

STAR CENTRAL

August 2022

9 TO 5 STYLE

StarCentral Magazine's ultimate guide to the style staples you need for your 9-5

ELOISA DIAZ

Find out more about one of the designers to keep an eye out for in 2022



ONE ON ONE WITH
KELSEY FORMOST

MAKE WAY FOR

Rootless

FASHION AND ACCESSORIES

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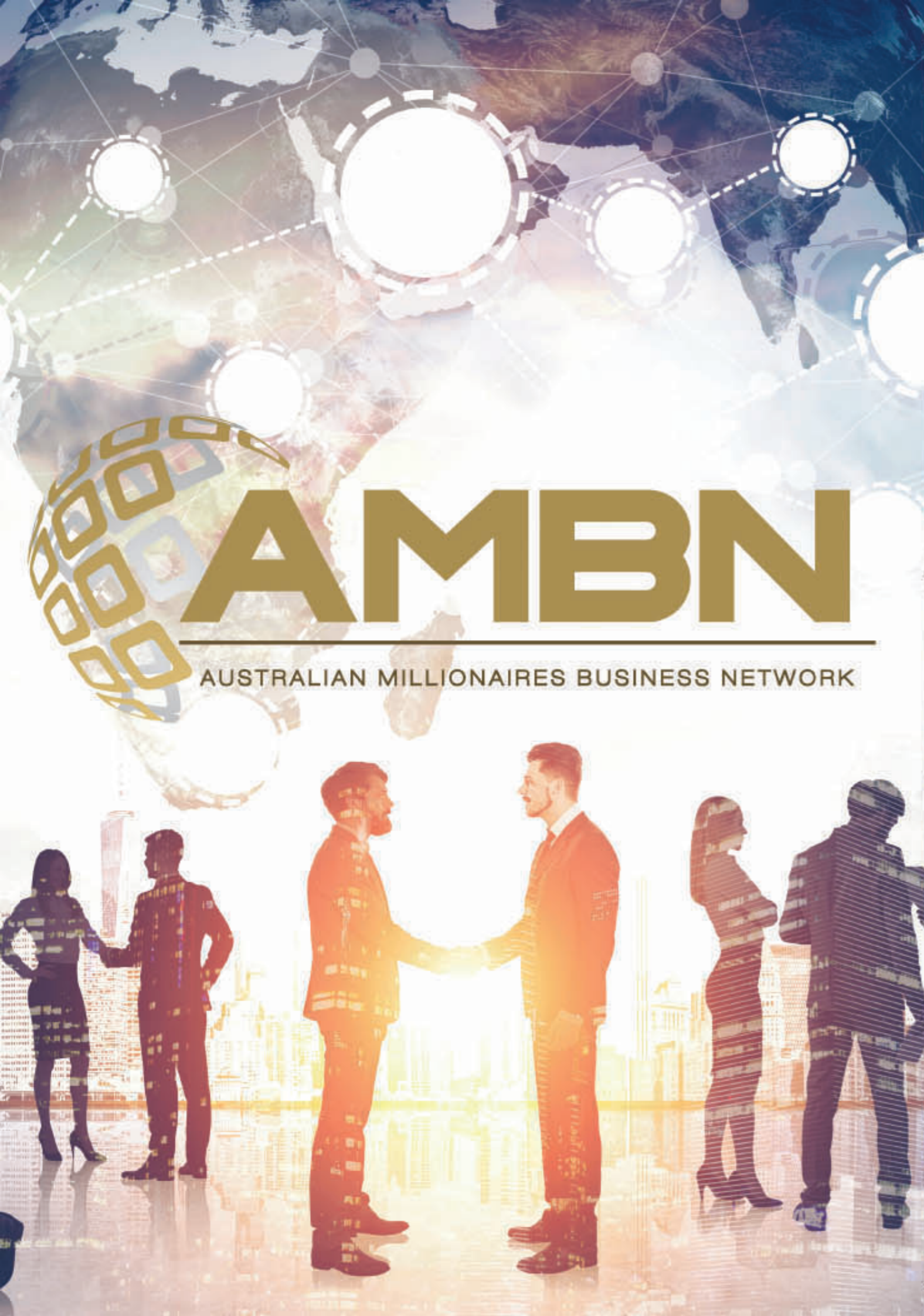
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Find out more about one of the brands to watch out for in 2022



OPENING REMARKS



As the managing director of StarCentral Magazine, I am responsible for building and maintaining a culture that supports our team in their quest to provide quality information to our readers. This is particularly important during turbulent times like we are now in. We hope our publication is making a positive difference in the lives of our readers, and I'm also hoping to get some feedback from you, our readers. We affectionately refer to our team as a "group of friends working together" making a positive difference in the lives of others. Please take some time to get to know our team, especially at our following events. I know you will be happy you did. I may sound biased, but I believe our team is quite simply "the best."

Mike Ilagan
Managing Director

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Kelsey Formost
Find out more about one of the entrepreneurs to watch out for in 2022



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INTERNATIONAL
GOLDEN
SASH ACADEMY

The International Golden Sash Academy is an academy designed for women of all ages competing in pageants. Whether you're a beginner or an experienced beauty queen, The International Golden Sash Academy will give you the tools you need to reach your next level of success! It will give a comprehensive overview of what it takes to succeed at your next competition starting from the inside out. This is a ten week course that will focus on a different topics each week.

EDITOR'S NOTES

On the cover of our latest issue, we have Rootless Fashion & Accessories - a rising label currently making waves amid a global pandemic. It's an emerging yet exciting clothing and accessory label that brings all kinds of creative and refreshing designs to the table, giving our usual go-to brands a run for their money.

This month, we also highlight Denise G. Sanchez - an emerging star making waves within the entertainment world and bringing more LatinX representation to our screens. Plus, we interview Kelsey Formost, an inspiring entrepreneur who left her career as a successful Hollywood actress starring in an award-winning Netflix show to become a top Copywriting and Marketing Expert, Podcast Host, and Mental Health Advocate.

With great pleasure, I bring you the latest issue of StarCentral Magazine - 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)!

Victoria Abella
Editor-in-chief

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Denise Sanchez Pg. 10

GET TO KNOW KELSEY Formost

Kelsey Formost is a top Copywriting & Marketing Expert, Podcast Host, and Mental Health Advocate. Kelsey left her career as a successful Hollywood actress, starring in an Award-Winning Netflix Show, to pursue her purpose in copywriting.

Kelsey started her business, Magic Words Copywriting, in 2018 after 10+ years in Hollywood. She was seen in shows like Modern Family and New Girl, a Zac Efron movie, We Are Your Friends, and even starred in a Netflix series, Zac & Mia, for Season 2. However, after the filming stopped, Kelsey fell into a deep depression that made her question everything. It wasn't until she asked herself what it was about acting that really excited her, that she truly found her gift. — After a lot of soul searching and listening to TED talks, Kelsey discovered that what she really loved, was helping people tell their stories and find their voice through words. Surprisingly, it wasn't even about 'acting,' but about the empathy for each character, the permission to express their authenticity and personality, that truly motivated her career! From Off-Broadway to films and TV, these were stepping-stones to help her find her passion, which was writing.

In Magic Words Copywriting, Kelsey helps entrepreneurs find their voice and write words that sell without sounding "sales-y" or feeling gross. She implements a little self-development and easy-to-understand teachings that take struggling businesses to six figures and beyond; even though her real mission is to help people feel deeply seen, heard, and empowered every time they talk about themselves or their business. She also has her own podcast, Find Your Magic, where she interviews successful entrepreneurs to share the good, the bad, and the ugly of what it takes to actually follow your passion.

StarCentral Magazine recently caught up with Kelsey to discuss her business, and here's what went down:

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

Honestly, I started my business because of a bad breakup. Well, not just because of the breakup; I'd also gotten laid off from my fancy staff writer job when the media company I worked for went under, and it all happened the same week I signed a lease for my first "big girl" apartment.

In the span of a few days, I was newly broke, newly single, and totally financially responsible for every bill for the first time in my life. Looking back, I can clearly see that I had to lose everything in order to have the space to create something entirely new.

That was New Year's Eve 2017. On January 1, 2018 I started Magic Words Copywriting.

Before I went into copywriting, I'd been a successful professional actress for over ten years. I was in Off-Broadway shows in New York and had roles on hit TV shows like 'New Girl' and 'Modern Family'. But after a while, acting wasn't lighting me up in the same way it used to. I had to shed my identity as an actress in order to embrace what I really loved: helping people feel deeply seen and heard by teaching them to tell their stories in a way that inspires action and connection.

I wrote high-converting copy for hundreds of entrepreneurs and was so fulfilled seeing how empowered they felt! In 2020, I expanded my business by launching my signature course, 'Copy Class'. There are now over 9,000 students in my digital courses.

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

My approach to business growth is two-pronged: on the one hand, I have an organic sales funnel that runs in the background using high-value freebies and email marketing; on the other I regularly seek out opportunities to add aligned audience members to that funnel. Those opportunities look like guesting on podcasts, press, speaking engagements, and teaching.

Once people meet me, see me, or hear me, they can make a choice to download my free content or subscribe to my email list. Once they do so, they're in the funnel and can again choose how I can best help them succeed! The reason I prefer this is those who are on my email list are highly engaged – ahem! I boast an open rate between 30-40% every single time (that's double the industry average).

I hammer this home to all my students: Sales happen in the inbox!! Your growth strategies should always be focused on building and serving an email list.





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

I consider podcasts social media- they're my favorite way to reach new people because podcasts give hosts the opportunity to really show who they are and connect with listeners in a way that feels like authentic friendship. It also allows guests to take deeper dives and deliver value in a format that you just can't get with a short social post.

I also love interacting with people on Instagram! I know TikTok is the hip new platform, but I really enjoy being able to see someone's historical feed and full profile that they've built. At its best, I think Instagram is like a really great movie trailer that helps people understand what kind of long-form content you have to offer if they choose to interact with you over time.

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

Easy: I pay attention to my copy! All the funnels and marketing channels in the world won't make one iota of difference on your bottom line if you don't first pay attention to your copy. It's a fine line between demonstrating value and being "sales-y". Maintaining a consistent brand voice, making sure I'm up to date on what my customer actually needs, and finding a way to help them feel empowered when they write is the driving force behind my success- no matter what channel I'm reaching people through.

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

The toughest decision, but also the best decision I've made in the last few months has been hiring help.

Giving up control of tasks is essential to success if you truly want to scale. The kicker is that many entrepreneurs feel very protective of their business and brand (I sure do!), and it can hold us back from getting the help we need to grow.

One piece of advice that really helped me came from a Virtual Assistant I had as a guest on my podcast, "Find Your Magic". She reminded me that it's always best to start with the tasks you yourself hate doing. Seek out someone who loves that task! For example, if you hate social media, hire a social media manager. Hate email marketing? Find an amazing automated platform, so you don't have to think about it.

Invest in people and tools that alleviate the tasks you hate so you can focus on being creative and building your business.

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

Niche. Down. Sooner.

When I first started out as a freelance copywriter, I was afraid to say no to any projects that crossed my desk. New copy for a financial services firm? Sure! Emails for a closed captioning translation service? You betcha! Social media captions for a plush toy manufacturer? Sign me up!

All that ended up doing was burning me out and alienating the people I actually wanted to work with: purpose-driven service providers who needed help communicating their gifts to their ideal clients.

As soon as I niched down and embraced my brand voice (ahem- writing like I talk!), my business exploded. I was able to triple my rates, and, more importantly, I felt much more fulfilled in my work.

What is the best advice you have ever been given?

Small changes make a big difference.

Often, entrepreneurs can get overwhelmed by all the various hats they have to wear and the skills they have to learn to build their business. From building a website to growing on social media, to email marketing, to PR...there are so many different things happening at any given time it feels like it will never be done.

That's why focusing on one small task is so helpful: yes, it's great to dream big, but in order to make that dream a reality we need to take small actions to get there.

What advice would you give to a newbie Entrepreneur?

Learn to write your own copy! Anywhere you have words that represent you, your brand, or your business is a copy. Copywriting is writing that's designed to make readers take a desired action, like: subscribe, buy, follow, like, read more, enroll, listen, etc.

Copywriting touches everything in your business; from the words on your website to your social media captions to any courses you create, to press pieces, to emails...the list is endless. Plus, hiring a professional copywriter can be expensive. Learning key copywriting tricks early on can save you time, money, and resources.

In the infamous words of the genius Nike ad: Just do it.





RISING STAR SPOTLIGHT: MEET DENISE SANCHEZ



Emerging star Denise G. Sanchez ("Mayans M.C.") is making waves within the entertainment world and bringing more LatinX representation to our screens. Now starring in Amazon's "Bosch" spin-off titled "Bosch: Legacy" (Amazon Freevee series), fans got to meet her character 'Reina Vasquez,' a police officer that takes rookie cop Maddie Bosch (Madison Lintz) under her wing as Harry Bosch (Titus Welliver) embarks on the next chapter of his career and finds himself working with his one-time enemy, Honey Chandler (Mimi Rogers).

Harry Bosch, retired homicide detective, turned Private Investigator, fights to work cases without the authority his former job provided in "Bosch: Legacy." Attorney Honey "Money" Chandler, having survived an attempted murder, struggles to maintain her faith in the justice system. And Maddie Bosch discovers the possibilities and challenges of being a rookie patrol cop on the streets of Los Angeles.

The daughter of Peruvian immigrants and first-generation American, Denise was born in Connecticut. From an early age, Denise has a strong pull to be on camera. She grew up entertaining her family with puppet shows and living room skits. She was her family's main source of entertainment before they learned to speak English, which she taught them herself. Throughout childhood, Denise was involved in various school and community theatre productions and choir. Upon graduating from college, with a degree in broadcast journalism, she worked at a local news station in Connecticut before changing course and moving to NYC to pursue dance and modeling. After little luck in NYC, she made the move to LA to pursue her true passion of entertaining others.

Struggling for a good while to book anything, her first role came in Facebook Watch's *Sorry for Your Loss* as a receptionist. Later she scored her first major recurring role-playing in NBC's hit series *The Good Place*. Denise has also starred in CBS's *Criminal Minds*, FX's *Mayans M.C.*, and ABC's *General Hospital*. She currently is starring in the up-and-coming Freevee series *Bosch: Legacy*, where she

plays Reina Vasquez, a Mexican American first-generation cop with a hard exterior who takes what she does very seriously.

When Denise is not acting, she loves leading support to rescue animals, and animal welfare organizations as she has 4 rescues of her own. She can be found leading support to various shelters around the LA area. Also, a devoted vegan for over half a decade, Denise's love for animals is full circle for her. *StarCentral Magazine* recently caught up with Denise to discuss her latest project, and here's what went down:

How did you get started in the entertainment industry?

I was involved in theater, dance, and choir growing up. I always knew I wanted to be an actor, but it wasn't until I finished college that I fully dove in and moved to NYC. After a few years of training, I moved out to Hollywood.

What do you like most about acting?

It's very cool to take on a role that you think is very different from you. In the process of breaking down your character and creating a life...you begin to realize you share some similarities. That's what I love most about acting; you see and experience different perspectives and begin to develop a newfound respect for other ways of living.

Can you tell us about your role in *Bosch: Legacy*?

I play Reina Vasquez, who is Maddie Bosch's training officer. She teaches Maddie the ropes, and even though she's tough on her at times, she is fair.

What sort of person is going to relate to this character?

I believe the first-generation Latinx community will relate, as well as female police officers. I hope that many more outside of that scope can see themselves in Reina.



How is this character like you? Different?

Reina is similar to me in the sense that she can be very tough on people that she sees potential. She likes to push for the best results, and I am right there with her. We are different in our career choices. Neither of which are easy, but you certainly wouldn't catch me running into the face of danger.

Besides yourself, what celebrity would you like to see tackle this character?

Cristella Alonzo.

Besides yourself, which actor/s in Bosch: Legacy is going to blow people away?

Stephan Chang, who plays "Ma" is stellar!

What's the biggest challenge to taking on this role?

Getting into the mindset of a cop on patrol.

If you could play any other character in this series, who would it be?

I respect the hell out of "Honey Chandler," played by Mimi Rogers. I could never do what she does, but I would love to play a character similar to her one day.

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

The FYC LA premier of Bosch Legacy. I couldn't believe I was rubbing elbows with such legends.

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

The production crew on Bosch Legacy. I loved talking to them in between shots and getting to know them. They are the most hard-working, interesting, and funniest people I have ever met. They made this experience magical.



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Set in the backdrop of Hyatt Regency, various fashionistas, models, and photographers flocked together to witness an event featuring the 2022 Miss Earth Australia finalists. The event is the brainchild of Miss Earth Australia National Director Julieta De Leon, and Managing Director Marc Baylan.

Amongst flashing lights, media coverage and music – there was Stargazer Production and the Miss Earth Australia Organization right in the middle of it all. It was a great night filled with world-class fashion and entertainment as they celebrated their love and commitment to Mother Earth.

The 2022 Miss Earth Australia 2022 Grand Launch and Fashion Show featured some of the most incredibly talented Sydney designers such as Tommy Ge of Leatheron, Faten Lawn, Lily African Wares, Alies Bol and Armando Crisostomo.

Check out some of the photos below from the fashion show courtesy of George Azmy.



Miss Earth Australia 2022

GRAND LAUNCH AND FASHION SHOW









INTRODUCING *Rootless* CLOTHING

There's never an easy time to establish a new fashion brand. But there is one rising label that is currently making waves amid a global pandemic. This up-and-coming fashion label offers unique looks that can pretty much suit every individual style personality.

Introducing Rootless Fashion & Accessories, an under-the-radar brand we can't get enough of right now. This emerging yet exciting clothing and accessory label brings all kinds of creative and refreshing designs to the table, giving our usual go-to brands a run for their money.

Combining a love of playful outdoorsy style and bold colours with versatile fits, Thorsten Weingaertner founded Rootless Clothing in 2021. Inspired by urban style, slick design, and athletic, wearable garments, you've no doubt spotted his covetable designs on various fashion websites. From their monochromatic swath of essential pieces that can work well on stage, in the streets, or even in the mountains, this Germany-based highly-underrated brand knows how to make even the boldest of designs effortlessly wearable. It's also filled with effortlessly cool pieces you've ever hoped to wear at an outdoor gathering or even at a Hollywood party, reminiscent of how you'd imagine Hollywood stars would dress up during their swanky soirees.

With compelling threadwork, Rootless further supplies striking gear like gym bags, watches, and even shoes, offering a host of ultra slick urban-inspired pieces - the brand can easily fit seamlessly into any modern-day wardrobe and has a little something-something for everyone.

Rootless is currently laying tracks to introduce NFTs and a digital collection to their catalog - it aims to champion freedom seekers who inhabit unique quarters of society, driven by a passion for fashion and a need to defy archaic systems, perfectly striking the balance of cutting-edge apparel with a modern and edgy twist. Head to this brand's page for super chic urban wear wardrobe heaven.

“We do not follow trends of the past or the present. We always try to set our own trends and follow what we enjoy. Through social media and the like, trends are no longer what they used to be.”

StarCentral International recently interviewed Thorsten to discuss his up-and-coming brand and here's what went down:

Why did you choose to pursue a career as a fashion designer?

Out of love for fashion - the desire to travel which has accompanied me for years. I love and appreciate the extraordinary and new, so it was a vocation to design my own collection and to unite the different worlds in functional and design-technical terms.

In your opinion, what are some important skills or traits for fashion designers?

See trends before they become trends. The attention to detail, the penchant for quality, and the proximity to the customer are some important qualities that a fashion designer should bring with him. The most important thing, however, is not to follow others or to be influenced, but to do your own thing!

What does fashion mean to you?

Fashion is about showing your identity. It is the first thing people look at to interpret who they are. It shows what choices you make, what type of person you are, and shows the world what you stand for. It gives a glimpse into someone's personality. It's how you differentiate yourself from other people. Ultimately, it is an individual's statement of self-expression.

Tell us about an important lesson you learned about working in the fashion industry.

If I have learned something outside the fashion industry, as mentioned before, it's just to be yourself, pursue your goals, and not let yourself be distracted or influenced by your path.

What are your favorite trends in fashion, both in the past and present?

We do not follow trends of the past or the present. We always try to set our own trends and follow what we enjoy. Through social media and the like, trends are no longer what they used to be. Usually, everything is much more short-lived these days, which is why we give our brand its own trend and USP.



“You need to see trends before they become trends. The attention to detail, the penchant for quality, and the proximity to the customer are some important qualities that a fashion designer should bring with him.”



Where do you see your brand in 5 years' time?

I hope to be internationally successful with my own stores and numerous fans who love our fashion brand.



Tell us about your greatest achievement so far as a fashion designer.

The first collection and the subsequent response from our customers. Since we are just at the beginning stages, we celebrate every little success and look forward to what is yet to come.

What's your favorite part about being a fashion designer?

There are certainly many. Some of them are to be able to design something that is subsequently produced and carried into the world. The freedom to live out what you love and to turn it into a business.

What ethics are important for fashion designers?

Important topics are, for example, sustainable production and above-average quality so that the fashion can be worn longer. We live in a throwaway society like no other. We have to find a way out of fast fashion and make great quality and cool functional design accessible to everyone. Furthermore, the way away from size zero is and should be because, let's be honest, percentage-wise, this is not the majority of society and should no longer be a guideline for the fashion industry.



A woman with long brown hair, wearing a white wide-brimmed 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 blue ocean with white waves and a clear blue sky with light clouds. Two wooden posts are visible in the sand.

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SNEAK PEEK: CELEBRITY HOMES UNLOCKED
SIDNEY SHELDON'S
 PALM SPRING HOME

Multi-talented Sidney Sheldon has both a star on the Hollywood Walk of Fame and a Golden Palm on the Palm Springs Walk of Stars. His five-decade career saw him achieve success in nearly every realm of entertainment. He won an Academy Award for his screenplay for *The Bachelor* and the *Bobby-Soxer* and a Tony Award for his musical *Redhead*. As a producer, he was responsible for the iconic *I Dream of Jeannie*, for which he also wrote most of the scripts. In his fifties, he left cinema behind and started to write novels. His 18 novels, including the New York Times Bestseller *The Other Side of Midnight*, have sold over 300 million copies, making him one of the best-selling writers of all time. Sheldon died in 2007, just twelve days shy of his 90th birthday.

Sidney's longtime home in Palm Springs, recently fully updated and remodeled, is now for sale at \$8.95 million. Sitting on .62 acres of exquisitely designed grounds, the 8,058-square-foot house has six bedrooms, six full bathrooms and three partial bathrooms. A detached two-bed, two-bath guest house was Sheldon's creative space where he wrote his novels. While the main house is sleek and modern with white walls and lots of glass, the guesthouse has a more whimsical feel, with bright-colored accents and peaked ceilings.

Behind the estate's private gates, mature olive trees, boxwood hedges and white roses surround a black-granite, infinity-reflecting fountain. The grand foyer opens to a vaulted living room with stone fireplace and terrazzo floors. Fleetwood in-wall sliders provide a sumptuous indoor-outdoor experience. The kitchen has Macassar Ebony cabinets and top-of-the-line Miele and Sub Zero appliances, plus a pass-through window to the separate backyard poolside BBQ kitchen. The heart-shaped pool is a total show-stopper with multiple waterfalls, a spa, and an outdoor shower, surrounded by stunning mature palms, a tanning deck and a firepit.

The enormous primary suite features a sitting room, a full-wall fireplace, a huge walk-in closet, and 12-foot-tall glass sliding doors that open onto the pool area. The luxurious bathroom offers dual vanities and an oversized soaking tub. Picture windows throughout the home provide gorgeous mountain views. Additional amenities include a game room, home fitness center, fully equipped wet bar, walk-in custom wine room, and a solar system.

Known for privacy and a collection of some of the best mid-century-modern homes in the world, Old Las Palmas and neighboring Vista Las Palmas are two of the most sought-after neighborhoods in Palm Springs and have long been a haven for celebrities. Dinah Shore, Liberace, Spencer Tracy, Cary Grant and Katherine Hepburn are just a few notables who have called the area home, while current residents include Leonardo DiCaprio, Lily Tomlin, Goldie Hawn and Kurt Russell. Elvis and Priscilla Presley spent their 1968 honeymoon at a Vista Las Palmas home that *Look* magazine proclaimed in an eight-page article in 1962 as "The House of Tomorrow." Options for entertainment include Copley's on Palm Canyon, an award-winning restaurant at the former estate of Clark Gable, the O'Donnell Golf Club, the Palm Springs Art Museum, and the Palm Springs Tennis Club. Numerous bars, restaurants, museums, and boutiques are within a short drive. The listing is held by Jim Schwietz at Bennion Deville Homes of Palm Springs, CA. Courtesy of: www.luxuryportfolio.com.

Photos By: Bennion Deville Homes | Source: TopTenRealEstateDeals.com





TOP FIVE *Style Staples* YOU NEED FOR YOUR 9 TO 5

Office attire has come a long way for both men and women. There are now far more options than a plain top and a decent pair of slacks when there are so many patterns, colours and styles making their way into the office. Without great staples in your wardrobe, choosing an outfit for work can be such a pain. Here are some stylish staples that you need to get you through your Monday to Friday grind. Oh, and don't be afraid to put your own personal spin on these stylish recommendations.

Your statement pieces

Your office wardrobe is not necessarily about making a statement, but everyone needs those pieces to pull out of the wardrobe for an important meeting, an offsite work lunch, networking event, and all those other special events. These items can be expensive, so look into what loyalty programs you're a part of, as you can earn Qantas points when you shop at Myer. These perks will bring you closer to your goal wardrobe. So, start hunting for a statement jacket, dress, and skirt.

Silk blouses

You can never have too many silk blouses in your wardrobe. These make great staple items as they perfectly pair with skirts or trousers, and they are both professional and smart in appearance. Quality silk will not need to be on a strict ironing schedule, and it sits very favourably throughout the day, making it the perfect office outfit pick. If you are going to choose a few silk blouses for your staple wardrobe, then perhaps opt for some neutral colours. This means tones like white, cream, blush, and black. Also, remember to add a pop of colour too. Something stylish like a navy blue or similar jewel-toned type colour can really make an impact.

Versatile footwear

Comfortable footwear is worth its weight in gold during work hours, so don't underestimate how important the hunt for great shoes is. Whether you prefer heels or flats, look for something that is both professional and stylish so that you're able to really get use out of it, by wearing it with the majority of your office ensembles. Unfortunately, many of us tend to buy shoes that look good but are cheaply made and so they only last a little while before they begin to disintegrate, and this then starts to cause discomfort, which is not something you want to deal with inbetween running to the coffee machine and inbetween meeting rooms. Choosing genuine leather shoes will be very durable whilst also remaining at the same high quality after many heavy footed uses. The colours and textures you choose will greatly depend on your

wardrobe choices, but, if you're looking for a safe bet, we'd recommend opting for black.

Camisoles and tops

Camisoles and tops can really carry your work wardrobe forward, mainly because they are so easy to wear with trousers, skirts, jackets and even under a pinafore-style dress. Quality is always going to be the goal here as poorly made items like these tend to erode quickly and discolouration or pilling can really take away from your professional aesthetic. If you're heading out to the shops be sure to bring your staple skirts, trousers and jackets with you so that you can see what those tops look like in situation. The last thing you want to do is invest in a top that is perfect with jeans but doesn't quite meet the mark when it comes to how appropriate it is for the office.

Blazers, jackets, cardigans and sweaters

Whether you work in warm or cool climates it is always necessary that you have these staples. Not only are they the professional standard, but some offices operate at chilly temperatures, with the air conditioner blasting 24/7. So, whilst blazers and jackets might be some of the most expensive items in your work wardrobe, if you choose something that is classic and timeless in appearance, you'll be able to use it for literal decades as it will remain a constant in your style arsenal, even throughout changing trends and preferences. If your work requires you to pin a name badge or anything on your jackets, be sure to do so in a way that does not damage the blazer or jacket.

Quality over quantity

It can be tempting to buy one, two, or even a few articles of clothing when things go on sale, but your office wardrobe should be more about quality over quantity. That means keeping your eyes peeled for those capsule wardrobe pieces, whether you find those clothes to be full price, on sale, or thrift at a second-hand shop. When you identify the brands that look good on you and make you feel great, you'll have a better idea of where to direct your search. If your work is client-facing or requires you to attend important meetings, then the quality metric is even more important.

We hope this is enough to get you started on curating your perfect work wardrobe. Unlike your other casual clothes, your work wardrobe can be finite, so don't go overboard in buying any and everything you like, and stick to the staples that are going to get you through to the weekend.





DESIGNER SPOTLIGHT

Eloisa Diaz

Eloisa Diaz is the designer and founder of her self-named label, Eloisa, based out of New York City. She is a multi-disciplinary creative and skilled in fashion design, graphic design, and illustration. After graduating from FIT in New York with a degree in Fashion Merchandising Management, Eloisa headed to FIDM in Los Angeles. She earned a fashion design degree from FIDM in 2004 and continued her studies at Central Saint Martins in London.

Eloisa has worked in the private label sector in New York for American brands sold at Macys, Nordstrom Rack, and Lord and Taylor, among others, and worked for Spiegel and Newport News. Additionally, she has an apparel line Shein X Eloisa with retailer Shein.com, and she oversees her own label, Eloisa.

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

How did you get into the fashion industry?

As a young girl, I always dreamed of working in fashion, I used to design and make my own doll clothes. Once I got older, I decided the right path for me was to study fashion and make my childhood dreams a reality. After graduation, I got my first design job in New York City; the rest is history!

What do you like most about being a designer?

What I love most about being a designer is the ability to take an idea and bring it to life. It gives me great satisfaction when I see the final product I designed. I also like that every day is different and challenging; it keeps me on my toes.

Downside to being a fashion designer?

Facing a creative block can be a downside for me. When your job is to create all the time, it can get a bit stressful if the ideas are just not coming through. When that happens, I find that disconnecting from my work and then returning with a fresh mind helps.

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

My most memorable experience in fashion thus far was having my collection produced by SHEIN. It was such a great experience to work with their team and see my vision come to life! I am grateful that SHEIN gave me a platform to show my work on a global level. It was one of the highlights of my career thus far.

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

Some of the most interesting people I have met thus far have been some of my colleagues. A few years back, I worked for a brand where my colleagues had diverse skills and backgrounds outside of fashion. Working with people with different areas of expertise outside of fashion opened my mind to other possibilities and new ways of thinking.

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

The most valuable lesson I have learned in the fashion industry is always to be humble and kind. No matter how talented you are, humility and grace can go a long way. It is important to have your talent match the beauty of your personality.



Is your family supportive of you being a fashion designer?

Absolutely! My husband and daughter are my biggest fans! They are used to living with a designer, so my daughter runs around with a tape measure and measures everything! I must say she is slowly becoming a pro!

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

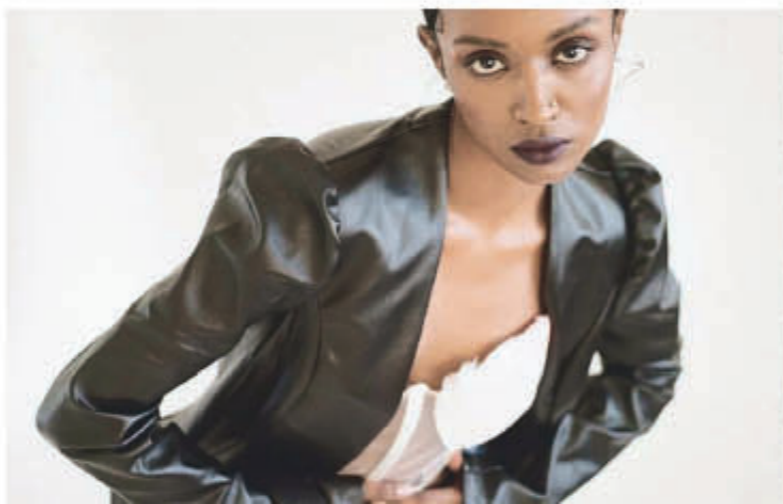
That is a great question. During the beginning of my career in Manhattan, there was a time when my confidence as a designer was really shot. If I could go back in time, I would remind myself that creativity is always subjective to opinion. What works for one client doesn't work for another. So, rejection is unfortunately just part of the process. The good thing is that there is a place for everyone in the fashion industry, and eventually, you will find your place.

What is the best advice you have ever been given?

The best advice I have ever been given is "no one can drive you crazy unless you give them the keys" That advice stayed with me because sometimes, when you listen to too many outside opinions during your creative process, you can lose perspective and really drive yourself crazy. So, it is important to be in control of your own thought process and be assertive when needed.

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

In the near future, I plan to continue expanding my fashion line. I also plan on learning new skills related to fashion to keep up with the changing times. I would love to learn CLO-3D, so that is definitely on my to-do list. Outside of fashion, I plan to travel more with my family. The best thing is, is that the future is still unwritten! I have plenty of time to think about it and work towards these goals.



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