

STAR CENTRAL

August 2023

**INTRODUCING
SALMA QARNAIN**



MALE MODELLING

Revealing the world of
male modelling: glimpses
into the industry
and insider secrets

SPECIAL 18TH
ANNIVERSARY
EDITION

Get to know

Abi
GRIGSBY

Introducing one of the rising stars to watch out for in 2023

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Get to know one of the rising stars to watch out for in 2023



AMBN

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OPENING REMARKS



I am thrilled to pen down this message today as we celebrate a significant milestone - our 18th year anniversary. This journey has been nothing short of remarkable, and it fills me with immense pride to reflect on the growth, achievements, and unwavering dedication that have brought us to this juncture. Our success story would not be complete without the invaluable contributions of each one of you - our esteemed business partners and dedicated staff members. Your unwavering support, commitment, and shared vision have been the driving force behind our accomplishments. Together, we have navigated challenges, embraced innovation, and achieved remarkable milestones that have shaped our identity and set us apart in the industry. As we celebrate this milestone, let us also look ahead with a renewed sense of purpose and enthusiasm. Together, we will continue to embrace innovation, explore new opportunities, and create a future that is even more remarkable than our past.

Mike Ilagan
Managing Director



30 Introducing Jazel Alarca
Meet the newly crowned Miss International Australia 2023

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EDITOR'S NOTES

In a dynamic world where creativity and innovation reign supreme, Abi Grigsby emerges as a promising force in the realm of modeling. With her captivating presence, versatility, and dedication, Grigsby is rapidly carving her path to stardom. This edition of our editorial is dedicated to unraveling her journey, while also delving into diverse topics such as fashion entrepreneurship, the enigmatic world of male modeling, an in-depth feature on the multifaceted actress Salma Qamain, and a treasure trove of marketing wisdom tailored for musicians.

In a predominantly female-centric industry, male modeling often stands in the shadows. This edition brings male modeling to the forefront, shedding light on the challenges, triumphs, and unique aspects of the trade. We showcase the stories of male models who are redefining norms, breaking barriers, and contributing their distinctive charm to the industry.

From the silver screen to the stage, Salma Qamain's journey is nothing short of awe-inspiring. We delve into her artistic evolution, the roles that have defined her career, and her unwavering commitment to her craft. With a focus on her diverse portfolio and her impact beyond the entertainment world, we celebrate Qamain as a true icon of our times.

In this edition, our aim is to illuminate the multifaceted facets of the entertainment and creative industries through the lens of Abi Grigsby's journey. As she graces our cover and shares her insights, we invite you to embark on a journey of inspiration, discovery, and empowerment.

Victoria Cruz
Editor-in-chief

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HOW TO SUCCEED AS A ●

Fashion

ENTREPRENEUR

In the fast-paced and ever-evolving world of fashion, entrepreneurs face unique challenges on their journey to success. From creating a distinctive brand to understanding consumer preferences, the fashion industry demands creativity, innovation, and resilience. In this article, we delve into the fundamental principles that are crucial for aspiring fashion entrepreneurs.

The fashion world is a dynamic and competitive industry constantly evolving, demanding creativity, resilience, and entrepreneurial spirit. For aspiring fashion entrepreneurs, the journey can be both challenging and rewarding. To increase your chances of success, here are the fundamental principles to embrace:

Cultivate Creativity and Innovation

Creativity is the lifeblood of the fashion industry. As a fashion entrepreneur, your ability to think outside the box, challenge norms, and bring fresh perspectives to your designs is crucial. Embrace and nurture your creativity through exploration, experimentation, and staying attuned to emerging trends. Be open to innovative materials, techniques, and concepts that can set your brand apart. Remember, originality and innovation will help you stand out in a saturated market.

Develop a Strong Business Mindset

While creativity is essential, developing a solid business mindset is equally critical. Acquire knowledge and skills in key business areas such as finance, marketing, supply chain management, and branding. Build a comprehensive business plan that outlines your goals, strategies, and target market. Understand your customer's needs, preferences, and purchasing behaviors. Stay informed about industry trends and consumer demands. By combining your creative vision with a solid business foundation, you can make informed decisions, identify opportunities, and navigate the complexities of the fashion industry.

Build a Strong Network

Networking is a powerful tool for success in the fashion industry. Connect with fellow designers, industry professionals, suppliers, mentors, and potential customers. Attend fashion events, trade shows, and industry conferences to establish meaningful relationships. Collaborate with other creatives and seek partnerships that can elevate your brand's visibility. Your network can provide valuable advice, support, and opportunities for collaboration, allowing you to tap into a wider audience and gain exposure.



Identifying a Niche

A successful fashion entrepreneur starts by identifying a unique niche in the market. This entails recognizing an unmet need or untapped audience segment that aligns with their passion and expertise. By focusing on a specific niche, they can develop a distinct brand identity that sets them apart from competitors and appeals to their target audience.

Building a Strong Brand Identity

A strong brand identity is the cornerstone of success in the fashion industry. Fashion entrepreneurs must invest time and effort in crafting a compelling brand story that resonates with their audience. From logo design to brand colors and tone of voice, every element should reflect the brand's essence and values, creating a lasting impression on customers.

Embracing Sustainability

Sustainability has become a crucial aspect of the fashion industry. Consumers are increasingly conscious of their environmental footprint, demanding ethical and sustainable practices from fashion brands. Successful fashion entrepreneurs incorporate eco-friendly materials, ethical production processes, and fair labor practices, thereby fostering a positive brand image that appeals to socially responsible consumers.

Building a Strong Team

Behind every successful fashion brand is a dedicated and skilled team. Fashion entrepreneurs should prioritize hiring talented individuals who share their vision and bring diverse perspectives to the table. A collaborative team with complementary skills fosters innovation and propels the brand towards greater achievements.

Cultivating a Network of Influencers

Influencer marketing has become a potent tool for fashion entrepreneurs. Building strong relationships with influencers can significantly amplify a brand's reach and credibility. By collaborating with influencers whose values align with their brand, fashion entrepreneurs can leverage their influence to generate buzz and increase brand awareness.

Understanding Consumer Behavior

In the fashion industry, trends change rapidly, and consumer preferences can be unpredictable. Successful fashion entrepreneurs closely monitor consumer behavior, staying attuned to shifting trends and emerging patterns. By understanding their target audience, entrepreneurs can adapt their product offerings and marketing strategies accordingly, ensuring relevance and appeal.

Prioritizing Customer Experience

A successful fashion entrepreneur understands the significance of exceptional customer experiences. From seamless online shopping experiences to personalized customer service, every touchpoint must be optimized to leave a lasting positive impression on customers. Prioritizing customer satisfaction fosters brand loyalty and encourages repeat business.

Embrace Digital Transformation

In today's digital age, embracing technology and digital platforms is essential for success. Establish a solid online presence through a well-designed website and active engagement on social media platforms. Leverage e-commerce platforms to reach a global audience and streamline your sales process. Embrace digital marketing strategies to create brand awareness and engage with your target market. Adapt to the changing consumer landscape by staying updated on technological advancements and incorporating them into your business strategies.

Stay Resilient and Adapt

The fashion industry is highly competitive, and setbacks are inevitable. To be successful, you must be resilient, adaptable, and open to change. Learn from failures and setbacks, and use them as opportunities for growth and improvement. Stay updated with industry trends, consumer preferences, and technological advancements. Be willing to adapt your strategies, designs, and business models to meet evolving market demands. Remember, flexibility and the ability to pivot will enable you to stay ahead in the ever-changing fashion industry.

Becoming a successful fashion entrepreneur requires a combination of creativity, business acumen, networking skills, digital literacy, and adaptability. By embracing these key principles, you can navigate the challenges of the fashion industry and carve out a successful path for your brand. Remember to stay true to your creative vision while staying informed and connected to your target market's evolving needs and preferences.

8 HACKS TO GET *In Shape* WHEN YOU'RE SUPER BUSY

In today's fast-paced world, finding time to prioritize our health and fitness goals can be a challenge. With busy schedules, work commitments, and family responsibilities, it's easy to let fitness fall to the wayside. However, maintaining a healthy lifestyle is crucial for our overall well-being. The good news is that even with a packed schedule, it is still possible to get in shape and make fitness a part of your daily routine. Here are some tips on how to get in shape when you're busy:

Prioritise and Schedule: Make your health a priority by scheduling dedicated workout sessions in your calendar. Treat these appointments as non-negotiable and commit to them just like you would any other important meeting or commitment.

Efficient Workouts: When time is limited, focus on workouts that maximize efficiency. High-intensity interval training (HIIT) workouts are a great option as they involve short bursts of intense exercise followed by brief rest periods. These workouts can be done in as little as 20-30 minutes and provide excellent cardiovascular and strength benefits.

Make Use of Breaks: Look for opportunities to incorporate physical activity during your breaks throughout the day. While you're eating lunch, go for a quick walk, do a few sets of bodyweight exercises, or stretch to keep your body active and energized.

Morning Routine: Consider establishing a morning fitness routine. Set a positive tone for the day by getting up a little earlier to get in a workout, boost your energy levels, and leave you feeling accomplished before the day even begins.

Home Workouts: Invest in a few pieces of home workout equipment, such as resistance bands, dumbbells, or a yoga mat, to create a small workout space in your home. This allows for convenience and flexibility, especially on those days when getting to the gym is not feasible.

Incorporate Physical Activity Into Daily Tasks: Look for methods to include activity to your regular routine. Take the stairs instead of the elevator, do squats while brushing your teeth, or use a standing desk to keep your body active throughout the day.

Plan and Prep Meal: Eating a nutritious diet is essential for getting in shape. Plan and prep your meals in advance to ensure you have healthy options readily available. This will help you avoid relying on fast food or unhealthy snacks when time is limited.

Stay Consistent and Flexible: Consistency is key when it comes to achieving your fitness goals. However, it's important to also be flexible and adaptable. There may be days when unexpected events arise, and your planned workout may not happen. In such cases, don't be too hard on yourself. Instead, find alternative ways to stay active and make healthier choices throughout the day.

Remember, getting in shape is not about finding large blocks of time, but rather about making small, consistent efforts each day. By incorporating these tips into your busy lifestyle, you can prioritize your health and fitness, and enjoy the benefits of a healthier and stronger body.



UNVEILING THE WORLD OF *Male Modelling*

Male modeling has long been associated with glamour, fashion, and the pursuit of aesthetic perfection. While the industry predominantly focuses on female models, the male modeling world is equally captivating and competitive. This article delves into the intriguing realm of male modeling, shedding light on its inner workings, challenges, and the dedication required to succeed in this visually-driven profession.

Diversity and Changing Standards: The male modeling industry has experienced a significant shift in recent years, embracing diversity and breaking traditional beauty standards. Today, male models come in various shapes, sizes, and ethnicities. The industry now values individuality, unique features, and personality rather than adhering to a narrow definition of beauty. This newfound inclusivity has opened doors for aspiring models who may not fit the traditional mold, offering them opportunities to showcase their distinct looks and personal style.

Fitness and Physique: Physical fitness and maintaining a well-toned physique are essential aspects of male modeling. While no one-size-fits-all requirement exists, models are generally expected to be in good shape and possess a healthy physique. This involves maintaining a disciplined exercise regimen, following a balanced diet, and caring for their overall well-being. The level of fitness required may vary depending on the specific modeling niche, such as fitness, underwear, or high fashion.

Grooming and Skincare: Male models invest considerable time and effort into their grooming and skincare routines. This includes proper skincare, hair care, and maintaining a well-groomed appearance. From regular visits to hairstylists and skincare specialists to learning effective grooming techniques, models strive to present themselves at their best for every assignment. Attention to detail in personal grooming is crucial, as it enhances their marketability and allows them to excel in a highly competitive industry.

Professionalism and Resilience: The male modeling world demands professionalism, resilience, and a strong work ethic. Models must be punctual, adaptable, and able to handle long hours and physically demanding assignments. They often face rejection and intense competition, requiring them to maintain a positive mindset and persevere in facing challenges. Building and maintaining professional relationships with industry professionals, such as photographers and stylists, is also crucial for success.

Navigating Different Modeling Genres: Male models have the opportunity to work in various genres within the industry. These include fashion shows, editorial shoots, commercial campaigns, fitness modeling, and more. Each genre requires unique skills and the ability to adapt to different creative visions and brand aesthetics. Successful male models are versatile, capable of embodying different characters and styles while maintaining their own distinct persona.

The Impact of Social Media: Social media platforms have revolutionized the modeling industry, offering male models a powerful tool for self-promotion and networking. Instagram, in particular, has become a platform where models can showcase their portfolios, engage with followers, and catch the attention of industry professionals. Maintaining a solid online presence and cultivating a dedicated following can significantly enhance a model's visibility and career prospects.

Longevity and Career Transition: The career lifespan of male models can vary, but many have successfully transitioned into other areas of the industry as they age. This can include opportunities in acting, fashion photography, creative directing, or even establishing their own fashion brands. Male models who develop a solid personal brand and industry connections throughout their careers can often leverage their experience and knowledge to pursue fulfilling roles behind the scenes.

The world of male modeling offers a fascinating glimpse into a visually driven industry that has evolved and embraced diversity in recent years. Male models must possess physical attributes, professionalism, resilience, and adaptability to succeed in this competitive field. From navigating different genres to building a strong online presence, the insights shared in this article provide a deeper understanding of the multifaceted world of male modeling.





TEN MARKETING TIPS FOR Musicians

For musicians, creating captivating music is just the beginning of a successful career. In today's digital age, effective marketing plays a pivotal role in building a strong fan base, gaining visibility, and propelling music careers to new heights. Here are some essential marketing tips to help musicians navigate the competitive landscape and achieve sustainable growth.

Define Your Brand: Before diving into marketing efforts, it's crucial for musicians to define their brand identity. This involves understanding what sets you apart from other artists and what message you want to convey to your audience. Develop a unique persona that resonates with your music and style, as this will become the foundation for all your marketing strategies.

Utilize Social Media Strategically: Social media is an indispensable tool for musicians to connect with fans and build a loyal following. Choose platforms that align with your target audience and post engaging content regularly. Utilize visuals, videos, and behind-the-scenes glimpses to create an authentic connection with your audience. Interact with fans, respond to comments, and share your music journey to foster a sense of community.

Create a Professional Website: A well-designed website is a central hub for your music career. Include a bio, high-quality photos, tour dates, and links to your music and social media channels. Optimize the site for mobile devices to ensure a seamless experience for visitors. Use the website to capture email addresses and build a mailing list, enabling direct communication with your fans.

Engage with Influencers and Collaborate: Partnering with influencers and other musicians can significantly expand your reach. Collaborate on music projects, guest feature on each other's tracks, or perform together at events. Influencers with a substantial following can expose your music to new audiences, amplifying your fan base and increasing your visibility.

Leverage Streaming Platforms: Streaming platforms are powerful marketing tools for musicians. Upload your music to platforms like Spotify, Apple Music, and SoundCloud to reach a global audience. Utilize playlists and promotions on these platforms to boost visibility and encourage listener engagement.

Engage in Live Performances: Live performances remain an essential aspect of music marketing. Organize local

gigs, open mic nights, and perform at festivals to connect with fans and attract new ones. Live performances offer a unique opportunity to showcase your talent and create memorable experiences that resonate with audiences.

Host Virtual Events: In addition to physical gigs, consider hosting virtual events, especially in the age of social distancing. Live-stream performances, Q&A sessions, or behind-the-scenes glimpses can engage fans globally, regardless of their location. Virtual events also allow for interactive participation and immediate feedback from fans.

Offer Merchandise and Exclusive Content: Merchandise and exclusive content can be powerful marketing tools. Offer branded merchandise, such as t-shirts, hats, and posters, for fans to purchase and proudly display their support for your music. Consider releasing exclusive content, such as limited-edition songs, acoustic versions, or personalized messages, to reward loyal fans and incentivize new ones to engage with your music.

Use Email Marketing Wisely: Email marketing remains an effective way to communicate directly with fans. Send regular updates, newsletters, and exclusive content to your mailing list. Personalize emails and segment your audience based on their preferences to provide tailored experiences.

Analyze and Adapt: Finally, track the success of your marketing efforts and analyze data to understand what resonates best with your audience. Utilize analytics tools on social media platforms and website traffic data to gain insights into audience behavior. Use this data to adapt your marketing strategies and focus on what drives engagement and growth.

In conclusion, effective marketing is essential for musicians to build a strong fan base and achieve career growth. By defining your brand, utilizing social media strategically, creating a professional website, engaging with influencers, leveraging streaming platforms, performing live, hosting virtual events, offering merchandise and exclusive content, using email marketing wisely, and analyzing data, musicians can cultivate a thriving music career and leave a lasting impact on their audience.

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Salma Qarnain

INTRODUCING

In the realm of Hollywood, few individuals possess a resume as diverse and exceptional as Salma Qarnain. An award-winning Pakistani-American actor, producer, rocket scientist, and co-founder of Black Man Films, Salma has emerged as a force to be reckoned with, revolutionizing the entertainment industry while championing authentic representation and inclusivity.

An Ivy League scholar, Salma's academic journey took her through esteemed institutions such as Stanford, MIT, and Harvard, where she honed her brilliance in the sciences and business. As if that were not impressive enough, she has seamlessly transferred her intellect and passion to the TV/film industry, making a profound impact as both a producer and actress.

With an illustrious career spanning two decades, Salma has garnered numerous accolades, including two Helen Hayes Awards and an AUDELCO nomination. Her work has graced major networks like CBS, ABC, NBC, HBO, HBO Max, and Hulu, in addition to captivating audiences in off-Broadway productions. Now, she celebrates a monumental career breakthrough as she joined the cast of the Broadway play, *Life of Pi*, a groundbreaking adaptation of the acclaimed 2012 motion picture. In the play, Salma portrays not just one but two dynamic South Asian characters, Mrs. Biology-Kumar and Muslim cleric Zaida Khan. *Life of Pi* marks a pivotal moment for representation on Broadway, being the first production centered around South Asian characters since *Bombay Dreams* in 2004.

Despite her successes, Salma remains steadfast in her commitment to pushing the boundaries of inclusivity and representation in Hollywood. As the co-founder of Black Man Films, a company she runs alongside fellow actor Roderick Lawrence, she uses the platform of film to spark crucial conversations often overlooked by mainstream cinema. Black Man Films merges art with activism, producing films highlighting the Black American experience and offering developmental opportunities to burgeoning Black and Brown talent behind and in front of the camera.

Silent Partner, a film orchestrated by Salma from conception to launch, serves as a shining example of their commitment to creating impactful cinema. The project dominated the film festival circuit, earning acceptance into 19 festivals, including four Oscar qualifiers, and garnered eight awards and nominations, qualifying for an Oscar.

Salma Qarnain's indomitable spirit, intellect, and dedication to authentic representation in Hollywood have propelled her to the forefront of the industry. With every project she undertakes, she paves the way for a more inclusive future, where diversity and innovation coalesce to redefine the entertainment landscape. As Salma continues to break barriers and challenge norms, her influence and transformative impact on the entertainment world only continues to soar.

Salma recently had an exclusive interview with StarCentral Magazine to delve into her remarkable journey within the entertainment industry. Here's a glimpse of what unfolded during the conversation.

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

I was born to Pakistani parents and emigrated to the US as a child. My grandfather was actually a filmmaker in India and Pakistan, but he passed away at a relatively young age, leaving my father's family unstable financially. My mother always had a love of theater as well, performing in stage plays. However, as immigrants to the US, they instilled upon us that we needed to be financially stable, and that meant not having a career in the arts, even though my dream was to sing and act. College is where I really began to pursue these dreams – you could either find me in the lab or in the student-run theatrical society at Stanford called Ram's Head. I then received a fellowship to attend MIT for Aeronautics/Astronautics, and I used some of that stipend to pay for voice lessons. So, it was something that I was building, albeit slowly, while building stability for myself and my family.



What are your strong points as an actor?

Probably the biggest thing is that I can learn and grow, so I feel my work gets more nuanced and more flexible. I used to perform more drama but have also found myself in comedy and have recurred on "That Damn Michael Che" on HBO Max. I think that my collaborative mindset allows me to be open to change and remain in the moment as an actor – responding authentically to what is being given to me at any moment.

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

That I don't need to push. Relaxation is the key to presence, and the camera picks up every thought. When I'm relaxed, I am flexible enough to take in the world around me and my performance is more full, because I am focused on what I need to communicate versus on myself, which gets in the way of authentically living the situation in the scene and within the given circumstances.

What's challenging about bringing a script to life?

From an acting perspective, it's finding the time to do all the preparatory work I need. If the story is based on a true situation, I like to make sure I research what went on, who was involved, and how things unfolded. But with any script, the first thing I do after reading it is think about how each scene fits into my character's journey – what do I want at the beginning, has it changed over the course of the piece, and what I've discovered by the end. From there, it's about breaking it down into what my character wants in each scene. Not to mention the text work on figuring out your beats, builds, and the operative words for the scene to make sense. So it's a process. From a Producing perspective, bringing a script to life starts with finding the right teammates who are aligned with the script's vision and will elevate the script alongside you. That's the biggest challenge.

What do you do when you're not filming/rehearsing?

I love to spend time with my 10-year-old son and meet up with friends. If I had more time these days, I'd probably travel more and finish the Ph.D. waiting in the wings for me.

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

Starring in "Life of Pi" on Broadway. It had been my dream as an actor for so long – I'd walk around Times Square and say to myself, wouldn't it be amazing to come here every day as my job? And that is just what happened. As a Pakistani-American who spent the first part of my career in engineering, I couldn't have asked for a better role than Pi's favorite science teacher, making my Broadway debut alongside 18 others and within the largest Asian-American cast on Broadway!

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

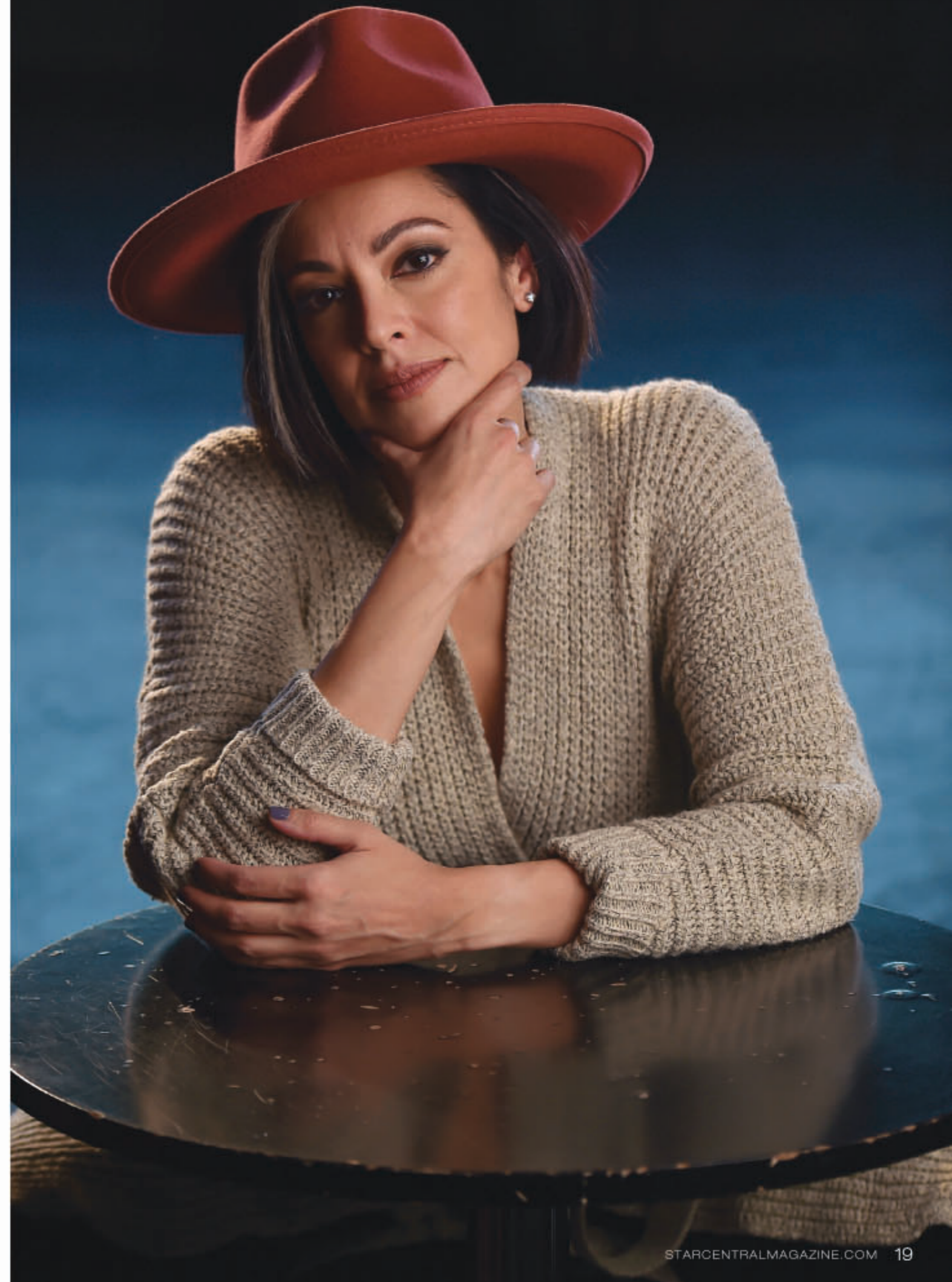
Acting and producing have allowed me to work and form friendships with so many interesting people from all walks of life. For example, it has just been a gift to work with the entire cast of "Life of Pi" as well as co-starring alongside my producing partner Roderick Lawrence in Off-Broadway's "Bars and Measures." But one memory that sticks with me is improvising with Colin Jost on "That Damn Michael Che." I felt like I was performing on SNL! It was a magical day. Also, having Mariska Hargitay whisper into my ear on "Law and Order: SVU" and being held by Aaron Paul while being pulled out of a burning building on "The Path" were both quite memorable.

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

Someone unknown – a Muslim, Pakistani-American actress. However, I have an idea for a short film based on my experiences starring my younger sister, who is an incredible actress and voice artist – Zehra Fazal. It might be time to pull that draft script out of the drawer and dust it off!

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

This year, I'll be producing my first feature film with my production company Black Man Films. And then? I just want to keep telling stories that change hearts and minds and have incredible fun doing it. Other than that, I want to prioritize my happiness. We only get this once.





MEET Abi Grigsby

Abi Grigsby, a model of exquisite beauty, charm, and ethereal grace, has firmly established herself as a tireless trailblazer within the industry. Her journey into modeling began through a unique avenue – beauty pageants. In a remarkable turn of events, Abi's entry into the modeling realm unfolded with the Top Model of the World Philippines pageant back in 2016, a mere two weeks after receiving the invitation. The urgency arose from the pageant requiring a specific number of participants to proceed. Acting on the director's invitation, Abi courageously stepped onto the stage and, against all odds, secured the title of second runner-up. This achievement was profoundly surprising, considering her complete lack of prior pageant experience, placing her among the elite Top 5 contestants.

In the subsequent year, Abi's journey continued with her participation in the "Mutya Ng Pilipinas Australia" (Pearl of Australia) beauty pageant. This pivotal decision not only granted her exposure but also catalyzed her interaction with a plethora of photographers who would become her steadfast collaborators. This unique platform, along with her international competitions, introduced her to an array of modeling agencies and photographers, enriching her network and broadening her horizons. In 2017, Abi's remarkable odyssey led her to the Miss International Australia pageant, where she achieved the prestigious title of Second Runner Up, concurrently earning the coveted Miss Model of the World Title. Her incredible journey continued as she graced the stage of the Miss Teen Universe Australia pageant in December of the same year, solidifying her reputation as a dynamic force in the industry.

Throughout these remarkable ventures, Abi forged invaluable connections within the creative sphere. Photographers seeking fresh and inspiring subjects found her, while makeup artists recognized her as a canvas for honing their craft. These relationships burgeoned organically, eventually weaving a dynamic network forming the backbone of her success. Abi Grigsby's trajectory from unexpected pageant entry to a thriving presence in the modeling world is a testament to her unwavering dedication, undeniable talent, and the transformative power of seizing opportunities. Starcentral magazine recently had the opportunity to connect with Abi to delve into her voyage within the modeling realm, and here's a glimpse into the conversation:

Can you tell us about your journey into the modeling industry and how you got started with beauty pageants?

My journey in the modelling industry has honestly been a lot of fun, I've had the chance to travel quite consistently, meet so many creative people, and form strong friendships. And I don't see myself slowing down anytime soon!

My interest in beauty pageants came from my mother's Filipino heritage. As a teenager, I started to take an interest in my heritage; I began researching Philippine history and began traveling to the Philippines more consistently with my mum. There, I fully immersed myself in true Philippine culture, and I quickly learned that beauty pageants were one of the country's biggest cultural traditions. This sparked my interest in joining one, as beauty pageants aren't really heard of in Australia and are not popular here. After entering my first few pageants, I expanded my network to various photographers and designers in Melbourne. From there, I was quickly able to build up a portfolio, which led to more work in the industry and led me to where I am now!

What was it like competing in the Top Model of the World Philippines pageant on such short notice, and how did it shape your career in modeling?

It certainly felt daunting knowing I was finally in a pageant but with zero experience. I was competing against girls at both a national and international level. But even though I didn't feel prepared, I was certainly more than ready to walk on that big stage finally. The nerves were unlike anything I'd ever felt, and I haven't felt anything like that since. I wanted to turn around and go back to the car, but I knew there was no turning back. Once the show was over, I felt relieved and so happy that I finished as Second Runner up. I was competing against 15 other girls, and the winner was a 27-year-old professional model from California. For me to have finished just under her, at 17 years old with no experience on any stage, made me feel like I could keep going and go far one day.

You mentioned gaining exposure in the modeling industry through the "Mutya Ng Pilipinas Australia" pageant. How did this opportunity open doors for you and lead to collaborations with photographers and agencies?

This opportunity leads me to compete in my first international pageant in the Philippines, this at the time being my third pageant ever.

A lot of the creative media and talent in Melbourne I discovered are made up of Filipinos, and a lot of them were, whether active or inactive, in the Mutya Ng Pilipinas pageant here. There were many creatives who attended the pageant as a guest who soon made contact with me after I won the pageant to do collaborations and photoshoots. The work from there on because entirely consistent as my profile began to grow, and I've been keeping at it ever since.

Competing overseas and participating in various pageants must have been quite an experience. How did these international competitions impact your modeling career?

These international pageants certainly made an impact on my modelling career; not only did they give me more confidence, but I found myself meeting creatives from all around the world. This allowed me to further my pageantry by being given the chance to be Miss Australia in various international pageants and meet other photographers and designers overseas. I have since been given the opportunity to work with photographers overseas, although I am yet to travel just for that occasion alone.

Winning the Miss Model of the World Title is a remarkable achievement. Can you share your thoughts and emotions when you were announced as the winner?

I was honestly stunned, and I didn't know how to process it. Although beauty pageants are competitions, I don't always enter with the sole intent to win. I initially joined the majority of my pageants out of interest, not wanting to put pressure on myself to win. When I was announced the winner of that title, I was happy but honestly confused! It really only hit me the day after the competition.

You've had the opportunity to work with numerous creatives in the industry. How have these collaborations influenced your growth as a model?

The collaborations that I have taken part in over the years have really opened my mind up to different ideas as to what a model

can be. If you had asked me when I was 16, what I pictured when I thought of a model, I pictured a large studio with a white backdrop, with an entire team to accompany the model - a hair stylist, makeup artist, a photographer, editor, and stylist all in the one room. But funny enough, in the last seven years that I've been modelling, I can only think of maybe three photoshoots where that has been the case.

I only realised this recently, but to be referred to as a "model," or the term "modelling" can mean a variety of things; it's such a broad field. It doesn't just mean one thing, and the network that I am a part of, the modelling that I choose to do has leaned more towards a personal creative approach rather than modelling a particular brand or product for someone. Although my work has led me to model for various clothing brands, companies, fashion designers such as milliner designers, and many other projects, I've started to appreciate the artistic approach behind what I do. I now have the know-how and connections to express myself and showcase myself in various ways, which I never expected to discover when I first started modelling. With each photo shoot I do, I have the opportunity to portray to others and be whoever I want to be, and looking back at my photos over the years, I see so many different versions of myself.

I feel like I have grown into a different person from who I was when I first started in the industry, and I am only growing into myself more and more each day.

Building a network is crucial in any industry. Could you share some insights on how you nurtured and expanded your network within the modeling world?

Sometimes I look back to where I started and still cannot believe what I've achieved over the past few years. It didn't happen overnight, and it certainly took a lot of networking, contacting, and connecting to get to where I am now.

I grew up on a farm in the countryside, where it took me an hour and a half to get to Melbourne. There was nothing in terms of modelling/pageants where I came from, so I found myself commuting for hours each day to attend auditions, photoshoots, events, and pageants.

But I found that particularly at each pageant, each event, whether a runway show or a concert, there was always the opportunity to meet a fellow creative in the industry, which built that connection to have someone to collaborate with in the future. This started to build stepping stones for me, and I soon found myself collaborating and working with various creatives and fashion brands around Melbourne. I am now very familiar with who a lot of the creatives are in the industry in Melbourne, and I feel like I am a known member of a distinctive community in Melbourne!



"Sometimes I look back to where I started and still cannot believe what I've achieved over the past few years. It didn't happen overnight, and it certainly took a lot of networking, contacting, and connecting to get to where I am now."



As one of the hardest-working models in the industry, what are some of the challenges you've faced, and how do you stay motivated and dedicated to your craft?

The main challenge I have faced would be dealing with my own thoughts. This might sound like a cliché, and I know many people can relate, but as a model, it is challenging to battle the negative thoughts I face every day.

As my network expanded, not just in modelling, but in everyday life: my day job, my sporting club, my hometown, and even my social media, more and more people started to know my name and what I do. With what feels like a growing audience, I also think that many people around me are starting to have expectations of what I am to achieve in my career as a model and how I should look and present myself. Usually, when I start a conversation with someone, even with someone who only briefly knows me, the topic they tend to bring up will always be my modelling. Although I understand the interest, I feel continuous pressure always to have something new to talk about, whether it be a recent event, runway, or pageant. But I am also successful outside of my modelling. Earlier this year, I bought my first house by myself at 24!

I feel that the pressure I put on myself to impress those around me all comes from overthinking it rather than enjoying my journey. Each day I am practicing self-care to help reduce my own negative thoughts and working on myself more in my personal life, as well as my modelling life!

Modeling requires adaptability and versatility. How do you approach different types of photo shoots and modeling assignments?

I always approach my shoots with a can-do attitude. It's currently winter here in Victoria, and the last 3 photo shoots I have done, have been outside in 13-degree weather.

I was aware of what the weather conditions would be before the photo shoots, but I saw this as an opportunity to create something really unique and also to do something I'd never done before. When you think of a photoshoot at the beach, you'd picture it during the daytime, right? Sun beaming down, hair out, standing barefoot in the sand. Not pitch black at 8 pm, tide coming in high, wearing socks and sneakers, hair tied up, and a full face of glam makeup. That's what I enjoy the most about what I do. I believe it's totally unique and different from what the usual model would Photoshoot in.

What advice would you give to aspiring models who are just starting their journey in the industry? How can they navigate the competitive world of modeling and establish themselves as successful models, just like you have?

My advice would be, play it safe, play it smart. Don't be so eager to boost your career that you don't step back and assess certain situations. I have encountered my fair share of dodgy people in the industry, and while nothing serious ever happened, it did make me wonder how many other people they have tried to play with before or after me. I'm now thankful I'm less naive and know how to spot professionalism before meeting someone.

If this industry is really for you, then let it be - it will be! You have to be so careful and patient with this, so there's no need to rush yourself. Take it slow, and take the time to enjoy what you create!



TV1 is an entertainment and lifestyle global streaming platform offering Australian content. TV1 promotes the most exhilarating events, the most glamorous and successful people, the most in-demand celebrities, the hottest rising stars, and the most exciting trends down under. TV1 may be new but it's most certainly in demand and 100% Australian. We are committed to making Aussie local talents, events, and entrepreneurs easily accessible to both our local and international audiences via the highest quality streaming technology.

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10 TikTok Side Hustles

That Can Turn Your Videos into Cash

In recent years, TikTok has exploded in popularity, becoming not only a platform for entertainment and creative expression but also a potential source of income. Many users have discovered the power of turning their TikTok presence into a lucrative side hustle. Whether you're a talented dancer, a witty comedian, or a skilled DIY enthusiast, there are numerous opportunities to monetize your TikTok content and generate extra income. Below, we will examine some potential TikTok side hustles and provide valuable tips on how to make the most of them.

Brand Partnerships

As your TikTok following grows, brands may approach you for sponsored content. Collaborating with brands allows you to earn money by promoting their products or services to your audience. Choosing partnerships that align with your values and resonate with your followers is essential.

Influencer Marketing

As an influencer on TikTok, you can use your platform to promote other creators' content or products and earn a commission. Joining influencer marketing platforms or affiliate programs can connect you with brands and opportunities to monetize your influence.

Livestreaming

TikTok offers a live feature where viewers can personally reach out and send you virtual gifts that can be converted into real money. Engaging your audience through live Q&A sessions, performances, or tutorials can encourage them to support you with gifts.

Merchandise Sales

If you have a strong brand and dedicated followers, consider creating and selling merchandise related to your TikTok content. This can include clothing, accessories, or even digital products like e-books or presets.

Sponsored Challenges

TikTok is known for its viral challenges. As your popularity grows, brands may approach you to create and promote custom challenges for their products. These collaborations can be

highly lucrative and provide exposure to a broader audience.

Online Coaching or Classes

Consider offering online coaching or classes if you have a specific skill or expertise showcased on TikTok. Whether it's dance, fitness, makeup, or cooking, you can leverage your TikTok presence to attract students and offer paid lessons or workshops.

Content Creation for Businesses

Many businesses recognize the power of TikTok and are looking for content creators to help them establish their presence on the platform. You can offer your skills in video production, editing, or content strategy to create engaging TikTok content for businesses on a freelance basis.

Sponsored Events or Appearances

As your TikTok following grows, you may receive invitations to attend events or make appearances. Brands or event organizers may offer compensation for your presence, which can provide additional income streams.

Ad Revenue

Once you reach a specific follower count and engagement level, you become eligible to monetize your TikTok videos through the TikTok Creator Fund or by partnering with third-party advertising platforms.

Virtual Gifts and Donations

TikTok users can support their favorite creators by sending virtual gifts or making donations. Building a strong connection with your audience and regularly engaging with them can encourage their support through these means. It's essential to approach your TikTok side hustle with a strategic mindset, consistency, and authenticity. Building a loyal following and attracting brand partnerships takes time and effort. Remember to prioritize your safety and well-being, and be cautious of potential scams or untrustworthy offers. With dedication, creativity, and a solid understanding of your audience, your TikTok side hustle can become a rewarding and profitable endeavor.

In pictures
JAZEL

Photo Credit: Tony Palliser

ALARCA: MISS INTERNATIONAL AUSTRALIA

Jazel Alarca stands as a seasoned model and beauty pageant winner, boasting an impressive array of accolades. Her titles include Miss International Australia 2023, Miss Philippines Australia & Charity Queen Australia 2018, Global Asian Model NSW 2019, and the esteemed position of 4th runner-up in the Miss Grand Australia 2019 competition. Beyond her achievements on the runway, Jazel is a dedicated martial arts athlete, showcasing her prowess in the sporting arena.

Her dynamic personality shines through, as she radiates an outgoing nature and an unwavering passion for the creative sphere. Collaborating harmoniously with fellow creatives is her forte, embodying a strong desire for continuous growth and learning within her chosen field. Jazel Alarca's multifaceted talents and her relentless commitment to improvement mirror her dedication to both her craft and personal development.



Photo Credit: Tony Palliser



Photo Credit: Tony Palliser



Photo Credit: Tony Palliser

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