

# LA FEM

THE LA FASHION MEDIA IN

**LOVE YOUR BODY**  
THERE IS NO SUCH THING  
AS A PERFECT BODY -  
YOU ARE BEAUTIFUL  
JUST THE WAY YOU ARE

**DIMITRY LOISEAU**  
TALKS CAREER AS  
A CELEBRITY  
PHOTOGRAPHER

**STARTING OVER**  
IT'S OK TO STOP,  
RETHINK, REFRAME  
AND REBOOT!

**SUMMER ESCAPE**

*After staying home for a year, it's  
time to travel again.*

**EXTREME  
SUMMER BEAUTY  
MUST HAVES**

*Lamia*

**FUNTI**

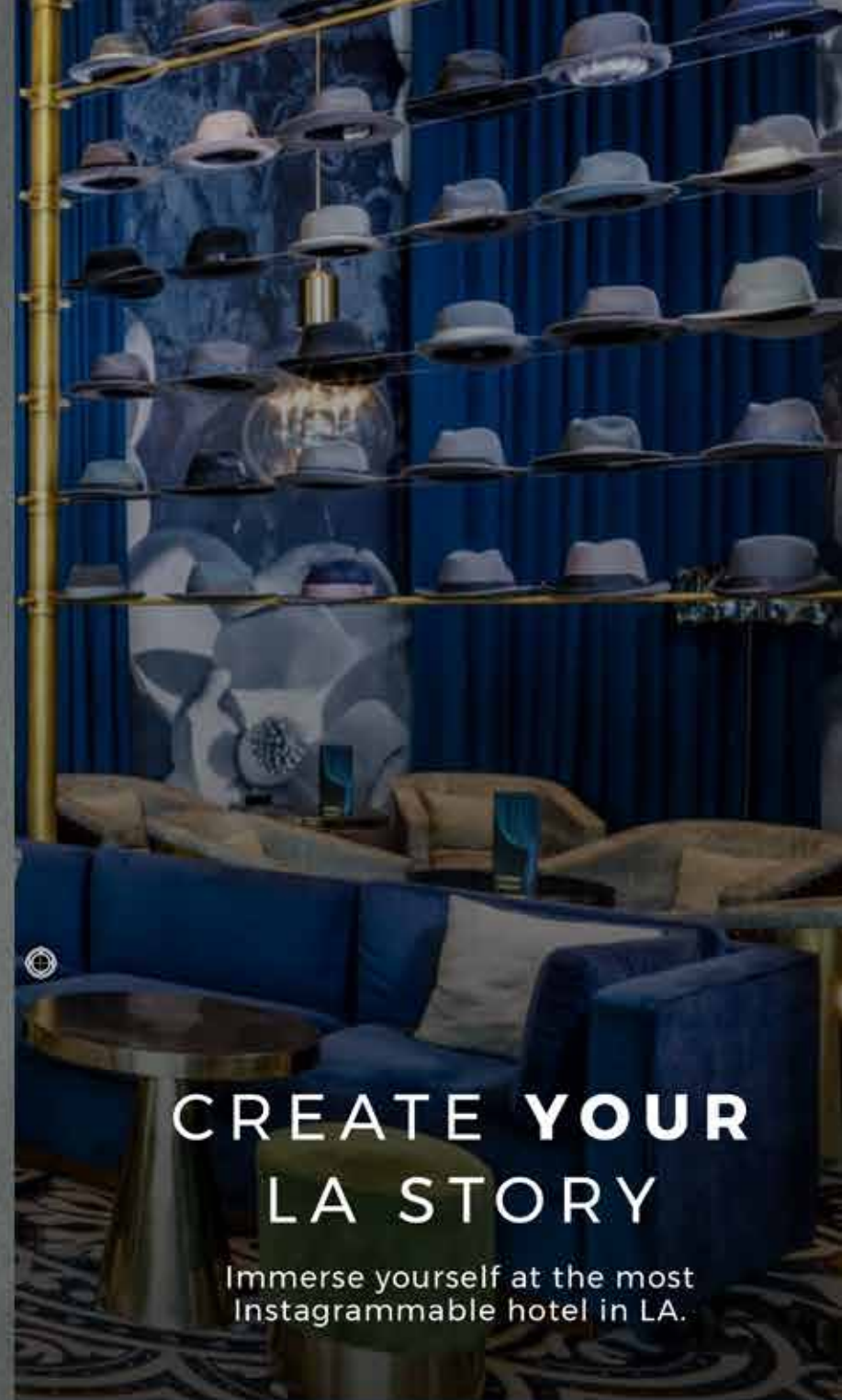
PHOTOGRAPHED BY DIMITRY LOISEAU  
IGLOO BEACH LODGE, COSTA RICA



Motivating yourself is hard. In fact, it is that same effective self-motivation that distinguishes high-achieving professionals from everyone else. But let's be honest, who hasn't failed at achieving a goal because of procrastination or lack of commitment.

We all push forward to achieve our goals, just some are better at it than others. This issue is dedicated to all those individuals pushing forward towards their goals, being self-motivators and harnessing the power to push forward and make a difference.

# EN



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# STAFF PAGE



# NATURAL BEAUTY



Luxie's 680 Pro Precision Face Brush is perfect for precisely applying liquid or cream foundation, especially in hard to blend areas like around the nose or under eyes.

This is a serum-based foundation that offers medium coverage for a natural radiant finish! Why we love it? Not only is it antioxidant rich to help prevent signs of aging, but being a water-based formula it is practically weightless.



EVERY SEASON WE FOCUS ON CHANGING EYES, BROWS, LIPS ETC - BUT THE ONE THING THAT IS ALWAYS CONSTANT IS A HEALTHY SKIN GLOW! AND THIS ISSUE ISN'T ABOUT TO CHANGE THAT TODAY, BUT INSTEAD, SHARE SOME OF OUR FAVORITES TO GET THAT FLAWLESS AIR-BRUSHED FINISH.

We are fans! Trinny London's Lip2Cheek is pigmented, long-lasting and easy to travel with. Just dab and blend - Yes, it is that easy!



Add subtle definition as Chanel introduces their go to cream bronzer! It's seriously the best! They take on a unique gel-cream texture that dries down to a velvety, matte finish for that ultimate natural finish!.



Everyone wants a glow so bright the makeup gods are in awe - but for a natural look you may need to go a bit more subtle. That's why, for those moments, we want to turn to ILIA's Liquid Light Serum Highlighter. It leaves behind a dewy finish with low-key shimmer for an effortless no-makeup makeup look; all while offering some amazing skin benefits!

Or as seen in BYRDIE and more, "It's formulated with a blend of organic and natural botanicals and marine actives that help protect against free radicals and boast anti-pollution properties. Yes, please!"



Vitabrid C12's unique "Secret Code P-151" enhances the skin's ability to absorb its novel peptides to help reduce the appearance of deep lines and creases while rejuvenating and nourishing for firmer, moisturized skin. Prep and care all at once.

Toss your regular primer out and go for a green tone! Why? Well, on top of smoothing skin out, a neutralizing face primer with a sheer green tint, is designed to minimize redness and even out skin tone as well! It's priming and color correction in one!





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**STILL IN  
SWIM WEEK**

Photographer: Dimitry Loiseau  
Swim: SWIMINISTA

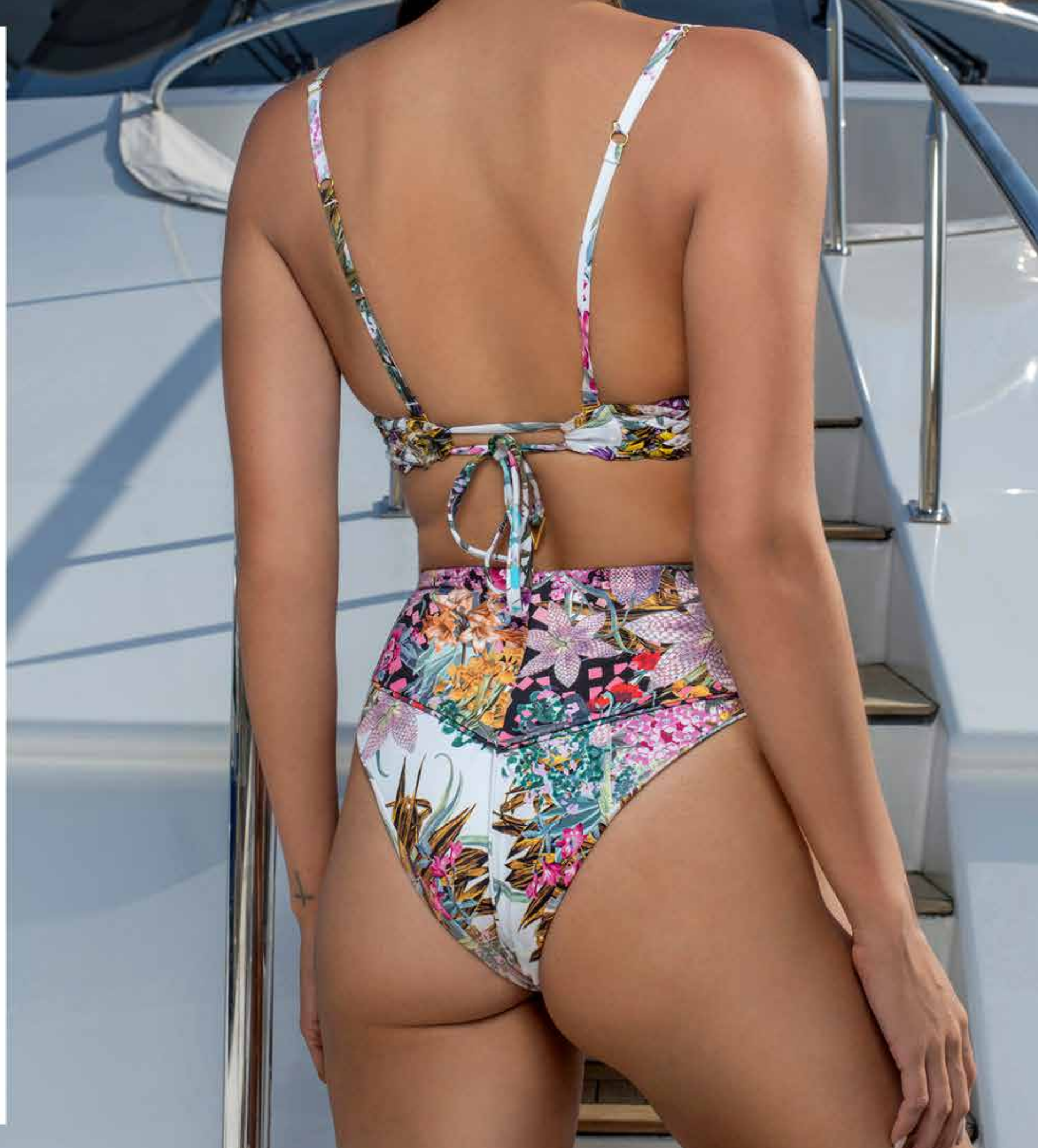














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A woman with long brown hair and large gold earrings is looking directly at the camera. She is wearing a black lace top. The background is a mix of vibrant colors (red, green, orange) with abstract patterns and tropical plants like palm leaves. The text 'LAFM' is overlaid in the top left corner.

# LAFM

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2 DAYS AGO



**SPF - IT  
SHOULD BE  
YOUR BFF**

WRITTEN BY JENNY SUE

It is no secret for us to say that SPF (Sun Protection Factor) should be your best friend of all time. From Sunburn Protection, Wrinkle Reduction, Cancer Prevention and more – this bad boy is out here to give you all the good stuff you need.

But let us break it down. For instance, what's up with the numbers and how do they may a difference when you invest in them? Simple, the SPF number is a simplified scientific formula whos' calculation only applies to UVB rays, which are responsible for sunburn on the outer layer of skin, but not UVA rays, which penetrate deeper in the skin. What this means? If you'd typically burn after 20 minutes in the sun, then using a sunscreen with an SPF of 30 would provide 30 times that amount of protection, or about 10 hours. But that calculation is accurate only if the sunscreen is applied properly, which sadly, it never really is. That's why it's recommended that you reapply sunscreen every 2 to 3 hours you're exposed to the sun.

At the very least, it'll help from getting burned. And no one wants that painful pink skin that eventually peels; so, if for no other reason, do it for the golden tan. But if you want to go deeper into the benefits, then take it as a fountain of youth. Because sunscreen is the best defense against wrinkles! Seriously!!! The sun is the culprit for visible aging, more so than other factors. Therefore, the more protected your skin is, the younger you will be. You also will help prevent those pesky sunspots from popping up due to the sun damage.

Lastly, it's the best way to help prevent skin cancer (and this reason alone should have you slathering sunscreen all over. Because sunscreen has been shown to be very effective at preventing skin cancer when applied accordingly.

So, how do you apply it correctly?

"Start your day by applying about two ounces of sunscreen to all exposed areas of your skin. Sunscreen wears off surprisingly quickly so be sure to re-apply every two hours you are in the sun, and more often than that if you are spending time in water. And as great as sunscreen is, don't rely on it exclusively. Go indoors to take breaks from the sun, use umbrellas, and wear protective clothing." – northeasternplasticsurgery.com



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# Glo-Besties

Grab your besties! We have ours - and enjoy a day of RnR with skincare goodies for the ultimate selfcare retreat!

Afterall, there's nothing better than perfect skin! And with this selection we are confident that this summer's glow will be striking! and last through the holiday season



**Facial Boosting Water Toner**  
**VITABRID C12**  
A gentle, hydrating toner with a powerful blend of peptides and a hyaluronic acid triple complex that provides anti-aging benefits to skin.

This treatment also helps restore skin's pH balance and helps boost the effectiveness of skin care products that follow.

**Milky Jelly Cleanser**  
**GLOSSIER**

A nourishing (and pH-balanced), creamy gel face wash that's kind to every skin type under the sun.

Formulated with five skin conditioners (like Allantoin and Pro-Vitamin B5) that leave your skin feeling baby soft (not like you need to rush for moisturizer afterwards)



**Buffet Serum**  
**THE ORDINARY**  
This formula uses three types of peptides, along with hyaluronic acid, to help deliver them into your skin to help boost collagen production for firmer, smoother skin – not to mention it's all under \$15.

**BB Cream**  
**FLOETIC**

This is easy – S.P.F. 25! This BB Cream is thoughtfully designed to be breathable and layerable. Seriously! It feels just like your second skin, staying on you before, during, and after your workout, giving you that extra oomph of color. Therefore, meant to last all day while offering you that extra glow of color through its light tint. Finally, sun protection, beauty, and everything we need in one little bottle.



**High Performance Face Cream**  
**MACRENE**  
A bit of a higher priced ticket, but worth every penny! This is a moisture-rich dose of 50 powerhouse ingredients will quench dryness and revive complexion from signs of aging while protecting from environmental pollutants. Packed with organic mushroom extract, olive oil-derivatives, and hyaluronic acid, this cult-favorite cream will revitalize and firm for long-lasting results. Aids in skin restoration and helps reduce the appearance of wrinkles and fine lines.



**Sweet Watermelon**  
**CHAPSTICK**  
Delight in the taste of summer all year round with ChapStick's Sweet Watermelon flavor lip balm; totally yum! Or as they say, "There's just nothing quite as refreshing – for your lips or your senses!" AGREED!







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The Modern Youth

*By Jash Wisdom*



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# LAFM



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Soothe + Reduce Inflammation + Restore
- CBD BLEMISH MASK  
Cleanse + Detoxify + Prevent Blemishes
- CBD ANTI-AGING MASK  
Instant Firm + Tighten + Lift
- CBD PORE REFINING  
Exfoliate + Cleanse + Brighten
- CBD MARINE MASK  
Tighten + Moisturize + Rehydrate
- ALSO:  
— CBD COCONUT EYE GELS  
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- CBD CHARCOAL CLEANSER  
Gently Exfoliates + Cleans and Refines Pores

  
*Mantra*  
MASK

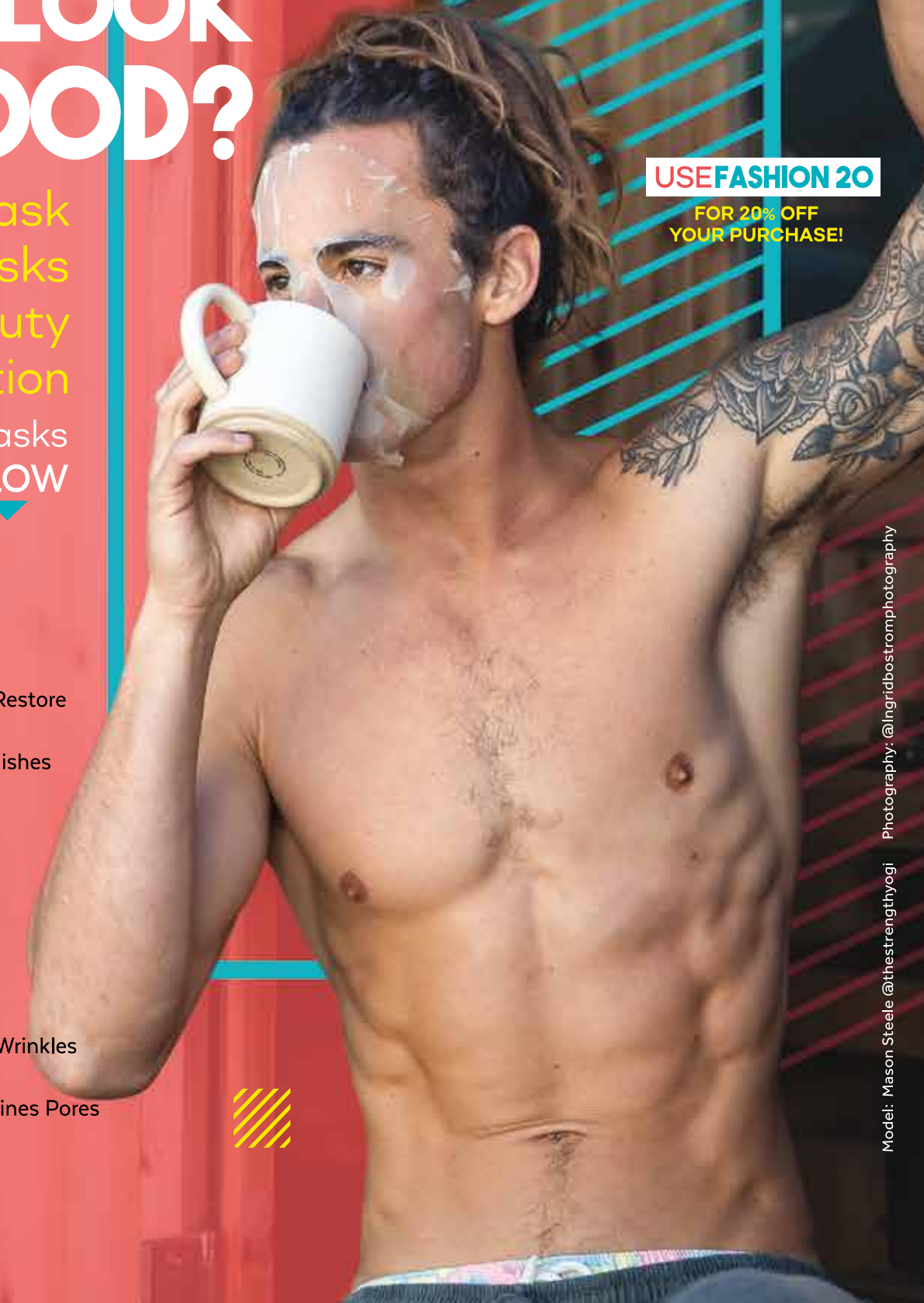
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NEW

# Introducing The Truth Treatment Systems™ NRGY Current Device!

**Truth Treatment Systems NRGY Current Device** is a rechargeable microcurrent and EMS facial device. Intended for cosmetic use. The dual hemispheres of the NRGY Current Device are ideal for total contact with faces of all shapes and sizes. The NRGY Current Device provides adjustable output of microcurrent pulses delivered through four levels: 5 micro-amperes ( $\mu\text{A}$ ), 10 $\mu\text{A}$ , 15 $\mu\text{A}$ , and 20 $\mu\text{A}$ , and two modes. Mode 1 provides low-level electrical microcurrent pulses resulting in optimal facial stimulation at 9.6Hz. Mode 2 provides Electrical Muscle Stimulation (EMS) at 4.5Hz.

**NRGY Current Device** is a dual mode microcurrent and EMS device that is designed to address several skin concerns. Microcurrent uses pulsating electrical currents of low voltage to boost ATP (adenosine triphosphate) production in the skin. ATP is a major energy molecule for all intracellular processes. It assists with collagen production, elastin production, reduction of fine lines and wrinkles and cellular regeneration.

This device should only be used with **Truth Treatment Systems ElectroDerm**. For novice users, begin treatment with 5 min on Level 1, and gradually increase up to 10 min before proceeding to higher intensities. The intensity of the device will vary depending on your own individual sensitivity.

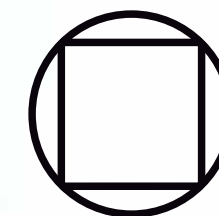
#### Mode 1:

- Stimulates the recovery of damaged tissue
- Temporarily improves circulation
- Promotes lymphatic drainage
- Increases product penetration
- Reduces fine lines and wrinkles
- Visibly firms and tightens skin

#### Mode 2:

- Pulsating microcurrent EMS for spot treatment and toning of the facial muscles
- Improves muscle tone and contour in the face and neck
- Encourages plumping of deep lines and wrinkles with continuous use

The NRGY Current Device should not be used if you are pregnant, have a pacemaker and/or electronic implanted device, have epilepsy/seizures, active cancer, or have had extensive dental work. Do not use over suspicious or cancerous lesions. This device should only be used with Truth Treatment Systems ElectroDerm protocols.



Truth Treatment Systems **ElectroDerm** is a conductive gel that enhances all electrical current applications. Formulated with biogenic ingredients and Colloidal Minerals that increase electrical flow to the cellular layer. Visibly tightens, lifts, hydrates, and plumps when paired with electrical current. **ElectroDerm** facilitates infusion of active ingredients resulting in plump, nourished, and smooth skin.



Benjamin Knight, R. Ph.  
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## Hormone Master

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“ I'm on my second bottle and my skin hasn't looked this good in a long time. I stopped taking birth control pills and this supplement has been a lifesaver. I highly, highly recommend. ”

-Christophorine E.



## Microbiome Master

**Gut Microbiome** - Without our gut microbiome we would not be able to survive. It affects just about every system in our body. When it is in an unhealthy state we start to feel sluggish, forgetful, and gain weight. We may experience bloating after eating, gas, and irregular bowel movements. The Microbiome Master addresses these issues and brings harmony back to our gut microbiome through its natural antibacterial, antiviral and antiparasitic formula. Out with the bad microbes and in with the good!

**Magnesium, Sweet Wormwood Extract, Black Walnut Hull, Echinacea, Reishi Mushroom, Oregano Leaf**



## Sleep Master

**Sleep Health** - Sleep and stress go hand in hand. It is a vicious cycle that plagues our society and leads to several health issues. When we sleep we give our body and mind a chance to rest and repair itself. We recognize that good sleep can be difficult at times so we created a blend of herbs and minerals that would induce a good night's sleep without becoming habit-forming.

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1. Press and hold the plate button to open the plates. Slide in a 1-2 inch section of hair and release button.
2. Rotate the styler a half turn for looser waves and a full 180 degrees for tighter curls. Gently slide the styler down the length of your hair until you reach the end of the section.
3. Repeat until all hair is curled.
4. For straight styles, hold the iron horizontally and slide the styler from top to bottom of section.







# STARTING OVER - IT'S HARD

WRITTEN BY NATALIE GARCIA

“Sometimes the hardest part isn’t letting go, but rather, learning to start over.” But we should not stay in a relationship due to the fear of being alone. It is that moment in which you can regain your personal strength and prepare yourself to not fall into a pattern you are not ok with.

It’s true, nobody likes to start over; but it will help to reboot your life. We understand it won’t be easy. The mere idea of letting go to start new brings an uneasy feeling in our stomach. This is perhaps why many of us stay in job positions we hate or even relationships that are not going anywhere. It’s due to the comfort of what is known.

The fear we have when thinking of change is that towards the unknown. Or perhaps, it’s going over the idea of going back to zero. But the fact is, you will never go back to zero as you have now grown and evolved with the new experiences you have obtained. It’s those same lessons that help you make smarter, better decisions that should allow you to evolve and progress.

Just think back...when was the last time you did something for the first time? Chances are that you didn’t hate it. In fact, we can confidently state that you probably even loved the thrill behind it. Was it easy? Probably not, but you were able to take full stride and do it.

Therefore, even in new relationships there is so much excitement. Because as you begin to get to know your partner you are learning new and seeing how they mesh with you. And for those that the relationship can evolve into something bigger, great!

As for those less fortunate that break up and move on, well chances are they moved on to someone better because they learned in the relationship what they want, like, dislike, and can live without. It may sound and feel harsh in the moment, but everything is for a reason, and everything can only go up if you apply the life lesson.

So why is starting over so tough? Simply put, we can’t let go. You must see if your current situation honestly offers a return to your investment. Be it emotional, or time dedicated, it’s crucial to see the same effort in return. Otherwise, it’s only a matter of time before you start shaking your head wondering how you were able to stay in something for so long.

Knowing when to make a move takes time, but once you feel the need to do so, don’t allow fear to win. Truth is that every day is a new start in the simplest of forms. In fact, change happens so constantly in the world that we adapt to, but it is our emotional investment that makes us believe we are unable to.

Take a moment today to look at where you are at, and ask yourself, is this where you want to be? If the answer is no, then perhaps it’s time to change.

## BUT FIRST SCULPTERY

LOCATED IN BEVERLY HILLS



# LAFM

## JOIN THE TEAM



## CELEBRITY PHOTO ARTIST

*"Being a celebrity photographer is more than a title. It's a responsibility."*

WRITTEN BY ANA CORONADO

There is such romance in the idea of becoming a celebrity photographer that the moment someone falls in love with photography they begin to try to make their mark amongst the stars. But Celebrity Photography is perhaps one of the hardest fields to break into!

Being a celebrity photographer is more than having a knack for photography. Aside from having so many talented individuals clamoring for the job in the field, you need to build a name for yourself through continued work, as well as learn how to be a people person. OH! And have thick skin, VERY thick skin! Celebrities and their managers demand the best and will not be shy to express that to you.

Meet, Dimitry Loiseau, a New Yorker residing in Los Angeles who has made a true name for himself in not just brand campaigns, but with the A-list talent we all fan over.

When you first meet Dimitry, you can't help but to embrace the positive energy he brings. He is very personable and knows how to connect with you. Immediately, you begin to see how connected he becomes with the craft. Going through every detail to ensure he understands what message/feeling is expected from the work, letting you know he listens and knows how to put the idea into perspective.

But Dimitry is more than just connection. He has built quite the reputation due to not just his work ethic, but the incredible work that he delivers regardless of the project at hand. He focuses on the composition, the body language, and the post editing to make each shot stand through the test of time.

Some of the celebrity talent that he's photographed include Paris Hilton, Octavia Spencer, Meghan Markle, Regina King, Sarah Wayne Callies, Derek Fisher, Chrissy Metz, Sterling K. Brown, Wendi McLendon-Covey, Taryn Manning, Roselyn Sanchez, Lana Parrilla, Bellamy Young, Joe Morton, Taryn Manning, Tia & Tamera Mowry, Carmen Electra, Omari Hardwick, Tricia Helfer, Keke Palmer, Dean Cain, Gilles Marini, Carrie Preston, Salli Richardson & Debbie Allen.

When asked how he would feel if there were no celebrities to shoot, "What if there were no more celebrities? I'd be just a photographer. I think I could live with that."

And that is why he shines. Because he brings magic with every camera shutter ensuring to capture everything in its glory. Take a moment to get to know him by visiting his Instagram @dimitrylpr checking out his website [www.dimitryl.com](http://www.dimitryl.com)



# LAMIA FUNTI x IGLOO BEACH LODGE *Costa Rica*

Photographer: Dimitry Loiseau

HnM: Liliana Porras

Creative: Nina Vargas







# LAMIA FUNTI

You may remember the original LASOUK NY, an iconic NY hotspot that was the cause of many memories. Or perhaps you have ventured to the LES and were transported to a vibrant setting with nautical accents & raw fish on beds of ice; Lamia's Fish Market. Well, if you haven't - get to it! But for those of you who have, you must have come across our cover girl, Lamia! A down-to-earth NY icon that not only serves up mean cuisine, but is easily taking over our palettes all over NY and more! The same owner of Skorprios, Mikonos Blu, Omar's Kitchen (and the list continues), etc tells us her story of how she started her cooking journey from a simple passion project while visiting NY on vacation.

For someone with many wonderful restaurants, Funti, herself did not come from a hospitality background. Lamia Funti is half Moroccan and half Spanish, born in Spain and moved to Paris to study political sciences - completely different from her cooking career! Her life is full of surprising twists and turns, starting from the fact that beside her impressive restaurants and achievements, she was also an opera singer! And, her talents do not stop there.

Although not from a hospitality background, food had always been her love language. Growing up, Funti had a live-in chef, she enjoyed the love of food both at home and dining out. At the age of nineteen, Funti had gone on vacation to New York City and fell in love. With the many different cuisines on every corner and street, Funti fell in love with the food and the environment and ambiance from New York. When she ventured out of her place and went on a vacation in New York at nineteen, it was a dream come true.

Funti fell in love with and decided to move to New York. Her parents, on the other hand, did not approve of the move, so like every other nineteen year old, she had to find her own way of making life in New York. Though it may be the start of a hard path, Funti was determined to live in New York despite her parents being against it. The first job she got was at a music venue with DJs and Bands called Izzy Bar. At the time, she worked hard and made sure her boss was happy. Fortunately, her boss was content with her performance and eventually sent her to take some liquor and management courses to bump her up.

From there, it just continued going up! There were so many lessons that she has learned and continues to learn. There were so many ups and downs but Funti sure got through it all. Since the beginning of her hospitality career up to the present, those who have worked with her continue to work with her until this day. The love and combined success is what keeps her going. But, one thing has stayed common throughout her journey - Always be kind to everyone and stay humble.

It is to no surprise that through all the turns and twists that many successes did come out of her life. She currently has eight hospitality spots, each one opened at a different time of her life. Every one of them correlates to her personal experiences and the moments that were dear to her - all from love and passion.

The newest project that she is currently working on is a hotel in Costa Rica. When visiting Costa Rica for the first time, Funti saw an opportunity given by a friend and took the chance right away. Hotels had always been something that Funti wanted to open, but as a retirement project. However, with the pandemic, the project was pushed early and started during COVID-19. So, she focused on that project and now has come to fruition and became the Igloo Beach Lounge.





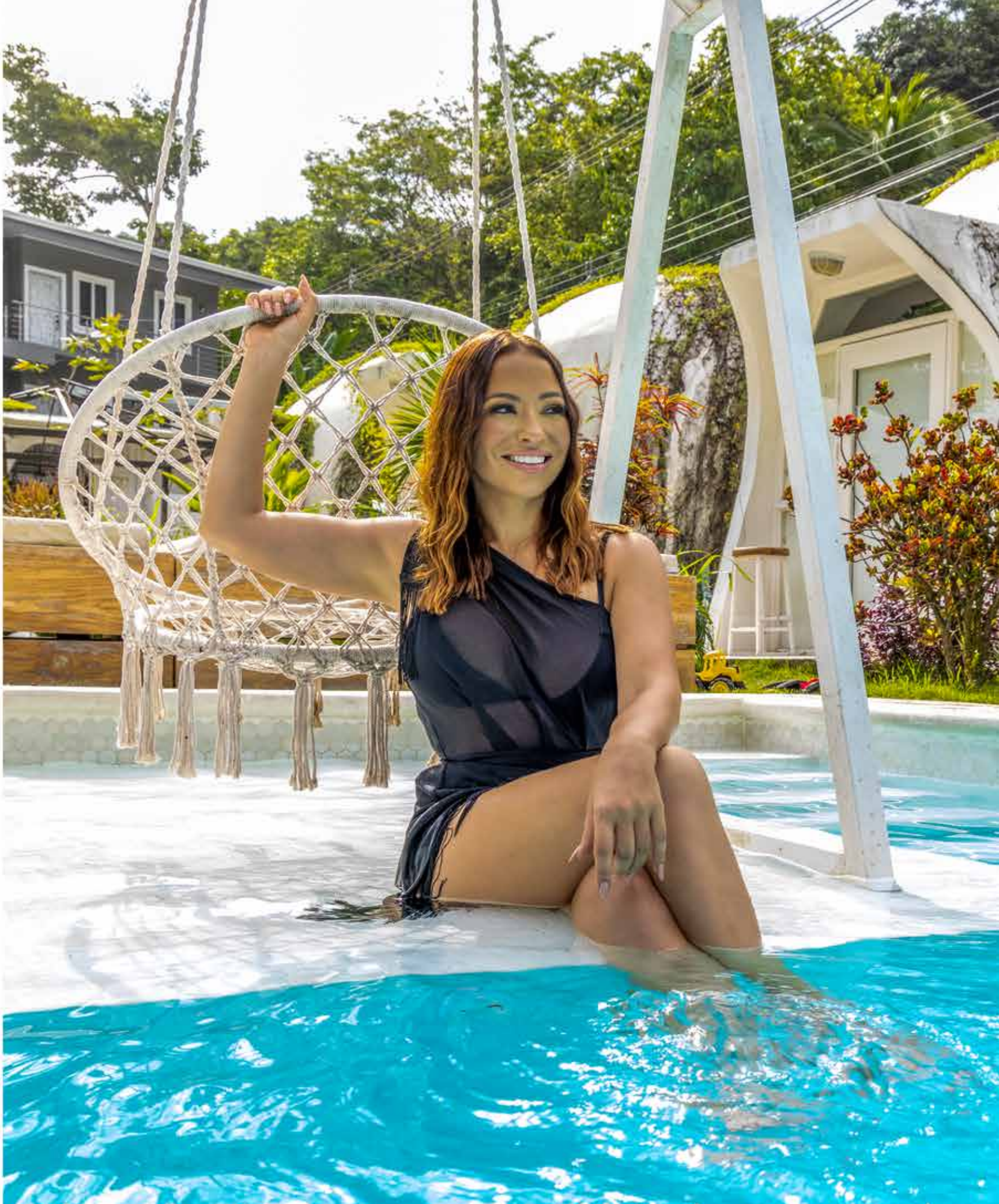


The Igloo Beach Lounge's very own concept is from an igloo, but the story behind it will surprise you. It came from google. Since igloos are for the cold, it was decided for Funti to put igloos by the beach. Now, Costa Rica has its very own igloos for all year round!

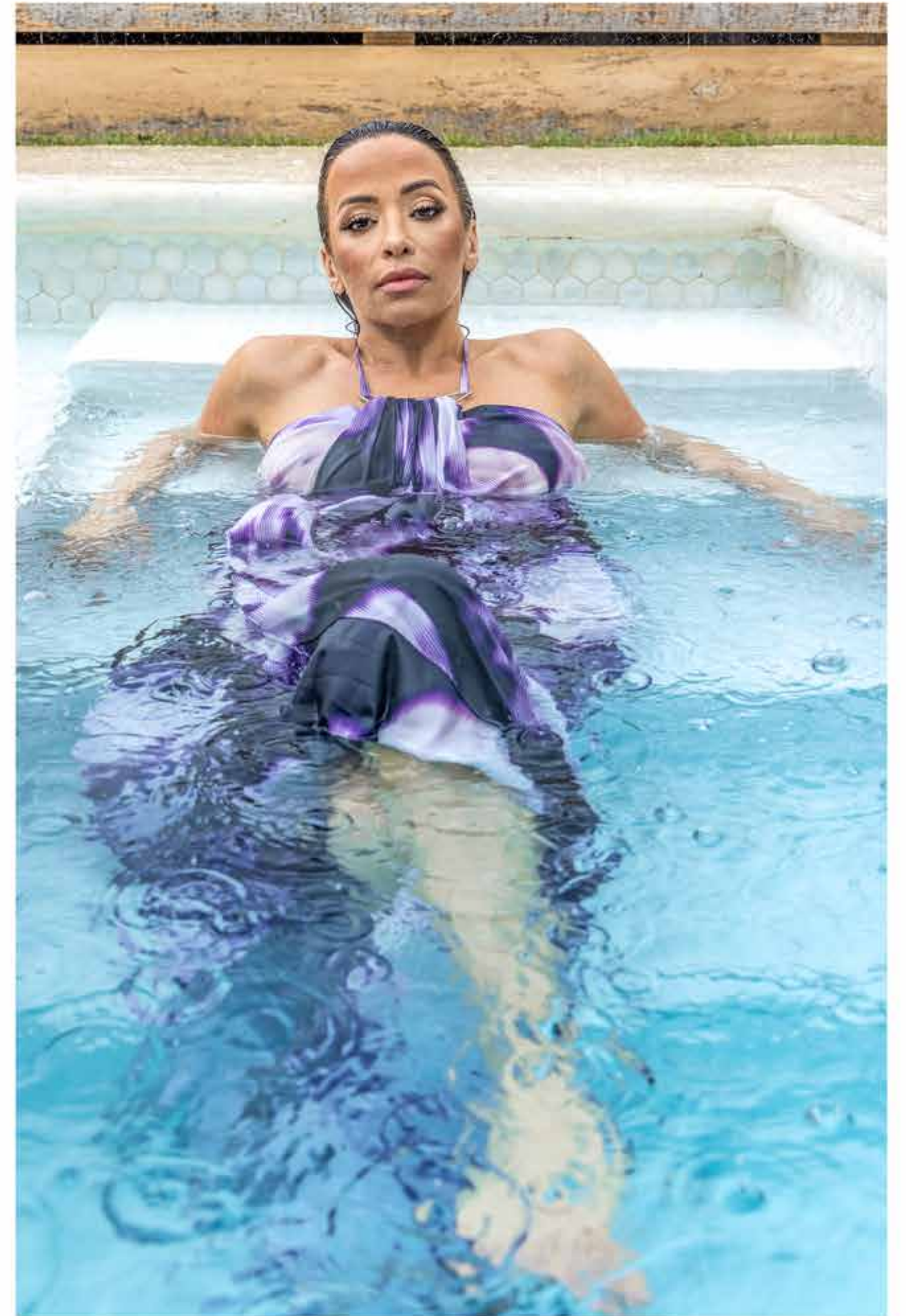
The biggest outcome and takeaway for everyone from Lamia is to not stress, and enjoy the journey. Life has mysterious ways of bringing you to the top and making dreams come true. Lamia Funti believed in herself and went with the flow. From her words, "it is about the journey, not the end result." Things will happen for a reason, and we just have to "trust the process." There will always be obstacles, but there is nothing that can not be overcome. Believe, and dreams will come true.

As much as Funti likes to go with the flow, she does have a morning routine - wake up, a workout, a juice, and emails. Perhaps, that is the beginning of the many journeys to come, and a world to conquer.

If you are ever in New York City and want to stop by the restaurants that Lamia Funti has started, definitely stop by! You will be in for a yummy treat and lovely hospitality. From Lamia's Fish Market, Skorprios, Mikonos Blu, Omar's Kitchen to Igloo Beach Lounge in Costa Rica, hop on in and say hi.























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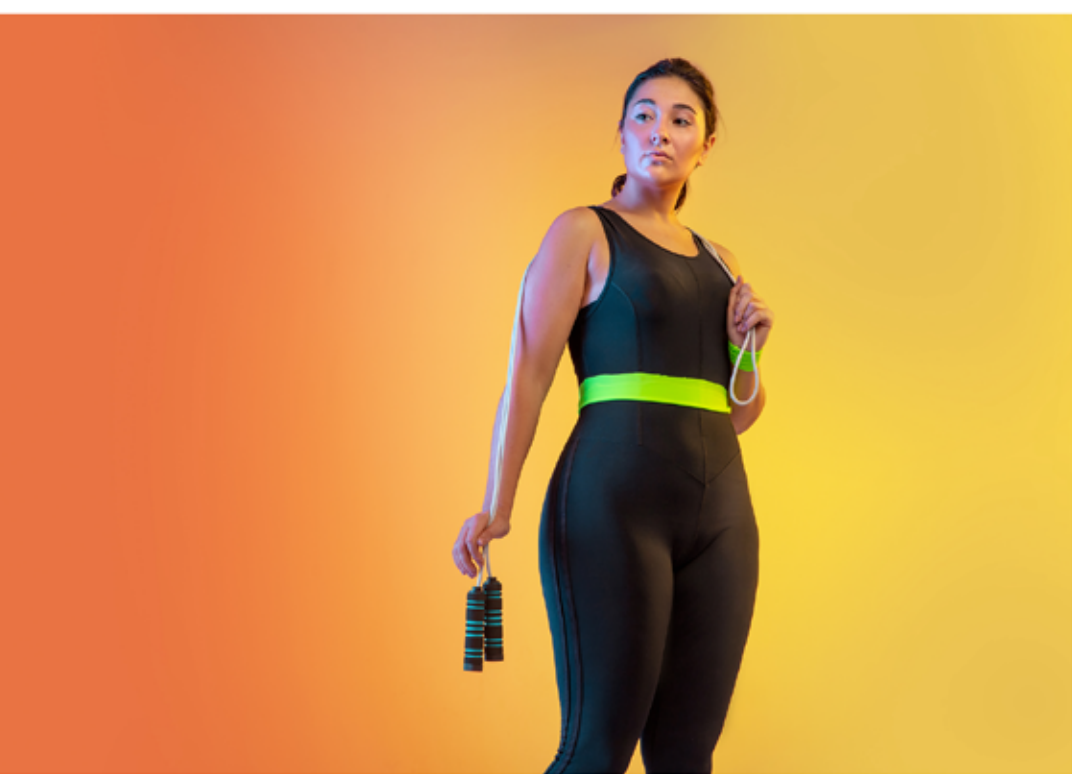




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# LOVE YOUR BODY -

WRITTEN BY NATALIE GARCIA

Thanks to today's expectation on "beauty" it is impossible to love ourselves. We have created an impossible acceptable level of perfection that will make even the most positive of individuals look at their reflection and feel some form of insecurity.

Just know, you are not alone. In fact, learning to love your body when you really don't is no easy task, but we are here today to try to reboot our systems, and make a conscious effort to commit to accepting our bodies as they are.

We focus so much on the superficial part of life that we forget to appreciate our bodies for all they do for us. If it was not for them, we wouldn't be able to go from location to location, do everyday things like breathing and living, or for women in fact, we wouldn't be able to grow a whole new life within us! That there is fucken amazing – yet here we are still looking at ourselves going, "UGH! I hate how I look."

First things first, you must commit to wanting to change the mentality. That's the first step – admitting that you in fact want to change. It's admitting to yourself that you have a negative relationship with your body and want to change that to become positive. But this step is more than just saying it. It's about meaning it.

For some, this means understanding the reasoning behind why we are ready for this change. If it's because you are seeking approval, love, affection etc – then once again, you are doing this for the idea of what is accepted in society. You need to remove the fear of rejection and welcome the idea that you deserve to be loved in your exact body. We mean it! Say that to yourself daily. Because you are beautiful as is and no one can tell you otherwise!

The same applies to how you view others as well. Accepting yourself and what is considered beautiful, is the same on accepting others as they come as well. You see, the more you accept that real people come in all shapes and sizes, the more you will normalize your way of thinking about yourself and what is acceptable.

A big step to allow this to manifest will also fall with what you surround yourself. Given, you can't control mass media – but you have control on key things around you. Example: your social feed. Who do you follow? What are they posting? What are you posting? Etc. Filtering those things around you is a mindful proactive way to set your boundaries and create a zone you feel comfortable with.

You can also start rebooting your feed by following those that are expressing the journey you are in. Happy people that love their bodies and accept their society so called flaws as an imperfection as part of who they are.

This is just the start...but you will begin to see change, not to mention want to start learning more about your body and why it is so powerful... But just in case body positivity is not something you are ready for, then take a baby step and start with body neutrality.



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# YOU CAN'T TELL ME WHAT TO FEEL

WRITTEN BY AMANDA CLARKE

“No One Can Make You Feel Inferior Without Your Consent.” – Eleanor Roosevelt

No offense Roosevelt, but clearly you have never been in a mentally and emotionally abusive relationship. Therefore, step aside and let me be the one to explain why it is that an outside influencer can further tear you down. Yes, perhaps you have given them your consent, but it was not a switch you flipped.

When we meet new people, we rarely care what they will say regarding us as a person. The reasoning behind this is simple, they are not in our lives, and we do not know them enough to value their opinion. However, turn that new person into a friend and suddenly their expression of you begins to have more weight. In fact, you may begin to mold yourself to obtain their approval on things; it's just human behavior – we all like to be liked.

Then there are the ones you are involved with. The same individuals that we will eventually drop our guards with and share intimate situations from our past that we may be insecure over. These same individuals are connected to us. We do seek approval because we also run to them for protection. They are the ones that perhaps have the biggest impact in our every day.

Just think to the power of a morning text wishing you luck on your day, or the giddy smile you get when they tell you, “You’re beautiful.” It makes us smile because we genuinely care what they think. Unfortunately, it’s the power we have given them that also makes the initial statement from Eleanor Roosevelt be true and false all at once. Because, whether you realize it, yes, you have given full consent, but not in a way that you can easily turn off and on.

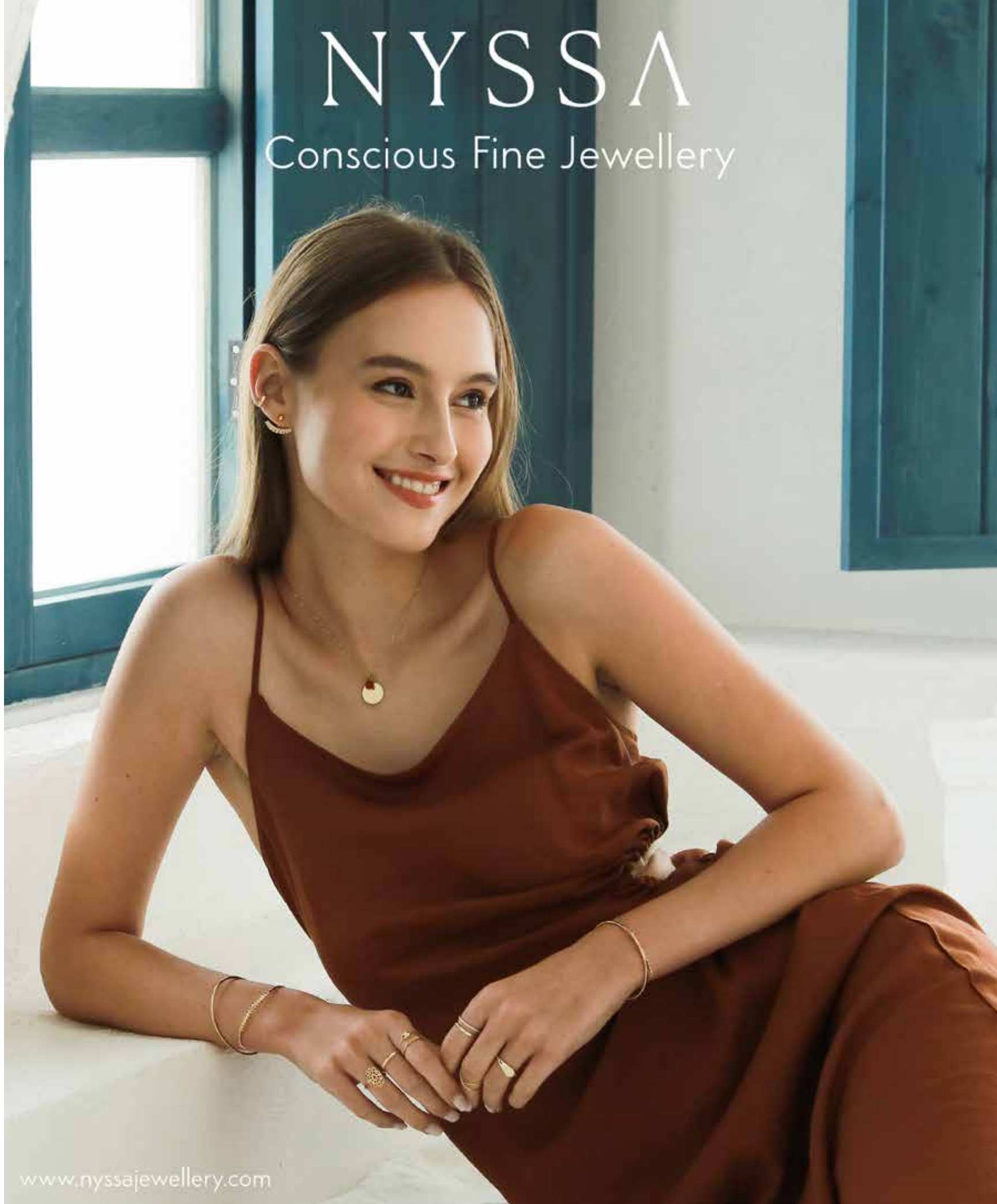
That is what brings us to the topic of Feelings – because no one can tell you HOW TO FEEL, they can only feed the feelings themselves. Therefore, because you begin to express thoughts and begin to be self-conscious on how people may react remind yourself that your feelings towards any situation are yours and no one else.

When you are experiencing a moment with someone close to you, it is important to be able to express how you feel. In return, that individual must respect your feelings because they have no right to say you are wrong for feeling any way. Instead, if they genuinely care, they should work with you to understand what lead to that specific emotion and learn how to best either fuel it (if it was positive) or avoid it (if it hurt or made you mad).

How you feel is powerful and part of life. It is what brings humanity to any interaction and more so allows partners to grow. Therefore, next time someone start a sentence with, “I feel that...” stop and truly listen to them. Respect them for opening and being willing to share. This alone is not easy but can help so much in the future.



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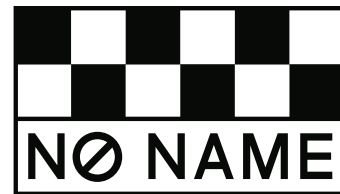


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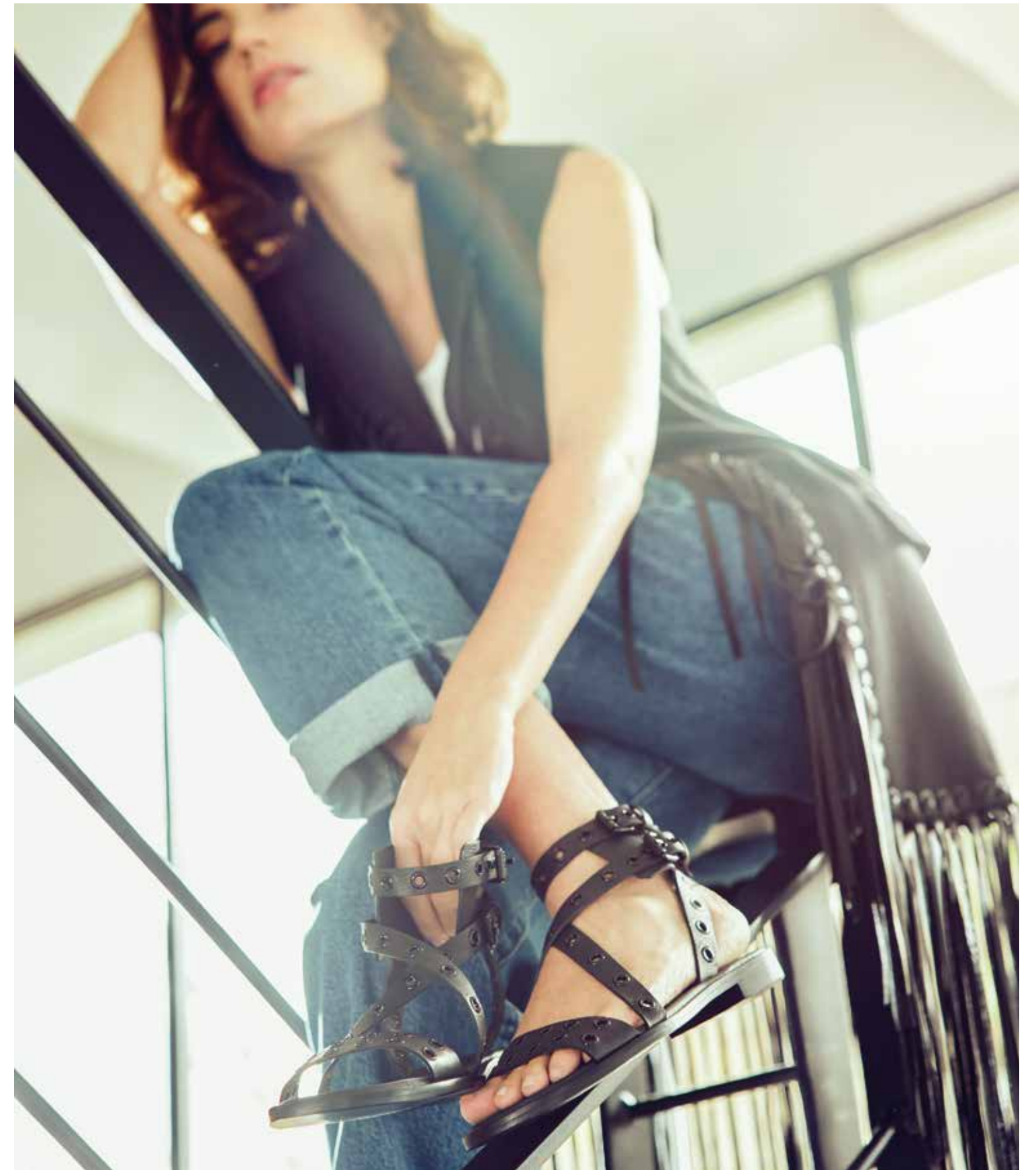




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## REEBOK AND KANGHYUK REPURPOSE CAR AIRBAGS FOR LATEST CLASSIC LEATHER

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After being teased during Kanghyuk's COLLECTION 10 preview earlier this year, today Reebok and the South Korean label announce the official release of the Reebok x Kanghyuk SRS Classic Leather for Advanced Concepts (\$340 USD). The collection will be offered in a limited run of 25 pairs, available exclusively at Dover Street Market London.



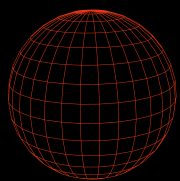
This capsule is a continuation of the Advanced Concepts handmade project, a design originally conceived in Kanghyuk co-founder Sanglak Shon's graduate collection. The project was then debuted with the Sole Fury in 2019. The previous product was crafted using only repurposed airbags, but the Reebok x Kanghyuk Classic Leather also features an upper made from leftover garment dyed material from KANGHYUK's ready-to-wear collection.

The reconstructed version of the Classic Leather still holds the signature features of the iconic 70's Reebok model, now created using laser cut airbag material construction.

The Reebok x Kanghyuk SRS Classic Leather will be available in Tonal Red—a signature color for the South Korean Brand—in unisex sizing exclusively at Dover Street Market London beginning August 6.

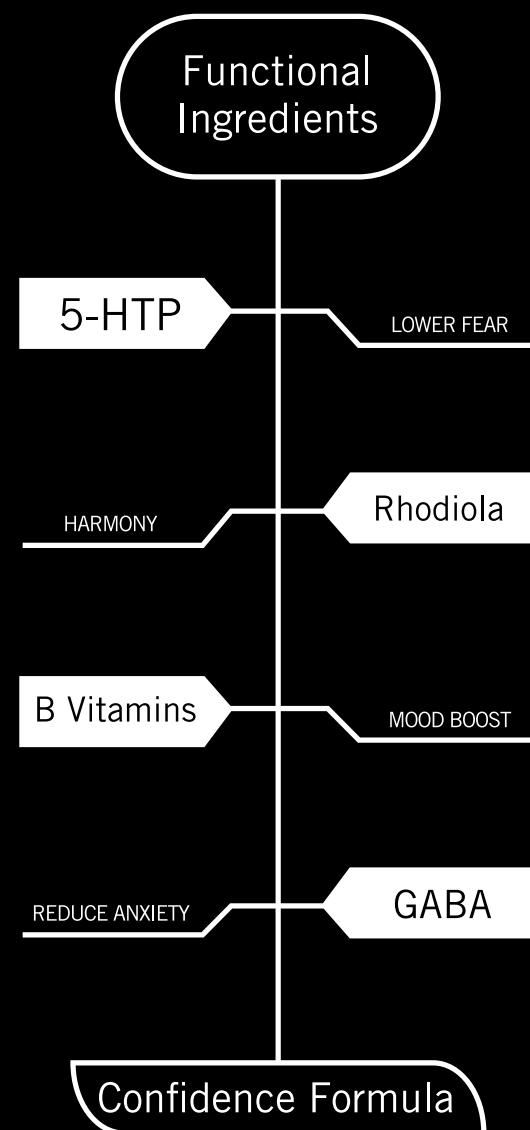






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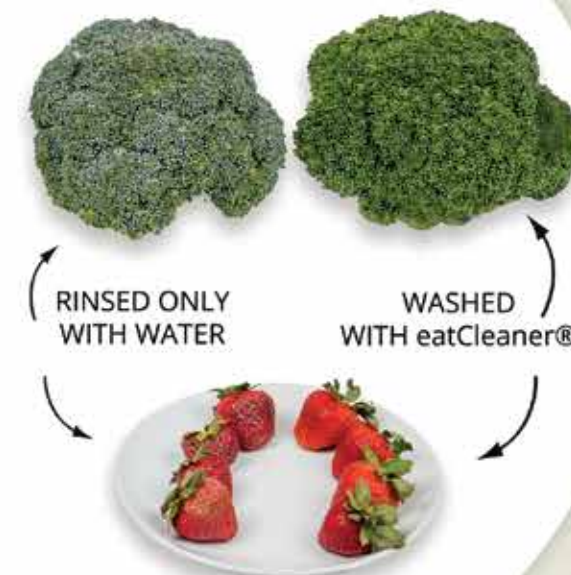


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PHOTOGRAPHED BY DIMITRY LOISEAU

# MEET KYLE *Hjelmseth*

Recently, I had the privilege of interviewing Kyle Hjelmseth ("YELM-SETH") is the Founder and CEO of top-tier talent management agency G&B, which houses both the College of Influence and the Normalize Equality initiative.

Can you share with us your background and your career?

I am a self-made minority business owner, experiencing life as a mixed race individual, but thrive on driving messages of diversity in the social media world. I grew up in small-town America among a population of just 3,000. One of the few students to attend college, I traveled the farthest for my degree in Communications and Public Relations from Purdue University. The story of G&B began in 2012 when I reached out to Honey & Silk blogger Stephanie Liu to partner on a campaign. We struck up a friendship and, in 2014, I officially signed on as her manager, helping to quadruple her blog income while simultaneously serving as Associate Director for Chloe+Isabel. In 2017, we actually got married and today I represent over a 100 clients through my company G&B Digital Management, with an inclusive ethos that transforms influencers into influential people.

Can you share with our readers how you started your company and the mission behind it?

I started G&B because I wanted to distinguish myself in the market, but didn't know what I was getting into. As I stated I had been dating a blogger for about a year in 2014 when she asked me to use my business skills to help manage her projects. I will admit that at first I said no because I didn't want to "mix business and pleasure," but when I finally said yes...well, everything took off. She was my first client, and then her industry friends came knocking.

Today we have over 100 digital creators signed to G&B, we have a sports and entertainment division, a group focused on business in the Middle East, and a growing platform called College of Influence. We've become one of the most well known and distinguished firms because we do right by our clients, on both the talent and agency or brand side with a high level of integrity. We serve others, and when we do our needs end up being served in the long run...and that's the credo that guides our growth and success.

How is diversity in the workplace evolving, how does it play into your company and its mission?

This last year really put diversity in the workplace back into major conversation. It's strange that this conversation is almost cyclical, and sad that it took something like the many deaths of black and brown people, certainly George Floyd and Breonna Taylor's murders to bring it back again to conversation. Couple that with the rise against AAPI both IRL and on social media, the world has become darker and more dangerous for minorities. The GOOD thing that has evolved from these terrible situations is that companies are really looking to be more diverse and inclusive, both with race and gender. Leading change from the top. That means

we are seeing more ethnically diversity in employees, and a push for more visible women in leadership. At G&B we try to lead by example. We have an amazing woman leading on our advisory board, Kendra Bracken-Ferguson that helps guide us to prioritizing collaboration over competition, and Celebrating differences of perspective. Good ideas can come from anywhere, so we work to ensure that his team feels safe enough to share openly, even when it's uncomfortable. Focusing on finding solutions instead of dwelling on problems, I find fuels innovation by establishing a refreshingly drama-free approach built on mutual respect and honesty.

During the pandemic many people lost their jobs and livelihood, how did your company adapt and pivot during this time to be what it is today?

Yes it was sad to see some companies close and some people unable to pivot. I am actually currently writing a book about this as I was able to lead my team through and out of the pandemic successfully, without losing a single team member or cutting salaries / benefits. I am very grateful for that, so I wanted to put pen to paper and share with people how I did just it! It's about overcoming situational paralysis so you can take risks and identify or leverage opportunities, then stepping into a leadership role that is both effective + authentic.

If you could go back and talk to your younger self what would you tell him and why?

The advice I would give myself is to trust that those around you have your best interests at heart. I would be a couple of years further along in my career if I listened to my wife. Of course I believe it's all God's timing, so I don't have regrets...but I acknowledge that sometimes I need to slow down and open my ears a bit more.

Are you working on any exciting new projects now?

College of Influence is our agency platform to encourage learning what it takes to run a business as an influencer successfully. I believe education is paramount to advancing every individual toward their goals, and in the growing lane of influence there is a lot to learn. Most influencers do not have the benefit of managers to watch out for their interests, or even help with essential business issues like collections, reviewing contracts or even understanding how to sell themselves to brands for collaborations. We took everything we've learned over the last seven years and dumped our brains onto the internet for the benefit of helping the next generation be great at what makes influencing great, the storytelling...not worry about not understanding what perpetuity in a contract means and why you should never agree to it!

Where do you see yourself and your career going in this new year and in the future?

Thank you for having me! What is next for G&B is that we are growing up! We've been in space for such a long time now, but it's still a young industry to be in. We're doing things that no other agency is even thinking about, and that's what I love...not the competition, but the innovation. We've got bold plans for the future of our firm, and bold plans for the future of my family. Most of all the future includes JOY.

How can our readers connect with you on social media?

Follow me @KyleHjelmseth and @gnbinfluence on Instagram for influencer spotlights, career tips, and brand updates!





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