



A new year is the opportunity to start fresh, hit the reset, and continue forward on your path. Whether you choose to stick in the same direction you once were, or change it all together, there is no wrong roadmap for you.

For myself, the past 2 years have been about growth and understanding myself. It hasn't been easy to maneuver through the steps needed to succeed in this business. Its quick in evolving, it's judgemental, and it has high expectations.

However, it has been thanks to friends and colleague that I have been able to continue forward. Making strides, making mistakes, but forever learning to evolve.

That is what this issue represents. A new beginning for an existing roadmap, introducing, and re-introducing dreams, brands, and more.

Join us in this issue and help us welcome the new year 2022 together.

Will ?



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Available Online Only



OUR PICKS



This mascara's combination of brush and toxin-free formula opens up eyes for a natural or defining, and totally buildable look. ILIA - a complete must have!

A tinted serum in 12 stretchable shades formulated with NP-TriOX™ Technology to combat the effects of stress on the skin. Thank you TRINNY LONDON.

35ml E I 2fl oz



The satiny pink Benefit Cosmetics High Beam Liquid Highlighter accents cheek and brow bones for a dewy-looking glow.



No Makeup
NAKEUP

Let Your Skin Shine Through



Jaclyn Cosmetics Rouge Romance Cream Blush Stick transforms on skin for a gorgeous, effortless wash of color



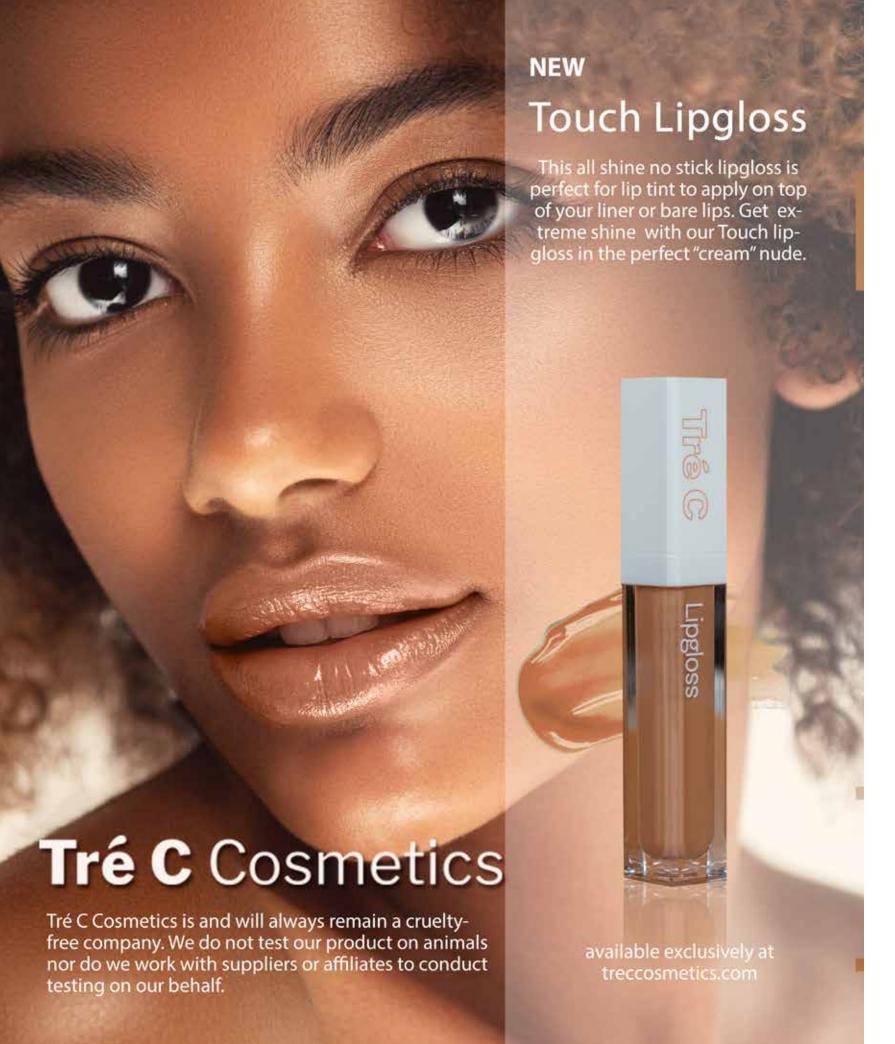
This TRE C all shine no stick lipgloss is perfect for lip tint to apply on top of your liner or bare lips. Get extreme shine with our Touch lipgloss in the perfect "cream" nude.

GET THE MOST KISSABLE LIPS











THE FUTURE OF SKINCARE

WRITTEN BY JESSICA LAU

The new year is here! As each year comes and goes, there are so many skincare trends that come. Looking back to the past skincare trends, it is amazing to see how far skincare products have come. There are new trends that we follow and we continue to try to find products and ingredients that fit just to our own skin. The journey of skincare is a long one for sure, but that does not mean that we should not be trying something new. Trends come and go, but once we try something new and it works, that trend becomes yours, and that's what we see skincare trends as.

The times have changed, and minimalism is in. We say goodbyes to the many layers of makeup, and say hello to less product and reducing what we use. We want to depend on our skin's natural glow since we know that a lot of makeup can break your skin out. We know how easy it is to have our skin break out, and how annoyingly hard it can be to get your skin back to clear. Well, in 2022 we are striving for the natural glow.

Self care is the new luxury and wealth, and self love is what we are focusing on in the new year. Everyday we look for hard-working ingredients to rejuvenate your skin at both a physical and dewy level. With the talks of ingredients such as retinol, hyaluronic acid, niacinamide, vitamin C, ceramides, peptides, BHAs and AHAs, It is no wonder that people look towards trends to find more and broaden their skin care knowledge. Do you know what you are looking for in the next new skin care product?

We got you! And we are here to tell you about the next skincare Trend prediction for the new year. Let's bring those 2022 New Year skin care resolutions to arise and stick with it. May your skin glow and your dreams flow.

Vitabrid C12 Wrinkle Serum -

The anti-aging product of the year.

This exclusively developed weightless, highly effective serum is powered by our unique formulation Secret Code P-151™ designed to ensure ingredients are optimized for achieving optimum absorption with skin rejuvenating and advanced aging care. Clinically proven to help target fine lines and wrinkles, improve skin discoloration and smooth skin texture while refining pores for firmer, resilient looking skin.

FLOetic #Reset Wipe -

The quick pick me up white that you need for your end of day while wiping out the free radicals that have been building up on your skin the whole day.

Our individually packed RESET face and body wipe is perfect for travel and is the ultimate gym bag addition. Infused with rich antioxidants and natural ingredients such as Aloe Vera, Green Tea, Chamomile, and Peach extracts, it gently removes makeup, sweats, free radicals, and impurities on your skin, leaving you feeling refreshed, rejuvenated, and recharged. Each carton contains 22 individually packed wipes. Made with plant-based fabric.

Krave Beauty Kale-Lalu-yAHA

A kind yet effective exfoliator that smooths out texture and fades the look of discoloration to reveal healthier, radiant skin. This exfoliator says farewells excess dead skin cells to let skin welcome plant-powered hydration and soothing.

The Ordinary Retinol

Retinol and pure retinol format for your skin care. It does not get any rawer than this. The Ordinary has multiple different percentage in their retinol products that is best fit for you and for you to adjust.

DECREE by DR AJ STURNHAM The Skincare set for both the AM and PM Take your regimen to the next level and boost skin radiance with our must-have mini serum duo dream team. The perfect way to try those products that you have had your eye on. Each serum mini provides two weeks of product use. These are also perfect for travel, so you can continue your Decree, wherever you are.

These are just some amazing products that you can try if you have not already Incorporated the said ingredients into your skin care routine. However, that does not mean you should not try new products as your skin can slowly get accustomed to your skin care products after a period of time. We know and we get it. Skin care can get super expensive especially when we start trying new products that we are not used to. But, what says skincare luxury if you don't invest in yourself. it is 2022 after all and as always you









Red Energy Recovery Serum

HYDRATED & SMOOTHER
looking skin in 5 DAYS*

VISIBLY FIRMER & BRIGHTER

skin in 14 DAYS*

*Based on a clinical study evaluating the effect of Mamonde Red Energy Recovery Serum on facial skin attributes, including hydration, texture, radiance, firmness, elasticity, skin barrier functionality, and overall appearance, of 33 Asian women ages 25–35 years old.



REVOLUTIONARY

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A hydrating, two-part system specially formulated with Vitabrid CG, a stabilized form of active vitamin C, for intensive hair and scalp care. This tonic promotes scalp health and increases collagen production which helps improve the look and feel of thicker, fuller hair, while strengthening the hair and alleviating scalp itchiness.



DUAL DROP SERUM

Brighter skin, reduced fine lines and antioxidant protection, all in one drop. This quick-absorbing and deeply hydrating serum is packed with benefits from Vitabrid CG, a stabilized form of vitamin C, and powerful peptides for skin that looks and feels brighter, firmer, and deeply hydrated.



SKIN TO SCALP

You don't need a ton of products to see results – you just need the right ones.



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FACE BRIGHTENING POWDER

Vitabrid CG, a revolutionary and powerful form of stabilized vitamin C that can be mixed and matched with your current skincare regime. Stabilized and active vitamin C is released deep into the skin for 12 hours, leaving it looking firmer and brighter, while also reducing the appearance of fine lines and wrinkles.





2022 ACCORDING TO TIK-TOK

WRITTEN BY JAY

Tiktok as a platform has grown and blew up in the social media world and we expect more and more to come from the content creators. If we look back into the top trends of social media, we will see that a lot of the trends start from Tiktok. From dances to fashion outfits, to all different industries across the board, it is not a secret that people look towards tiktok for all the upcoming trends ahead.

Those who use social media, we know how crazy trends can get and how fast they can change. Trends can go viral one day, and automatically die down the next day, but however there are trends that stay for a while, and even make a comeback after a certain amount of time. Does this sound awfully familiar to you? Sounds like fashion. Yes, it is amazing how tiktok as a platform can also influence those to get a specific type of clothing that may otherwise not have been known. It is amazing how tiktok can bring out new fashion trends. Before, it was only fashion shows that made the way for the new trends ahead, but now on top of that, tiktok creators also paved the way for not only big designers, but also local designers to shine. Afterall, a lot of the people we see on our for you page are just our average normal people and not industry cut and made models for brands.

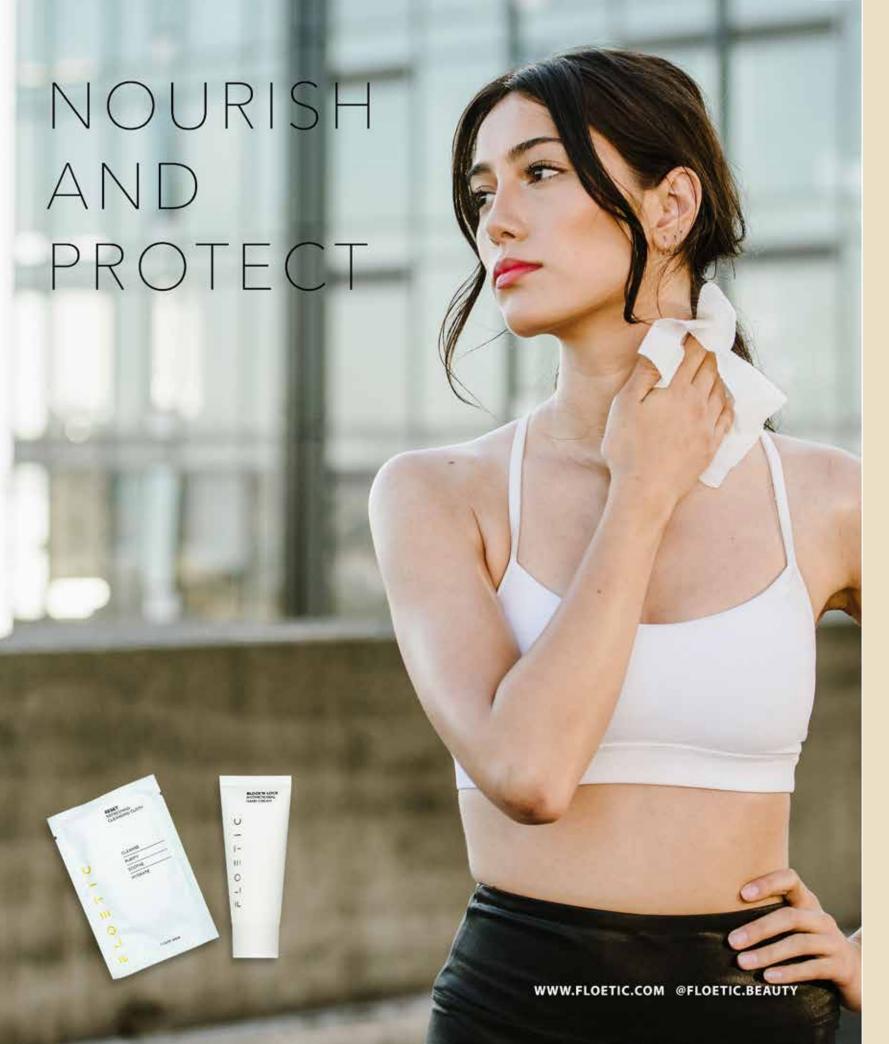
Just scrolling through some content creators, we will see the amount of people in the comment section asking what a specific article of clothing the creator is wearing. Then, after that the piece of clothing will either be hard to find, or sold out because of the fuzz that that specific tiktok has created. As fashion lovers, we always chase the newest piece for our closet, so we look all over the place. Tiktok has made it super easily accessible where you can find new trends daily just by the flick of the thumb as you scroll through your page.

Creators create style for every type of core there is. Scrolling through tiktok the other day, we found one called BTS-core. Surprising, yet super cute and very fitting for this day and age because of the continuous rise of BTS. The amount of different styles that are made to fit a certain type of member's aesthetic makes tiktok truly the platform to be on when looking for the next outfit inspirations.

There are also content creators that go around streets of fashion cities in America, such as in Soho, New York or even the hipster part of Brooklyn, Williamsburg to tell about the details of their outfits. The differences and individuality in each passerby's outfit is amazing and inspiring to give the next person who sees it a new look into the same piece of clothing. Fashion is about expression, but sometimes when you are looking at it from only one perspective it becomes hard to pair up the outfit. With content creators from tiktok continuously making outfit inspirations and asking normal people on the streets who look just like us, it sets the tone of the fashion world, not only from the amazing designers of Fashion Week but also the designers of your local designers and thrift stores.

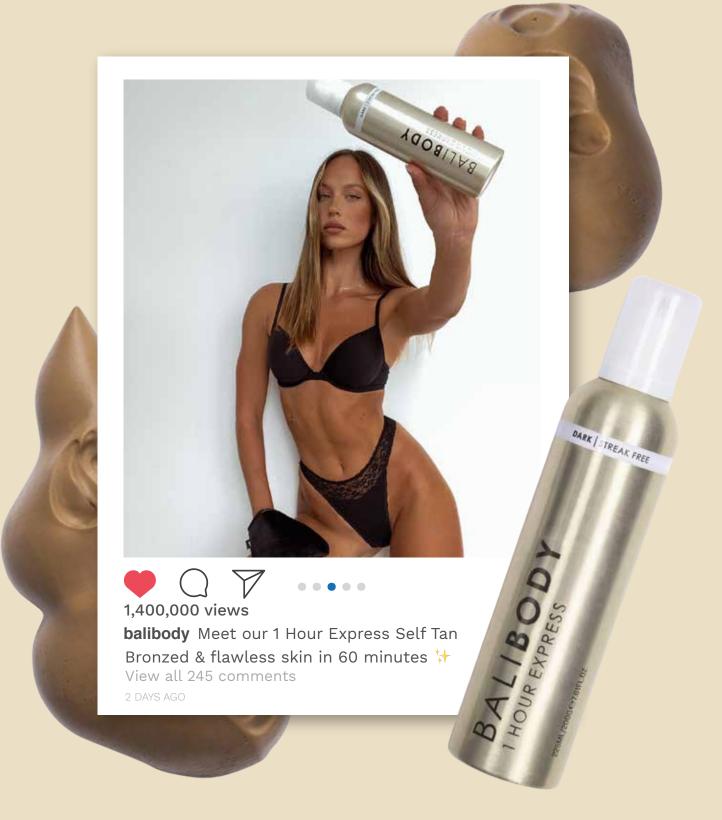
The influence surrounding Tiktok is immaculate, and creates a different space for the world. Tiktok encourages the love of sustainability and thrifting, which help spread the word more for those who do not usually thrift. Tiktok Fashion content creators are ruthless and will tell you if a piece is thrifted giving more opportunities for people to choose thrifting over buying from fast fashion companies. Although, there will be some here and there talking about some pieces coming from specific brands, it still makes tiktok the platform to spread more word about a fashion piece that you love, and perhaps only you own. Afterall, when you love a piece of clothing, the first thing you want to do is spread the word about it.





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7 Premium Full Flower Half-Gram Pre-Rolls

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THE YEAR OF SKINCARE

FROM OUR OFFICE TO YOUR HOME



Put your best face forward! Even out skin tone, fine lines and wrinkles – morning and night –with Lexi Skin Anti-Aging Face Cream.

EYEAFACE

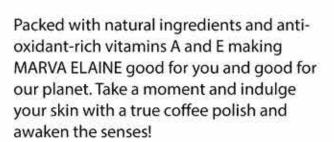


A Coconut Lip Balm with SPF15 to hydrate and plump the lips while providing long lasting protection. Nourish, Smooth & Repair!

A rich yet velvety-smooth face moisturizer that locks in moisture and helps improve the appearance of fine lines and wrinkles, suitable for the sensitive skin around the eyes as well as your face, delivering the benefits of a concentrated eye cream to the entire face to provide a glowing radiance.



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Today's fast-paced lifestyles affect our bodies. In fact, science continues to show a rising trend of weakened gut microbiota, increased stress, and higher levels of inflammation that can lead to illness and disease. That's why our team at Nupeutics HealthTM specializes in developing science-based, natural products specifically designed to meet your personalized nutrition needs, and goals.



Hormone Master

Hormone Imbalance - Your hormones play an essential role in your overall health. Because of this, there is a wide range of symptoms that alert your body that something is off. You may experience irregular periods, cramping, mood swings, and even acne! Adaptogenic herbs like ashwagandha, maca, and astragalus work to relieve you of these symptoms and bring the body back to a state of balance.

Maca, Ashwagandha, Yellow curcumin, Astragalus



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 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. **Valerian root, chamomile, and lemon balm**









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No expertise necessary! Specialized Japanese cooling fan sets curls instantly as you style for lasting results.



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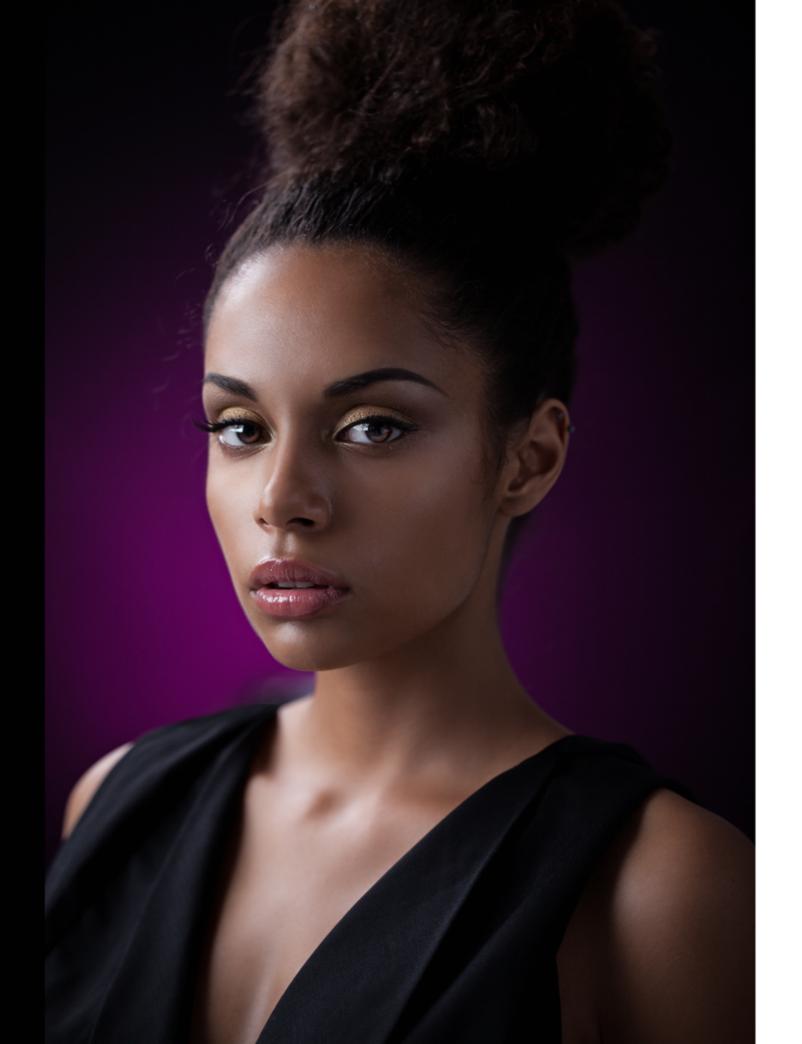


FEATURES AND BENEFETS

- Ultra fast PTC heating device
- Specialized Japanese motor for premium performance
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- Auto shutoff in 30 minute:
- · Reduced exposure to heat, as hair is instantly cooled with fan while styling
- · Dual voltage for world travel
- · Adjustable up to 430F with 5 heat settings
- 1" ceramic plates
- Protective outer casing prevents overheating or burns to countertops

HOW TO USE.

- Press and hold the plate button to open the plates. Slide in a 1-2inch section of hair and release button.
- 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.
- Repeat until all hair is curled.
- For straight styles, hold the iron horizontally and slide the styler from top to bottom of section.



BEAUTY IN 2022

Wow, we have gone through another year of such exciting plot twists and updates in every way of life. As we are bringing in the New Year, it is hard to say what is to come in 2022. We know that there will be so many different challenges as well as big obstacles ahead of us, so you cannot say that there are more certainties than predictions. Honestly, we do not know what will be big in this coming year, since most of us are still trying to figure out or process what even happened in the past years.

WRITTEN BY JESSICA LAU

However, we do know that beauty and skincare are here to stay and evolve, so let's bring on that new year's new me glow. From the rise of clean beauty products 2 the more minimalistic approach to new skin care and next level self care accessories, what we do know is that in 2022 skin, shopping, and looking amazingly effortlessly young is what is in trend. Here is what we are most anticipating in terms of how we approach beauty and skincare trends in the new year. Before we move on, do you think you can name some?

Let's start off with how many products are more accessible to everyone in everyday life. With this generations' need for immediate results and the femine urge to go effortlessly chic and confident, we know we are definitely in for a cool spot. With the many stores offering same day delivery as well as same-day pickup oh, we know that effortless shopping is definitely the newest and most convenient trend of all. Think more of a food delivery service, but it is for your own luxurious self care and beauty needs. Especially with the current climate, we know how hard it can be to get the specific product that you want, and not being able to get it. It is only a matter of time before more retailers as well as small local businesses start offering different services for those in need of their favorite products.

But now that you have all the products that you need, what comes next? We believe that it is the year of new content creation and Imagination that brings out the best in all of us in 2022. Similar to fashion trends, skincare and makeup trends are also a part of self-expression. We will see a lot of self-expression and not direct correlation to self love and boosting that confidence more so in everyone. We know that skin care can make you shine from inside and out and make up your own very expression of how your emotions are working, so why not put yourself out there and make yourself true to who you are. All we are saying is that self care, as important as it is, is and forever will be a continuing beauty trend this year.

Also, can we talk about how we get all happy inside when someone says we are younger than we are. When we get compliments about how we look younger than we actually are, it puts us in a super amazing mood. Which means that that is good for all the Anti-aging products that will be in our little vanity drawer, and will always be at the top of your skin care stash. Yes, anti-aging and any product that attacks wrinkles farming in our skin is definitely going to be the next trending products and the beauty whelm next year. We think that there will always be new ways to help improve wrinkles, facelift, as well as skin tightening but everyone will always love a little DIY at home and must have a product to attack those conditions. It is and will be a definite hit for sure.

And last but not least, we will always talk about small businesses and supporting businesses that are POC owned. Let's face it. Everywhere we look there is always someone that looks like us, whether it be a POC that is introducing you to a new product for themselves, or a POC that builds a product from start to finish to attack representation for their specific skin type, we begin to see more and more brands. Representation and all different Industries should always be a thing, but we believe that in 2022 people will be paying attention to those behind the brands. After all, people behind the brands are those who represent the brand, and bring more knowledge into the Beauty World and diversifying the industry in a way that has not been done before.

We can go on and on about all the trends that will be happening in 2022, but these are just a few innovations that will happen and we cannot wait to see what the new year brings in store for us.



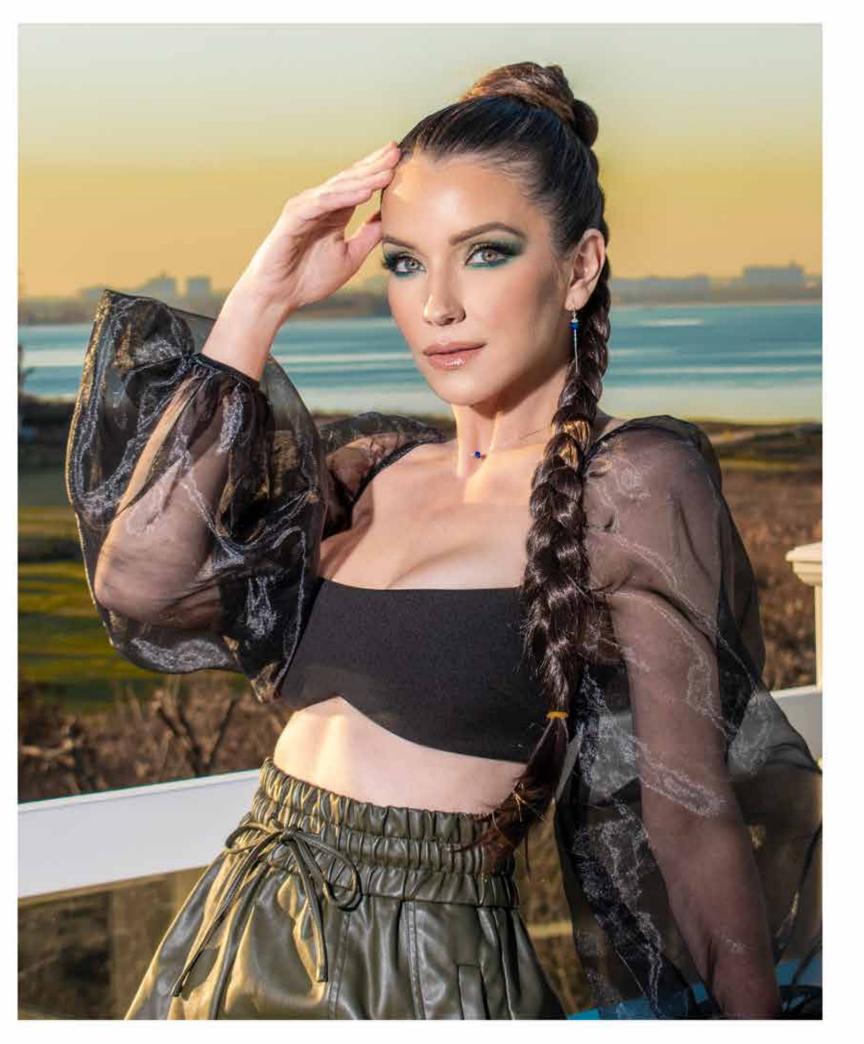


Gladiolus Dress

Constructed from the most elegant full-tength shimmer saturun a firm ming green. The Gladolus Diens offers a classy high-neck with a one-button citizum at the back high weisted seam and an any flowing shoulette with an upper-thigh side of the transverse complemented by a wide 3° cult classed with two sturning and specifical mace buttons.







Getting To Know AMANDA ORSO

Written By Jessica Lau

Meet, Amanda Orso - an entrepreneur who is known for her unique career and background. Stemming from a large extended Italian family, a seemingly revolving front door of family and friends, and a large passion for parties, she lives by the motto: "the more, the merrier!"

Comment from Writer: Orso is such an inspiring #bossbabe! We at THE LA FASHION were super honored to be allowed an opportunity to interview her and to share her journey of entrepreneurship; starting from all her passions and loves for connection with loved ones as well as forming new bonding relationships.

Amanda Orso was born and raised on a dairy farm outside of Madison, Wisconsin, before moving to New York in 2001, where she would begin her entrepreneurship journey. Orso first came to New York for a short stint in the fashion world before beginning a career at a prestigious NYC private investigations firm, where she served as the "Head of White Collar Investigations" for many years. There, Orso began honing research skills that she would use throughout her career. Now, she is known to have two blossoming businesses, "High-Low Hostess" set to fully launch this year as well as her amazing grain-free, gluten-free bread company known as "Barely Bread."

As it is with most of us, bread is a somewhat guilty pleasure that is often removed when any dietary restriction is given for health or diet purposes. After working with a physical trainer over a decade ago, Orso realized that, unfortunately, bread was not offering any benefits to support her health or fitness goals. Loving bread, she set off to find an alternative solution. By researching various flour sources, she eventually created a bread that was nutrient-dense, high in protein & fiber, low in carbs & sugar, and most importantly, Yummy. While it

Aside from living a healthy lifestyle, Orso has a love for creating events for friends and loved ones. Having always been a creative and passionate party-giver, Orso has been an avid hostess in New York City and Long Island for over fifteen years. The main event that she often highlights is her "Summer Saturday" dinner parties, held in her Long Island home over the past decade, which are uniquely attended by a varied combination of friends, family members, business associates, professional athletes, musicians, and models which number between 12-30+ guests each week, COVID protocol are all checked, of course!.

Within her ten years of marriage, she has easily hosted over 300 events in her home, growing her love for entertaining her guests, and ultimately inspiring the concept of her latest business "High-Low Hostess." With an enthusiasm for the intimacy and personalization that comes with home parties, she wants to provide others with her honed tips and resources for easy, elegant, and affordable at-home entertaining, creating on online party planning platform, to make the joy of entertaining more accessible to everyone. (www.highlowhostess.com)

Sourcing from local businesses to gather props to set tables for her events, she is constantly inspired and is always seeking new, fresh ideas. She believes there is an intimacy, comfort, and personalization of any event celebrated in a home dining room or backyard patio, and she finds joy and fulfillment in the discovery process of

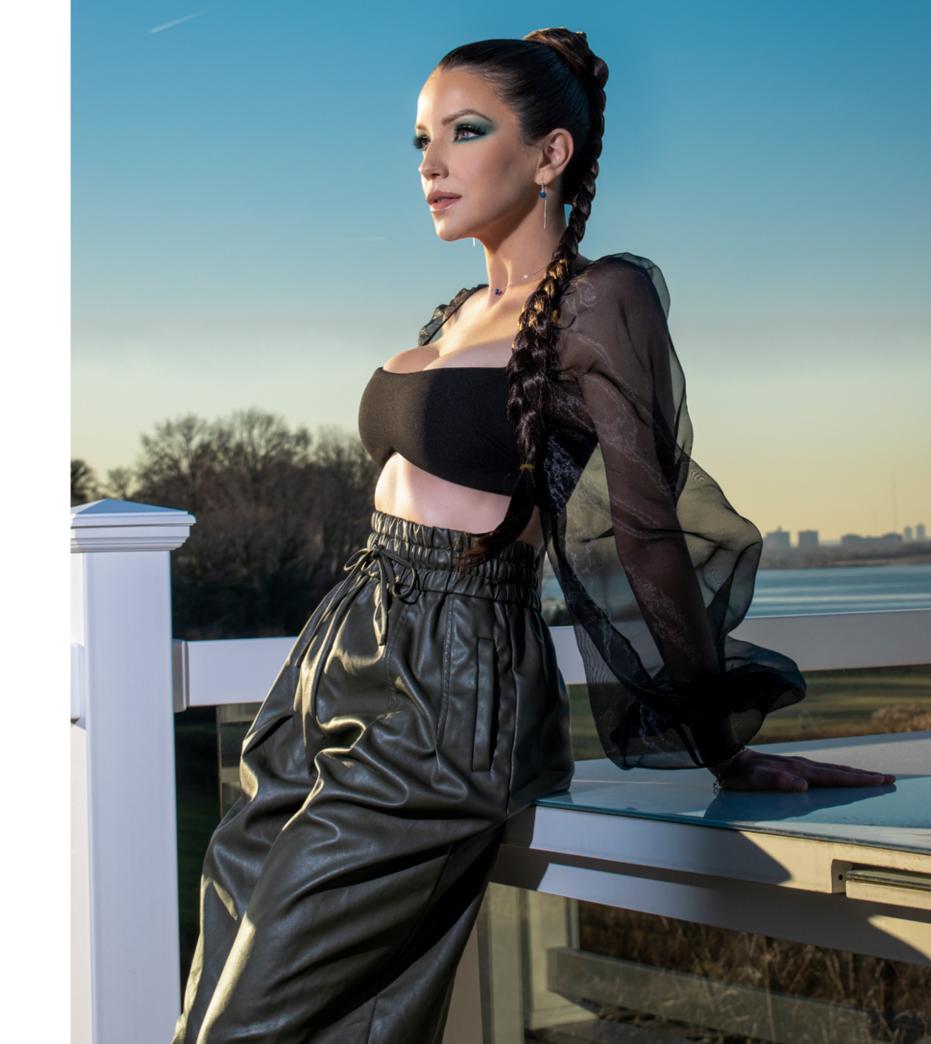
"Being a big celebrator of life, she wanted to center her energy and importance of her life on being with people she loves. From being a mother of one young daughter and three adult step sons, to running two unique businesses, she tells us about her exciting life."

had never been her intention, she soon realized she had a recipe that also checked boxes for paleo, keto, and diabetic diets, making her unique products ideal for practically any healthy lifestyle. She first started baking the bread for her family, her trainer, and others, and it quickly became a hit. Therefore, and with encouragement from her husband, she introduced the concept from her kitchen to the masses.

Orso always knew that in order to connect with people worldwide that she would need to tap into e-commerce. With a strong business plan in place to support yummy "bread alternative" options, Barely Bread first launched online with a strong direct-to-consumer business and a passionate cult following.

realizing a theme and the ensuing details for any event, any person, any occasion. For a recent event this past summer, Orso styled the tables for a fundraising dinner in connection with Caitlyn Jenner's gubernatorial race. From the concept of elegance, along with a California-edge, she created a setting with meticulous California-specific details to pull everything together (from the décor to the place settings to the favors) in a fun but beautiful way. And we can not wait to see more of her future events.

Both of her businesses come from her very own experiences and love, and the names for each are also uniquely personal to her. For High-Low Hostess, the name stems from her penchant for combining both high-end and low-end table and party décor. Taking cues from her own life, including her approach to fashion, she has





"With the current climate, she wanted to provide solutions to create a memorable experience for all."

always been a proponent of combining both high-end and low-end (think designer bag with the discount dress); and of course, she applies that same philosophy when styling an occasion in her home. For Barely Bread, the name stems from her very own last name. The English translation of her Italian last name, Orso, is "bear," a homophone for "bare." For her, the word "bare" indicates minimal, simple, basic, and uncovered. Because many grocery store breads are full of fillers and other unnecessary ingredients, while her bread is NOT, she loved the idea of having a very bare and straightforward food product. Since the launch of Barely Bread, it has been on the shelves and in many homes for six years now. She started with the philosophy of making simple and healthy bread without the drawbacks associated with processed carbs, and to this day, Barely Bread is still proudly producing the product with the same ingredients from her first small kitchen (not a laboratory) - nothing the average home baker couldn't find at their local grocer.

Although her journey has been rising, there were definitely blocks and challenges that she had to go through to get to where she is today. Having a roadblock for her was simply believing in herself and trusting her instincts. The business world can feel intimidating to a young woman, but thankfully, with age also comes wisdom and confidence, according to Orso. She continues to remind herself that a good gut feeling is usually right, even if someone else says otherwise. Unfortunately, in other aspects, like as a mother, she can still feel like she is not doing enough, and the guilt can be overwhelming. But, with a thought of "I get to" (rather than "I have to") reframing her mindset in terms of approaching her responsibilities, she's able to prioritize and conquer what is in front of her.

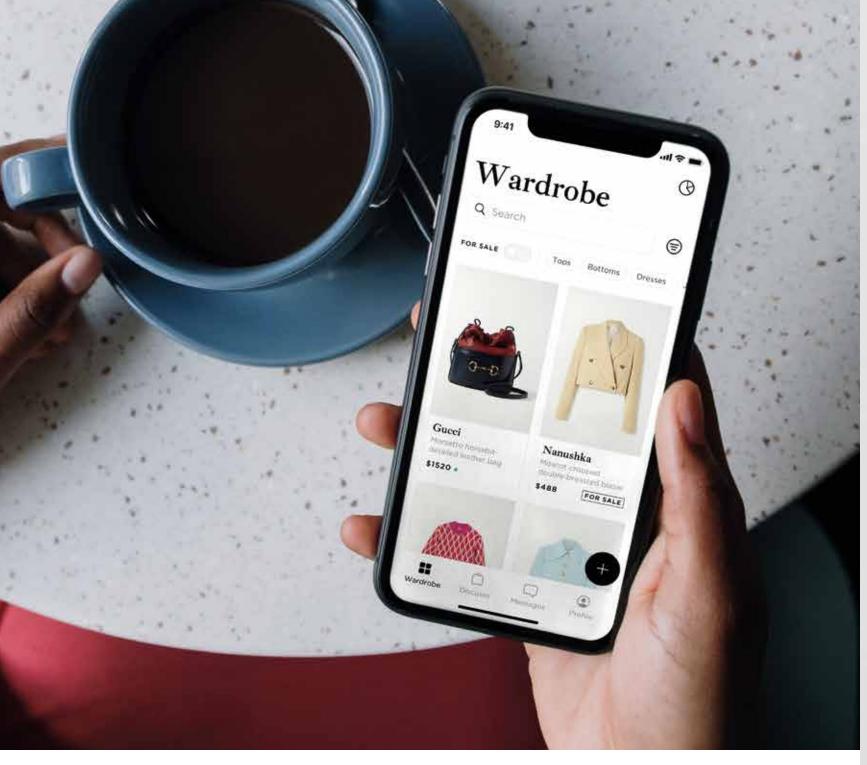
Take it from Orso that fashion, flowers, imagery, and really anything can be inspiring, and she loves finding inspiration in the mundane when approaching life or planning a party. Sometimes an interesting vase, salad plate, or salt-and-pepper set inspires an entire tablescape. It can be something really small and inexpensive, and with imagination and passion, the perfect experience can be created for anyone and everyone. Inspiration is everywhere.

Make sure to follow Amanda Orso and her journey at @highlow-hostess and @barelybread for the many amazing updates to come. Let's celebrate together and remember the importance of connection with the people we love.



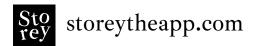






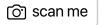
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Your wardrobe in the palm of your hand. A more sustainable way to style, shop, and sell.







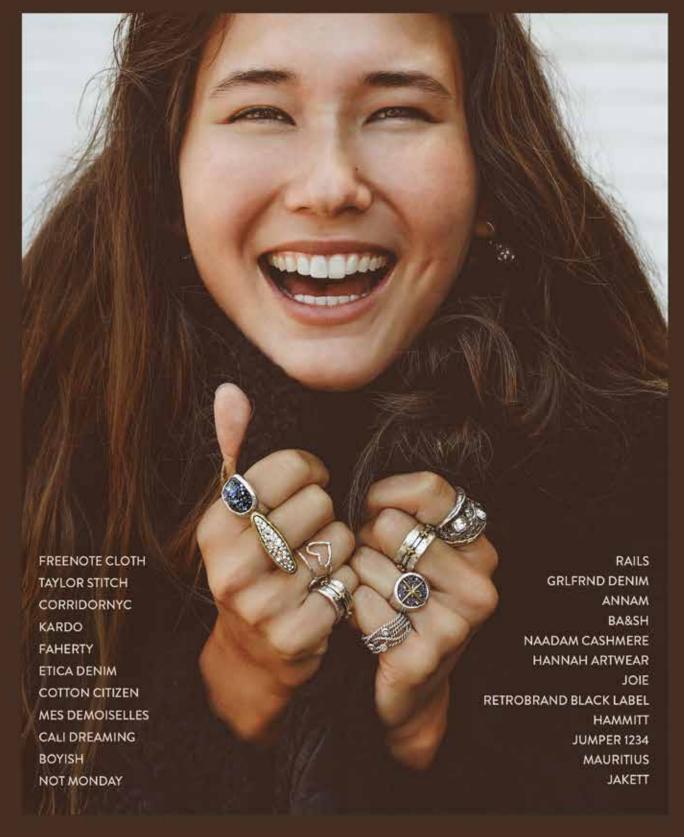












WAXING POETIC

THE

SHOPKEEPERS



TRENDS TO PEEP IN 2022

WRITTEN BY JAY

Trends come and go every year so you know what we are about to do and talk about right now. With the new year coming in, means new trends are popping in. Fashion is about expressing yourselves and what better to express yourself then to find multiple unique pieces to put together an awesome outfit. With the multiple lives that we all lead these days, from the casual cute outfit to the edgy streetwear look, the old one outfit fits all and everyone is no longer in session. However, that does not mean that we cannot look at new fashion trends that continue to pop up on our social media platforms. But also, maybe this is another excuse for you to go on that shopping spree that you always wanted to do.

Fashion trends are merely just a suggestion for you. Taking a look at our previous fashion trends, they can come right back around, so the best fashion advice from The LA Fashion to you, is dress however you want - only you will know what's best for you, but also wear that confidence. We support it.

There are so many different types of fashion go to options nowadays. From a casual cute glamor tracksuit to a fur coat with a pretty nude turtleneck, the options are endless. We are only here to tell you what new fashion trends we are seeing in the upcoming 2022, but that does not mean you can add your own personal touch to the trends. Here are some suggestions we can see for the new season.

Starting from the first is the multitude shades of white. They are pale, but honestly a look! it practically matches with almost any color. Pair a white sweater with a matcha green color cardigan and you have a look. It is such a quick and easy color palette to match any color for your outfit, making it an effortless look, yes still looking pretty cute when you walk down the street to pick up your groceries. But, the most important thing of all is that you can go monochrome with your outfit. You really cannot go wait with an off-white.

Speaking of putting color into your outfit, let's talk about the color block method that fashion stylists use to pair any top bottom for that drastic, yet cute fit. Yes, we know how easy it can be to dress yourself in all black, however sometimes a little color in your outfit can make a big difference. Chariot with style. For a blast of little confidence here and there, perhaps try pairing a green with a pink (what an unexpected combination) and strut down the street like you own the place.

Since we are talking about being big on showing, the next thing other than colors should be the sequins and the sparkles. Add a little Sparkle here and there to your outfit to maximize yourself and make the spotlight on you. Detailing is key, but also glitter is always a spark of joy.

But, we know sometimes it is okay to stay in the comfort zone. No worries, as the trend of Blazers and the biker jacket is back on Trent making it perhaps the most wearable trend for 2022. Adding a Blazer here and there or a little cute biker jacket can give you the edgy cool look and make you feel like a #bossbabe. Honestly, the Blazer goes with everything and anything. It also says you have a serious, yet cute looking vibe so no one comes to mess with you. From the past, we only really see mail with a Blazer and a leather jacket, but times have changed and women truly do rule the world. So, put on that jacket, wear it out, and show them who's boss.

The last one we have to give an honorable mention to is the matchy matchy sets. Of course, the queen of these amazing matchy sets is Chanel where the perfectly cut jacket is paired with the mini skirt. Chanel came out with a matching set, and the trend started from there. Not to mention that the mini skirt is back, so the matching set with the cute matching skirt comes together and makes you look more high-end.

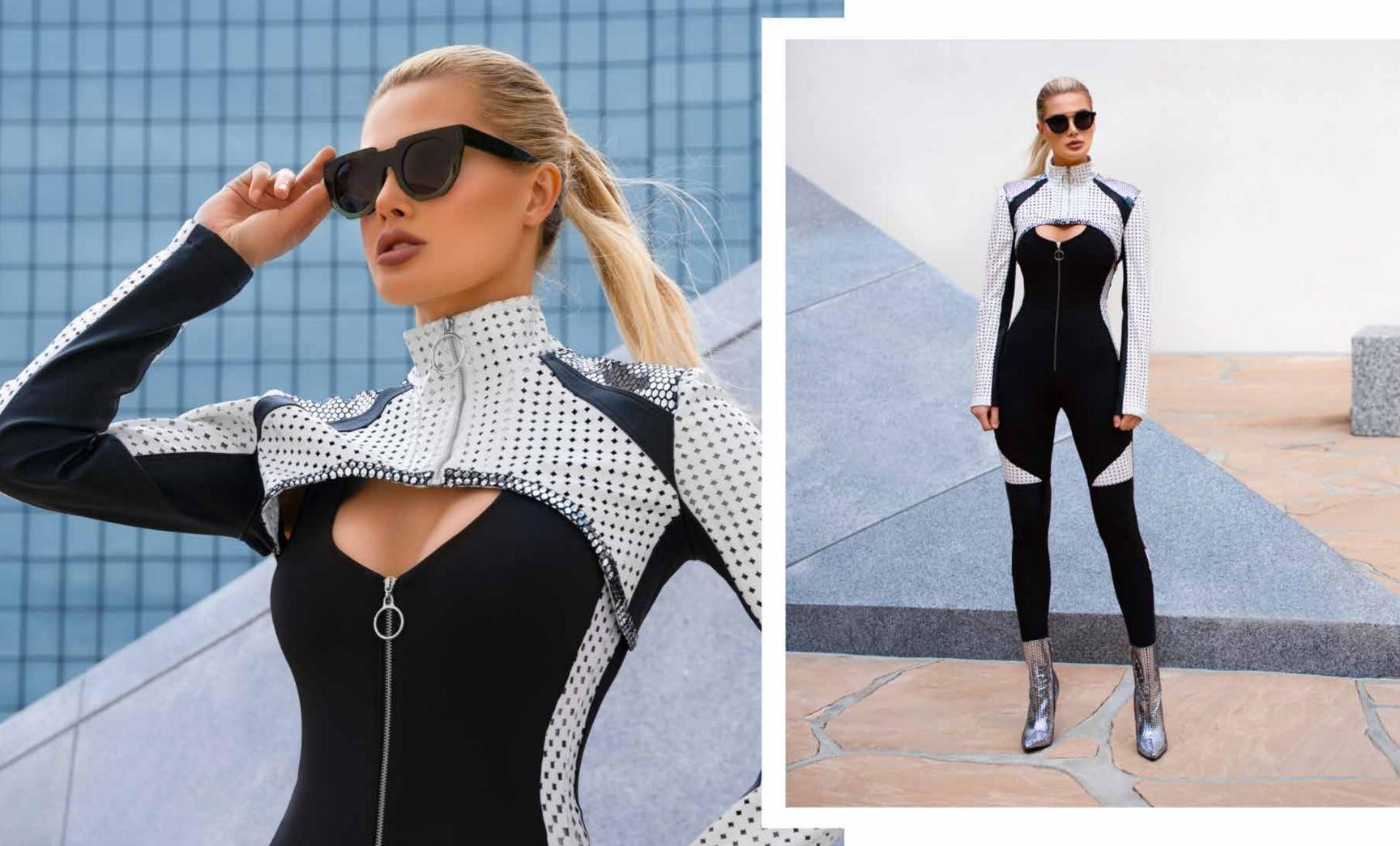
Whatever style you choose to wear, we just know that you are going to rock it













WHY HIRE A MARKETING AGENCY

WRITTEN BY JESSICA LAU

Everywhere you look, there is the talk of content creation for your small business and how easy it is for the small business owner to create their own content and marketing to blow up their business. The amount of advice that we get, where we look left and right is endless, but it is super timely and time consuming. Speaking from the point of view of a small business founder, their small business, although may be a huge part of their career life, is definitely not their only one if they are first starting.

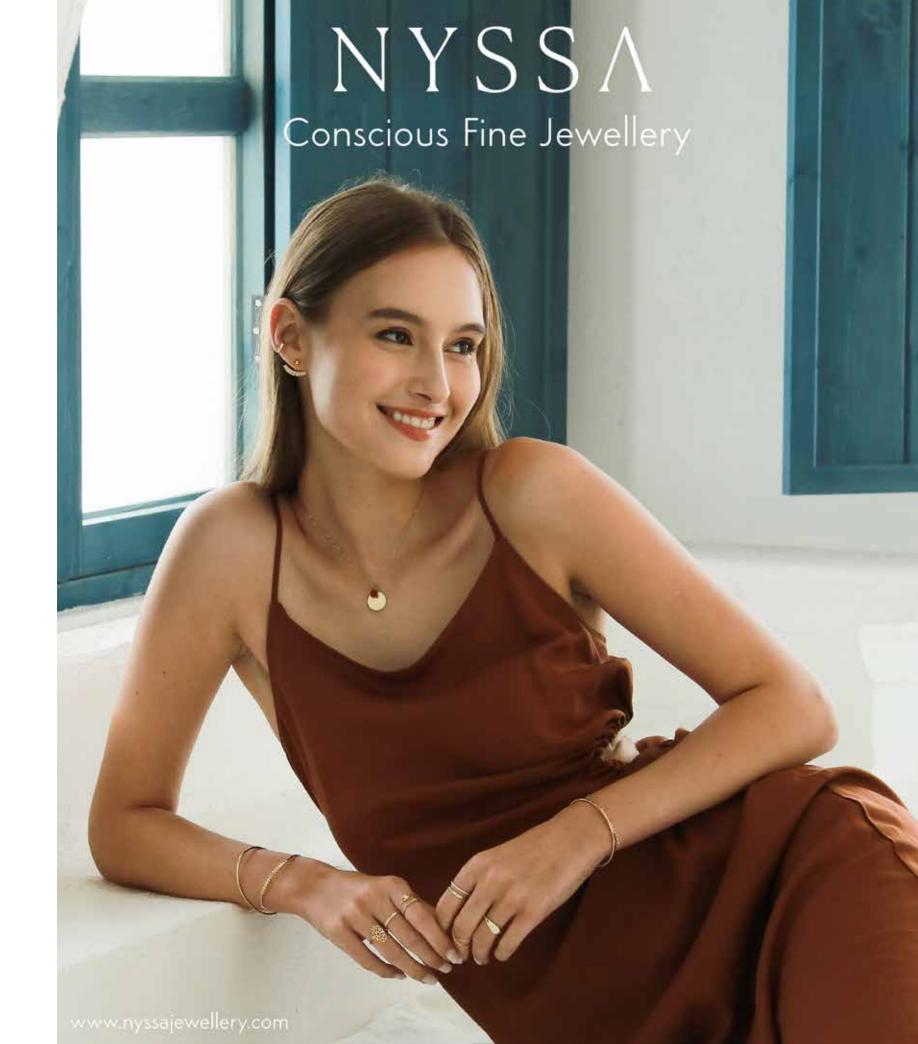
For businesses, marketing may be looking easy from the outside, but it definitely has many hats. For a business owner, there are so many other production lines that need to be taken care of. From the creation of the product that is being pushed to shipping out orders, there is just way too many to do, and not enough time. Marketing, believe it or not, takes a lot of effort to maintain. Marketing can be managing the multitude of many social media platforms, from tiktok, to instagram, to facebook, to twitter, you get the point. Then, from there, there is also analytics that we have to keep up. It all seems to fall under one pot and sounds fairly easy, right but when you put every effort together, you are actually just the dry ingredients to the frosting to the multi layer cake that is baking.

Giving a hat to an actual marketing agency can help you. We get it, the budget is hard because starting off, you are giving your business, your loved baby to someone else to take care of, but it helps a lot and takes the weight and pressure off your shoulders. Marketing is such a complex field that includes different strategies to improve visibility, establish the brand presence into a household name, and engage with the right prospective audience to find the right customers, ultimately leading to a higher revenue.

Time is money. Business owners need to invest time and money into marketing if they want to continue ahead of the game. For anyone that uses social media on a daily basis, we know how hard it is for business owners to stay on top of the trend. Anything and everything can become trendy and viral in a second, and if we do not seize the time to bring the marketing

strategy of the business, then we lose a golden opportunity. We know that golden opportunities do not come easily, but when they do, we have to rush and take it before it runs away from the business owner. Staying ahead of the game is keeping your game up, all the while staying branded to what your beliefs are. A good marketing strategy can help businesses grow and enjoy more success.

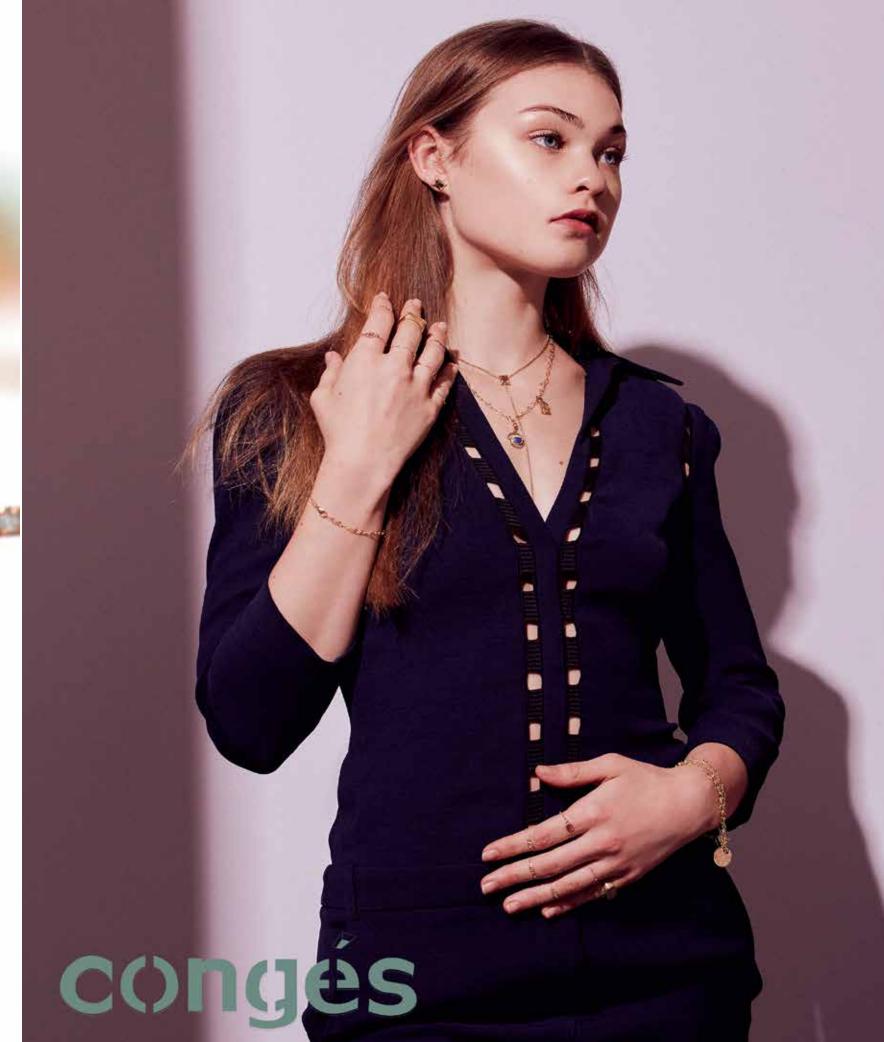
As the world is expanding, so is the field of marketing. Especially with the modern world, marketing fits both the digital world and the traditional world, from online platforms to actual physical platforms that you see when walking out your house, it is a lot to keep up with. Modern marketing strategies involve a wide variety of techniques, tools, skills and platforms, which is why it is no wonder that big corporations have multiple teams within marketing. Take it from big corporations and do not spread yourself thin. The more hats you put on yourself, it can be super draining. The digital marketing team, when you choose to implement it, includes professionals with different skills and qualifications who handle different tasks. These strategies are just too complex for a single person to manage, even if they're qualified in the field. We are not saying that it is not possible, but it may hurt you more in the long run.



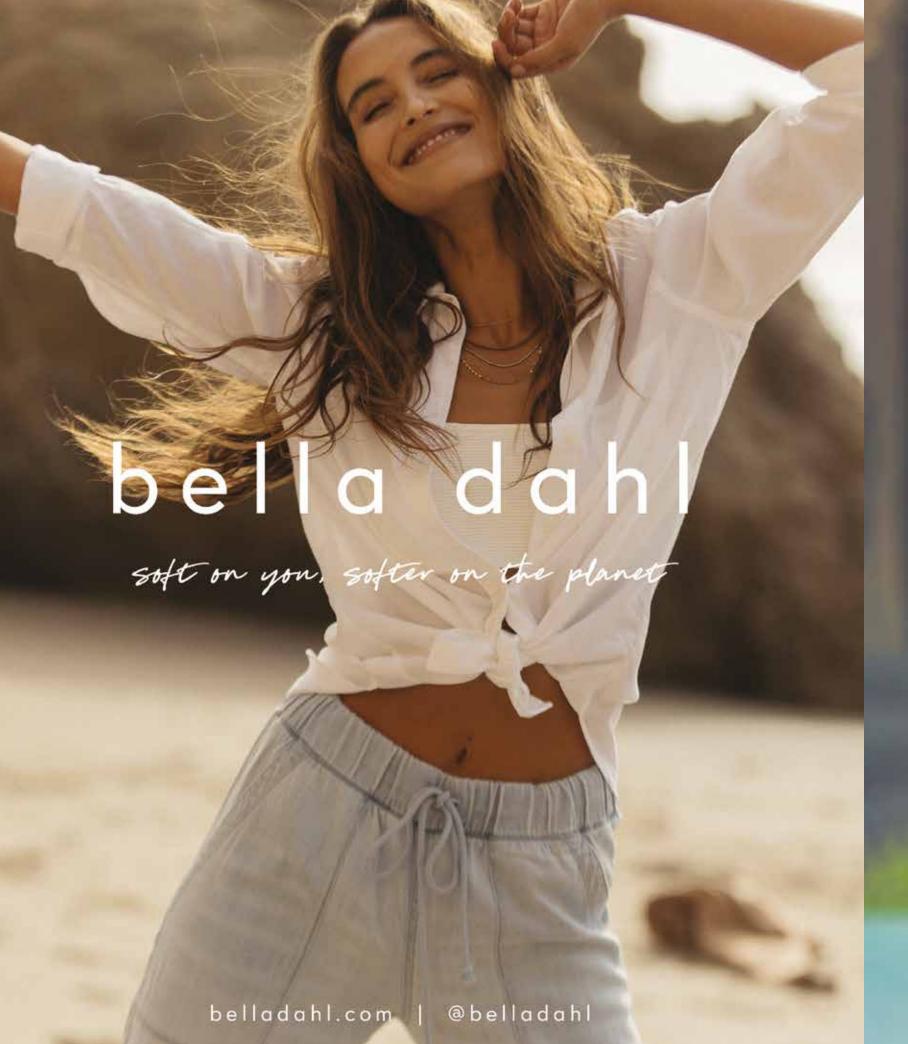


MAHRUKH AKULY

jewelry

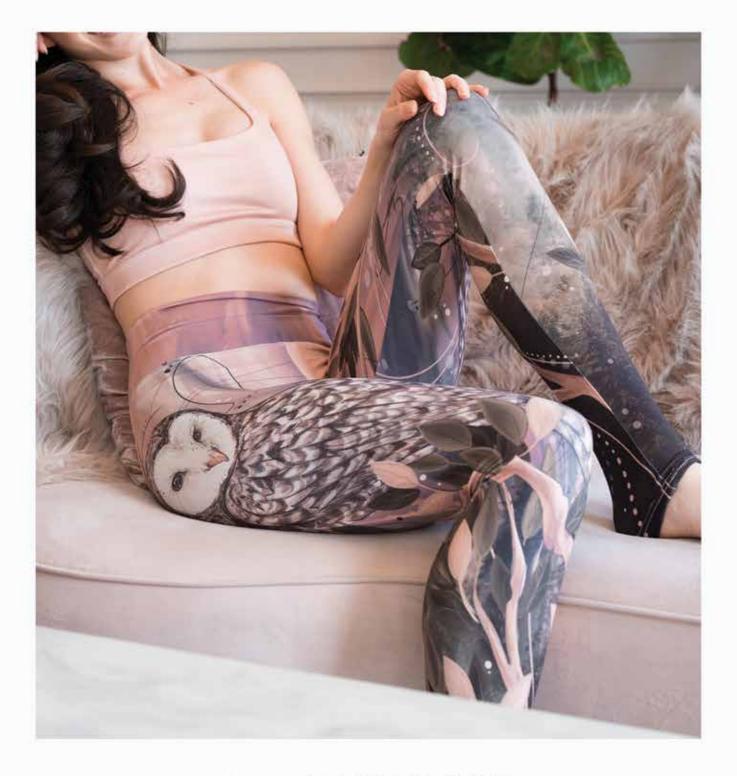








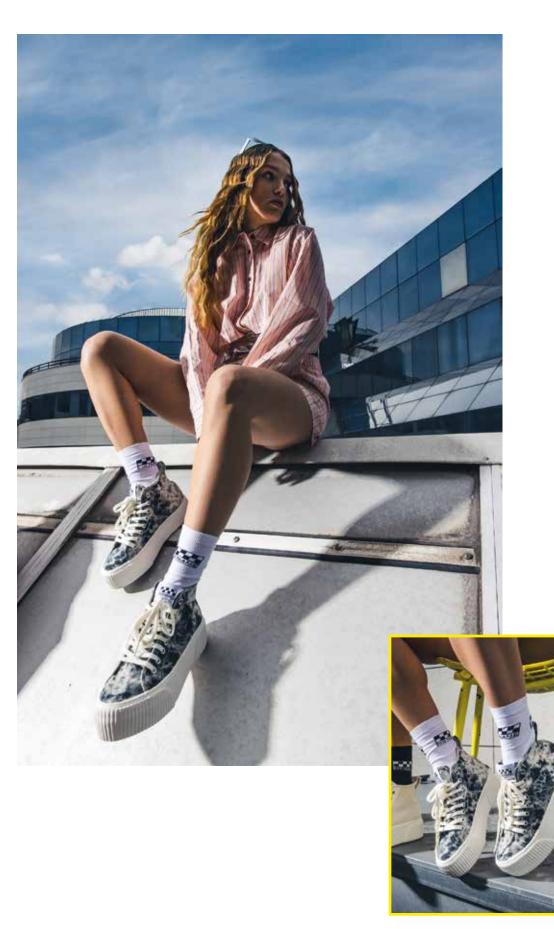






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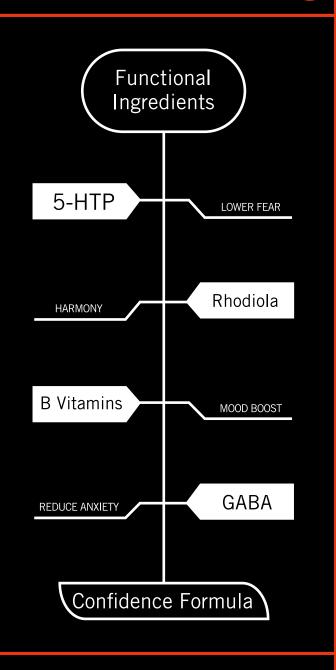
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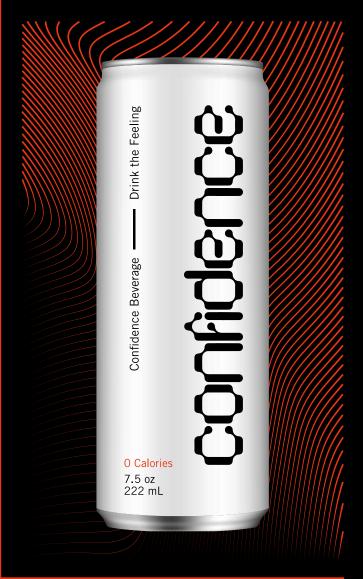


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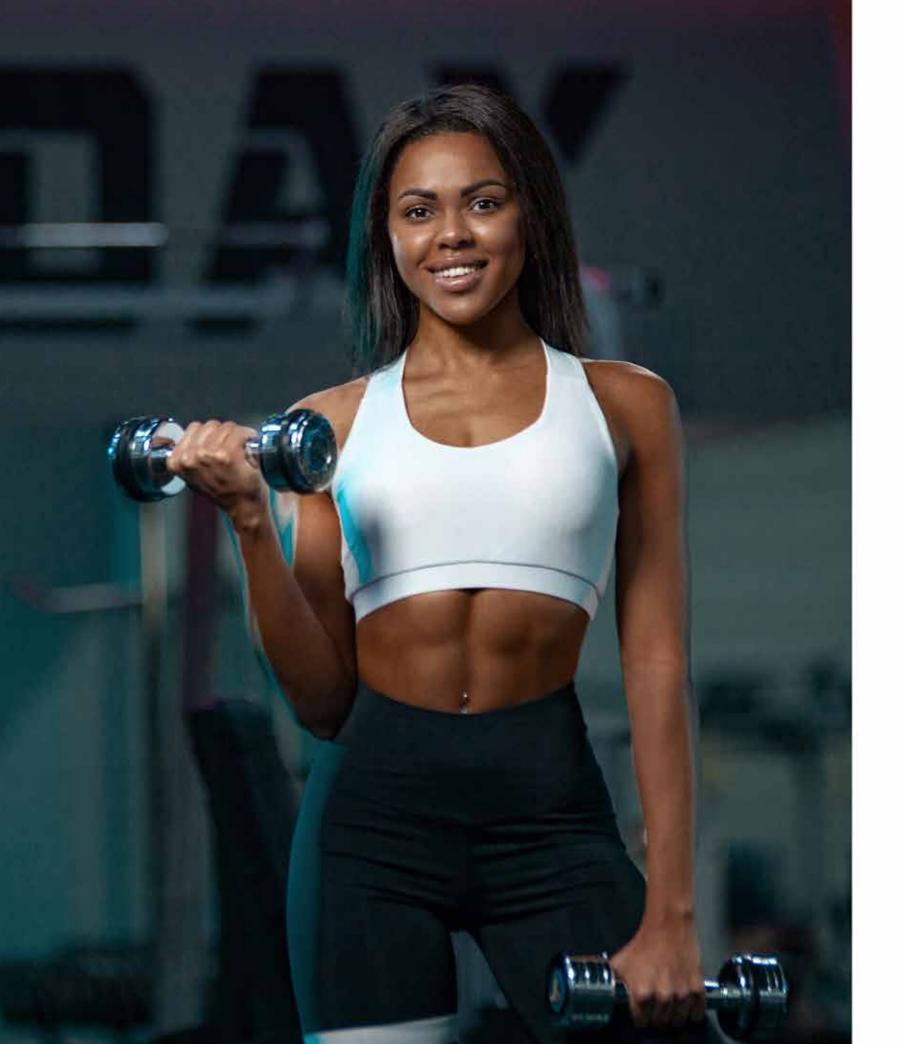












NEW YEAR RESOLUTIONS

2022 is here and the tradition that everyone always does when a new year comes is to make some New Year resolutions. Your resolutions can already be made perhaps in the last week of last year, or in the first week of the new year. However New Year resolutions can always be made whenever oh, but we suggest making New Year's resolutions early. It is a new year, new you, and this time we will stick to our New Year resolutions - or at least that is what we tell ourselves every year when it comes. Okay okay, maybe this time we will actually stick to it. However, whether or not we stick to our resolutions a lot it is still good to start the new year by giving yourself new goals and achievements to reach for.

WRITTEN BY JESSICA LAU

With each day changing, and knowing nothing about what is to come, we start to create resolutions that we want to try to keep in 2022. Instead of the downfall of the same set of expectations we try to hold ourselves annually to and eventually tossing them aside, it is best if we start small and slowly go big.

Making New Year solutions can be very overwhelming, but if you put your goals into place, and try to achieve them, then having a New Year's Resolution is not that bad. 2021 is a year that has its ups and downs for everyone, we are sure, but we should not be stuck in the past, but continue to drive forwards into the present, and the future of what's to come for you in 2022.

Resolutions can range from being able to budget more, or to eat out less but meal prepping more for an even more healthy lifestyle. For every little detail in your life, we know for sure there is something you want to change for the better. The self care journey is a long one, and we are all about the New Year affirmations as well as the little wins that you have in your everyday life. But, the question is where do we start?

We have compiled a short list of things for you to have some suggestions to kick off your 2022 resolutions list. Maybe this can help you in what you are looking for in the upcoming new year.

Resolution Suggestion #1: Clean and Mindful Eating

Yes, we love eating out. The joy of trying new foods, and eating foods that can only occur in our imagination, or even food that makes it easier for us to eat and takes away the labor of creating the food will always be there. However, changing to clean eating and mindful eating does not necessarily mean to never go out to eat again. There are many options you can go about and still fill your craving. As the world continues to expand, there are always copycat recipes that you can try to make the food you are caving. It doubles the size and proportion, and the best part, it costs less!

Resolution Suggestion #2: Being more organized.

Okay, before you go, "I am already organized," there will always be some part of your life that you want to set right. This is the best time to look for that thing that needs organizing. As the popular Marie Kondo once said, find the thing that sparks joy. Perhaps something physical, such as that "laundry" corner of your room, or something mentally where you want to organize your schedule for the day. Anything can be organized as long as you find out where to start. After you have figured out where to begin your *sparkle* organization journey, we can find what is needed to make it happen. From actually buying a bin to put all that clothes back into neatly, to perhaps getting a time based notepad or journaling, you can input that into your everyday life.

Resolution Suggestion #3: Get a hobby

To find a hobby, you must put yourself out there. And to put yourself out there, you have to be open to experiencing new things. We know that sometimes hobbies can be expensive, but if done enough times, there can be ways where you figure out how to cut the budget. Getting a hobby is hard, especially if we don't know where to start, but that does not mean that you will never get one. Perhaps, we suggest trying something you have never done before, or choosing a part of your life that you have done once in a while and doing it constantly, whilst figuring out how you feel when doing it.



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