everyone.

All parts and products used at Andre Automotive Pty Ltd are Australian and Industry compliant. Our reputable suppliers include REPCO, Burson, Fastron, and Pertamina. The company ensures that our workmanship is covered by warranty as per the NSW Consumer Act.

The customers' feedback has been the best measure of the level of quality of service Andre Automotive provides – e.g., there are currently 1,189 Google reviews giving an average of 4.9 stars rating (out of 5). Website – 148 reviews with the highest rating of 5-stars. Facebook – customer video testimonials and likes, 74 reviews, 4.9 stars rating.

As part of understanding customer needs, a straightforward approach to the diagnostic and repair process is undertaken through appropriate questions asked of the customer, leading to the exact identification of issues the vehicle presents. This approach eliminates unnecessary costs to the customer.



8664 3564



www.andreautomotive.com.au

Describe the history of the business.

Andre Automotive Pty Ltd. started from its humble beginnings in the automotive industry as a mobile car mechanic in 2014. Through a combination of passion, perseverance, and love to serve our clients with an honest, trustworthy, and reliable attitude, the business built its reputation in delivering high-quality automotive services, resulting in massive growth in customers' trust and numbers. Great and honest feedback and encouragement from our ever-growing customer base and the desire to expand the business ultimately became a reality in February 2016. The mobile mechanic business expanded and began operating from a commercial warehouse space to provide a 5-star service to the Mt Druitt local community.

As the business grew rapidly, it was clear that more space would be required to accommodate further expansion. In June of 2017, Andre Automotive relaunched and became a Proprietary company and presently services a database of 5500 satisfied customers and still growing. Amidst the Covid Pandemic, last June 2019, we are humbled by the opportunity given to the business as we expanded our workshop and added a new unit to accommodate our fast-growing customers.

At present, the business services a wide array of vehicles from world-renowned brands and models. Moreover, we are an accredited automotive service shop by top quality assurance organisations of the country (MTAA, RMS, and ARC). Andre Automotive Pty Ltd operates as one of the fastest-growing automotive businesses in Western Sydney.

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MG

Mr. Gino-o

HOUSE OF FILIPINO DESIGNERS

On December 11, 2021, Alberto Prias and Floraine Lombardo introduced the Bachelor Collection of the brand featuring designs of 4 Couturiers from different cities in the Philippines in a Fashion Show held in Sydney, Australia. They released the Avante Garde, Traditional and the Wearable collection following the theme of the Wonders of the Ocean as a statement for the preservation of the Coral Reefs around the world.

With the release of this collection, the Classic Barong Tagalog Men's Attire was made to look more exciting and trendier. They have created Mr. Gino-o House of Filipino Designers to promote Filipino designed men's garments using Philippine sourced materials, designed and crafted by Filipino Designers and tailors.

Philippines is rich in natural apparel materials including Abaca, Jusi – Philippine silk, Pinya or Pineapple cloth, Jute, Banana Fiber, Cotton, Handwoven and Hand Printed textiles from different provinces including Inaul, Inabel, and Tinalak. There is also an abundant source of beads, shells, seeds, dried flowers, and fruits that can be transformed into clothing accents.

Their purpose is to discover uses of these materials in clothing, explore Filipinos' artistic abilities, and in turn, provide jobs and sources of income for the unemployed and unprivileged families.



BOB REYES
IMAGES

Mr. Gino-o released the Avante Garde, Traditional and the Wearable Collection following the theme of the Wonders of the Ocean as a statement for the preservation of the endangered Coral Reefs around the world.



BOB REYES
IMAGES



BOB REYES
IMAGES



BOB REYES
IMAGES



BOB REYES
IMAGES



SNEAK PEEK: CELEBRITY HOMES UNLOCKED
ADAM LEVINE

Maroon 5 leader, Adam Levine, doesn't have to sing for his dinner, though he still often does. In addition to his lucrative singing career, he has accumulated millions in real estate profits and does that often too. Married to South African supermodel, Behati Prinsloo in 2014 and now with two children, the couple continues on their whirlwind buy-and-flip homes projects and have just purchased the former Rob Lowe Montecito house on its sprawling 3.5 acres for \$52 million.

After Rob and his wife, Sheryl Berkoff, sold their longtime family home to healthcare executive Jack McGinley in 2020 for \$44.5 million, McGinley has just sold the home to Levine and Prinsloo for a nice \$7.5 million profit - in just two years. While it is likely that McGinley made some changes to the home, Levine and Prinsloo bought the house as an unadvertised pocket listing, so there is no way of knowing what changes were made during their tenure. However, knowing the frequent sales and huge profits Adam has made on his home sales (at least seven homes since 2012), there is no doubt that Adam and Behati have a plan in mind, which we will likely see in *Architectural Digest* in a year or two.

The 10,000-square-foot Georgian Colonial-style home was built in 2009 and designed by architect Don Nulty to resemble Lowe's Charlottesville, Virginia birthplace. The décor is a bright-white interior filled with California sunshine and Pacific Ocean views. The home has six bedrooms, eleven baths, large open formal rooms, a huge white-and-cheerful family kitchen, separate catering kitchen, wine room, multiple living-and-dining areas, professional theater, and an expansive master suite. Additional details like vaulted ceilings, handmade crown moldings, custom millwork, and view-framing windows add architectural charm. Also included is an office, library-music room with bar, and a family room. There are nine indoor fireplaces throughout the house with one in the master suite. Outside is a full outdoor living room with a wood-burning fireplace, koi pond, large swimming pool, a tennis court with viewing area and rolling lawns and gardens large enough for team sports with mature oak trees and a vegetable garden. Also on the grounds are a swimming pool and spa, a two-bedroom guest house, a one-bedroom pool house with staff quarters, and an outdoor kitchen.

Prinsloo came to fame as a Victoria's Secret Angel in 2009 and often opened their fashion shows on the runway. She also appeared in Maroon 5's 2018 music video *Girls Like You* with her husband, their oldest daughter, and two dozen additional female celebrities. Adam and Behati's most recent business venture is a tequila company, Caliroso, which went on the market last year. Levine, as frontman for Maroon 5, has pulled in numerous awards: three Grammys, three American Music Awards, an MTV Video Music Award and a World Music Award. Levine has taken a break from almost 10 years of work as a coach on *The Voice*.

Photo Credit: The Agency 2019 | Source: TopTenRealEstateDeals.com





HOW TO *Lose Weight* AND ACTUALLY KEEP IT OFF

It's not impossible to shed those extra pounds all on your own. In fact, with a few lifestyle changes, anyone can shape their body into a healthy vessel that they can feel confident in.

Losing weight can be a lot harder to do for some people than others and keeping it off can be a whole new challenge all on its own. For everyone, it takes two things to effectively lose and maintain weight in the long run. You need to understand why it is important to maintain a healthy weight and have an honest dedication to the effort you put in.

The health problems that can develop due to being overweight may not be noticeable at first, but minor issues that go unchecked can eventually lead to more serious complications. Here are five ways to lose excess weight that will improve your physical and mental health for the rest of your life.

Change Your Diet

The best diet for losing and maintaining weight is one that focuses on all the parts of the body, and not just your waistline. This doesn't mean that you have to start eating kale every day, but you do have to stop indulging on pizza and ice cream. There are plenty of beneficial foods that are surprisingly delicious and versatile to use in meals. Instead of concentrating on what kind of foods you have to avoid, make a specific list of everything that you should be eating. Doing this will help you to visualize how many different kinds of food you can still enjoy.

- Fruits and berries
- Fish and seafood
- Lean beef, chicken breasts, and eggs
- Vegetables
- Healthy grains like brown rice and oats
- Nuts and seeds
- Legumes
- Dairy

Plan Meals Ahead of Time

It's important to maintain a balanced diet and not overindulge in one particular type of food. Plan out multiple options for meals that include a variety of nutrients. Along with your food list, put together a list of go-to meals and snacks that you can quickly choose from. For those who don't like to cook every day, pre-made meals can be portioned out and saved to be eaten later on in the week.

Get Your Body Moving

It's well known that exercise and diet go hand-in-hand to successful weight loss. If going to the gym isn't an option, simple activities like walking or swimming are just as effective. Not only will this help you continuously burn calories, it activates the cardiovascular system. This promotes more blood flow in your body to supply nutrients and oxygen to all of your cells. Good blood flow ensures fully functioning bodily systems that keep you internally balanced for good health.

Be Aware of Stress Triggers

Stress signals your body to release hormones, such as adrenaline and cortisol. High cortisol levels stimulate the appetite and are the reason why so many people fall off the bandwagon with stress-eating. As a lifestyle change, remove yourself from situations or habits that tend to stress you out. Be more mindful of your thoughts and try adding meditation or calming activities to your routine.

Get Some Sleep!

Studies have linked poor sleep to weight gain. The two hormones that are affected by sleep are ghrelin and leptin. Ghrelin is released when your stomach is empty, triggering hunger in an appropriate way. Leptin is released from fat cells and signals the brain to recognize feeling full. When the body is deprived of sleep, more ghrelin is released, causing you to feel hungry and consume more. Give your body the rest it needs to maintain a healthy hormone balance.

Everyone has their own reason for wanting to slim down, but these are the most important things to consider in order to lose weight the healthy way. You will give your body the time it needs to adjust and eventually crave these changes.



HOW THE *Virtual World* COULD SHAPE THE FUTURE OF THE BEAUTY INDUSTRY

The tech industry shows never-ending growth. Although it's not a new concept, virtual or augmented reality has truly reached a peak in the last couple of years. It's changing the way people interact with not only one another, but the world. Previously having its main legs in the gaming world, it's interesting to see that VR - technology is making its way into our everyday life and surprisingly, the beauty industry has hopped on this trend as well. With focus on the beauty industry, we've looked at 5 reasons why the future of it is in a virtual world and discuss them below.

1. One Location, Many Advisors

Millennials and Gen-Z are here to stay. They make up the population of the coming years and as the target audience, it has been established that they prefer taking beauty advice from their favourite socialites rather than in-store personnel. This not only gives them access to the advice they like even though they're thousands of miles away from the advisor, but it also allows them to get advice on one product from multiple sources while never leaving the comfort of their home.

2. Unrealistic Standards

With the standards already set, there's no surprise that people who aren't able to meet them will look for the easiest solution. Unless you're a professional make-up artist, the chances of you achieving the picture-perfect look you're going for is minimal. With so many app-based filters already available, most people simply turn to them to achieve whichever outcome it is they desire. The beauty industry isn't a late sleeper and immediately jumped on this train to accommodate those who don't know how to apply make-up. The ability to enhance your appearance on social media without needing any skills is very appealing, and the beauty industry keeps developing to keep up with this exciting trend.

3. Experimentation is Fun

Another reason why the future of the beauty industry is leaning towards more advanced virtual reality experiences, is because people like to experiment. Being able to try on different products without the hassle of actually applying them on and taking them off, keeps the process fun and people engaging.

4. The "Try Before you Buy" Culture is Growing Rapidly

This mantra has become very popular amongst Millennials and Gen Z. Not being able to try something before purchasing it, makes many leave the store empty handed. Some beauty products can't be made available as testers, not to even mention that tester products aren't always in stock. A virtual beauty experience helps customers try out all available products, recreate complete looks and order whatever product it is they like from an alternative store if one close to them doesn't have stock. Keeping up with this demand is only possible in a virtual world.

5. Virtual Reality is the Future

Virtual Reality is undoubtedly the future. The best reason to believe that the beauty industry will establish a future in a virtual world is simply because they're adapting to changing times.

Although going to the store and interacting with another human being is an experience that is hard to beat, more people are leaning towards a world where they can be whoever they want to be without even getting out of bed. A virtual world offers them this opportunity and it's only wise for the beauty industry to tag along.

A woman with long brown hair, wearing a wide-brimmed white hat, a white short-sleeved dress with ruffles, and brown boots, is sitting on a sand dune. She is holding a brown crossbody bag and sunglasses. The background shows a beach with waves and a blue sky with light clouds. Two wooden posts are visible in the sand.

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