

# LA F M

THE LA FASHION MULTI MEDIA

## BEAUTY AND BRAINS: MICHELL ROXANA

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## ARINA KACHANOVA

THE DANCER TURNED MODEL; BREAKING ALL  
THE RULES AND MAKING A NAME FOR HERSELF

SHOT BY KIRILCHIK EKATERINA / MUA MEZHERICHER JULIA

# editors note

This issue is a bit different than the ones in the past. It's meant to give you a break from the short stories and heavy advertorials that highlight items and focused more on the art behind the brands. We wanted to create an issue that came a bit heavier in the beauty of the photography.

Therefore, in an effort to remain true to the style, I leave you with this: ENJOY.

Also, if you haven't done so already, take a moment to look over our websites facelift! We'll love to hear your thoughts.

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# THE PROPER ORDER FOR YOUR SKINCARE ROUTINE

WRITTEN BY JESSICA LAU

WE HAVE HEARD OF THE TEN STEP SKINCARE ROUTINE, BUT HOW CAN WE REALLY DETERMINE THE ORDER THAT WE SHOULD USE OUR SKINCARE PRODUCTS.

With so many skincare products that are out now, it can become overwhelming trying to figure out what steps of the skincare routine corresponds to which product. Let us put you on a life hack that will change your life for the better.

The short version is called the drip test. Typically when doing your skincare, the products should go from lightest to thickest. The long version usually follows these steps - double cleansing, toner, serum, eye cream, moisturizer. Whether you wear makeup or not, it is recommended to use an oil cleanser and melt away all the makeup and impurities from your face.

To do the drip test, all you have to do is squeeze out a little dime sized amount of all the products such as essence, toner, serum, and moisturizer other than your cleansing onto a board and let it drip.

First, put a drop of your Fresh Kombucha Facial Treatment Essence on to the palette. Then, pump out another drop of Sulwhasoo Concentrated Ginseng Toner. After that, your serum, The Revitalizing Hydrating Serum, and lastly your moisturizer, Youth to People Superfood Air-Whip Moisture Cream. Once all products are placed down, tilt your board and see which product drips the longest.

That's it! You are going to do your skincare in the order that your products will work best.







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# THE REASON WE HAVE RANDOM BREAKOUTS AND HOW TO TREAT THEM

WRITTEN BY JESSICA LAU

CHANGE OF SEASON CAN MEAN BREAKOUT SEASON IS UPON US. HONESTLY, TREATING BREAKOUTS IS SUPER TRICKY. THERE ARE SO MANY FACTORS THAT CAN COME INTO PLAY WITH WHY WE START TO HAVE BREAKOUTS.

Achieving glowing skin is easier said than done, and just when you think that your breakout is fixed, a new type of breakout happens again. The frustration of "Why am I breaking out again?" comes into play. But don't freak out! We can get through this breakout together.

Breakouts happen essentially due to hormones or when your oil production increases, therefore clogging your hair follicles leading to grow a zit. Also, with the current climate, it can be triggered by the mask that you are wearing when leaving the house, causing the infamous "maskne." Wearing a mask for long hours while working can trigger oil production to your face causing pimples and zits to grow. Those can be annoying, however there is a way to deal with that. With that said though, everyone's skin is different, and there can be a multitude of factors that go into why you are having your breakout.

Just because you have a breakout, does not mean that you should leave it. Having a clean daily routine usually helps out with dealing with your breakouts. Washing your face and your pillowcase, making sure the surfaces that your face touches are clean is a must. Whatever it is, the best way is to find as close to the core of why you are breaking out as possible.

But if not, try using Zitsticka's Press Refresh Mask to calm down your acne, or Hero Cosmetics Mighty Patch to cover the pimples or acne under your masks.





# SEX IN THE DIGITAL ERA

VULNERABILITIES IN SMART SEX TOYS COULD LEAVE USERS AT RISK OF DATA BREACHES AND ATTACKS, BOTH CYBER AND PHYSICAL, ACCORDING TO A NEW WHITE PAPER FROM GLOBAL CYBERSECURITY EXPERTS AT ESET.

The Sex in the Digital Era - How secure are smart sex toys? report explores the potential security and safety flaws of connected sex toys and includes an in-depth analysis of two popular devices. Ami dst ongoing social restrictions due to the pandemic, sales of sex toys has risen rapidly, and associated cybersecurity concerns mustn't be overlooked.

As newer, technologically advanced models of sex toys enter the marketplace, incorporating mobile apps, messaging, video chat, and web-based interconnectivity, devices become more appealing and exploitable to cybercriminals. The consequences of data breaches in this sphere can be particularly disastrous when the

information leaked concerns sexual orientation, sexual behaviors, and intimate photos.

ESET researchers found vulnerabilities in the apps controlling both of the smart sex toys investigated. These vulnerabilities could allow for malware to be installed on the connected phone, firmware to be changed in the toys, or even a device being deliberately modified to cause physical harm to the user.

To address these dangers and investigate how secure smart toys are, ESET researchers analyzed two of the best-selling adult toys on the market: the We-Vibe 'Jive' and Lovense 'Max'. Analysts downloaded the vendor apps available on the Google Play Store for controlling the devices (We-Connect and Lovense Remote) and used vulnerability analysis frameworks as well as direct analysis techniques to identify flaws in their implementations.



## We-Vibe

As a wearable device, the We-Vibe Jive is prone to usage in insecure environments. The device was found to continually announce its presence in order to facilitate a connection – meaning that anyone with a Bluetooth scanner could find the device in their vicinity, up to eight meters away. Potential attackers could then identify the device and use signal strength to guide them to the wearer. The manufacturer's official app would not be required to gain control, as most browsers offer features to facilitate this.

The Jive utilizes the least secure of the BLE pairing methods, whereby the temporary key code used by the devices during pairing is set to zero, and as such, any device can connect using zero as the key. The Vibe is highly vulnerable to man-in-the-middle (MitM) attacks, as an unpaired Jive could bond automatically with any mobile phone, tablet, or computer that requests it to do so, without carrying out verification or authentication.

Although multimedia files shared between users during chat sessions are saved in the app's private storage folders, the files' metadata remains on the shared file. This means that every time users send a photo to a remote phone, they may also be sending information about their devices and their exact geolocation.

## Lovense

Max has the ability to synchronize with a remote counterpart, which means an attacker could take control of both devices by compromising just one of them. However, multimedia files do not include metadata when received from the remote device, and the app offers the option to configure a four-digit unlock code via a grid of buttons, making brute-force attacks more difficult.

Some elements of the app's design may threaten user privacy, such as the option to forward images to third parties without the knowledge of the owner and deleted or blocked users continue to have access to the chat history and all previously shared multimedia files. Lovense Max does not use authentication for BLE connections either, so a MitM attack can be used to intercept the connection and send commands to control the device's motors. Additionally, the app's use of email addresses in user IDs presents some privacy concerns, with addresses shared in plain text among all the phones involved in each chat.

ESET researchers Denise Giusto and Cecilia Pastorino warn: "There are precautions that need to be taken to ensure that smart sex toys are designed with cybersecurity in mind, especially due to the severity of potential dangers. Although security seems not to be a priority for most adult devices at the moment, there are steps individuals can take to protect themselves, such as avoiding using devices in public places or areas with people passing through, such as hotels. Users should keep any smart toy connected to its mobile app while in use, as this will prevent the toy from advertising its presence to potential threat actors. As the sex toy market advances, manufacturers must keep cybersecurity top of mind, as everyone has a right to use safe and secure technology."

Both developers were sent a detailed report of the vulnerabilities and suggestions of how to fix them, and, at the time of publication, all vulnerabilities have been addressed.

**WANT MORE INFO?  
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# UNLOCKING THE MYSTERIES OF HAIR MOISTURIZATION

Sometimes a simple question leads to big findings. That is what Amber Hubschmitt and Stella Betancourt experienced with their recent study of the science of Hair Moisturization. The consumer scientist and the mass spectrometry scientist wanted to find out what “moisture” means to customers. They solved the myth of hair moisturization and at the same time, gave an underserved consumer group a voice.

What’s the Hair Moisturization Study about?

Amber: Hair moisturization is a big claim that’s being used in the hair care market and people seem to be clamoring for it. They want their hair to feel more moisturized. But what’s interesting is that research has consistently found that hair that is technically more moisturized actually tends to feel worse. So our project started with a very basic question: What does moisture mean to consumers and how do we make sense of this?

What was your role in the project?

Amber: My job was to find out what consumers want. What sensations are they looking for? We need to understand this because we know, from a technical perspective, it’s not just about adding moisture to hair. We have great technical scientists, great performance, a great performance testing lab in Tarrytown, NY, but we didn’t know what specifically to measure. We needed to hear from consumers: what does moisturization mean to them? As a consumer scientist, I developed and implemented a flash profiling study. The results gave us insight into all the different words that were associated with hair that feels good. For example, our subjects described hair they perceive as moisturized as smooth, as silky, as pliable. What’s even more important is that a project that started with just a simple question about moisturized hair made us realize much more – that consumers with wavy or curly or coily hair are the consumers really looking for moisturization. Ultimately, our research brought customers with textured hair into focus.

Stella: And that’s when I came to this project. I’m not only a mass spectrometry scientist, but I also have textured hair myself. For this project, I served as a scientist and a test person at the same time. I answered questions such as what do you do to your hair? Do you do this, or do you care about that? Professionally, I helped find the molecules that make hair feel “moisturized” for consumers.

And those are?

Stella: Lipids. From the beginning, there was a strong assumption that lipids might be key for healthy hair that feels good. To prove

this, we developed a really cool technique to visualize lipids. We managed to transform a multi-imaging approach for flat surfaces so it could be used for cylindrical surfaces – hair. For the tests, we used bleached hair, virgin hair and de-lipidized hair. And we got a clear answer: Lipids were very prominent in hair that was considered most moisturized. It explained that lipids are indeed a source of that perception of moisturization, silkiness or shine that defined moisturization for consumers. And it followed the definition of moisturization from the consumer panel feedback very well.

What’s the outcome of your research project?

Amber: Our research changed the focus from moisturized hair to textured hair. Now, BASF is working hard to find solutions for consumers with textured hair. We have launched a bunch of different formulations and we’re looking at different ingredient solutions to really speak to this group of consumers. So the project scope has increased over time.

Stella: It also brought textured hair into research. Previously, a lot of the performance testing was done on straight hair. Our product performance testing team had to come up with new techniques to do performance testing on textured hair tresses. They have developed new methodologies about how to evaluate textured hair and how to test our products on it – rather than doing all this performance on straight hair and then giving it to someone with curls, like me and we say, “Nope, this isn’t going to work for me.”

What do you like about working on this project?

Amber: I love how the collaboration developed – starting with a linguistic consumer study, translating the results into a new analytical approach and even expanding our business scope. Collaboration makes research richer and more interesting and it’s always great to work with new scientists and see new perspectives.

Stella: All my life I’ve been told to straighten my hair so that it looks more conventional. But I love my curls. And this project made us talk about textured hair extensively. It gave people like me, who like their textured hair, a voice.

# ARINA

k a c h a n o v a

"My very first modeling client was Elie Tahari. I was his personal shoe model. Worked directly with his designer and his team for almost 5 years."

WRITTEN BY: JOANA CLARKE

PHOTOGRAPHER: Kirichik Ekaterina

MUA: Mezhericher Julia



# ARINA KACHANOVA

---

It's not every day you come across a natural beauty that is so down to earth you just hope you can become instant friends. But that is Arina Kachanova. A dancer/model standing at only 5'6" but making major impact across the fashion platform! Starting her career into dancing, she naturally embraced elongating her body and how to demonstrate emotion through posing, perhaps the hardest part of it all. But it's not just about the pretty pictures she takes, and they are quite breathtaking, but her personality that makes you want to continue building with her. She's not just another model, she's real.

Before modeling/dancing what did you do or see yourself doing?

I've trained as a dancer since I was 9 years old. And one of the reasons I came to NYC is to dance on Broadway. It was the only passion of mine and I didn't see myself doing anything else. I ended up with a modeling job for 9 years.

How did you get into modeling?

A friend of mine, who was dancing with me told me I should try to go to this modeling agency. So I went... they measured me and basically that's how I started. My very first modeling client was Elie Tahari. I was his personal shoe model. Worked directly with his designer and his team for almost 5 years.

Has it been challenging not being over 5'8" ?

It's definitely harder to get big gigs or get signed with big agencies. Even the way they treat you as a short model is different. But I know short girls who have done campaigns with big clients. Also, I know top models who have been struggling with their agencies and not having a job because of the competition.

But on the same time, short girls can do tons of modeling jobs. It could be shoes, parts models, beauty models, print, hair, commercials ... or if you are super talented -they will sign you anyways. I have a friend she's an amazing dancer. She's 5'6 but she's working with big time brands and doing commercials. I've had a "one on one" 2 meetings in Wilhelmina, STATE Mngmnt, also in IMG but nothing came out of this.

What was your AH-HAH moment in the business?

Well... There was a time I worked for Ralph Lauren. I did not ever think I would meet him in person. I walked into a room with him and his wife for a fitting. They were so kind and down to earth. One of the best experiences I had in the business.

You are stunning - talk to us about your skincare routine...

- what do you do?

- do you have any brands you swear by?

Oh thank you so much! Well... I have had skin issues after I moved to NYC. I think I'm not the only one. So I've changed my diet completely. I stopped eating bread, dairy, meat. I don't drink, don't eat junk food. Instead I'm juicing every morning, doing smoothies. On top of that I'm a licensed esthetician. So I'm basically trying new products all the time aka esthetician's issue. I've been recently using microcurrent devices such as ZIIP, NuFace. From the skin care product I can swear on masque Vivant and Lotion P50 by Biologique Recherche.

How would you describe your fashion style when not on set?

- do any styles inspire you?

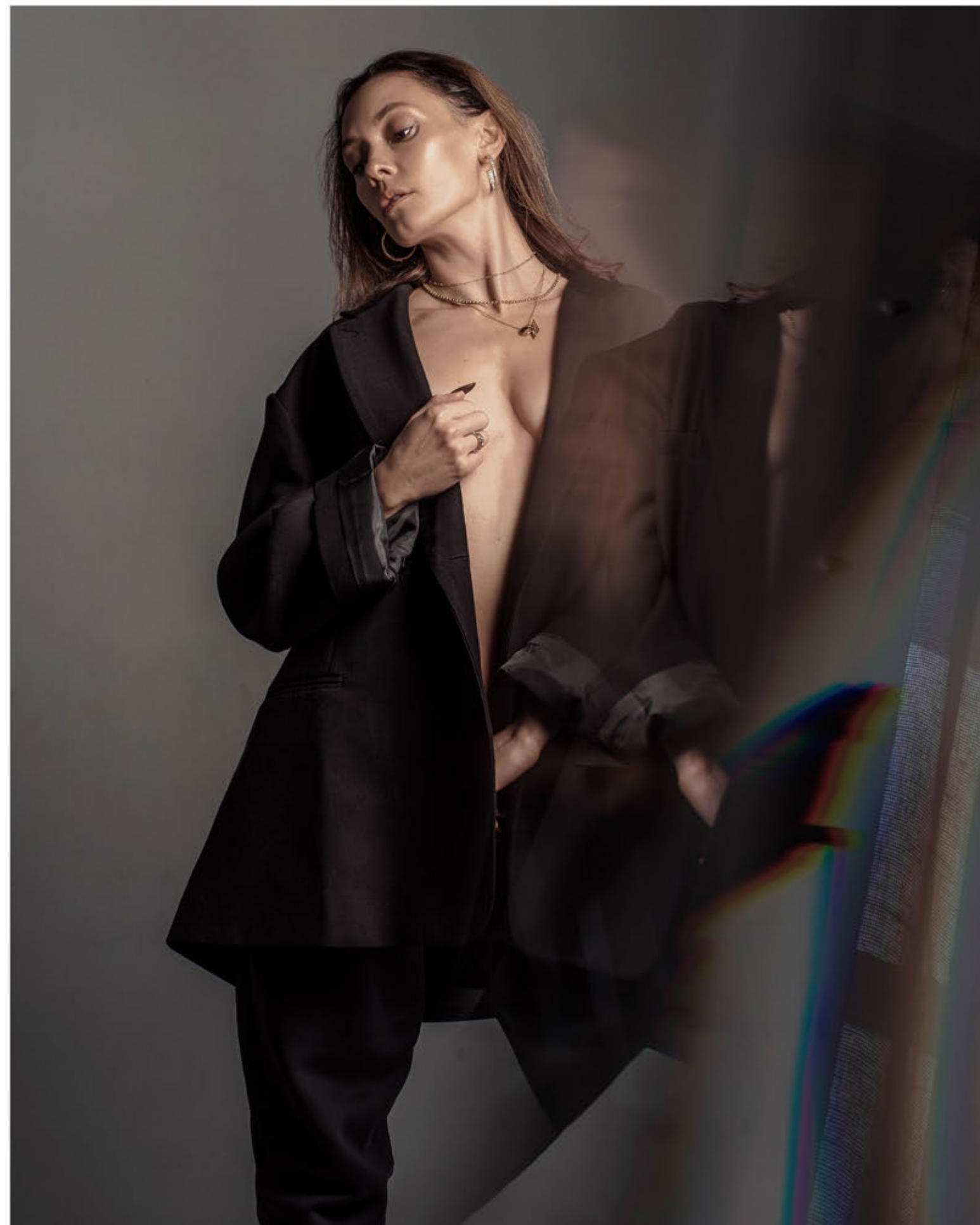
- do you have designers you love?

- Have you modeled for any specific brand you love?

I don't really have a name for it. It changes all the time depends on my mood i guess. I've been trying to add more "lady-like" pieces, more skirts, blouses, dresses. Chanel and Dior have been number one inspiration forever. I've been into Zimmerman because it's very feminine, lots of laces, flowers, colors which I love. I modeled for Giuseppe Zanotti shoes. My favorite shoe brand if you want to have special but comfortable shoes.

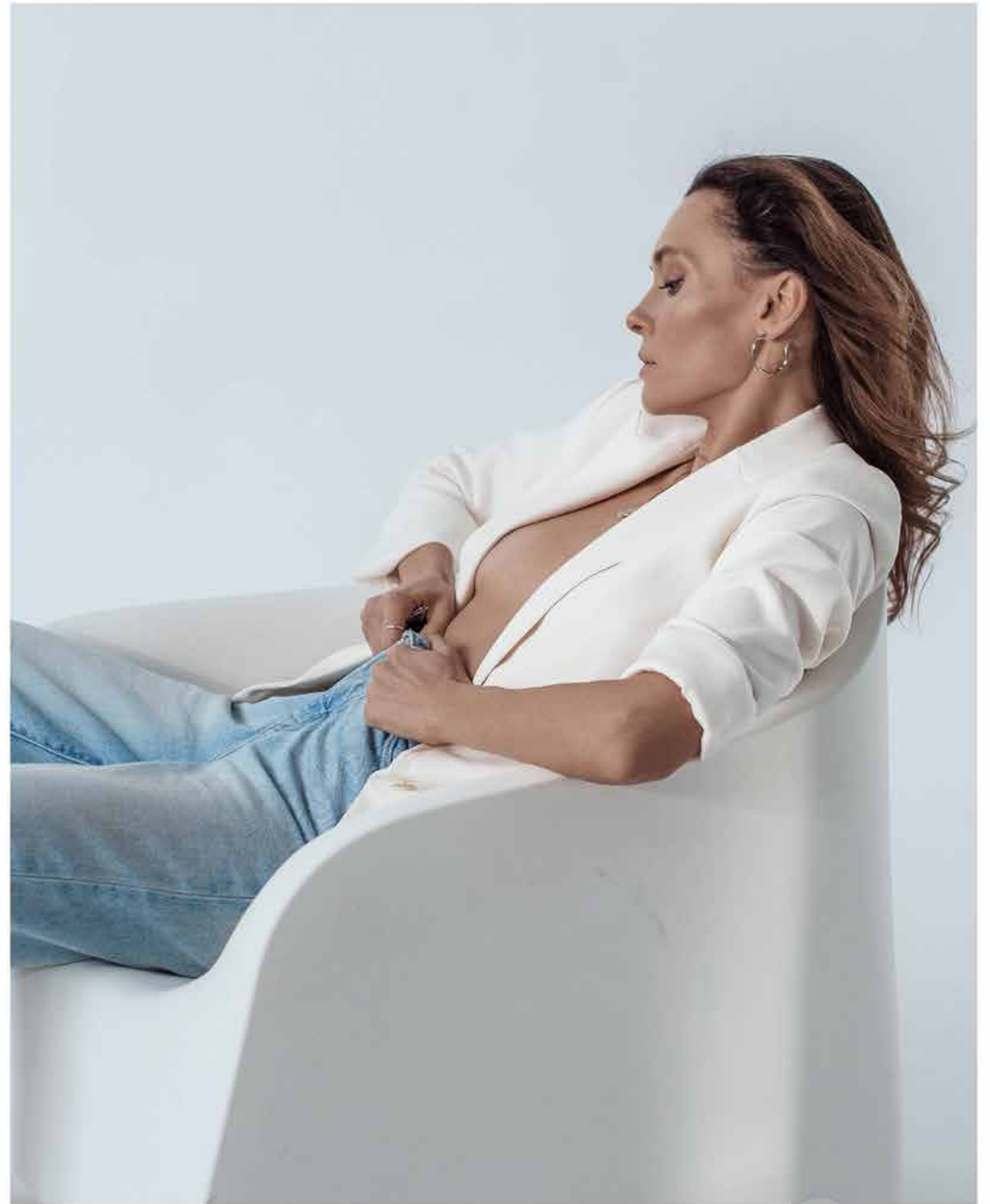
What are you currently working on?

I'm still doing modeling time to time. Focused more on getting collaborations from Instagram as a fashion influencer.











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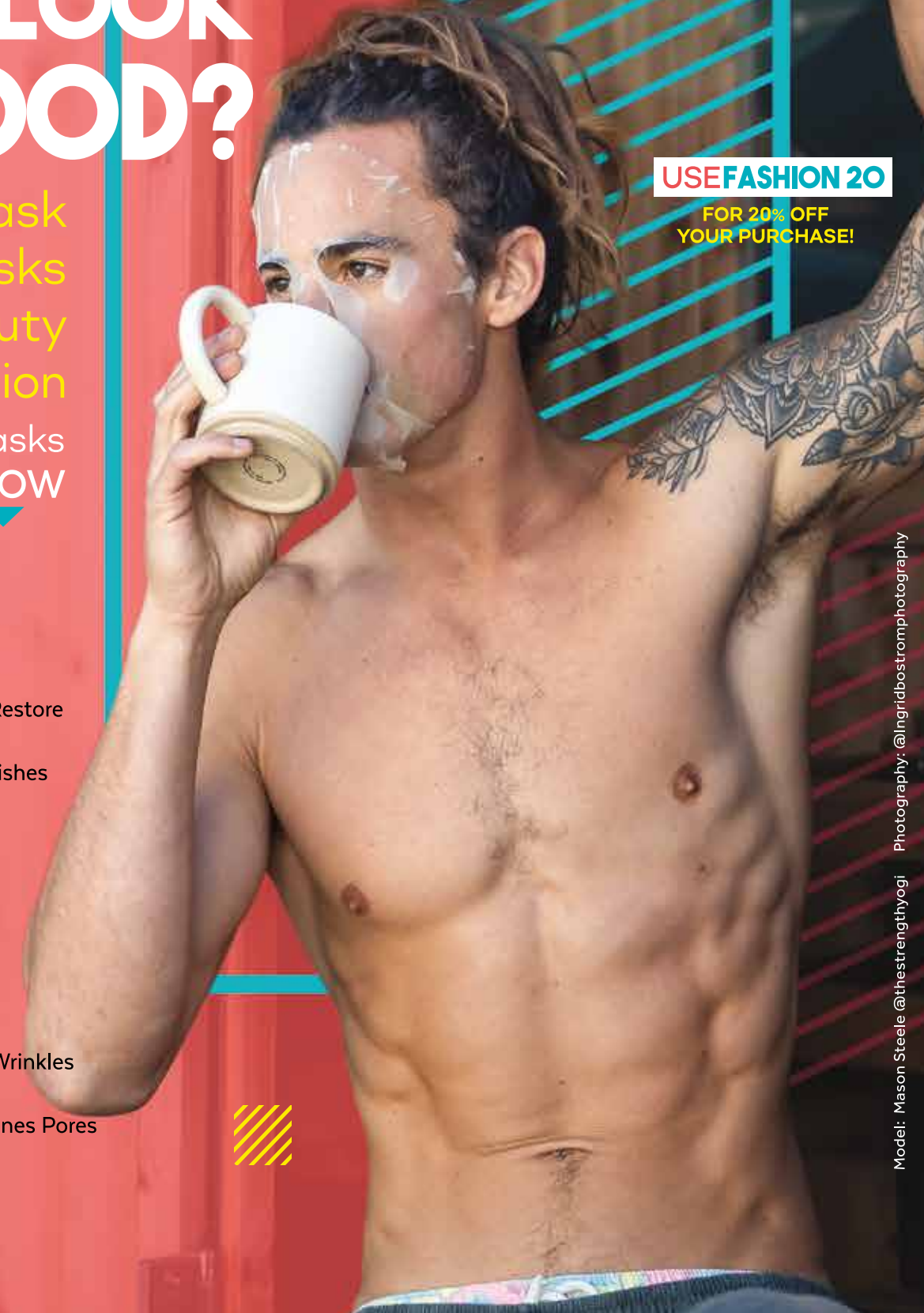
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-Christophorine E.



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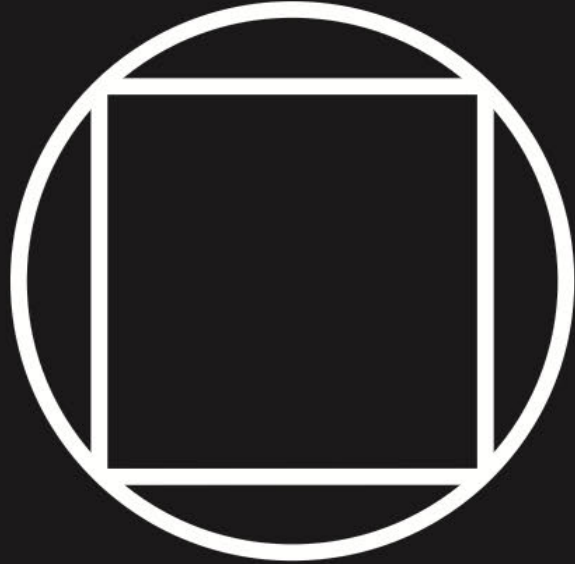
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**I DON'T KNOW ABOUT YOU, BUT I AM GETTING QUITE TIRED OF HAVING TO REPLACE MY CONTOURING STICKS, ESPECIALLY NOW THAT I GOT MY CREDIT CARD BILL (YIKES!)**

A trend made famous by the Kardashians, we all quickly embraced the dramatic contouring makeup that allowed us to appear to have flawless skin and chiseled faces, at least at a distance or through IG. But I would be lying to you if I didn't say I was getting tired of seeing all of the same dramatic contoured cheekbones and noses throughout the gram and everyday life.

Therefore, when I first saw Tommy Hilfiger try to bring it back in 17, I was excited but clearly no one else followed. Yet, this past NYFW it was there – this lighten up trend. From the colors we use to the amount of product on our face, ultimately allowing our skin to breathe.

And while I am a fan of supporting individuality, and people wearing whatever it is that makes them happy – I appreciate the true beauty in seeing a bare face with just mascara or light strobing on the cheek. The makeup technique that allows me to see the real person behind the mask of color:

**RULE 1 : KEEP YOUR MAKEUP LIGHT — ONLY COVERING UP FLAWS.**

**RULE 3 : ADD A POWDER OR CREAMY PRODUCT 2 SHADES LIGHTER THAN YOUR NATURAL SKIN COLOR AND APPLY JUST UNDER YOUR CHEEK COLOR.**

**RULE 4 : APPLY A POP OF SHIMMER SOMEWHERE ON YOUR FACE!**





# HAIR CARE AT HOME

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Haircare never means slapping conditioner on your head as you race out the door in the morning. It's much more than that. Your hair has grown with you and based on your daily routine and lifestyle is able to express more than just a shiny coat; and while you may go home each day and feel like you are washing away all your troubles, your hair hides secrets. Emotional secrets, health concerns, and a reflection of self-investment.

Let's start at the root of it all. Your scalp! Next time you are taking your shower, take a moment to massage into it your shampoo. A scalp massage is a great way to ease away tension, as well as boost blood circulation to your face, head, and hair follicles which in return creates optimal conditions for growth.

Next, you can do a little investment into the products you use. Now, we don't mean to run off and buy the most expensive product on the shelf but be more conscious of what goes in your bath and more importantly, on your head. Usually, the less costly items, though appear to be a bargain, end up harming your hair leading to bigger expenses down the road. Therefore, why not opt for something better?

Baby steps – look for items that are infused with essential oils

from coconut, walnut, or even our favorite, peppermint. Peppermint oil helps to improve circulation and acts as a natural cleanser. Tea Tree or Chamomile oil helps soothe an inflamed or itchy scalp (but don't use these oils without diluting). Lemon oil helps to manage of dandruff. Almond and Castor oil are said to help promote hair growth.

Warm it up and start massaging it in. Remember to breathe! Something that simple can change the way our bodies feel and function. As more oxygen finds its way into the bloodstream we create a context for the body to feel more.

When you're tingling with pleasure and all those hormones are doing their happy dance, gently wash your hair and towel most of the water out or you can leave the oil in your hair for an overnight treatment, wrapped in a scarf.

Now, while self-pampering isn't as critical to your health as a nutritious diet and exercise, it can trigger the relaxation response, the opposite of the body's stress response.

Having a well-cared-for body can make you feel good about yourself and your life. After-all, you are worth the self-care investment.



## INTRODUCING THE NEW ARIA BEAUTY INSTA STYLER

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### FEATURES AND BENEFITS

- Ultra fast PTC heating device
- Specialized Japanese motor for premium performance
- Never snags or pulls hair
- Auto shutoff in 30 minutes
- 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

1. Press and hold the plate button to open the plates. Slide in a 1-2inch 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.

M  
INDEX

MODELS IN PHOTO (LEFT TO RIGHT): VERONIKA DASH,  
JAMEE RANTA, VANESSA CURRY  
MAKE UP: ELIZABETH SUJ  
STYLING: ANN-MARIE HOANG  
PHOTOGRAPHER: ROBERT JOHN KLEY  
PRODUCTION CO: ARTIFACT CONTENT



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**Ricky Regal**



## LACOSTE X RICKY REGAL BRUNO MARS LAUNCHES FIRST LIFESTYLE

(LOS ANGELES, CA) MARCH 2021 - FOR THE LAUNCH OF HIS NEW LIFESTYLE BRAND, BRUNO MARS TEAMS UP WITH LACOSTE TO BECOME RICKY REGAL, HIS DESIGNER ALTER EGO. INSPIRED BY A LUST FOR LIFE AND AN ENTREPRENEURIAL MIDAS TOUCH, THE COLLECTION BRIDGES BRUNO'S ENIGMATIC PERSONALITY AND DISTINCT STYLE WITH LACOSTE'S ICONIC BLEND OF SPORT AND LUXURY.

"I've been very fortunate to have been asked to do collaborations in the past, but it always came with guidelines. Lacoste was the first and only brand that said 'Bruno we want you to make this truly yours.' The respect of such creative freedom coming from a heritage fashion house was an honor." - Bruno Mars

Freedom, spontaneity, and creativity. Bruno Mars joins forces with Lacoste to create his very first lifestyle brand. A collaboration that began in Los Angeles, where he and Louise Trotter, Lacoste's Creative Director, first met. Giving free rein to his imagination, the American artist pushed all the limits to give life to Ricky Regal, whose style embodies his passion for flamboyant rhythm and his love for the Crocodile.

"When I'm on stage my name is Bruno Mars. When I'm making lavish luxurious garments, I go by Ricky Regal." - Bruno Mars

### CREATIVE INSPIRATIONS

The Lacoste x Ricky Regal collection is all about bringing together two strong energies: Mars & Lacoste's crocodile. A universe with an emblematic flourish and flair, translated into a range of ready-to-wear clothing, footwear and accessories. Articulated around fluid shirts and pop tracksuits, the line features shorts, polo shirts, T-shirts, pants, slides and socks, as well as an iconic pair of aviator sunglasses. Campaign images found here.

"Collaborating with Bruno and entering into his unique world has been a great adventure, he has a very clear vision and is obsessive with every detail. From concept to fittings, there wasn't a single aspect that he was not fully involved." - Louise Trotter, Lacoste Creative Director

### "EVERYDAY SPORTS LUXURY"

Sportswear, both casual and dressy. With Lacoste x Ricky Regal, his collection delivers a seductive palette of strong colors: mustard yellow, petrol blue, eggplant purple, coral red and tie dye. A vibrant state of mind boosted by Lacoste's sportswear expertise. Velvet, silk and cotton fabrics with impeccable finishes create a fluid vibe, with pieces to wear on their own or as a complete look.

"With Lacoste x Ricky Regal, Bruno has created a luxury sportswear brand that bridges the Lacoste sportswear heritage and his own seductive style." - Louise Trotter

### GLOBAL LAUNCH

The first Lacoste x Ricky Regal collection launched on 5 March 2021 through a global network of 18 exclusive retailers; notably THE WEBSTER Los Angeles, and will be available from 8 March 2021 at selected Lacoste boutiques and at lacoste.com.

### MEDIA CONTACT:

Michael Schwartz  
Michael.Schwartz@purplepr.com

### ABOUT THE WEBSTER:

Laure Hervard Dubreuil opened The Webster's flagship location in 2009 at 1220 Collins Avenue in South Beach, Miami. Originally the Webster Hotel, the 20,000 square-foot Art Deco building was built in 1939 by architect Henry Hohauser. Hervard Dubreuil, who grew up in Paris and worked as a top merchandiser for Balenciaga and Yves Saint Laurent before founding The Webster, kept the name but reimagined the three-story interior as a women's and men's multibrand luxury retailer designed with vibrant intimacy to resemble a residential space.

A decade after the Miami flagship opened, The Webster has expanded to four additional locations in Raf Harbour, Houston, Costa Mesa and New York City, as well as an outlet at Sawgrass Mills. Each store has its own distinctive energy, unified by Hervard Dubreuil's uncompromising vision of good energy, good fashion, good fun and the sunny spirit of Miami. The Webster's logo is a pink flamingo. The retailer has become a destination for exclusive collaborations with brands such as Paco Rabanne, Off-White and Fenty, as well as permanent partnerships with David Mallett and Joanna Czech, who operate studios out of The Webster's SoMo location. The Webster's world is ever growing and changing.

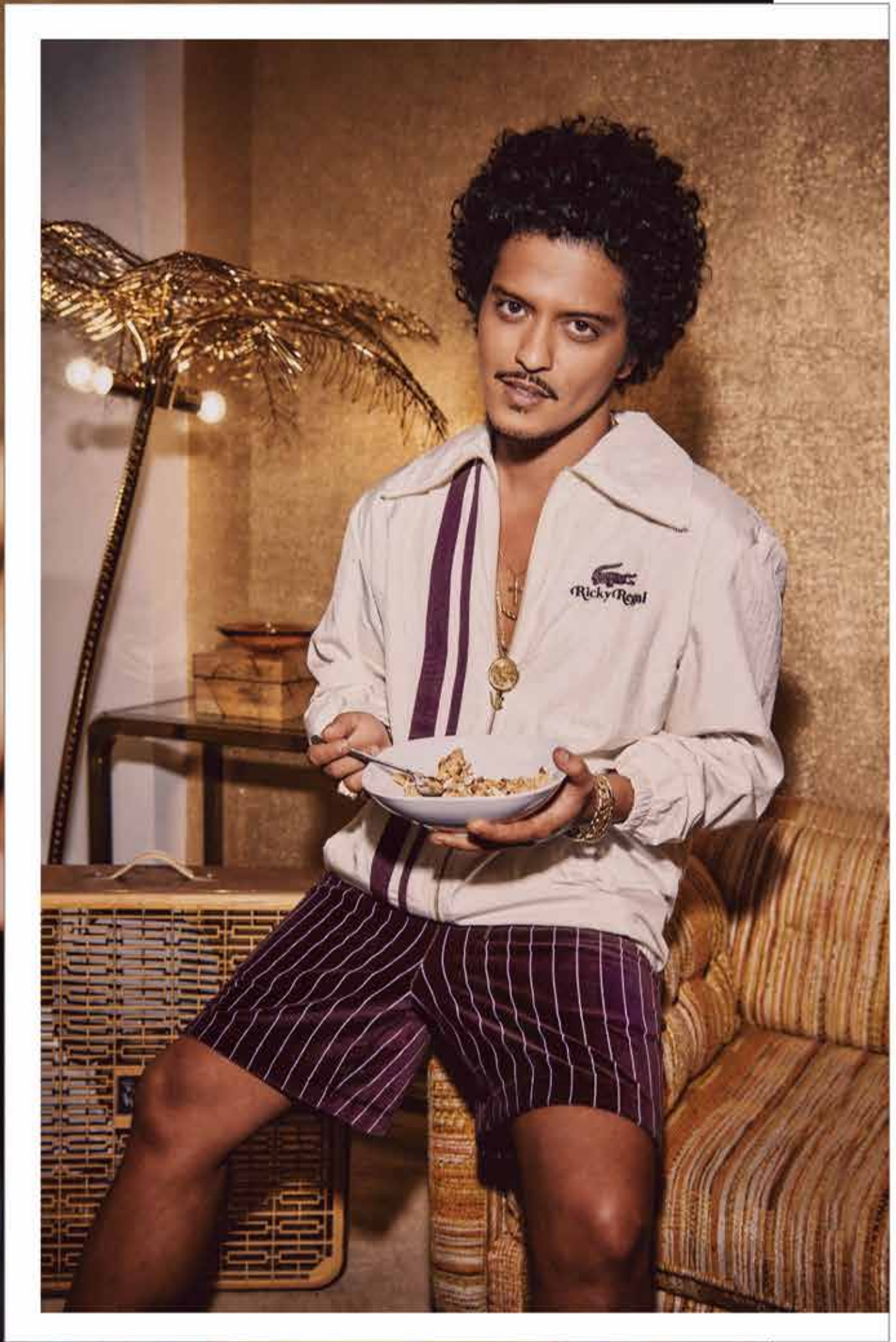
**Ricky Regal**



**LACOSTE X RICKY REGAL  
BRUNO MARS LAUNCHES FIRST LIFESTYLE**

PROVIDED BY THE WEBSTER









# REEBOK X AWAKE NY SECOND COLLAB BLENDS NYC STREET CULTURE WITH LONDON YOUTH CULTURE

PROVIDED BY MATTHEW WYMAN

REEBOK AND NYC STREETWEAR BRAND AWAKE NY ANNOUNCE THE RELEASE OF THEIR SECOND COLLABORATIVE COLLECTION. EXACTLY 1 YEAR AFTER THEIR FIRST COLLABORATION, THE BRANDS JOINED FORCES ONCE AGAIN TO AMPLIFY TWO REEBOK CLASSIC MODELS, THE CLUB-C AND CLASSIC LEATHER, WITH THE ICONIC AWAKE NY FLARE.

Following the success of the SS20 Launch on the Workout and Pump Fury – Awake is proud to launch their take on the Icons Club C and Classic Leather for 2021. The Sandtrap and Chalk colored Club C (\$120) and CL Leather (\$120) feature snake accents and the Awake signature motif printed on back heel, tongue label, and sock liner for an elevated feel.

The inspiration behind this second collab was intended to, "Design something that felt like New York heritage, but that also acknowledges London youth culture; the goal was to capture the synergy between both of the worlds and bringing them together through authentic product," said Angelo Baque, Founder of Awake. And the selection of the Club C and Classic Leather silhouettes was routed in Baque's memory of his late friend Gary Warnet – "I wish he could have been here for the design process, especially when looking at the Classic Leather, seeing the late 80s and 90s and the culmination of street culture and hip hop and New York's love of the Club C."



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# TAYLOR DRAPER

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Taylor Draper, a singer-songwriter, graphic designer, a parent, and a lover of menswear brings us on his journey from his lows to now his continuous soaring highs. His journey was not easy, but he continues to better himself and continue to spread mental health awareness for men, and providing confidence and giving a safe space.

## 1. Tell me about yourself

A: My name is Taylor Draper, I am 31 years old, living in Colorado Springs Colorado. I have two wonderful children, Tennyson a 2 year old girl, and Murphy a 10 month old boy. I love cinema, art, boxing/MMA/Jiu-Jitsu, I'm a singer songwriter, graphic designer, and I have a healthy obsession (At least I'd say it's healthy, a few of my peers would disagree!) with typography, and most importantly, menswear.

## 2. How did you get into fashion/Why Men's tailoring?

A: Being a musician early on, I've always been interested in mens fashion, but never understood or cared to understand the mechanics of it. Until about 3 years ago I was going through the hardest time of my life. My wife had confessed to some things, and my businesses were failing. I realized during that time that the only thing giving me any kind of positive reinforcement or confidence was putting on my suits in the morning to go to work. There was no other piece of clothing that gave me the same confidence as a suit did. I truly believe that that sliver of confidence helped me pick myself up, and put in the work that needed to be put in to get my marriage back on track, and my businesses in the black. Once I started to see the light at the end of the tunnel, I commissioned some research to see if there was a direct correlation to dressing well and overcoming things like depression and anxiety. It turns out there's quite a few studies backing this for men, and men's tailoring. At that point I realized that this was truly a mission I needed to take up. So I sold my businesses and started Inherent full-stop.

## 3. Where do you find inspiration?

A: Everywhere. Old movies, new movies, instagram influencers, YouTube channels, fabric mills, vintage 1930's Apparel Arts magazines (my favorite), and books. I'd say my favorite is seeing what the incredible menswear communities are doing in different cultures. One of my friends, Jason Locust, started a magazine called Real Black Menswear, and the styling and content he touches on within his page is just incredible. I love the celebration of other cultures through clothing. Another one of my favorites is Mark Cho of the Armoury in Hong Kong/NY. His level of history, and knowledge on menswear makes me so grateful to be in the space. I'm learning things from these gentlemen and many more all of the time. I always have an open heart and mind to learning and bettering myself.

## 4. What does your family think about your work?

A: My wife has never been more proud of me. I finally found my true calling of incredible design and menswear, while helping men with their mental wellness by providing them with confidence through

clothing, and a safe space to talk about their feelings. We even started a non-profit called the Inherent Foundation to take this cause up completely. They've never been more proud of me.

## 5. Is there a dream celebrity?

A: A dream celebrity to work with or make over? Since it's a dream I'd choose Cary Grant. That may be a little bit cliché but Grant overcame so much with depression throughout his life. I believe he had 3 or 4 failed marriages, in his biography he mentioned how much he struggled with confidence. On the other side of that coin, he is a huge inspiration to me as far as menswear goes. He was always perfectly tailored, his patterns matched impeccably, and he is the quintessential gentlemen in his mannerisms. For that reason I would love to do a collection with him, and do all the content I could on mental wellness. I bet one of the reasons he was so incredibly dressed was because it helped his depression and confidence, which is what we're all about.

## 6. How are you overcoming COVID-19 Obstacles?

A: One of the advantages in being in the digital space since I was 12 years old, is that everything I think about is anchored in digital scalability and strategic growth. The menswear space, especially the tailoring space, is a bit dusty. A lot of the mills I work with are still on CRT monitors, the ones you had in elementary school. There's so much opportunity for innovation and upgrades. So we based our entire foundation on being able to bring a complete digital tailoring experience online, through video, text, and chat. We take care of our clients no matter where they are. I love receiving texts from clients across the country asking what they should wear to an event for the night, and giving them my opinions.

## 7. What are you working on next?

A: 2021 is going to be an incredible year for us. We're positioned so well as a brand in a lot of different areas. My goal currently is to open two stores in 2021, launch our signature "Inherent Suit, Model 1", and introduce some very cool monthly options for customs such as our \$100/mo shirt club, and our \$45/mo styling club. We have so many things planned, but I'm going to have to ask my PR team what I can say!

## 8. Anything extra you want to share with us and our readers?

A: Check out our website [www.inherentclothier.com](http://www.inherentclothier.com) and book a free digital fitting experience. We really want to invest in men everywhere and give them a free experience. In all of my relationships before I ask for any type of investment, I do everything I can to invest in the relationship up front. Through free styling advice, getting people measurements, and most importantly just listening to them. We offer all of that for free on our website!







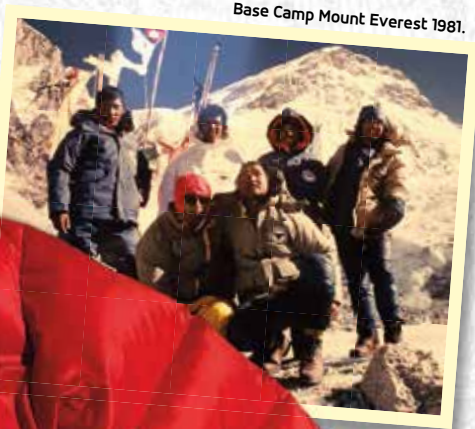
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## 1981 Everest Expedition



The Tenson Naomi Expedition jacket is a homage to the 1981 Tenson sponsored Japanese Everest expedition carried out forty years ago in 1981, featuring Naomi Uemura a Japanese adventurer particularly well known for doing alone what had previously been achieved only with large teams.



## Naomi Expedition Jkt

The Naomi jacket is designed to stay warm, dry and durable in extreme conditions and cold climates. It features a mixture of RDS certified goose down and premium duck down insulation, a combo that provides optimum warmth and flexibility - this jacket is indeed the stuff of a future Tenson icon and a fitting tribute to an expedition anniversary and adventurer!



The Predecessor to the Naomi Expedition jacket, worn on the Everest expedition, is seen here during the 1981 Autumn Winter Exhibition in Tekoku Hotel Tokyo. The picture also shows what was to become another Tenson icon - the 1972 Tenson Himalaya jacket (in blue).

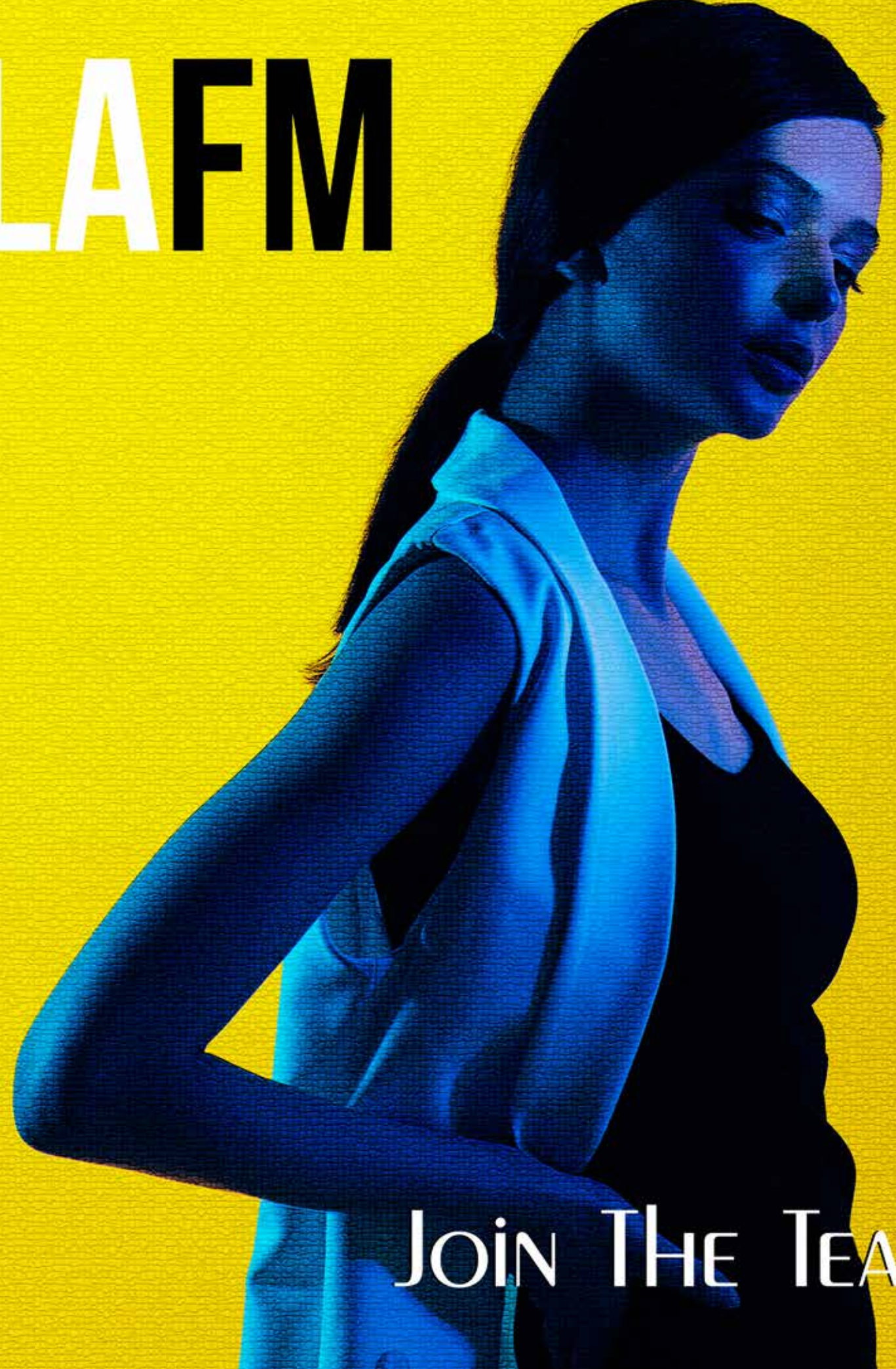


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# MICHELL ROXANA

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Enter Michell Roxana, the Venezuelan bombshell also known as Miss Earth. As an adventurous and curious young girl, she found herself in a world surrounded by fashion, beauty contests and cameras, learning quickly how to always present herself professionally. At 15, she was chosen for an international shoe campaign kick starting her career. However, Michell is not just beauty- she has the brains to back it up. With two degrees, a children's book and many other accolades, she won't stop until she accomplishes every dream she sets for herself.

We got to chat with Michell and pick her brain on everything from pageantry to engineering, join us to find out more...

LAFM: Before Pageantry you earned two bachelor's degrees. Tell us more about what got you to where you are now?

Michell: I studied Production Engineering and a Bachelor's in Administration. At first, I didn't know which career to choose but I opted for the one that one of my sisters had studied. While studying, I fell in love with the field. I am grateful today because it opened the panorama for me. My bachelor's degree was possible due to a scholarship I obtained as a prize for winning a beauty pageant and it has been very useful to me in many aspects of my life. If I had to choose to do it all over again, I would in a heart beat.

LAFM: Later you wrote a children's book; Tell us where your inspo came from? What is the book about?

Michell: Being in the Miss Earth contest, in which I learned about many aspects related to the environment, I began to plan this book project. Knowing and seeing the media exposure that was gained from the contest, I wanted to maximize their impact in a positive way and what better way to do it than by sharing knowledge! This project was about creating habits and nurturing children's education to help feed their future. The intention of *MicheLand*, which is a very fun book, is that it allows the reader to see the importance of taking care of their environment.

LAFM: Let's talk beauty/health/fashion...How does it feel to be an IG icon?

Michell: I'm not going to lie to you, that definitely can blow your mind, but what you should always keep in mind is that you have a great responsibility in your hands, since with your content, you can literally inspire lives.

I feel very fortunate to have the power to impact my audience in a positive way. Therefore, I like to send messages of strength and empowerment. I believe that this is how 'influencers' can improve the world. If we all focus on helping each other and encouraging us to pursue our dreams.

LAFM: That's awesome! Now fashion specifically, how would you describe your style?

Michell: Comfortable and daring. I always have to be satisfied with what I wear. A woman can transmit beauty and power; if what you wear does not give you confidence, you should change it! Even if it is something very insignificant, what you wear should make you feel like the most beautiful woman in the world.

LAFM: What quote would you share to empower women?

Michell: "A woman with a voice is, by definition, is a strong woman."  
Melinda gates

LAFM: Great quote!  
Michell, what can we expect in the future?

Michell: You can expect a very strong woman, who will conquer dreams, I like to set short-term objectives to move forward and not lose sight of my goal, and of course, I do not rule out mistakes. Nobody is perfect, but the only one who loses is the one who stops trying. So, be prepared to be seeing me for a long, long time.

I know one day I will look back and say: all the effort was absolutely worth it.





PHOTOGRAPHER: Gerardo Briceno  
MAKEUP/HAIR: Elizabeth Mua









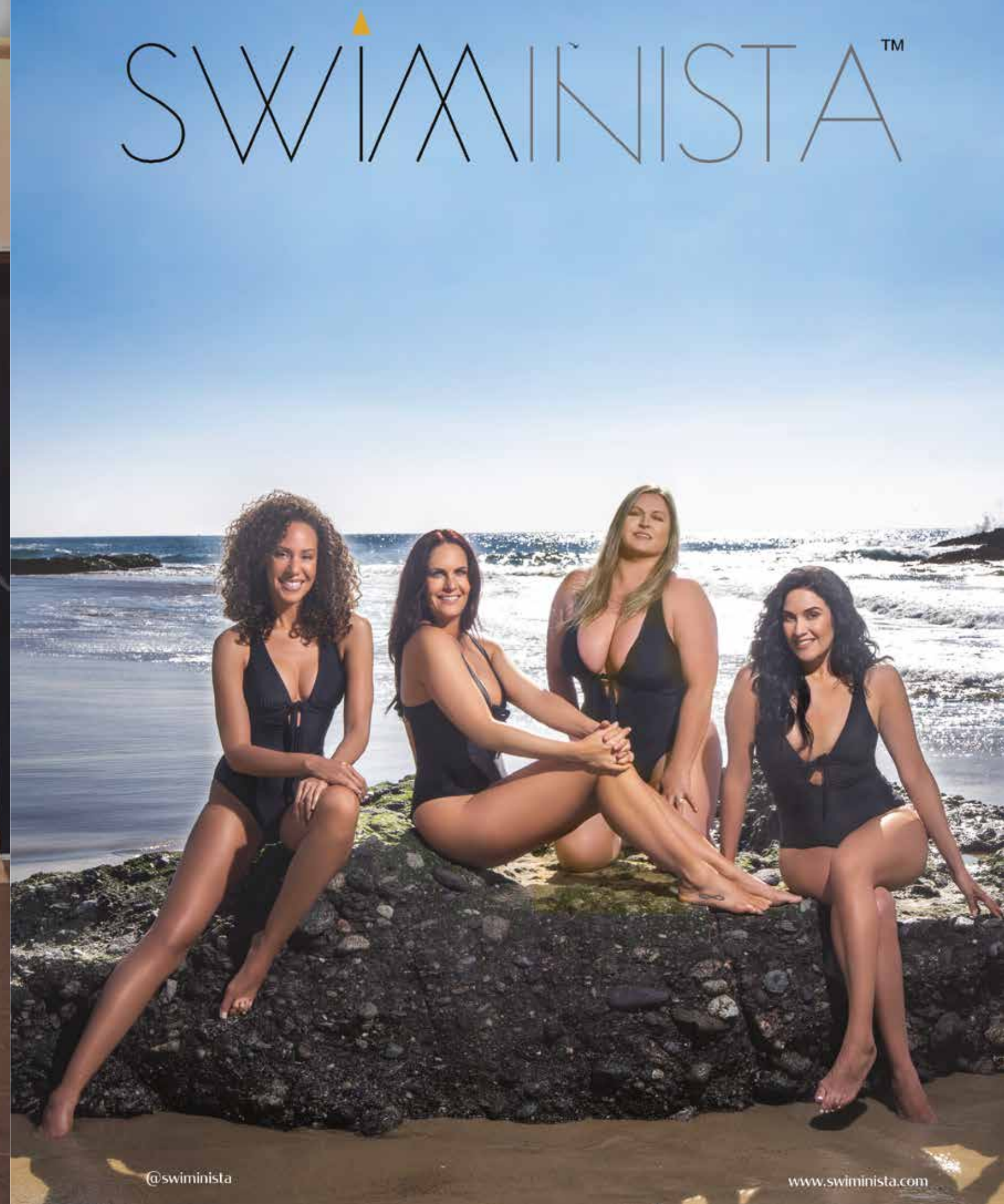
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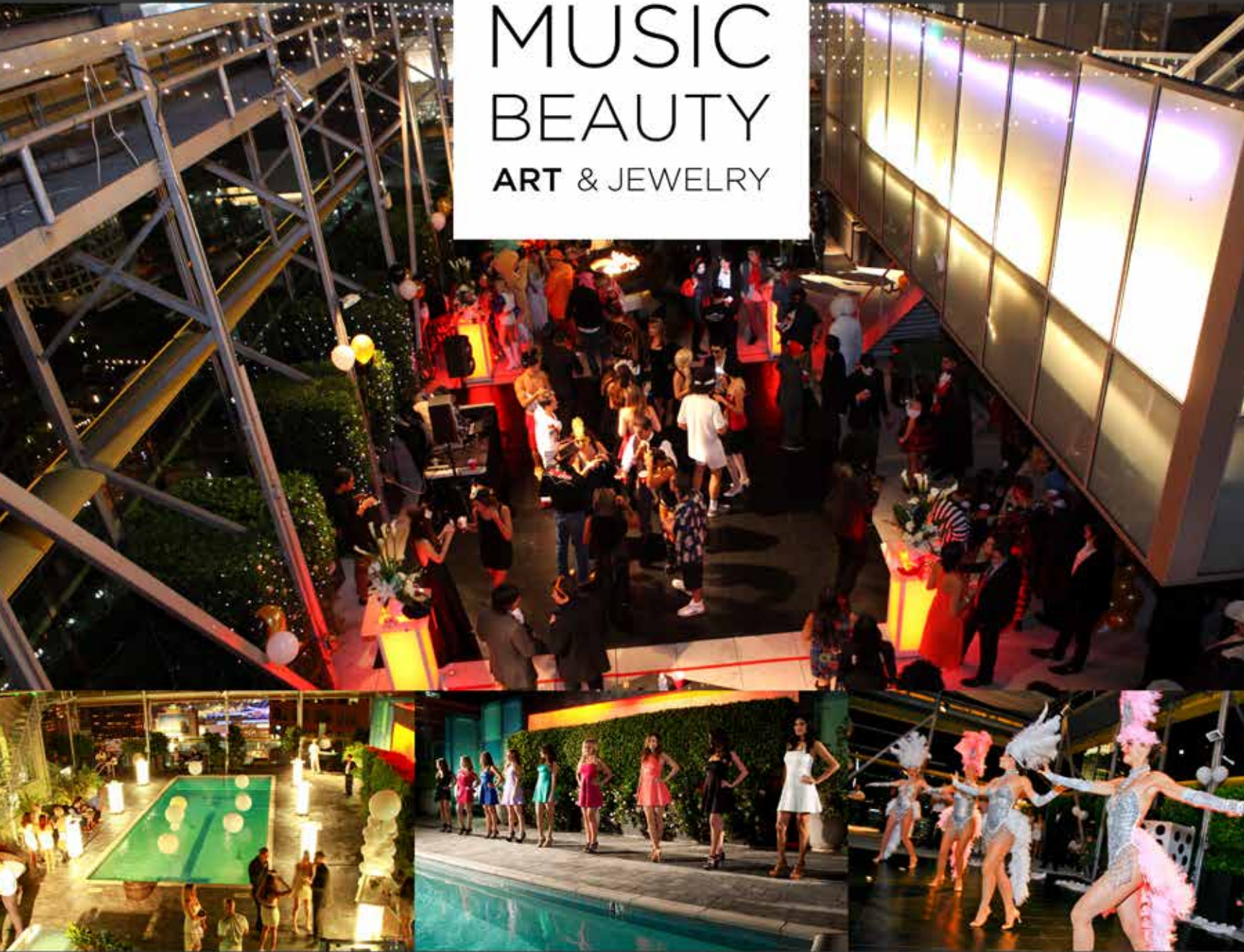
A woman with long dark hair is shown from the chest up, wearing a brown blazer. She is adjusting a pair of dark sunglasses with both hands. The background is a solid, bright yellow. In the bottom right corner, there is a small blue geometric shape.

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