



**NINA VARGAS SPEAKS ON
EQUALITY**
and why LAFM supports the
TIMES UP MOVEMENT

**THE
ULTIMATE
SPRING
MUST-HAVES**

LINDSEY PELAS

and Why We're Her *Biggest Fan!*

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BLUSHING

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NYFW**

**DATING
APP HELL**

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FUN & GAMES,
UNTIL IT
GOT WEIRD

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& WHAT IF's...**

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WANTED TO KNOW
BUT NEVER ASKED

WOMEN DOMINATING

AND GETTING THE
RESPECT THEY DESERVE

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B




A

TREND REPORT

SPRING 2018

LASHES and
PLUMP LIPS!
Get ready to
see them
everywhere...
Spring 2018 is
telling us that
it is OK to
FAKE IT.

T



RINGS: SARA SHALY
LASHES: MORPHE STYLE - DOMUSIELL

Lash OUT

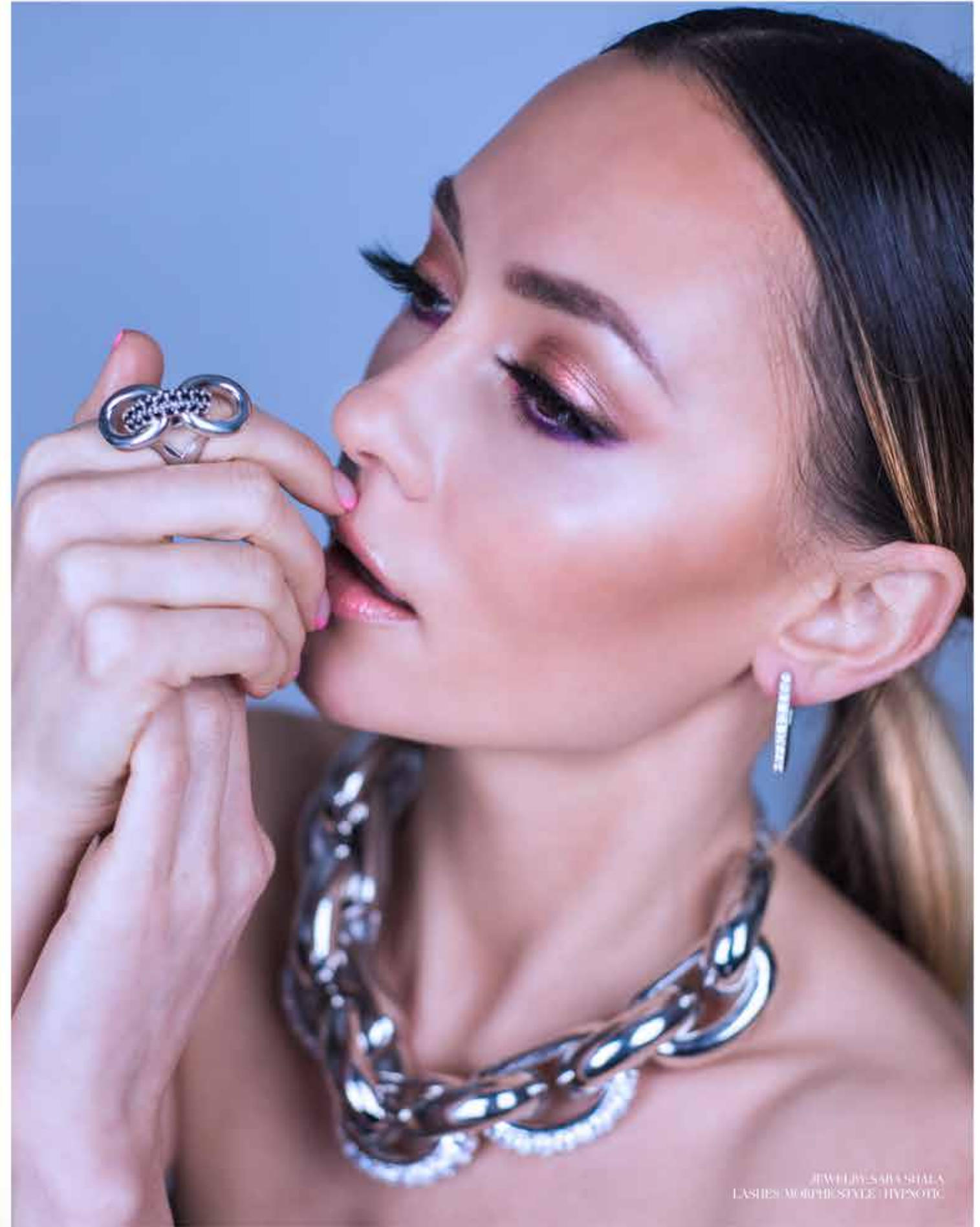
WE BLINKED AND BEFORE WE KNEW IT OUR LASH GAME BECAME THE NEW MANI-PEDI IN THE BEAUTY WORLD. THE EFFECT IS POWERFUL - YOU SPEND 2-3 MINUTES TO MEASURE, CUT, GLUE AND STICK AND BAM! LASH GAME IS LIT!

LUCKILY FOR US, MORPHE BRUSHES HAS MADE THIS EVEN EASIER BY INTRODUCING THEIR NEW PREMIUM LASHES TO US. BUT LET IT BE KNOWN, THESE ARE NOT YOUR USUAL ONE WEAR WONDERS AS THEY ARE MADE TO LAST.

SO GO ON, SELECT YOUR STYLE AND FAKE IT.

PHOTOGRAPHIC: JILL WILSON
MODEL: ARIANA KACHANOWA
HAIR AND MAKEUP: LILLIANA PORRAS
STYLIST: ALEXIA PUGH

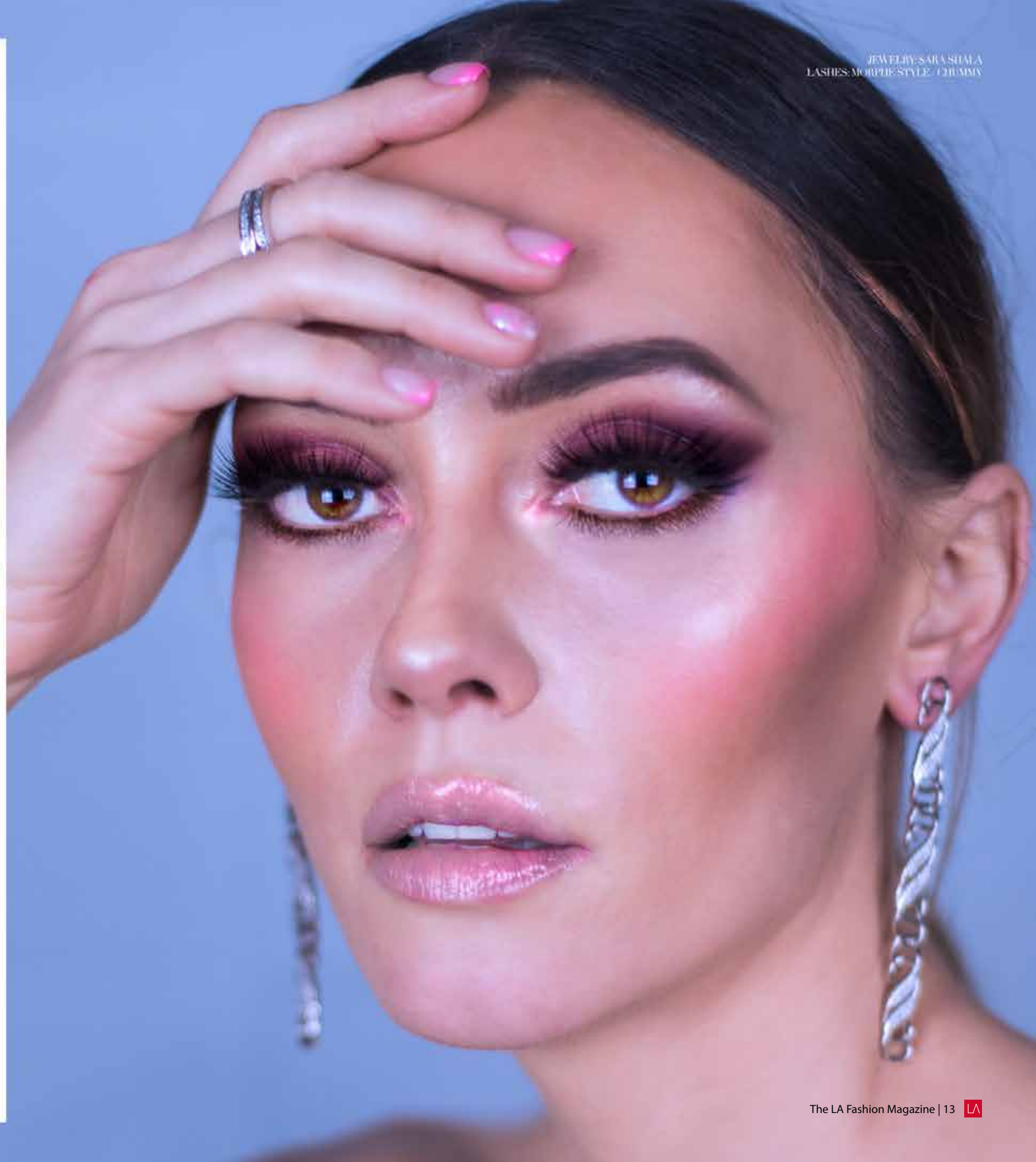
JEWELRY: ANUJA
LASHES: MORPHE STYLE - SECRETIVE



JEWELRY: SARA SHALA
LASHES: MORPHE STYLE - HYPERNOTIC



CUFF: SARA SHALA
RINGS: OBECC
CHOKER: SARA SHALA
LASHES: MORPHE STYLE - EYECON



JEWELRY: SARA SHALA
LASHES: MORPHE STYLE - EYECON

44

M_b
Morphe
2.07.18

Morphe was born in 2008 among the artist and influencers in Los Angeles. Finally, a beauty brand created for the Creators, for the Dreamers. For those looking for killer makeup without killing their wallet. A place where our *#MorpheBabe* can let their passion and creativity for beauty fly high. We're more than just a brand; we're a **#ride-or-die fam**.

WRITTEN BY RIVER CALLAWAY

Ever find yourself wanting to break free, start fresh, and change up your makeup? To try a bold lip, an edgy smokey-eye, or just some simple highlighter action and a hit of blush for an au naturel look? Whatever your go-to look is, or the new look you're searching for is, the innovators and artists at Morphe make-up have you covered. Director of Trade Shows for Morphe make-up explains that Morphe "was started by a passion for beauty that didn't break the bank and a change that would shake things up!" Beginning by buying a small brush company, Morphe was built to the beauty powerhouse it is today by the hard work and passion of the artists, creators, and innovators whose creative ideas make Morphe a beauty company to watch.

There are so many beauty companies in the marketplace today, sometimes it can be overwhelming to decide what's the best foundation, eyeshadow, and lipstick for my specific coloring and my tastes?? Well, Morphe has an answer for you. The concept that "all babes are created equal" is essential to the Morphe brand, because "looking good and feeling bold and confident shouldn't be a challenge, but should happen on the daily. We created killer products," Mary Twail continues, "that won't kill your wallet and makes you feel like the ultimate boss babe, day in and day out."

For the girl who has 5min to get ready, to the girl who has an hour,



SIBLINGS LINDA AND CHRIS TAWIL / PHOTO PROVIDED BY MORPHE

whether you're attending an event, or just stepping out for coffee, Morphe has you covered as your one and only one stop shop for all things make-up. For "As long as you feel confident the moment you step out, then you nailed it. A make-up routine is unique to the babe rockin' it, and one size doesn't fit all." Mary says, because "maybe some days you feel like a full beat and others you feel like a hot red lip and just a spray of setting mist, that's the beauty of beauty-it changes with every day and every person!"

When asked what we can expect to see from Morphe in the future, Mary explained that "if you would've asked us where we'd be now, we could've never imagined we'd be here. Mind. Blown. We try and live this crazy life one day at a time, and we are a challenge-accepted kind of place. We aim to

work hard and slay even harder.

That's the exciting thing about life and makeup, it's ever-changing, never settling." Morphe's future is definitely bright as they want to grow in distribution and killer new products, which we think will be totally EPIC!

For the guy or girl who's a newbie to the makeup game, or an all-out love-bordering-on-obsession to beauty master, a Morphe babe marches to the beat of their own brush and never looks back, undefinable and unexpected, for the babe who doesn't change for anyone, pushing boundaries and shaking things up! So ditch your daily duds and try something new with the various collections Morphe offers for your eyes, face, or lips, redefine yourself, test your limits, and go for it! All of us here at The LA Fashion Magazine sure will!

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SKINADE: BETTER SKIN FROM WITHIN - Look and feel better in 30 days! This brand did it right. It offers a drinkable solution to all our vitamin needs. Natural peach and mangosteen flavoured anti-ageing collagen drink containing active ingredients that boosts your body's natural production of collagen and hyaluronic acid. In other words, an alternative approach to your skincare regime - a drink that works from the inside out.



Our recommendation? Throw this in the fridge and drink cold in morning as you start your day. We did and it is now part of our daily office routine.

FINALLY, Vitamins that Taste GREAT!

-WHY SKINCARE: IT MAKES YOU FEEL BEAUTIFUL, HELPS YOU BECOME MORE CONFIDENT AND ALLOWS YOU TO BE MORE SOCIAL THEREFORE, BETTER QUESTION IS WHY NOT?

WRITTEN BY ELIZABETH PARK
IMAGES FROM TOP TO BOTTOM: GIRL, UNSPLASH.COM, CO2LIFT KIT FROM BRAND, SKINADE FROM BRAND, MALE MUDMASK UN- SPLASH.COM, ORIENT RETREAT FROM JULIE AT SPA, PURVARI SPRAY FROM BRAND



DREAM WATER: BUI-BYE BEAUTY PILLS! Dream Water Beauty is a beauty sleep aid that helps you naturally fall asleep while also supplementing the body with ingredients that have been shown to improve

skin conditions, reduce eye wrinkles, boost collagen, thicken hair and strengthen nails.

NOTHING will have your skin glowing better than a proper nights rest, and Dream Water is here to help.

Try yours today, and as they say, "Sleep Beautifully" - we know we will.



MUDMASKS: An important step in maintaining healthy skin is to draw out the impurities and toxins on a regular basis. Mud (or magnetic clay) has been used for centuries as a natural way to help the body release toxins through your skin.

The mud is magnetically charged "negative" and toxins in your skin and body are magnetically charged "positive". Great for deep blemishes, acne, even bug bites!

YES, MUD!



ORIENT RETREAT SPA



The Orient Retreat Spa in Flushing, Queens is an invitation for you to escape the city and experience pure tranquility in pure relaxation.

With a welcoming spa environment they encourage you to spend the day trying out the extensive menu of services. The massages are especially luxurious with aromatherapy oils specifically targeted for your relaxation needs.

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In short, this BAD BOY is made ALL NATURAL.



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3 Results
Guaranteed

BENEFITS

IT IS VERY HYDROPHILIC:

allow maximum moisture absorption into the deepest layer of your skin

PERFECT FITNESS:

fit to all the curves and contours of your face like a second skin

GREAT FOR SENSITIVE SKIN:

it's toxin-free, natural, hypoallergenic Instant and long-lasting result: **after just one application**

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DIFFERENT but #EQUAL

PHOTOGRAPHER: KIRILL BURYAK AND IRINA MIKHINA

"Now, unlike ever before, our access to the media and to important decision makers has the potential of leading to real accountability and consequences," the letter said. "We want all survivors of sexual harassment, everywhere, to be heard, to be believed and to know that accountability is possible."

"We come in peace, but we mean business. And to those who would dare try to silence us, we offer two words: 'Time's up.' We say 'Time's up' for pay inequality; time's up for discrimination; time's up for harassment of any kind. And time's up for the abuse of power – because, you see, it's not just going on in Hollywood; it's not just going on in Washington. It's right here in our industry, as well."

LAFM stands up with all sisters.

Photographers: Kirill Buryak & Irina Mikhina
Model: Krizia Collins / Utopia Model Agency
Makeup: Kelly Eddy
Hair & hairstylist: Eugenia Litvinova
Stylist: Elena Kabanova
Postprocessing: Denis Zaporozhny



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TOWEL and BATHROBE: Mondrian Park Ave Hotel
RING: Anuja



"I encourage the women close to me daily;

I try to be a great friend and source of support to all of my girl friends.

I think as far as the online world is concerned, I've always been very vocal about my feminism. It's not unlikely to find daily tweets of mine supporting women and gender equality or discussing racial and economic disparities. I love Twitter for that.

I think another way I encourage women is just by being my authentic self. Wearing what I want, posting what I want and being who I want regardless of the opinion of others hopefully [this] inspires other women to do the same."

Lindsey Pelas

MONDRIAN PARK AVENUE

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6 BRANDS THAT'LL KEEP YOU **BLUSHING!**

Blush is all about making the rest of your face - brighter, fresher, flirtier.
BEAUTY TIP: always find a color that matches your cheeks when you have a natural flush!



NYX

CREAM BLUSH - this velvety smooth creamy blush goes on like a silk veil over your skin. Infused with mineral oils it offers a radiant long-lasting color while hydrating and conditioning your skin!

NARS

MULTIPURPOSE STICK - this beauty tool creates an instant afterglow for eyes, cheeks, and lips. Its creamy formula and sheer color makes it easy to blend creating luminous accents, contours, and highlights. Best of all? It's perfect on all skin tones.



BENEFIT

CORALISTA BLUSH - With a hint of pearl, this blush will pair perfectly with all your bronzers; taking you from Spring all the way through Summer.



CINEMA SECRETS

ULTIMATE POWDER BLUSH - A Makeup Pro favorite! It has a silky smooth formula with high pigmentation that builds.

What else makes it special? It has a micro-pulverized mineral powder base. Therefore, use this blush to get the perfect lasting flush.



DIOR

CHEEK STICK - This one is a toughy as it is usually **SOLD OUT**. However, if you do get your hands on this blush you will be hooked! Why? Because this hybrid stick is great for makeup application on the go.

It blends softly and seamlessly with your skin for a delicate powdery finish that can be intensified to suit your desire.

SEPHORA

BLUSH ON THE GO STICK - Practicality with a cream texture and powder finish that allows you to adjust the color intensity as desired. This blush is amazing as it enhances complexion but always keeps a natural looking finish.



PHOTOGRAPHY BY JULIAN KHAN MOVIECH

LASH GAME

MORPHE PREMIUM LASHES

- Average 10-15 uses per pair
- Lightweight, thin cotton band for easy application
- Customizable length perfect for all eye shapes
- High-quality synthetic fibers that mimic mink
- Intricately handmade

LA BEAUTY

BROWS

Universal Brow Pencil: Formulated to work beautifully with most skin tones and hair colors, this amazing eye-brow pencil goes on smooth and natural.

Brow Duo Pencil: Highlights your brow bone to add gorgeous definition and warmth while providing instant visual "lift."



"BALLERINA HANDS"

SKIN PREP

A refreshing, hydrating mist to use anywhere anytime.

Formulated with fragrant herbal extracts and rosewater offering a pleasant, pick me up for dehydrated, tight and uncomfortable skin.

Also, pray on dry hair throughout the day.



BYE DRY LIPS

MORPHE CREME LIP POLISH

Pigmented, full-color lip creams that are super-comfortable on the lips while still being completely opaque. Glossy finish that wears down to a beautiful, even stain



GLAMOURBYHOSWAY MASTER CLASS

As a true Makeup Junkie, doing your own makeup like the pros use to be something you could only dream of. But, if you are like us and follow @glamourby-hosway religiously, you too have signed up for his class where this dream becomes a reality. For us, it was our third.

What's different in this course is that you don't work on a model, but instead become the model. It's really great to have someone walk you through the steps and actually take the time to answer questions in between. Furthermore, while the class recommends you bring your own tools, most are included in your pre-made kit.

The class will only teach you one simple look, but they focus on the basics Brows, Eyes, Skin; all in that order. So, if you are expecting to learn a winged liner, it won't happen today. What will occur is eyebrows that look fresh each time, flawless skin, and a true meet and greet without the attitude.

Whether you are a makeup pro, or just a makeup junkie it is recommended to always have a goto kit for when you are on the go!

For us at THE LA FASHION we have picked our default must-haves (seen above).

OXYGENETIX foundation that helps to heal the skin, and NYX wonder stick for contouring, there is never a wrong way to start.

You also want a good setting powder, we are fans of Cover|FX.

Now for eyes (which you should always do first!) - BH cosmetics GLAM REFLECTION in Smoke; it has a bit of everything, Styli-Style Dramatic Dip and always have a liner.

SLAY ALL DAY!

Looking good! Add some mascara (benefit anyone?) and once you are happy, put some setting spray on like that of Gerard Cosmetics.

NOTE: Invest in VERA MONA color switch duo!

"May we rise as a whole to empower and fulfill our thoughts into actions. And may our actions attract those who are inspired to rise."

- Jacky Lou Agcamaran, Marketing Specialist



EDITORS

Women first formally organized in 1848 to stand up for a right to vote. However, it was not until 1920, 72 years later, that results were achieved. The Women's Liberation Movement didn't see an impact until 1960-70 when helping to shape legislation with the Civil Rights Act and Affirmative Action...

Today, in 2018, we once again unite. This is not to achieve a political change, but to stand up for what is right. Too often I hear the words, "we still have a long way to go" when speaking on equality, but enough is enough. We cannot stand in silence. I know I will not.

That is why I choose to speak up and be heard. Because what we know for sure, is that no one can fight against truth. Truth is the most powerful tool we all possess. That is why, having women in silence through years of enduring abuse and assault must come to an end.

Now, unlike ever before, we have the ability to be heard and for real accountability and consequences. This is why we call for an increase of women in positions of leadership. We seek equal representation, opportunities and benefits. Harassment lives because there is a lack of consequences, because for too long we hid in fear, with a lack of resources to fight back.

But there is strength in numbers,
and we all know that an honest
voice is louder than a crowd.

As Oprah said, “a new day is on the horizon” — and this will be because of the strong men and women fighting hard to lead us to a future where “Me Too” ceases to exist.

This season, THE LA FASHION chooses to be an honest voice in the crowd: No more silence, No more waiting, No more tolerance.

TIMES UP.

ZOF



GET THE LOOK

With T. Cooper & Lilianna Porras

"I wanted Lindsey's hair to look natural and easy, so I created large waves, and used ECRU New York's dry texture spray to give her hair a lived-in finish."

- T. Cooper

"A Smokey eye look was applied [and defined] with an NYX eyeliner to make her eyes appear larger. Then a light contour was applied to enhance her facial features."

- L. Porras



ECRU TEXTURE SPRAY

No Matter Your Hair Type - This Wonder Product will help create a beautiful, sexy, lived-in Finish.

ECRU SUNLIGHT STYLING SPRAY

No Look Is Complete Without a Spritz of Shine.
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The Perfect Nude Lip with a little creamy shine.



BECCA HIGHLIGHTER

A Little Highlight To Brighten The Face and Highlight the Collar Bone.



MORPHE LASH AND SHADOW with NYX LINER

The Perfect Blend of Warm Colors to Create a Smokey Eye That is Captivating.



EARRINGS: MODELS
NECKLACE: PINK KARMA
TOP and SHORTS: ARITZIA
RINGS: ANUJA
SHOES: CALL IT SPRING



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DIFFERENT
but #EQUAL

LA HAIR

GET TO KNOW YOUR HAIR NEEDS

DOUBLE DARE SPA HEADBAND

There is no better way to hold your hair back that with this ultra-cute headband. It is soft, and won't damage your hair. Plus, it is great for all your #selfie moments. #OMG!



YUMMY GUMMYBEAR HAIR VITAMINS

Who knew nutrients could be this fun? YUMMY!



TEK ITALY

How sexy is the craftsmanship in all Tek Products? Wooden Combs and Brushes that are 100% handmade in Italy - they are ideal for styling beautifully all while adding shine. Simply massage scalp gently to stimulate acupressure points. This will increase blood circulation that promotes hair growth.



A LA MODE SALON AND SPA

Request an Appointment!

Tucked away in the heart of Bayridge, Brooklyn sits a hidden treasure known as Salon A La Mode; a once go-to establishment only to locals has now become a salon to New York City's elite.

Starting their career at the age of 17 and never looking back, Owners, Shadi and Adam's combined talent is unrivaled in the world of hair - and for good reason.

Having gone through a recent facelift, Salon A La Mode has become a modern symbol of luxury and style; one that specializes in the 'Art of Outstanding Hair'.



HAIR

HELLO HAIR

High performing, gentle products that are packed full of nourishing oils and botanical extracts, formulated to revitalise and rehydrate all hair types.

#hellohair
#hellogorgeous



WRITTEN BY ELIZABETH PARK

L'OREAL ELVIVE OIL

- Hydrates and nourishes to transform dry, lifeless hair to soft and lustrous - all in just one wash!

IDEN BEE PROPOLIS SHAMPOO

All of Iden's products are enriched with the natural benefits of bee propolis. Providing essential vitamins and nutrients for healthy hair growth.

It will help prevent hair loss and thinning all while protecting hair from environmental and chemical damages.

#alittlebitofheaven
#musthaveproduct



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Weightless, fast-drying, brushable spray that provides brilliant shine while maintaining firm hold.

ORIBE DRY TEXTURIZING SPRAY

Build in incredible volume and sexy texture. Acts as a dry shampoo.

GLISS HAIR MASK

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KERASTASE RESISTANCE

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LA PICKS

SPRING ACCESSORY MUST-HAVES

Spring is such a fun and flirty season, and this one is no different. Therefore, as you begin to search through your closet allow us to help you take your tee and jeans from ordinary to extraordinary, without breaking the bank!

Now, don't worry, no need to get overwhelmed, we've got your back. Even your closest friends will think you hit the jackpot – and looking amazing this season, don't you think you kind of have?

When it comes to jeans, it's not needed to throw out those slightly oversized beauties! Instead, try to cuff the bottom and enjoy this relaxed feel, we personally love STS Denim, it's always on trend and super affordable. Pair it with a bedazzled top like that of Cha-Cha ChiC to give you some jewels. Also, it's OK to mix the wired bra! Go beachy cool with a pop of color bikini underneath – any solid pattern will do. Not for jewels, and shoes. Our go to picks have detailing, you can go with the comfy fur as those found in THE BIG BOW SHOP, or minimalist chic with CARMEN SOL. A simple mermaid cuff from PINK KARMA, a pair of sunnies and BOOM! #instachic #messyhairdontcare





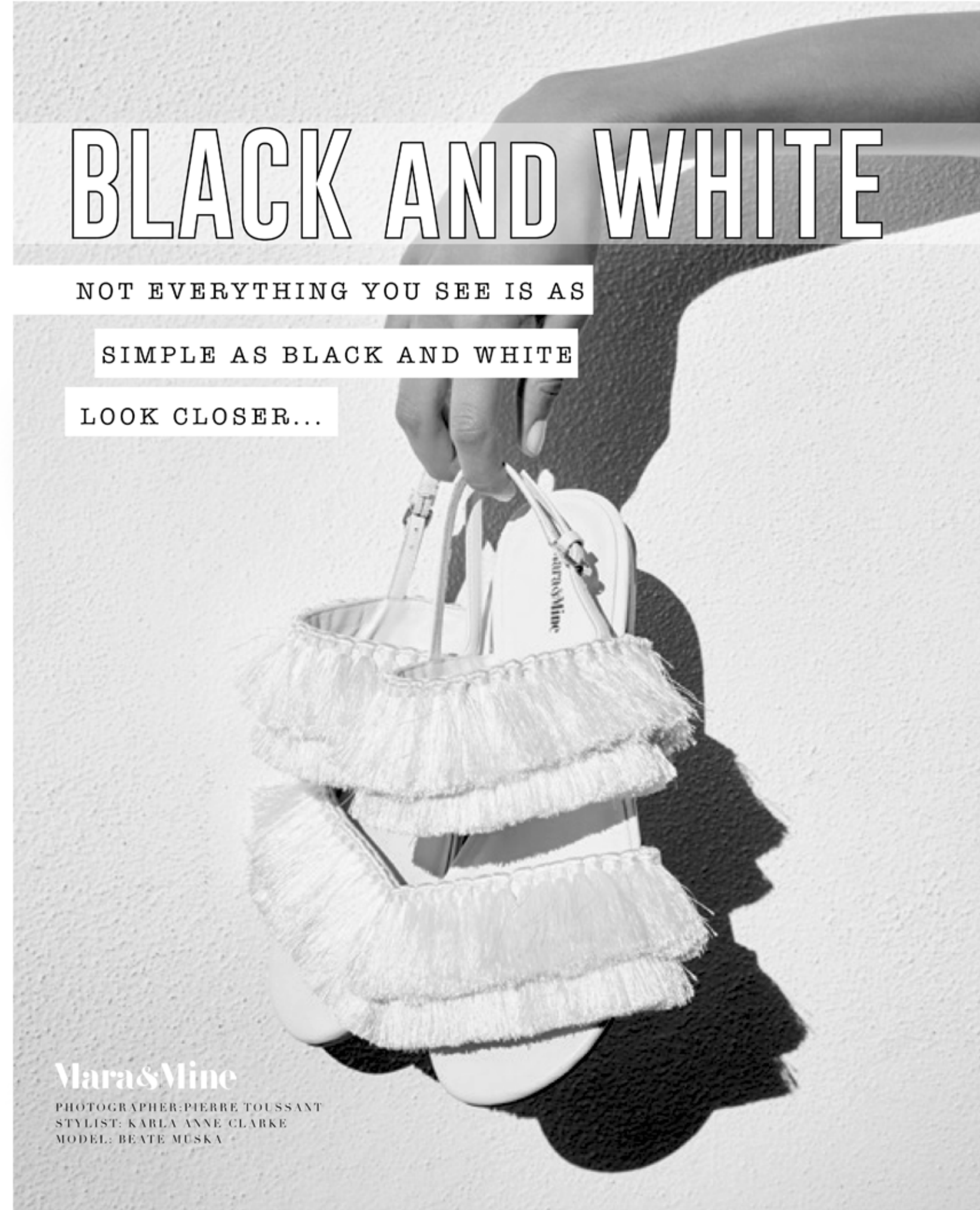
But as much as we love Spring, we know that Summer is on the horizon – this means you want to make sure you have your transition look for beachday markets runs (it's such a thing!). Shorts from J-crew are always a good go to as they are not too short and slightly fitted to the thigh. Pair this with a crochet bikini (our pick is SHE IS FROM THE JUNGLE SWIMWEAR) that pops! That way if you throw an oversized white Tee, it can still peek through. And of course, accessories!!! We understand you will be on the go – so wear your Uneek sneaker for all day comfort and grab your CARMEN SOL tote. If there's a breeze, Lily and Lionel scarves are amazing! And lastly, a pair of wired rimmed sunnies.

BLACK AND WHITE

NOT EVERYTHING YOU SEE IS AS

SIMPLE AS BLACK AND WHITE

LOOK CLOSER...



Mara&Mine

PHOTOGRAPHER: PIERRE TOUSSANT
STYLIST: KARLA ANNE CLARKE
MODEL: BEATE MUSKA





“THANKS TO MOVEMENTS LIKE TIMES UP, WE’RE ABLE TO SEE WOMEN DEMONSTRATE STRENGTH AND LEADERSHIP BEYOND THEIR CAPACITY TO NURTURE AND LOVE. IT’S INCREDIBLY EMPOWERING, ESPECIALLY FOR YOUNG GIRLS!”

- LISA ODIGIE, PR / MARKETING MANAGER





♡PENNY HEART

"Our mission at **Penny Heart** is to offer women a luxury bag collection that is customizable, affordable, high-quality, and easy to travel with. By simply swapping luxury strap & flap components, the Mini Penny can be carried 4 different ways and can support any look/style desired. It can go from genuine soft Italian leather to completely vegan leather and from handbag to backpack in an instant to suit the tastes of its wearer.

Life demands many looks of women. Why can't bags change their look as well?"

After running back and forth from shows to meetings, and everything in between one can only stop to think "I wish there was an easier way to swap my purse." Therefore, you can imagine our sigh of relief when we heard about PENNY HEART and their new SPRING/SUMMER (and all seasons thereafter) MUST HAVE IT BAG that just launched via their Kickstarter.

Our Wishes (and soon yours) were granted the moment **The Mini Penny** was introduced. The Mini Penny is Penny Hearts first bag line and the world's first truly convertible, modular luxury mini-bag. By simply swapping luxury strap & flap components, the Mini Penny can be carried 4 different ways and can support any look/style desired; and taking you to more than the simple day to night cliché. This bag can go from genuine soft Italian leather to completely vegan leather and from handbag to backpack in an instant to suit the tastes of its wearer.

So, if you haven't already done so, make sure to pledge now!

ABOUT THE KICKSTARTER:

The campaign launched on March 14th and will run for 36 days until April 18th.

Early Bird Backers will receive 40% off the retail price, everyone after will receive 30% off.

NOTE: Early Bird backers who pledge for the Gold Package will save 45% off retail.

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kiersey clemons

if one box can't confine you, let

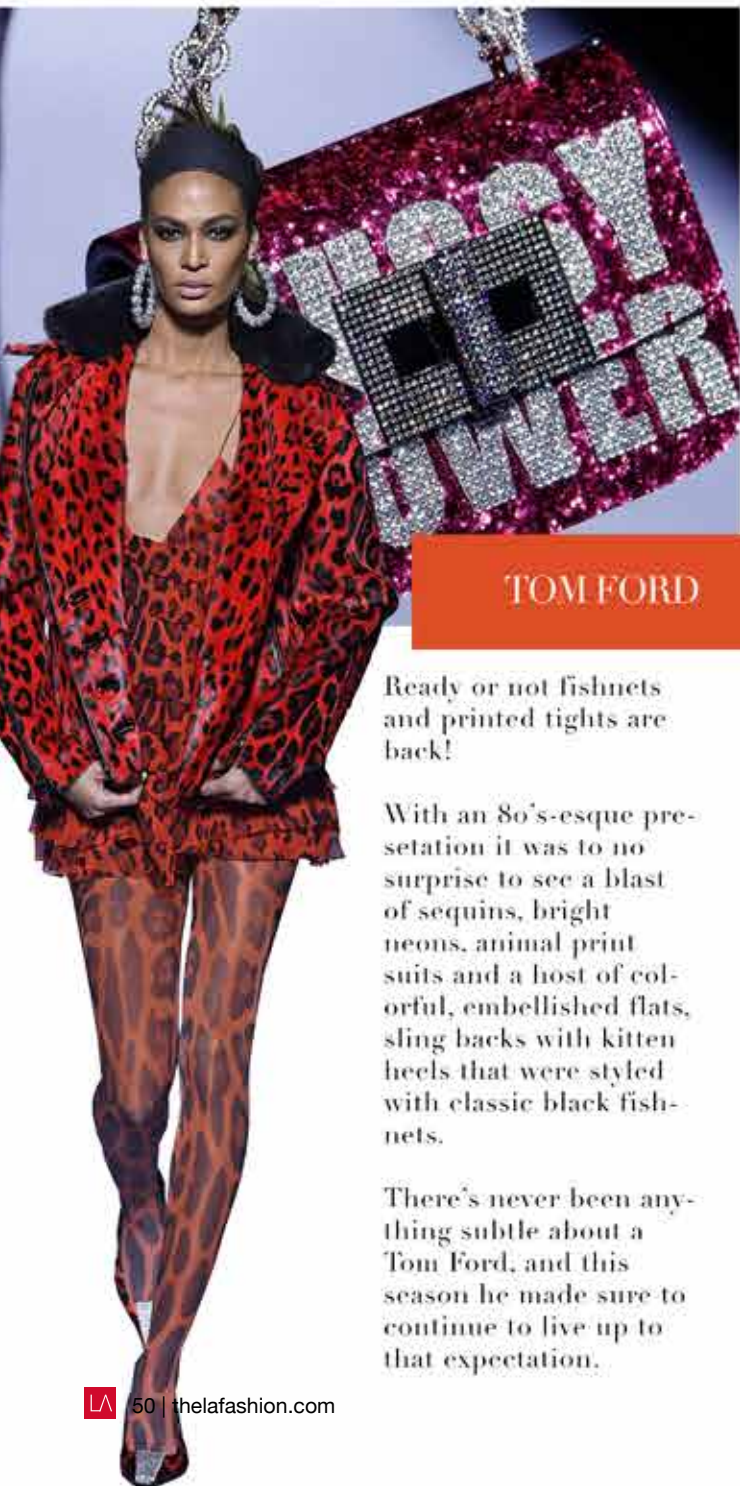
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DO PEOPLE STILL CARE ABOUT NYFW? IN THE WORLD OF INSTA EVERYTHING, WE ASK OURSELVES IF RUNWAY STILL SHOWS VALUE. WE THINK IT DOES.



TOM FORD

Ready or not fishnets and printed tights are back!

With an 80's-esque presentation it was to no surprise to see a blast of sequins, bright neons, animal print suits and a host of colorful, embellished flats, sling backs with kitten heels that were styled with classic black fishnets.

There's never been anything subtle about a Tom Ford, and this season he made sure to continue to live up to that expectation.

BOTTEGA VENETTA AND PHILIPP PLEIN

Bottega Venetta took a slight different approach when setting up his show. Models walked through a fully furnished platform and took their seats at couches, dining room tables and stairs. The collection felt very uptown NYC, with women's suiting, elegant floor-length dresses and cool statement coats. This day however goes to Irina Shayk who was wearing the stunning yellow velvet dress.

Philipp Plein was sporty, urban and completely incredible. The show opened with Philipp Plein taking center stage and addressing his audience with the following "I'm just a dream chaser. I believe in my dreams until they come true. Let's make New York Fashion Week great again."

As usual, the show was a lot of pagentry, but when it comes to being memorable there is no other way.

Best description? Over The Top, and we loved all of it!



SEVEN CRASH

A Chinese street wear label that launched just five years ago, Seven Crash is making quite a name for itself in the street wear circuit. It's easy to mix and match the looks. Focusing on White, Red, and Black it was auto love for us - after all those are LAFM colors.

Bonus? The Ecru Look Created!



"I'm just a dream chaser. I believe in my dreams until they come true. Let's make New York Fashion Week great again"

- Phillip Plein

ANNA SUI

Dabbling with her love affair with the 60s and 70s style, Sui elaborated with eccentric red and purple lace, faux fur coats, metallic parkas, casual t-shirt dresses and Levi's jeans.

The veteran designer made us go back to our love with bohemian-chic styles...and did we mention lame? Because it came back!

If the clothing was not enough, we were feeling the look. It brought a glam that while demonstrating our fierce new makeup skills still kept is relaxed with big side-parted hair.



Jeremy Scott's runway can be described as many things, but PRAGMATIC is not one of them. Aside from his pixie neon wigs, the designer's debut of thigh-high, faux-fur Moon Boots were the perfect touch for the season. The collection also included a rainbow of candy-colored lace-up platform booties and coordinating tights, in purple, turquoise, orange, green and pastel pink. With so much color we wouldn't know where to begin!



JEREMY SCOTT

DESIGNER SPOTLIGHT

NEW YORK FASHION WEEK always brings talent that will blow us away. This year was no different! Here are two designers we put on our radar and after meeting them, we think you should too.

The Pack, the sustainable menswear clothing company is under the direction of Creative Director Patricio Campillo, where he brings aesthetically masculine pieces to the stage, yet governed by ecological sustainability standards in all its processes. A clothing company concept that began as a collaboration between 3 cousins, they wanted to develop a project that not only they could all work on together, but that was also positive for their society and hometown of Mexico City. A company that began only a year ago and launched this past February, The Pack is contemporary yet masculine, aesthetic yet awesome and aimed at all audiences!

The visionaries behind the brand emphasize that two to most important policies are that 1) it is ecologically sustainable 2) that all those involved in the value chain benefit from this project. It's not often that a clothing company puts so much focus on how

the clothes are made, yet this is exactly what the innovators of The Pack are doing to establish a brand that's sustainable, modern, and above all original! Their mission is not only to break ground with their creative clothes, but also to imbue the values of awareness, empathy, solidarity, and honesty into every piece made, as well as being sensitive to current events happening in the world. They are not values that only we have, we share them with many people and projects around the world and for us they are The Pack.

From street-wear to tailor-made suits, The Pack began as one of Mexico's own, and now has spread to the international market. Their collection features materials like linen, synthetic silk, leather and denim with a natural and #offtheearth color scheme of military greens, terracotta, and light blue; all manufacturers under fair labor standards. Even their show was sustainable in its nature, as it was a public event, with the objective of bringing the clothes to reality-the street, and make them relatable to the people who buy and wear them.

The cornerstone of the brand is one of a fundamental belief in ecological sustainability. Campillo notes that "in the end, we don't want to impose an aesthetic, we simply want to propose something and satisfy a need in a better way." All of us here at LAFM can get behind another #BadassBrand that's A) doing good for the planet and B) bringing forward a completely original and alternative menswear collection! #LoveIt!

THE PACK

WRITTEN BY RIVER CALLAWAY



EVA HABASHI COUTURE

WRITTEN BY RIVER CALLAWAY

Eva Habashi, the Egyptian designer of Eva Habashi Couture is more than just a designer, she's a leader in the Women's Empowerment movement with her bold, breathtaking designs that are timeless, sexy, and have a modern twist that brings a new edge to the fashion market. Becoming a designer is not usually encouraged and promoted in Egypt, especially if you're a woman, so when she discovered her passion, there were many more hurdles to overcome. The election of a new President became a key part of Eva's success, as she began without owning any of her own machinery nor employers to work with. Throughout his presidency, he encouraged local manufacturers and young artists to create, for local businesses to create a booming economy. Eva became one of these designers to take a risk, to strive for her dreams, and join the mostly male workforce! Beginning her career after attending The American University of Cairo, and going on to graduate from the Italian Fashion School Academy in Egypt, she invested time in developing her skills, being mentored by ready-to-wear and high fashion couture designers who aided her to establish her fashion house.

“BREAKING
BARRIORS
IS KEY”

In 2017 she released her first collection, 'La Liberate' (The Freedom) at Cairo Fashion Festival, featuring flying creatures, bright colors, to resemble hope to the Middle Eastern Community, and an overall expression of Women's Empowerment, establishing her as a key leader in this important movement! Having a strong support system is key, she says, as her mother, father, and husband have all been huge in inspiring her to do her best and be her best, and there to encourage her to embrace her Egyptian heritage in all she creates!

Her biggest "I've made it moment" came when she was invited to showcase her collection during New York Fashion Week, for Art Hearts Fashion. A major opportunity to expand her brand past the Egyptian marketplace and into the international spotlight, Eva's collection was met with a resounding acceptance, and as she continues to develop her brand and expand her creativity, a cornerstone for Eva and the brand is to give back. When asked about her plans for the future, Eva said she hopes to contribute 10% of her profits to non-profit organizations like the WEO, Women Empowerment Organization, and as well as getting government recognition to these types of organizations.

Eva's powerful message is a testament to what women can truly achieve.



In so many places around the world, women are told they can't do something, can't be something, but women like Eva, who faced an uphill battle becoming a designer in a Middle Eastern country, are instrumental in pushing forward equality for all women, all over. Whatever you do, you must be true to yourself, and as Eva says, "breaking barriers is key!"



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LINDSEY PELAS
LIVING THE AMERICAN
DREAM

PHOTOGRAPHER: JULIANA KADAMOVIC MAKEUP: JULIANA FORNASI HAIR: COOPER STYLING: MONDRIAN PARK AVE



PREVIOUS AND CURRENT PAGE
SWIMSUIT: KANDICE PELLETIER
JACKET: STS DENIM

LINDSEY PELAS

Being an existing reader of the magazine, Lindsey never expected us to turn around and tell her we were her biggest fans; and to think, everything happened through a DM over the weekend.

When our team first noticed the follow request from the Louisiana Bombshell, we gushed. The one and only, Lindsey Pelas, had sent us, THE LA FASHION, a request. Clearly, if you have blood in your veins, you have come across her Instagram at least once or twice before. However, while being caught up in all the excitement and running to our Editor in Chief, Nina Vargas, to share the news, well, we forgot to hit accept. It was not until Nina calmed us down to breathe that we said, “oh sh*t” and finally accepted the follow.

As you can probably guess, we had been fans of hers for such a long time making this a monumental moment. Yes, she was a popular Instagram model to most, but to us, she was a Model with an Instagram account. More importantly, she possessed a drive that set her apart from the rest – one that we wanted to understand further.

Perhaps it’s her Louisiana upbringing that made us have a sweet spot for her. It’s not easy picturing the blond goddess growing up around farming and four-wheelers, but when you meet her – you don’t shy from the thought of it. Mainly because she lives by the rules of the South. She’s down to earth and shockingly approachable once you get past your own shyness.

Traditionally, when thinking about our covers we go back and forth with research, calendars, pr requests after management requests and more. Basically, the whole nine-yards. However, that was not the case with Pelas. Unanimously, we just knew we wanted her. But how can you get in touch with someone like her over the weekend? Traditionally we go through proper channels which tend to take time – but, knowing she had requested us, we obtained a sense of confidence. Perhaps a bit too much confidence that allowed us to send a dm that read “Hi Lindsey” and before we knew what else to say, we followed it with “– our editor in chief will DM you regarding a cover opportunity.” So we panicked. Somehow we felt like the young teen in middle school trying to ask the cheerleader captain out to prom...we were sweating bullets, until she replied –

“I’d absolutely love to” and began to chat with Nina. We never panic like this, but as a scolded child we could see Nina shaking her head as she looked over to us. At least one thing was for certain, we were getting somewhere, and by the sounds of it all – it was going in the right direction.

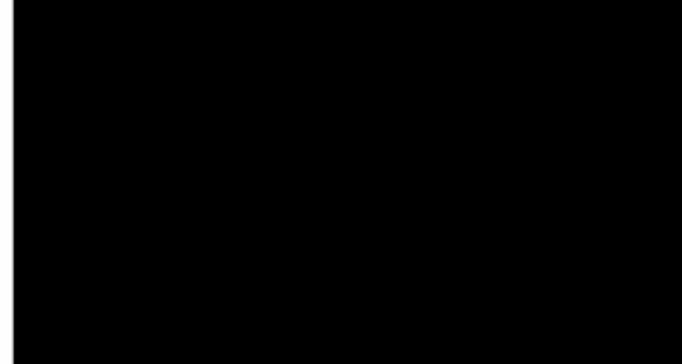
The day of planning was finally here. We knew Lindsey was one of the most sought after models – she’s confident, sexy, and not shy.

“Getting used to LA was an Experience!”

But we wanted to show a different side to her. A bit more cool, calm, and collected. At first we weren't certain she would be up for it, but the moment she mentioned wanting to expand her portfolio we knew this was the perfect choice.

As we built our mood board we began to ponder: How does a girl from Louisiana do it? Life in Louisiana is definitely different, even she explained that “you would attend a bonfire for a good time. Maybe the movies if you were feeling crazy and wanted to drive 20 minutes.” Life there was definitely simpler, heck! 20 minutes doesn't even get you down the street in LA and that is what we normally wait for a train in NY. But she shared with us that “Getting used to LA was an Experience! Haha. California is so fun and the weather is amazing. I love that everyone here has big dreams like me.” Perhaps that was the answer. LA is truly a place for dreamers to thrive. Yet, while dreaming we all have dues to pay.

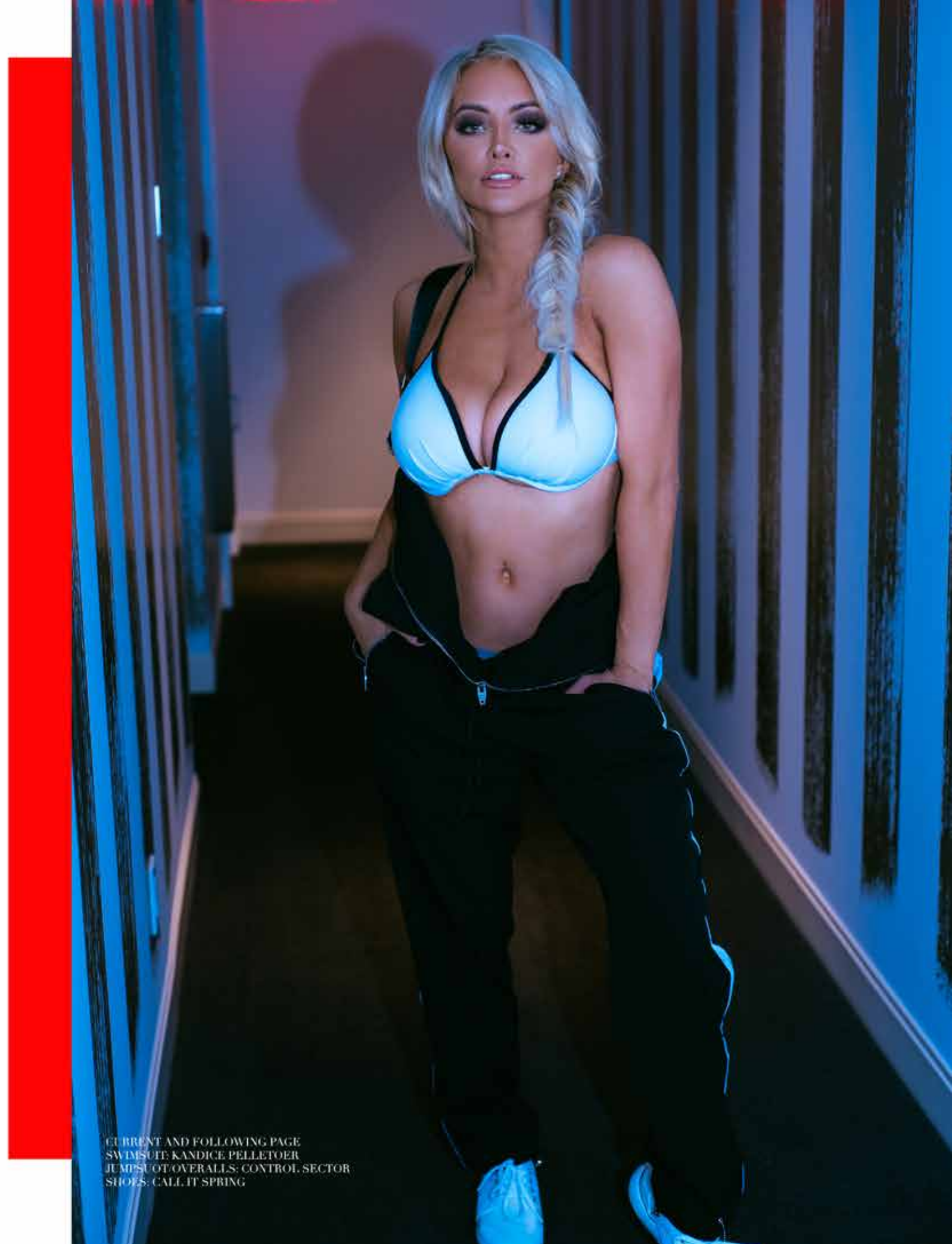
Moving after graduating from LSU with a history degree, Lindsey started her LA life bartending. Speaking to us about it while on set she shared how she “really tried everyday.”



She would go the extra mile to always be well put together. It's to no surprise that a few months in she began to date someone with a HUGE internet following. Perhaps we owe her modeling start to Mr. Wonderful. After all, he did set her up with a photoshoot which was followed by a viral video that would eventually get 9 million views; and in the world of social media it means she went from having about 200k followers to 1 million in less than 6 weeks. By now we are curling her hair to start shooting, and that's when we saw it. A look in her eyes that could bring a believer out in all of us, when she said, “That is when I decided to quit my bartending job and begin to focus on my Hollywood dream.” We wish we could have captured that moment.

The shoot took place and we couldn't have been happier. She was just perfect which made things run super smooth – but by now everyone was hungry. Being that the shoot was taking place in NY, and there was a snowstorm ahead, the night was to be low key at Le Souk. The team hung out to celebrate and just share praise.

That's when we asked Lindsey about her career and whether or not she has a checklist. She gave the biggest smile and said, “I want to be on more magazine covers, land a major spokes modeling job, sign with a modeling agency, and launch a successful line of male skincare products.” We smiled back



CURRENT AND FOLLOWING PAGE
SWIMSUIT: KANDICE PELLETOER
JUMPSUIT/OVERALLS: CONTROL SECTOR
SHOES: CALL IT SPRING





We raised our glass and told her she was an icon to us, which was later emailed to her as well. We respect her promoting body positivity, as we know it's not easy to feel comfortable in your own skin especially in Hollywood. However, she shared the perfect solution she uses to deal with that problem- she just simple does not care, and she added:

“I think I encourage the women close to me daily. I try to be a great friend and source of support to all of my girlfriends [mainly] by being my authentic self...regardless of the opinion of others. Hopefully [this] inspires other women to do the same.”

- This is the Lindsey we knew of, the one we always admired.



PREVIOUS TWO PAGES AND CURRENT PAGE:
HAT: H&M
JACKET: CONTROL SECTOR
SHIRT: NECESSARY CLOTHING
BRA: KANDICE PELLETIER
SHORTS: AMERICAN EAGLE



LOVE HIM OR LEAVE HIM

IS HE GOOD TO YOU?
OR, JUST GOOD
ON PAPER?

WRITTEN BY NATALIA GARCIA

If you're like me, you and your friends are no more than hopeless romantics thanks to SEX AND THE CITY. We just became these romance chasing addicts that unfortunately settle because they don't ask themselves the tough questions.

1) Does He Bring Out The Best In You?

Whether you want to admit this one or not, we all possess our own form of inner ugly. Therefore, simply put, if this person somehow brings out this inner demon – run the other way.

2) Does He Hold You Back?

With the right person, we tend to become better versions of ourselves. However, if you find yourself skipping out on girl's night, family events, or slacking on work because you've been made to feel guilty for not spending time, it may be time to reassess.

3) Do You Feel Safe?

And I don't mean as a guard because of all his muscles – but does he make you feel safe to be you, to speak your mind, and share your feelings. A man worthy of you will listen make you feel safe to chase your dreams.

4) Do You Respect One Another?

This opens up the ability to speak to one another and be each others sounding board.

5) Do you love HIM or the IDEA of him?

We can all create the perfect man in our heads. Just remember, if you are forcing it, don't waste your time.

"When someone tells me to act like a lady, I ask them how is a lady suppose to f***ing act. There is no right or wrong answer. We need to change the way people perceive how a woman is suppose to be. You have the power to do whatever you want. Stay true to you and never be afraid to stand up for yourself."

- JAMIE ROSE GONZAGA,
MARKETING DIRECTOR

FEMALE:
SHIRT AND PANT: F&F

MALE:
JACKET: F&F
HARNESS: ROUGH TRADE GEAR

IN FULL CONTROL

Have The Courage
of Your Desire.

CO-CREATIVE: Ivan Arce, Sebastian Lysen
PHOTOGRAPHER: Malisa Safdari
HAIR AND MAKEUP: Nick Metos
STYLIST: Juana Baltazar
MODELS: Kristen Dugas, Anna Kile,
Jaheer Castillo, Sebastian Sierra

CURRENT PAGE:
LEFT TO RIGHT: FEMALE,
ALL MARIO DE LA TORRE

MALE:
JACKET: F21
HARNESS: ROUGH TRADE GEAR

ALTERNATE PAGE:
LEFT TO RIGHT: FEMALE,
ALL MARIO DE LA TORRE



**“FREEDOM IS
THE SPIRITUAL-
LY-INDUCED
EMPOWERING
QUALITY OF
BEING WITHOUT
RESTRAINT,
BONDAGE,
LIMITATION, OR
REPRESSION.”**

**- PHILIP BRIGHTER,
MANAGING EDITOR**





LEFT TO RIGHT: FEMALE
WHITE PANT: MARIO DE LA TORRE
RED CORSET: CHARLOTTE RUSSE

SHIRT AND PANT: F21
CORSET: CHARLOTTE RUSSE

WHITE LEOTARD: MARIO DE LA TORRE
SHORTS: CHARLOTTE RUSSE

MALE:
JACKET: F21
HARNESS: ROUGH TRADE GEAR



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BOOM ~~OR BUST~~

WRITTEN BY PHILIP RIGTER



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You decide how you sleep. The sleepbuds offer a variety of soothing sounds to help you sleep, including nature sounds and other familiar comforts. The sounds are divided into those engineered for noise masking and those for relaxation. Most bedroom noises (i.e. your snoring partner!) can be rendered completely inaudible depending on the soothing sound selected and the volume used.

Because the sleepbuds feature built-in flash memory, a variety of soothing sounds are already preloaded. These sounds have been designed to be soothing and to fade from your attention while effectively obscuring unwanted disturbances.

The charging case provides the sleepbuds one additional full charge when unplugged, making it convenient for overnight or multi-day trips.

Wake up without waking up your partner. Set your alarm within the Bose Sleep app and hear it through the sleepbuds. That way you won't disturb the person sleeping next to you. Yippee!

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The size of a soda can!

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SEX TOYS FOR STARTERS

WRITTEN BY KEVIN BENOIT



WE USE TO PLAY WITH TOYS, SO WHY STOP NOW?

Time has come to take control ladies.. It doesn't matter if you are in a new relationship or a ten year one. Everyday is a good day to sit down with your partner and discuss the possibility of adding toys to your sex life. Don't be shy or scared; just be open and ready. You're already making me sound dirty. Communication is the key, and doing this together will make it easier. You may love some; and dislike others – but you're not gonna know until you try.

The concept of "toys" can be intimidating; alternating between the sadistic intensity of "50 Shades of Grey" and the invasively creepy "weird Alien tool". I hear ya. But let's rein things in a bit and start at level one. No need to go all "bring out the Gimp" Pulp Fiction'esque – most of the time, the key is a beautiful simplicity. But let's backtrack here, like with everything there's different levels. So start at level one. No need to go crazy, most of the time simplicity is the key.

You may want to search for treasure on your own, but if you really want to get to know this world best, then embark on this adventure as a couple. Include each other in every step of the process browsing, discussing, evaluating, and of course – testing!

Here are some of the basic toys to try; first of all the vibrating cock ring will give your men a harder erection (which most likely he will feel great about and you both will enjoy. It will enhance his sensation while stimulating your clitoris. Second we have the couples vibrator; there's plenty of different models out there and there's not one better than the other. These are designed to be worn during intercourse. This is a favorite as it will give both g-spot and clitoral stimulation to you while giving plenty of buzz to your partner.

Forget what you know about the 'regular single vibrators' these now come in a lipstick case, down to a rubber duckie - you have your pick. But again, don't do it alone. Monkey see, monkey do - so do something monkey business and let him use this on you.

Last one is a little bit more out there, and not for everyone as it'll take some time getting use and that is PEGGING - the act of penetrating your male partner's anus with a strap-on-dildo. I know what you're thinking, "my man would never!" You may be surprised. Pegging has had an enormous increase in popularity in the last years, and according to Daniel Canfield, host of the Broken Boner Radio Podcast, "Many heterosexual men are discovering what gay men have known for centuries- the intense sexual pleasure of anal prostate stimulation". So, don't be shy and have the talk with your partner.

The message here is - communication leads to pleasure between partners. This is a fun, exciting journey you are both embarking on together. Embrace the weirdness, coach each other through any hesitation, and maintain safe boundaries. Enjoy your adventure.



Saints ON SOIL



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ORGASMS BURN MORE CALORIES

WRITTEN BY VALORY DE-LUCCA

**IT'S PRETTY MUCH
INEVITABLE THE GUY WILL
CLIMAX, BUT, AS FOR HIS
PARTNER, THEY CAN END UP
FEELING A LITTLE— AHEM,
UNSATISFIED. LADIES, STEP
IT UP - IT'S IMPORTANT THAT
YOU CLIMAX TOO!**

A woman once said, "There's a reason to make 'O' a priority everytime." We just thought she meant it because it was important to be satisfied every-time you had intercourse, and though that may be true, there may be more to it.

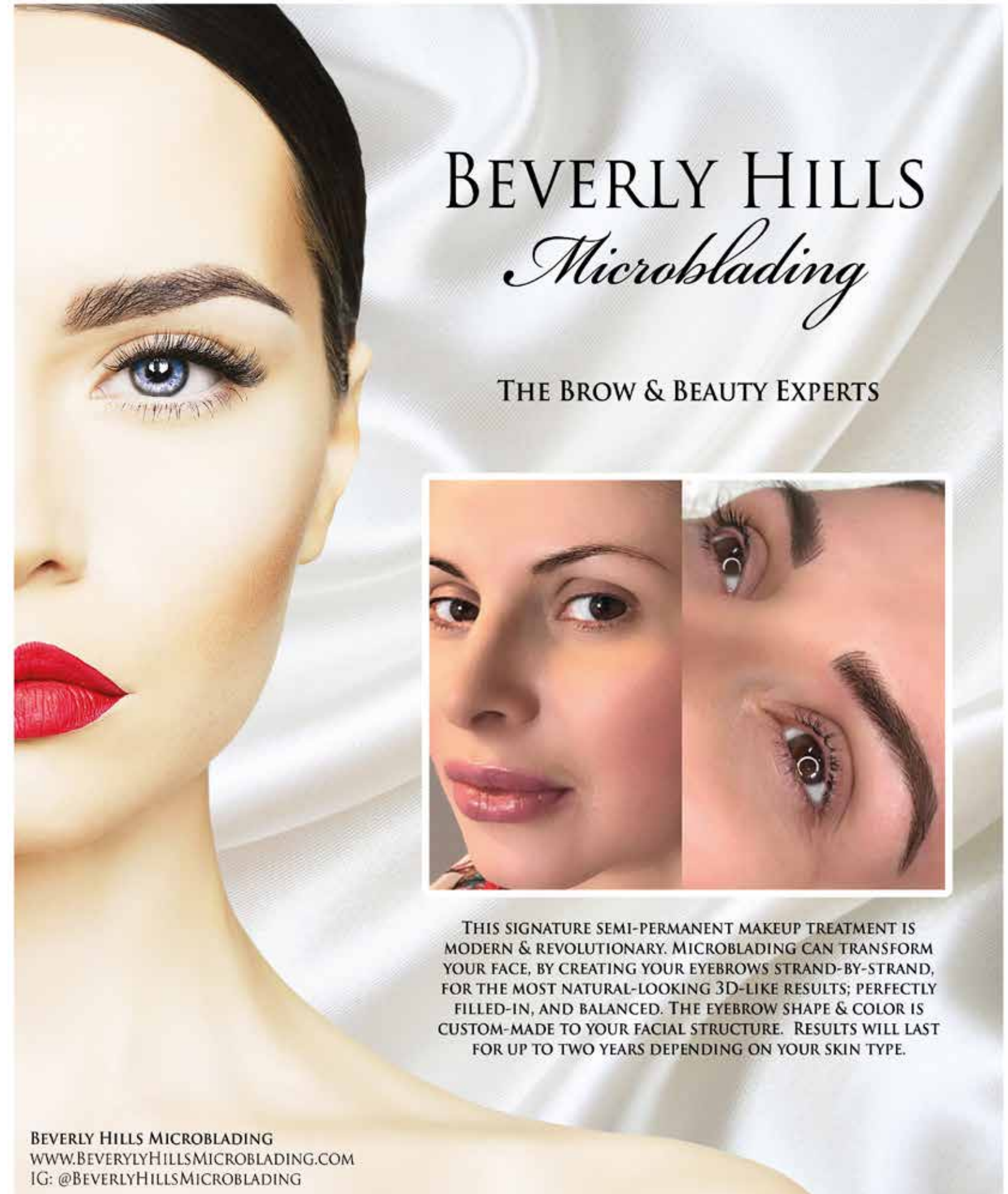
Did you know Orgasms burn calories? Well, they do! Usually about 50 for the act itself but everything leading to it increases it. Letting go vs controlling yourself, trembling, shaking, shuddering and so on. Therefore, intercourse + orgasm = a good way to start!

Afterall, can you think of a more fulfilling (no pun intended) way to burn 150+ calories? We couldn't either! Apparently, a half-hour of sex alone burns this much, but when you orgasm this number rises quickly!

Obviously, we don't need to convince you how great an orgasm is, but what if we told you, you could increase the calories burned by increasing the times your orgasm? It's not a myth nor a rumor – it's just facts: The more pleasure you feel, the more adept your body becomes at releasing the pleasure hormones, and once again, the more calories you burn (It's all a winner to me). True, this may not happen on the first try, but practice does make perfect.


First, set your emotions straight. You have to believe in it. Next, SLOW HIM DOWN! Men only need 3 – 7 minutes, but ladies, we need at least 10 to 20, so focus on foreplay. Let him lavish you! It's ok, your man should want this for you, so be the star. With that said, if he needs a little help then show and tell. You may want to help him with hand work right up until you reach your first peak. Now Breathe...your next orgasm might be just a few minutes away but you need to embrace the deep breath. Ready? Round two. Now we can take things inside with penetration. Keep the connection; eye contact can be intense, but recommended. Once you reach your second, the door will be wide open. After all, you can have two then there is no limit.

Not enough of a reason? How about the fact that orgasms realign the energy in the body making us feel more alive? So you can skip the gym and forget that cup of coffee and perk up with a nice fix of "O's."



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FINALLY, A DENTIST THAT TRULY CARES

WRITTEN BY NATALIA GARCIA

It's not everyday that you hear someone say they want to be a Dentist, but that's exactly what happened with Dennis Kuwaye. It all began while volunteering at Citrus Valley Medical Hospital as a clinical care extender, a program that allows students to test the field and see if healthcare is suitable for them. After 250+ hours, Dennis began to find purpose, so he had multiple conversations with doctors and surgeons to learn more. It was then that he realized he wanted to be a part of something where he could work with his hands and help others. He already knew he did not want to be a surgeon however, as he wanted to still have a quality of life, and their demand would not allow for the kind he envisioned with family thanks to his upbringing; and to him, family was important.

"My Mother always instilled in me the drive to always achieve your dreams no matter how many obstacles you have faced"

This became his motto when facing Dental School obstacles. It was important to him to know that he had his families support; the field itself is tough. Luckily, he set his mind to think forward, because he knew he believed in something greater that would allow for opportunities.

After long nights of studies and dedication, Kuwaye became his own Dental Office owner at the early age of 30. But this would only be the beginning, because beyond talent, now, Dr Kuwaye, brought something bigger to the clinic - MEANING.

Kuwaye Dental
2533 Via Campo,
Montebello, CA 90640
ph: (323) 721-7401

The first few years of business tend to be the toughest, but it's not the case when you have passion in what you do. Now, celebrating his official 1 year in the business he is focusing on changing the Stigma against dental visits. *"I try to instill a customer service based practice, trying to reassure people that we are here to serve them and use a humble approach to dentistry to not make it seem so daunting and scary to people. I understand that the dental office is the last place anyone wants to be at but at the same time we can have a great time by building relationships with people. I want people to feel at home."* He understand the importance of knowing people on a personal level, as success blooms from lasting relationships.

As a General Dentistry, Dr Kuwaye tries to make it a one stop shop offering Crowns, Fillings, bleaching options, Implants, Root canals, and Dentures - but has created a well established network of specialists in the area for any extremely difficult cases. What sets his practice apart? They have set a high standard of service and quality. When having a checkup, never does a patient in their office have to ever feel that they have used an inferior material in their mouths, as Dr Kuwaye believes his dentistry work should not only look good, but also last.

With so much dedication to his craft it's only a matter of time before Dr. Kuwaye becomes unrivaled in Dentistry.

"NOT JUST A PATIENT, YOU ARE FAMILY"

"It seems like a paradox to say I had a great experience at the dentist"

- JUSTINE G



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SH / FT

SHIFT IN CULTURE because we are equal

03

WE ARE WOMEN

MORE THAN A PRETTY THING

WE BRING VALUE

STANDING AS ROLE MODELS



WOMEN OF 2018

BY RIVER CALLAWAY



It is incredible that at this point, there continue to be attacks or some type of abuse against women. I believe faithfully that today more than ever we must demonstrate that nobody can stop us.



KARLA MARTÍNEZ EDITOR IN CHIEF, VOGUE MX

The Time's Up movement made great waves when tons of women and men in the entertainment industry stood up to abusers, many of whom were their colleagues, bosses, or agents. Starting with the Golden Globes, women stood wore black in a protest to sexual harassment in the workplace, and stood up for Time's Up, the legal organization fund that provides legal support to those women who've been victims of sexual harassment. LAFM is committed to sharing stories, but also in promoting the badass women around the world that are changing the game, running companies, being the head designers of fashion houses, and being the editor-in-chief of fashion magazines. Karla Martínez de Salas, editor in chief of Vogue Mexico & Latin America, she's an incredible woman who began her journey after graduating from the University of Arizona with a degree in Marketing and Business Administration. Beginning her career at Vogue US as an assistant, she later became Fashion Associate Editor in 2002, and began collaborating with the likes of Phyllis Posnick, Tonne Goodman, Camilla Nickerson, and Grace Coddington to name a few.

Karla's dance card is certainly full of famous names, but her accomplishments alone, beginning as assistants and working her way up the ladder as the editor-in-chief of a major magazine that has influence in Mexico & Latin America, and all over the world is what makes Karla such a #BadassBossLady. Working with a major non-profit organization, Project Paz, is yet another one of Karla's successes, as it brings extra-curricular activities to lower-income children in Ciudad Juárez; promoting peace and stable home environments.

She's empowering women all over the world with her vision, she's motivating women all over the world who can see her success and believe "one day I'll get there too," and she exemplifies the Women's Empowerment movement, with all her moves!

TIME'S UP™ 2018

We want to give notice to these women who are role models to us. We owe it to ourselves to support each other.

"It is our obligation as women to set a good example."

- Karla Martinez



FARIDA TEMRAZ
DESIGNER IN CHIEF of TEMRAZA

Becoming a female fashion designer in a Middle Eastern country is not as easy as said and done. The male-dominated culture and workforce can prove to be very challenging ways to make a name for yourself, yet Egyptian fashion designer Farida Temraz is one such designer, who's Haute Couture design house for women's ready-to-wear, evening and bridal dresses is changing the playing field. Graduating with a BA degree in Integrated Marketing Communications, as well as a double minor in Business and Psychology, Temraz also got her Master's Degree in Fashion Communication. After completing a "Leading and Motivating" course with Harvard's Manage Mentor program, she introduced fashion-for the first time-to The American University of Cairo, and Temraza Fashion Studio has achieved great success. With such an impressive background, it's no wonder that Farida Temraz has put all of her passion and creativity in her design house, and has become the first and youngest Egyptian designer to successfully participate in London Fashion Week, Los Angeles Fashion Week, New York Fashion Week, and Paris Fashion Week. In Paris she was the first Egyptian to win first place among 15 international designers, and during NYFW won "Best Female Couture Designer" in 2017. Can you say #GIRLPOWER??

Temraz's modern, chic, and intricate designs that boldly stand to redefine the Middle East is yet

another step in the Women's Empowerment movement that she so strongly personifies. Representing her heritage and her culture, one that strongly believes in specific values, can make it difficult for women there and all over the world to really step out and make a change; whatever line of work they're in. That's the importance of the Women's Empowerment movement, and all the badass women out there like Temraz that are constantly striving for equality!

"Women make anything they believe in greater. Passion moves them, persistence pushes them, and can make her dreams reality. So, Women are the strongest pillar of any society."

Creating gowns for stars like Carrie Underwood, reality star and E! News correspondent Morgan Stewart, and actress and beauty blogger Teni Panosian for big events like the CMT Awards, Oscars, Grammy's Emmy's and SAG Awards, Farida Temraz is absolutely a designer to watch. Her most recent collection debuted at NYFW, called 'The Xecutive,' and was a strong nod to her Egyptian heritage, as she had pieces from Egyptian jewelry brand Zaghi to go with her designs. Encouraging women around the world to be empowered, The Xecutive collection celebrates female success and independence, and Temraz proudly explains how each step of designing the line was done by women! Designing a collection, being an entrepreneur, business owner, and all over badass is all attainable for women all over the world, women are no longer cast in the shadows, we're standing tall, achieving our dreams, and being the best we can be!

Farida Temraz is changing the game for all the women out there, and at the LAFM we're so excited to see what she'll do next!

Love + Fashion

WRITTEN BY NATALIA GARCIA



Dee DeLuca - Mattos
VP of Business Development of ECRU NY

When you hear the word Ecrú, perhaps a beige, cream color comes instantly to mind, however in the beauty world, ECRU is known more as one of the top beauty companies, than it is a hue on the color wheel. Born in the salon, Ecrú curates edited collections, understanding the needs of the professional artist as well as the consumer, and this seems to be the true method to their success, being able to listen to the needs of their customers and develop creative solutions instantly. Owned by Carmen DesPasquale, who actually began in beauty as a hairstylist 40+ years ago, Ecrú's rich heritage and by remaining a privately held company means that not only is the organization created by a person passionate about beauty, but it continues to be operated by those who love beauty.

With a major operative salon in New Jersey that's one of the country's best and comprised of 170 employees, they have a virtual testing ground and are able to meet the needs of the clients first hand, and develop products immediately. Taking a very different approach from their

from their competitors on the market, Vice President of Business Development Dee DeLuca-Mattos explains that "we realized that salons never want another product, they want another client, so went about building edited collections that weren't about having a lot of SKUs, but the old mantra of less is more" idea. "The Ecrú DNA is very, very simple," Dee continues "we were born in the salon, so it's very important to us that all of the products perform at a professional level, and we know that if we can get the performance at that level, that ultimately the consumer is going to love it, because they embrace high-performing products."

With very big ties to the New York Fashion Week scene, Ecrú is on the front lines of the beauty industry, doing hair and makeup for 12 shows this past season, their brand sustains it's vision of understanding the needs of the consumers by working with young and emerging designers, who Dee points out "they really are the epitome of today's consumer, they're very transient, they're very fickle, they want things that are multi-purpose and multi-functional yet also meaningful. By working with them, it gives us the ability to create the ultimate fashion accessory, which is beautiful hair and beautiful make-up!

Ecrú's sophisticated and insightful line of products are a breath of fresh air to the majority of us, I for one, am a person who can be overwhelmed with the many varieties of products by so many different brands today. Ecrú offers a guarantee you and I can both trust, which is that their company was born in the salon, and I for one prefer something that's affordable, yet proven top notch by industry professionals. I believe in products that focus on innovation and creativity rather than fluctuating market trends, products that are developed for you, from those in the industry who are completely passionate about what they do, and care about what they put in your hair and on your face!

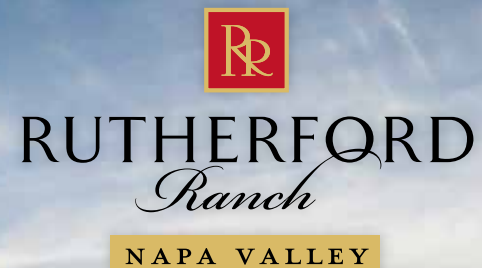
From the girl who has 5min to get ready to the girl who has an hour, Ecrú's sleek line of hair and makeup are simple and to the point, and all you'll ever need to feel glamorous and look beautiful when you walk out the door! To learn more about Ecrú, please visit their website, <https://www.ecrunewyork.com>

PHOTOGRAPHY PROVIDED BY ECRU NY



BORN IN THE SALON

WRITTEN BY RIVER CALLAWAY



THE MUST HAVES FOR SPRING



RUTHERFORDRANCH.COM

LEATS

Raising the BAR

MELISSA IS THE LITTLE GEM
WE HAVE BEEN WAITING FOR

WRITTEN BY NATALIA GARCIA



The Lower East Side may be known to most as the home of the rowdy nightlife – but to us, it extends adventure and frill into the food scene. Restaurants here tend to be tiny and often crowded from wall to wall – and at times masked over by wait times beyond 30 minutes. However, you can't help to notice that due to its immigrant heritage it leads to some fascinating cuisine that you soon forget the wait, and find time.

“I Fell Into It Accidentally”

On the corner of Clinton and Stanton is a tiny Lebanese restaurant that upon entering will transport you to mother's kitchen known as “Lil Gem”; with white brick walls, high tables, minimal lighting, and wooden shutters that adorn each window it allows to welcome an intimate affair; one that begins with a smile from its attentive service.

But the true gem is not the location as stated in its name, rather it's Chef Melissa O'Donnell. Melissa didn't always plan to be a chef as she notes that she fell into it “accidentally,” but she was clearly destined to become one. It all began when she started at the Peninsula Hotel 5th Avenue weighing tables as a side job. She would leave, but it would not be before long that she'd find her way back to shadow Chef Sam DeMarco; from there her appetite for cookery would evolve.

With now a packed resume featuring 5 recognizable restaurants under her belt; it should be no surprise to see Melissa continue her mastery at “Lil Gem” her fifth restaurant. The cuisine is described as “Lebanese-ish,” as it takes a modern interpretation while still offering some traditional dishes. Nonetheless, it's a great place for a picky crowd; as it even offers gluten free options in its quinoa kibbeh, a recipe that after much trial was perfected. But regardless of what is ordered, the instantly-instagrammable presentation will quickly be overshadowed with each bite, filled with a fountain of flavor that brings “Mmm's” to the table.

Therefore, if you're in the mood for truly amazing cuisine, and a chance to meet a Gem of a Chef, pop on down to the Lower East Side. Though it may be packed to the brim, it's well worth the wait.

PHOTOGRAPHY BY JULIAN KHAYMOVICH

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LAFIT

ULDOUZ-GODDESS WORKOUT

KICK BOXING

WRITTEN BY NANCY WU

There's no denying that KickBoxing tones up your entire body - Just ask Actress and Stand Up Comedian Uldouz! Better yet, just look at her! On a recent social chat with the beauty, we just had to ask, "How do you do it?" and the reply was simple - KICK BOXING.

**"I GET TO
RELIEVE
SOME
TENSION"**

However, she is not the only celebrity that swears by this style of exercise. The Hadid sisters, Adriana Lima, and apparently about 90% of all models we approached during Fashion Week. What's particularly notable about the exercise isn't just how effective it is but how quickly it transforms your body. It combines cardio and strength training, toning muscles while burning fat, and best of all? It's FUN!

Being a high-intensity, high-impact workout, you are constantly in motion burning calories. In fact, Duke University did a study and found that aerobic exercise, like kickboxing, was the most effective way to reduce belly fat, a problem area that accumulates fat.

Whether you're looking to tone your arms, legs, core or any other part of your body, kickboxing just does it all. While working out you will have constant movement that will define your muscles. However, if that is not enough, it helps with Self-Defense. Kickboxing uses jabs and strikes that can be transferred into practical defense applications. And unlike traditional martial arts training, these moves can be adapted to real life - we just hope you never have to use them.

"Women are very powerful, I think a lot of men know that and [therefore] fear women - that's why there's so much belittling of women going around. But, as a woman [it's important] to know your strength & stand against those types of people who make women feel small."

- Uldouz

PHOTOGRAPHER: RUANA STAMEN
MAKEUP: LEAH DARCY



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- GENE PAUL H,
CEO / NEUMOTIV FOUNDER



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WRITTEN BY VALORY DE-LUCCA

Text Me DIRTY Baby...

BEING THE SOCIAL MEDIA ADDICT I AM, I ALWAYS BELIEVED I WAS AHEAD OF THE CURVE ABOUT WHAT GOES ON IN THE SOCIAL WORLD—THAT IS, UNTIL I WAS ASKED, "HOW DO I REPLY TO THIS?"



I was in SHOCK! The DM read "I love you, I love your body, I love your boobs, I love you" followed by "Have you got any naked or nude pictures for me please? I'm so horny for you lovely" — the initial question was, naked or nude? Isn't that the same (I am a writer after all), but then the bigger picture hit, was I that much of a prude that I didn't know what to say back?



PHOTOGRAPHER: LEE LIGFX PHOTOGRAPHY MODEL: HOLLY BARKER

After sitting in silence, I turned and asked my friend what she was thinking of replying, and most importantly, was this a good, or a bad DM? She said it was flattering, but since she gets tons of these daily she just wanted to steam it up. Obviously, I was out of touch.

That is when I decided to look into this. I started to ask around and it didn't take long to learn that most people use their phones for sexting. Starting from friendly hello's to BAM! What they would do to you if you were there, and it never appears to matter the time of day or where they

are at — It's to the point that even audio messages of themselves climaxing has become acceptable.

But could I too begin to text like a "Porn-Star"? Apparently, my research showed that the best sexts are like great foreplay — spicy but still leave something for the imagination, and apparently, we can fake it here too.



The best texting ground was my dating app. I first started flirty with the late messages saying I was lonely. They were sweet to answer and begin to move things in the right direction. My default replies were

"Tell me more," "oh baby," and "mmmm." That is until someone called me out on it. That's when I realized I had to take the plunge.

Things got steamy, and I began to feel good about it — until I was thrown a curve ball. Recommendation to all, DON'T SENT IF YOU NEVER ACTUALLY "SEXED," you'll get caught and you'll quickly go back to those oohhs and aahhs. Other rules to follow, avoid photos that show your face, or any indications that this is truly you. We've all seen how these photos backfire. That, and you also want to leave something for the imagination.

Lastly, If you are still not sure what to say, try these for now:
- "Can you be my full time job?"
- "I can't stop thinking about last night. I'm definitely ready for round two."
- And my favorite "tonight..."

DATE APP HELL

WRITTEN BY GABRIELLE ALLEN

It Was All Fun And Games Until It Got Weird

Joining the Dating App World is nothing new - so, by now you know that what you see is NOT what you get and it's more like going to Vegas. Sometimes you win, but be honest, this is not always the case - and it definitely hasn't been for us at the office.

Our team joined forces and tried several apps and realized that while not all dates were bad, everyone had some skeleton in their closet, and we're not sure we are okay with it.

From the long "uughhhh" before speaking that made us think we were in THE WALKING DEAD to the perfect con-artist that tried to blame her pregnancy on the military soldier (we will share more on this!). Bottomline, we all have gone out with "THAT" person.

AMELIA

"After a few dates I realized he was not for me. I was polite, said I wasn't ready and unmatched...but Mr. Psycho googled me and became my social media stalker. Now I'm spending days blocking him, but he always finds a way back!"

GRACE

"I chatted up Mr. Hottie and agreed to meet for drinks last Tuesday. When I got to the bar in my LBD feeling all cute - I realized he wasn't there. It wasn't until one martini in that I noticed, Mr. Hottie, was Mr. Not as young as his photo. I was a sport and said fine to continue the night - until I excused myself only to come back to notice him on the app while on our date - Bye B*tch, Bye!"

MALE CONFESSION:

Us ladies always seem to have the worst of luck when it comes to dating, but it happens to men as well.

KYLE

"I did a group date and actually had fun that I proposed a one on one followup. On the second date I noticed Kathy* was definitely more aggressive, which I took as confidence which was sexy.

Until my boy text me to call him IMMEDIATELY. I thought it was an accident so I did - This crazy b*tch! She found out she got pregnant, and figured that if we had sex she would be able to pawn off the baby on me all for my military benefits, WTF!

When I got back to the table, all I said was - 'so how far along are you?' - she was shocked and never called me back.

I asked my friend how he found out, well his date was better than mine and she really liked him so she felt the needed to share...good thing she did."



This in text isn't so bad...unfortunately, we were at dinner. Needless to say, I excused myself and just left without saying goodbye.

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Everyone has been told in their lifestyle that they need to avoid stress to be able to live a happy and healthier life - but is there truth to it or is it just a myth?

In 2013 Dr. Vivian Diller, PhD mentioned that "stress, little by little...is breaking [the body] down." The reason is because when we're under ongoing stress, it creates a fight-or-flight reaction, that as a result, releases stress chemicals into the body; and what is known so far, is that those chemicals create biological changes that vary by person.

However, when taken down to the cellular level, it has been noticed that there are 5 main noticeable results that impact the aging process. Everything from insomnia to weight gain and even an increased risk for heart disease; and when it comes to aging we automatically know that this means wrinkles.

1) UGH, WORK -

Work related exhaustion can have a harmful effect on critical DNA in the cells. According to a study published in the journal PLoS ONE it was noted that individuals with the most stress at work had the shortest telomeres, which can cause the cells to die or become damaged.

1) STRESS GOT ME 'STRESSIN' -

Greater anticipated threat levels in daily life promotes

cellular aging, according to UC San Francisco research. The study found that those who felt most threatened by the anticipation of a stressful event showed a greater sign of aging on the cellular level. But more research is still needed as we have a little grey area still.

1) OMG, BRAIN GETS OLD -

UC Berkeley scientists found that the pattern of gene activation and deactivation that occurs as the brain ages progressed more quickly in women!

Furthermore, stress has shown to contribute to the development of Alzheimer's disease.

"SO CHILL OUT!"

1) CAN'T SEE, CAN'T HEAR -

Always remember that it is all connected. Stress speeds up heart rates which in return increases blood pressure producing more stress hormone adrenaline that can lead to temporary vision and hearing loss. Unfortunately, we still don't know if these are permanent losses.

1) BAD CHOICES -

Aside from affecting our bones, brain and chemical markup - when we are under stress, we forget that we need to look after ourselves.

The Takeaway? The best fountain of youth is to try and NOT STRESS.



DE STRESS

Did You Know that Chronic Stress Can Affect The Aging Process?

WRITTEN BY NANCY WU





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LA BEAUTY SCOPES

THE YEAR AHEAD IS A POWERFUL ONE FOR LEARNING ABOUT AND ATTENDING TO YOUR INNER NEEDS, RE-SOURCES AND WORK MORE DILIGENTLY, SO BE NATURAL WITH HEALTHY PRODUCTS.

ARIES

THIS SEASON, LET YOUR HOROSCOPE DEFINE YOUR HAIR STYLE -

CANCER
A strategic messy/wild bun with some volume & curls coming down.

TAURUS
Casual professional hair-styles. Soft Waves are the new classic.

LEO
Always seen as the wild child, throw a curve ball this season - embrace minimalistic hair styles.

VIRGO
Been a long season, recover with hydrating remedies.

LIBRA
All about balance, we recommend hair gummies to boost a healthy lifestyle.

SCORPIO
Always "on the go" we recommend you never leave the house without milk - sass in your bag.

WHY HAIR?

Our hair is a silent definition of who we are, what our mood is, and our level of confidence. It is a mirror to what is to come.

SAGITTARIUS
You've been in a tight squeeze, and although money is tight upi still dream big and improvise, so be crafty and DIY - the results are usually better too!

CAPRICORN
It's time for a change in your life - maybe something small like high and low lights or GO BOLD and change everything all together.

And for the true brave of heart - COLOR COLOR COLOR, after all, it's just hair. So get creative,

AQUARIUS & PISCES
As a natural water creatures add some shine to your life - ECRU Sunlight Finishing Spray or some SAFFRON SECRET Hair Oil. The end result? A glow for the Gods! #hairgoals

GEMINI
Get ready for future endeavors and opportunities; as a working on the go beauty, we need to embrace the pony-tail. Modernize it too! Keep it slick back and low.



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