

JANUARY 2018  
ISSN: 2165 865X

# FASHION

Avenue News



THE  
MYSTIC  
OF SUPERMODEL

# GIO

LIKE YOU 'VE NEVER SEEN HIM BEFORE

\$20.00



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A fashion show runway scene with several models walking away from the camera. The models are wearing elegant, dark-colored dresses and a white jacket. The background is dark, and the runway is lit. The word "FASH" is overlaid in large, white, bold letters at the bottom of the image.

# FASH

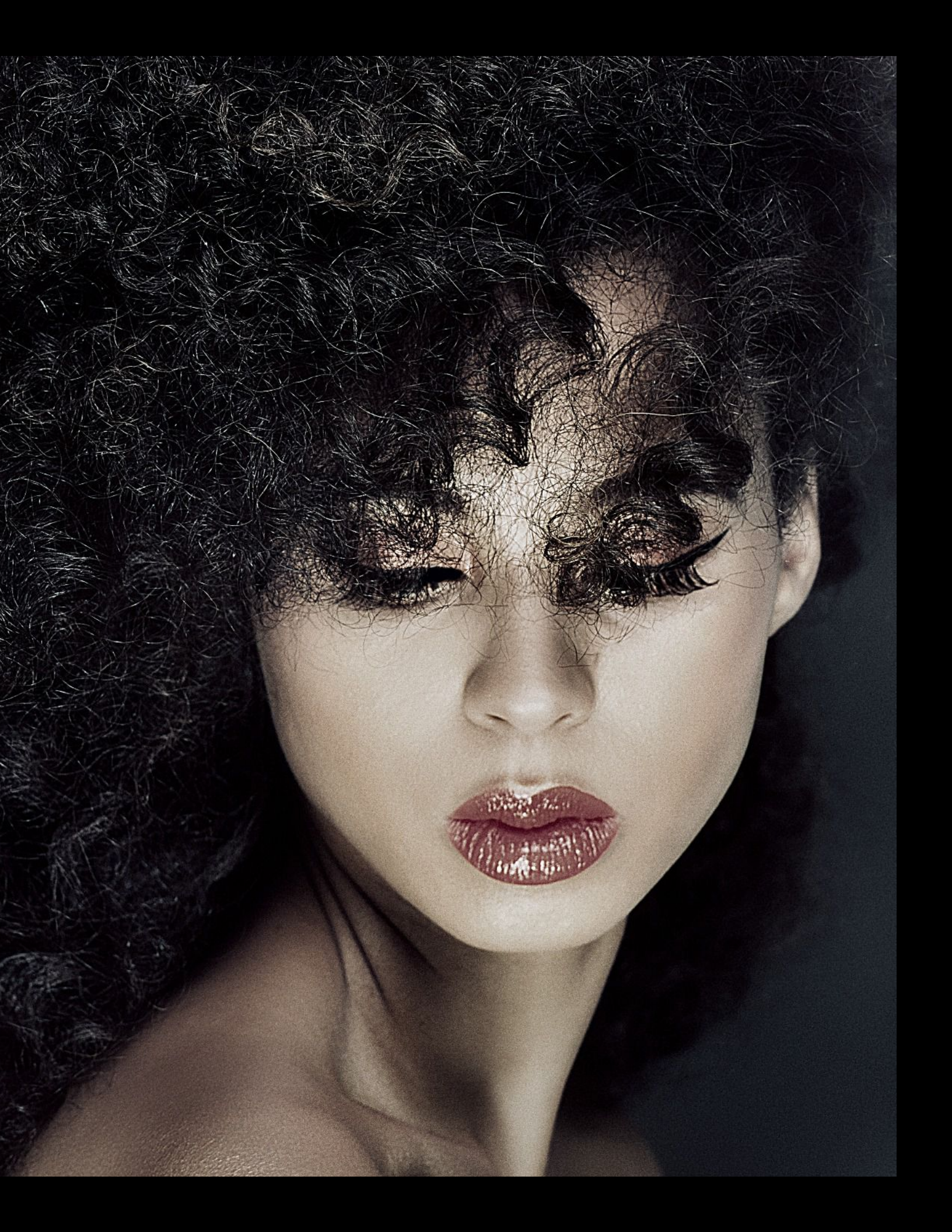


# ION

Avenue News



**LUXURY LIVES HERE**



JANUARY 2018

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MICHAEL COSTELLO

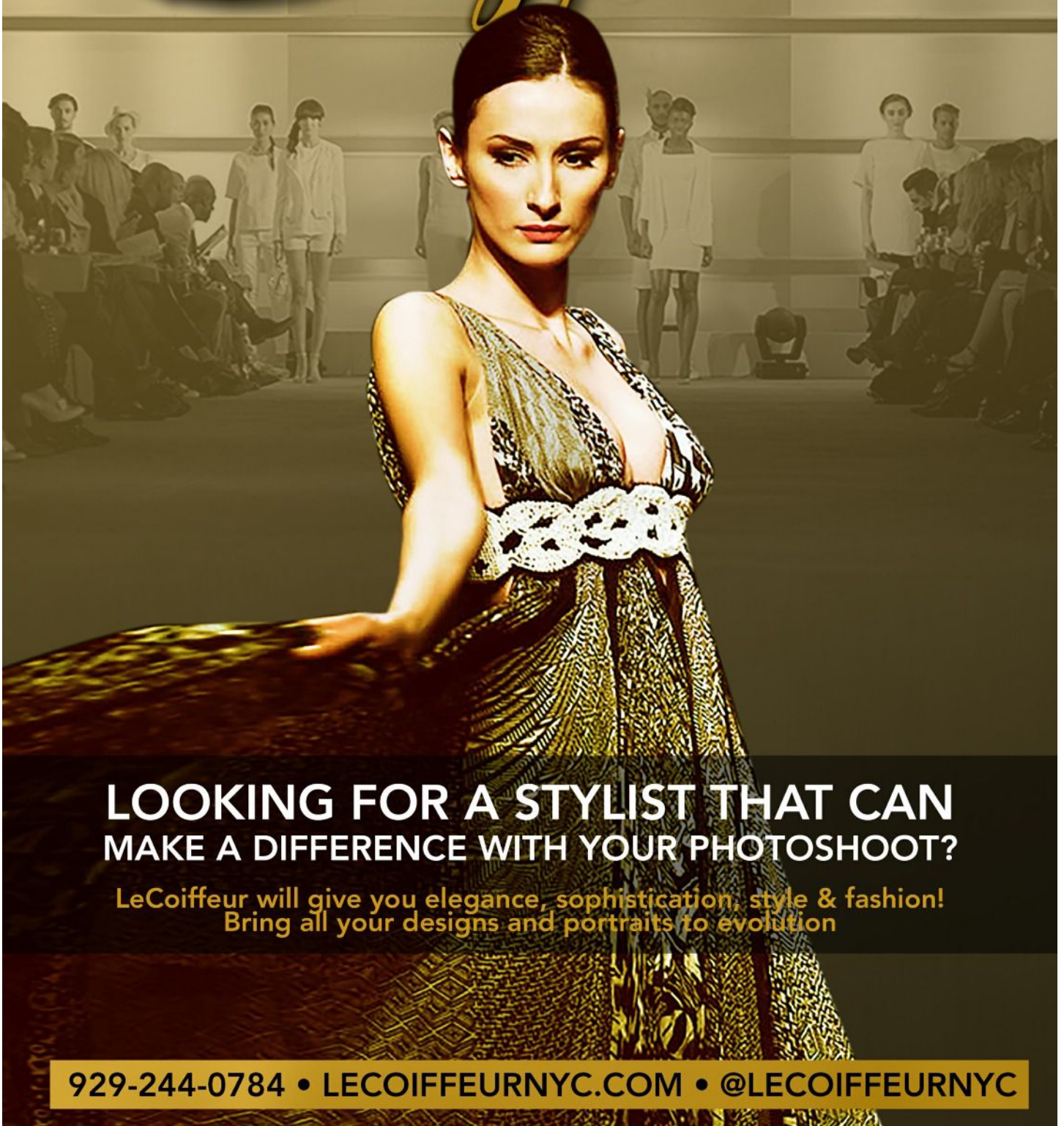






MICHAEL COSTELLO

# Le Coiffeur



**LOOKING FOR A STYLIST THAT CAN  
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*LeCoiffeur will give you elegance, sophistication, style & fashion!  
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# Celebrity Fashion Expert

By: Anne Niccoli

Celebrities are always in the middle of fashion trends. It doesn't matter if they are creating them or following them, Fashion expert Anne Niccoli stays on top of celebrity fashion and provides fashion tips.

The debate over whether celebrities drive fashion or whether fashion drives celebrity wear is very much like the chicken and egg theories that have been discussed for decades. In reality, it just doesn't matter if your goal is to look celebrity chic. The internet has become a wonderful tool for instant fashion research on the brands and styles our favorite television and movie stars are wearing. Savvy fashion experts can use the internet to confirm identified fashion trends or be an early indication of fashion trends about to start.

As a fashion expert and leading retailer, we take our fashion very seriously because our goal is to provide solutions to customers so that they can stay on trend, not behind it. In fact, we use our fashion blog at [www.shopbeenvied.com](http://www.shopbeenvied.com) as an immediate way to communicate on the fashion trends that celebrities are seen wearing in paparazzi photos, be it a Melie Bianco handbag, a new Sinful Tee, or A.B. Niccoli jewelry. Shopbeenvied.com a leader of cutting edge fashion, offers the entire Affliction collection. As a pioneer in the online retail world, they have made their name by beating trends before they explode. We specialize in the latest fashion wear by well-known top designers. We have our eyes on everything celebrity fashion – always looking to see what celebrities find as fashion trends so that you don't have to.

Another way I take my role as a retail fashion expert seriously is to design items that other brands might not have in their product lines. As I stay on top of the celebrity fashion trends, our stores immediately launch new items on a daily basis under the Envy and Stash 129 brands, an advantage few online retailers have. These one of a kind items are products developed to help our customers stay on top of the trends whether your goal is rock star bling, bohemian, motorcycle chic, or Hollywood glamorous. No matter your fashion target, we hit the bulls-eye at rock bottom prices that will allow customers to afford outfits and fashion accessories instead of just a single item – we stretch your fashion budget! Whether you have interest in Affliction tees, the newest Sinful items, designer handbags, or inspirational jewelry, our prices will be the best that can be found on the internet.



*Model* **World**  
Magazine





[www.ModelWorldMagazine.com](http://www.ModelWorldMagazine.com)





THE BLONDS





THE BLONDS





THE BLONDS







THE BLONDS

# Muscle Pain What Helps?

Sitting in front of screens for a long time, gardening, a long drive by car - there are many reasons why at the end of the day your back, shoulders and muscles can ache and make you feel tense. Overuse often causes tension and muscle pain.

## The facts

The human body has over 650 muscles. Muscle pain, also known as myalgia, are ailments that in most cases have muscular causes. In rare cases, other diseases, such as the immune system, the skeleton or the nervous system is the trigger. Muscular soreness is probably the most well-known form of muscle pain. Because of overloading, small cracks in the Z-disks in the muscle tissue occur, which in turn cause inflammation, causing edema and swelling of the muscle. The most common causes are lack of exercise and poor posture, which are things that we can adjust to avoid further problems.

Often the pain disappears within a few days and does not require medical advice. The problem can be the symptoms if the pain symptoms last longer or are not caused by a specific injury or overuse. Prolonged muscle pain can be a symptom of metabolic disorders, generalized inflammatory diseases, fibromyalgia, hormonal changes, nutritional deficiencies and even mental disorders.

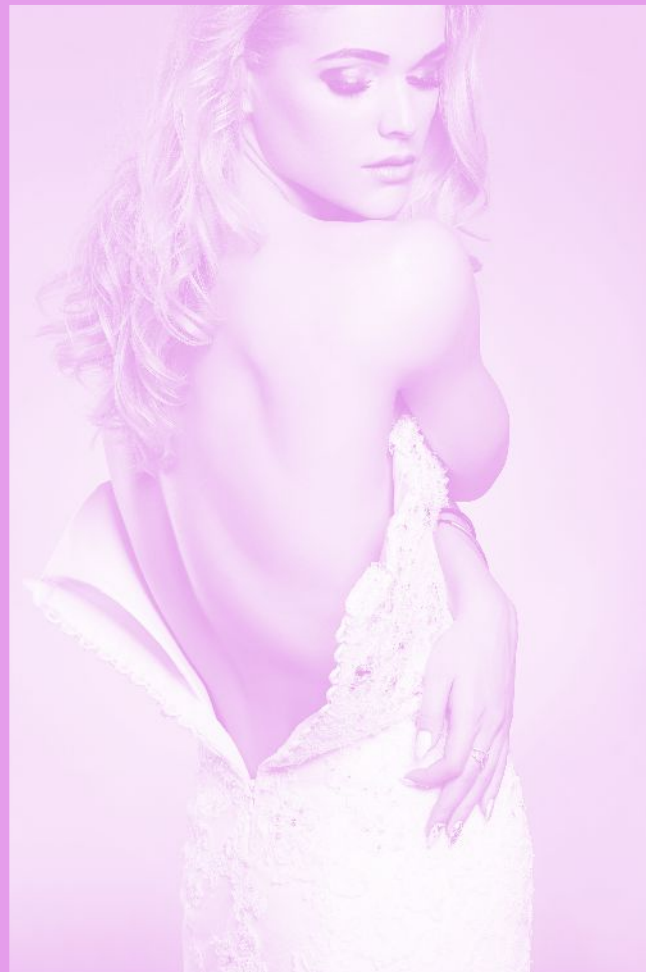
If muscle pain does not intensify and is sporadic, they can be treated with pain medications, heat pads, and approved home remedies.

## Movement helps

Instead of sparing oneself, physical activity is now just the thing - stagnation often leads to a worsening of symptoms. It is best to plan a little time for daily walks, gymnastics and other sports such as cycling, walking or swimming. Yoga is the go-to for really stretching out aches and pains!

## Pain Relievers

Using a hot water bottle or heated pads are a great way to relieve pain. Due to the heat, it not only has a beneficial effect, but also contains active ingredients such as ibuprofen, diclofenac, felbinac, etofenamate, flufenamic acid or piroxicam, which support the healing process. Plasters are also virtually invisible under clothes. Special ointment that contains pain relieving, wound



# Ceramiracle launches new FIRST LIGHT The Serum



Ceramiracle launches new FIRST LIGHT - The Serum  
Ceramiracle's industry-changing product is a hydrating, rejuvenating serum that boasts baby-like radiance because it's inspired by—you guessed it—babies.

The first gray hair. The first sign of wrinkles. We all know at what point we started to fantasize about the fountain of youth. But who knew the fountain of youth has been with us since day one? Ceramiracle's FIRST LIGHT The Serum harnesses the capabilities of the vernix caseosa—the natural power that provides newborns with hydrated, resilient, and near-perfect skin—for an unparalleled anti-aging experience.

## The Story: Reformulating a Baby's "First Beauty Product"

Founder of Ceramiracle, Eugene He, has been fascinated by the question of youthful skin since he was young. Considering how a baby's skin manages to stay soft, smooth, and seemingly untouched, Eugene wondered if the answer lied somewhere in the months before birth. After much research, he found that the vernix caseosa—a thick, wax-like substance that covers babies for weeks before birth—acts as a baby's "first beauty product," as it covers, moisturizes, and protects the baby's delicate skin. SO, how could one harness this power, the power of the

world's most exclusive skincare product? After two years of tireless work, Eugene created the perfect formula: a plant-derived alternative with all the beneficial properties of the vernix caseosa.

## The Product: Baby-Soft, Radiant Skin Outside the Womb

With the success of their skin supplements, FIRST LIGHT The Serum was the natural next step in bringing younger looking skin to all. Unlike many products on the market, FIRST LIGHT The Serum doesn't just sit on top of the skin but, instead, works with your skin to strengthen its natural barrier and restore its softness and smoothness. Created with 99% natural ingredients and 95% active ingredients, the serum is fortified with botanical extracts of Wakame cell culture, White lupin seed, and Phytoceramides. The plant-derived formula is also formulated without preservatives, fragrance, silicone and other nasty chemicals, and is 100% water-free, mimicking the intense hydration and skin nourishing properties of the vernix caseosa. The serum works wonders on all skin types, making skin look younger, firmer, and more radiant after just one application. It also provides enough hydration that it doesn't even need to be worn with moisturizer!





ALEXANDER MCQUEEN



ALEXANDER MCQUEEN









ALEXANDER MCQUEEN

# I Shave. You Shave. Oui Shave.

Luxe women's shaving brand introduces three products to further elevate the shave experience

Shaving should be more than just a daily chore, grooming tools more than plastic eyesores, and shave products more than drying soaps and foams. Oui couldn't agree more. As the first luxury shave brand created for women, by women, Oui Shave is dedicated to creating a shaving experience that is both effective, and enjoyable. Created to further elevate the shaving experience, the brand is set to introduce three new, 100% natural shaving products to their already wellrounded arsenal.



more than just a daily chore, grooming tools more than plastic eyesores, and than drying soaps and foams. Oui couldn't agree more. As the first luxury shave brand created for women, by women, Oui Shave is dedicated to creating a shaving experience that is both effective, and enjoyable. Created to further elevate the shaving experience, the brand is set to introduce three new, 100% natural shaving products to their already wellrounded arsenal.

## Lavan Shave Oil

Achieve a state of tranquility and make your dreams of a close, smooth shave a reality with Lavan Shave Oil. This shaving oil is designed to protect, nourish and repair skin with a lavish blend of oils, including sweet almond, castor, and rosehip seed oils to hydrate and restore parched cells, and lavender essential oil, known for its ability to refresh and balance skin. The soft floral scent of classic lavender is an added soothing boost. To use, pump a small amount of Lavan Shave Oil onto fingertips and massage into skin and hair that's been softened by the steam of a warm shower, shave with the Oui Shave Carrie, Samantha or Charlotte Razor, and rinse. With each use, skin is conditioned and softened, and your best shave achieved.

(\$16-\$32 | 2 oz.-4 oz.)

## Himalayan Sea Salt & Lavender After Shave Toner



Replace harsh, alcohol-based toners that dry and damage skin with Himalayan Sea Salt & Lavender After Shave Toner. This spray toner is designed to purify and soothe skin while treating irritation and ingrown hairs after any type of hair removal. Formulated with naturally occurring astringents, including willow bark, which is touted for its exfoliating and decongesting properties, witch hazel, which clears pores ofm excess oil, Himalayan pink sea salt, a natural antibacterial, and lavender and rose essential oils, which balance, moisturize and brighten the skin. To use, spritz Himalayan Sea Salt & Lavender After Shave Toner onto to clean, dry skin after shaving. With each use, skin is nurtured and calmed, and damage to the skin reduced. For best results, use with Oui Shave Bikini Body (Ingrown Relief Serum).

(\$32 | 4 oz.)

## Skin Is In – Brightening Body Serum

Say goodbye to dull, uneven skin tone once and for all with Skin Is In – Brightening Body Serum. This dry oil is designed to hydrate and replenish thirsty skin while brightening overall tone. Formulated with 100% natural ingredients, including Turmeric CO2, a powerful blemish-healing anti-inflammatory, rice bran oil, which works to minimize dark spots and discoloration while improving circulation in the skin, and brightening citrus oils: grapefruit, lime and lemon essential oils. To use, apply Skin Is In – Brightening Body Serum to wet or dry skin after showering. With each use, the darkening effects of years of shaving with multiple blades are lightened, hyperpigmentation is diminished, dull skin is exfoliated, and a healthy glow revealed. For best results, use with Oui Shave Blood Orange Himalayan Salt Body Scrub.

# HEAT

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**ROCKY**  
**GATHERCOLE**





Designer: Rocky Gathercole, Photographers: Manny Fontanilla, Model, Alina Osnach, Jerry Moyco Consulta HMUA, PatrickvHenry Mergano Stylist











FABULOUS



# THE MYSTIC OF SUPERMODEL GIO

1. What first made you interested in becoming Fashion Model?

A. What first made me interested in becoming a fashion model was the love to wear nice clothes and walk around in them like I was on the runway. I would go in my dad's closet and try on his suits which were all big on me. I still managed to make it work with a few adjustments. Another reason was when I turned 14, I saw an article in the newspaper I think it could have been New York Times. There was an advertisement post looking for new models and fresh faces. The start pay would be \$2,000. Being young and kind of naive I responded to it without seeking any advice from someone more experienced. I used whatever little money I had at that time to pay for a photoshoot which later turned out to be a fraud.

2. What do you think are some of the skills that are needed to become a successful fashion model?

A. It's very important to have a good set of skills to become a successful fashion model! It is very important to be approachable, friendly, polite, observant, appreciative, humble knowledgeable of the fashion world, constantly practice your walk, poses, work on your interview skills because it's expected, articulate, always be on time or even 30 mins earlier, good hygiene, good diet, work out, and of course be and maintain great shape.

3. How important is it to attend modeling school or take classes?

A. Like anything else in life, practice makes perfect! There are different types of modeling such as print, commercial, campaign, brand ambassador, runway. Modeling is a form of art which requires a technique and a certain form especially when you're on the runway. Although it's not mandatory and you can learn yourself from watching other experienced, seasoned models taking the right modeling classes or enrolling into a modeling school would definitely give you the right experience and confidence especially for a female model.

4. What should a model bring to a fashion show?

A. Models should always be well prepared when they come to a fashion show. In addition to a great positive energy and attitude they should bring, water, light snack and a model bag. A model bag consists of mainly: black slacks, black jeans, blue jeans, black and white v necks colored shirts, black boots, black dress shoes, black sneakers, brown shoes, a robe. Other times the designer whom you walk for tells you what to bring.

5. How important is it to be represented by a manager or agency as a model?

A. Although being a freelance model is good, it is very important to have a good manager and to be represented by a good agent. The reason being is that major companies mainly go through agencies and management to book a talent for a highly paid gig.

6. How do you choose a photographer?

A. To choose a good photographer you need to look at the quality of their work and resume. You need to inquire whom they have shot or worked with, their knowledge and qualifications and what kind of equipment they work with.

7. How important is the Press/Media to a Fashion Model?

A. Press and media are very important to a fashion model because they are responsible for your presentation and getting images on the runway. They take pictures and videos of you in action which can be used for a magazine submission and a model video reel.

























## **ABOUT SUPERMODEL GIO**

I was born in Europe and came to the states in 96. I have been residing in Brooklyn, New York ever since. I speak 5 languages and am fluent in 3. I enjoy working out, playing basketball, tennis, boxing, sky diving, rollercoasters, writing poetry, traveling and many things which involve adrenaline rush. My favorite types of food are Soul Food, Caribbean, Italian, Thai.

I would like to say that this was one of the best interviews ever because it made me think deep within myself and appreciate more what I do for a living. Sofia Davis, thank you very much to you and your amazing team for this opportunity! I would like to give a shout to each and every person in this fashion industry who has been collaborating with me, working with me, supporting me, inspiring me and believing in me. I will not let you down! All Glory Be to God!











# Continued..... SuperModel Gio

8. How important is it to be featured in Print Media?

A. Print media is very beneficial and important for a model. It is a great promotion for your brand and shows your level of an accomplishment as a published model.

9. As a model, what do you do to get your name out there and let people know about your brand?

A. As a model I use social media, YouTube videos, radio interviews, magazine interviews, television to get my name out there and expand my brand. I'm also a SAG-AFTRA actor, tennis trainer and a boxer. I get booked for television shows, feature films, radio, reality TV, music videos and talk shows which contribute to expanding my brand.

10. You have had a tremendous year, what is your secret to staying current?

A. Thank you so much for your support Fashion Icon Sofia Davis and Fashion Avenue News family! I have many goals and a set mind frame to be the best and to make history. It's very important to be consistent, nice to people true to yourself, believe in yourself and very strong faith in God.

11. You have appeared in many movies and TV shows, where did you hone your acting skills?

A. I have taken acting classes and learn a lot when I'm on set. Also, many experiences I've had in life both good and bad contributed too much skill set in acting.

12. With all of your success, you still remain Humble, a true Gentleman, how do you accomplish this?

A. I am a public person, love people and enjoy helping others. Also, coming from a violent background you get to learn right from wrong and try to prevent doing and being wrong. I am a very spiritual person and believe that we are all God's children. Therefore, we should work and function as one and respect one another.

13. What suggestions or inspiration can you give to upcoming fashion models or people that may be interested in becoming a model?

A. I would suggest the new, up-and-coming models or even the experienced models continue doing what you love. Do your homework and always be ready. Make sure you condition yourself both physically and mentally because you need a tough skin to be in this business. Promote and conduct yourself professionally at all times because you never know who might come across.

14. I have to ask this questions or my Fashion Assistants will kill me, Do you have a Girlfriend? I think there are many people that want to know if you are seeing someone? If not, what type of ladies are you attracted to?

A. LOL! Currently I'm single. Even though I am very focused on my career, I am open to meeting my other half with whom I can potentially star a family and build a castle.

Sofia, we should do a casting like that for "DATE WITH SUPERMODEL Gio" and they have to be approved by you

The kind of girl I'm looking for has to be full of life, intelligent, good looking, energetic, open minded, good cook, healthy, non smoker, good hygiene, loyal, honest, caring, understanding, sensual, nice body (I'm a butt man), educated, street and book smart.



# Editorial Credits

Designer: Clarence Black Couture; SuperModel: GIO; Photographer: Allison V. Brown; MUA: Lenny Hamilton; Fashion Assistants: Glory, Jordan, Tiffany

Top - Black Japanese Silk Pleated Kimono Top (Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Pants - Black Skinny Pants ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Hat - Persian Lamb Hat ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )  
Boots - Black Leather Maxi Couture Boots ( Doc Martens Limited Edition )

Top - Origami Button Down ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Vest - Leather Vest ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Beret - Designer's Own ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Glasses - Designer's Own ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Gloves - Leather Opera Gloves ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Pants - Black Skinny Pants ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Boots - Black Leather Maxi Couture Boots ( Doc Martens Limited Edition )

Crop - Leather Horse Riding Crop ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Top - Metal Mesh ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Kilt - Leather Kilt ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Boots - Black Leather Maxi Couture Boots ( Doc Martens Limited Edition )

Coat - Silk Jersey Opera Coat ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Harness - Leather Harness ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Corset - Leather Men's Corset - (Made to measure ) - ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Necklace - Black Onyx Prayer Hand Strung ( Made to order ) - ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Glasses - Ray Bans ( Designer's Own ) - ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Kimono - Japanese Pleated Black Kimono Cardigan - ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Pants - Matching Men's Pleated Lounge pants - ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Shoes - Indian embroidered slippers ( Designer's own ) - ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )

Fan - Japanese Hand painted Fan ( Designer's own ) - ( Clarence Black Haute Couture Men FW 2017-2018 / Automne/Hiver 2017-2018 )



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Cashmere  
&  
Pearls



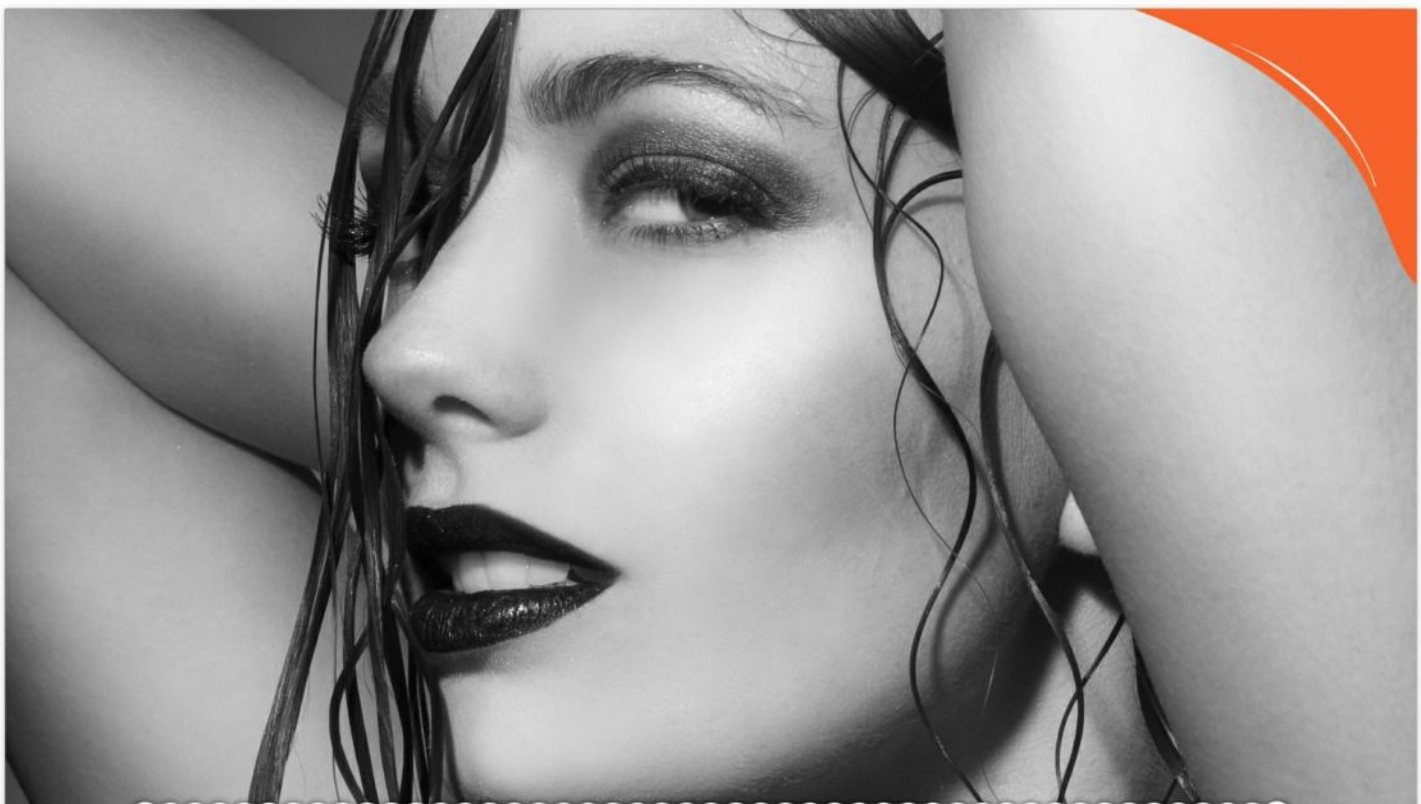






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Allison V. Brown; Couture -  
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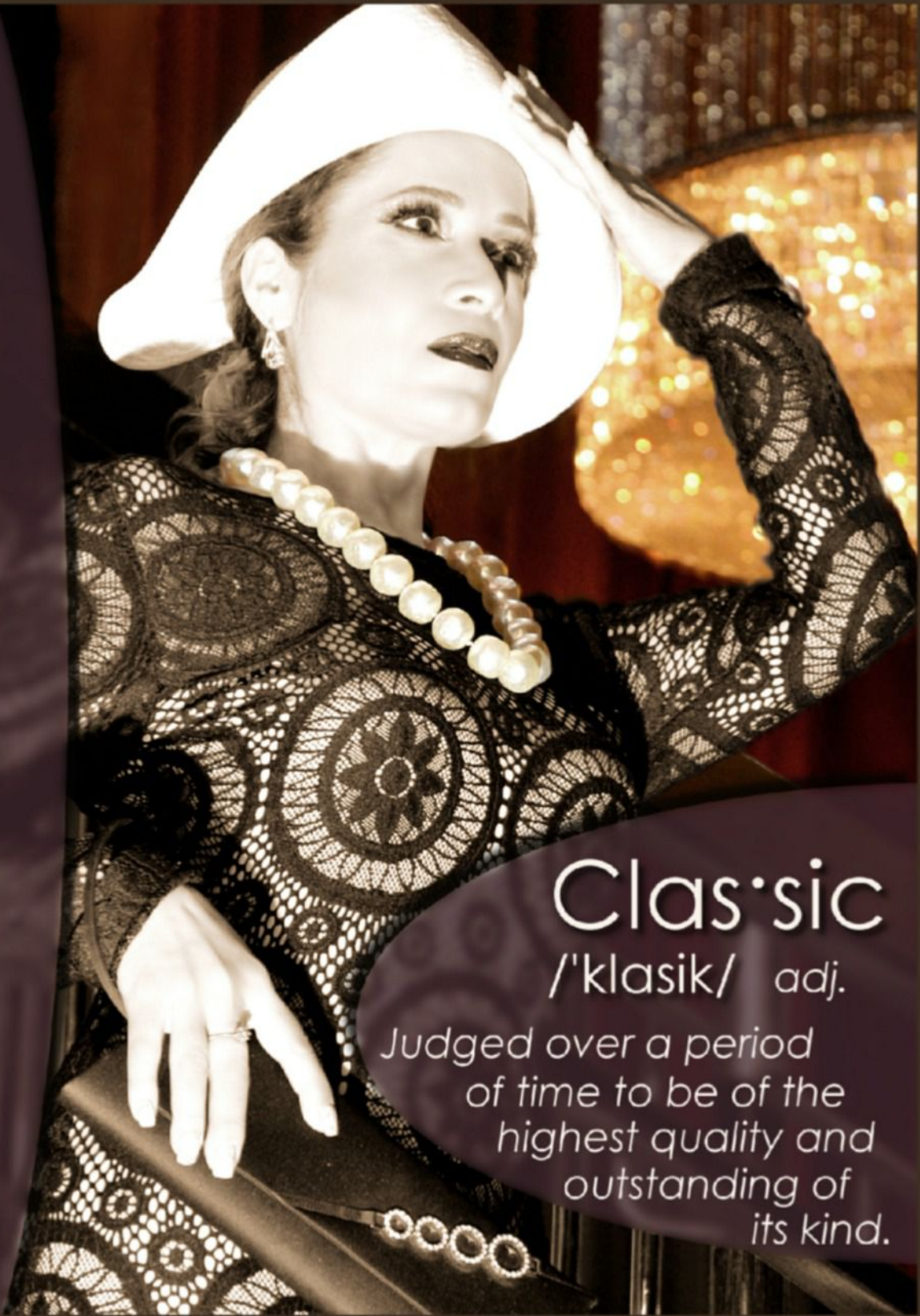
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# Clas·sic

*/'klasik/* adj.

Judged over a period  
of time to be of the  
highest quality and  
outstanding of  
its kind.

# MAXX RIQO

*Los Angeles*

Que Up...Image is Everything!



Author: Vikram Kumar

## ***Enhance Your Beauty***

### THE GOODNESS OF NAIL SPA

Beauty is not only about your face and your outfits and shoes. Beauty has got a new definition in the present days. You might not be naturally pretty with striking features.

It is actually important to take care of everything now, you actually need to be careful from “tip to toe”. This is when nail spas come into action.

Nail spas or nail bars are the latest trends. It is a special beauty salon which offers primarily nail care treatments. Nail enhancements, pedicures and manicures are just to name a few of these services. Often, these nail spas also provide skin care treatments like waxing, facial and many others. In the nail spas, you can choose from a variety of options in order to take care of your nails. You can get the famous French manicure done. Other nail care services include polishing, wrapping with silk, fiberglass or acrylics. Though there are many more services which vary from one nail spa to another.

The chipped side of your nails or the uneven size of the nails of your fingers might bother you. If that is the case, then you must not sit idle at home

and experiment with your own kit of nail care, only to come up with disastrous results! Some of the services that are provided by nail spa are as follows:

They offer manicure treatments in which the nails of your hand's fingers are taken care of. There are very kinds of manicures to choose from.

Pedicure treatments are also offered which are very similar to the manicure treatments, just that it involves the nails of your feet. A wide variety of pedicure treatments are also available to choose from.

You can go for overlaying your nails with acrylic and then adding extensions. This is actually adding of fake nails or nail wraps over your natural nails to make them look more fashionable. Your fake nail can be one which mimics your natural nails as closely as possible. However, some are available which are made to look deliberately different from your original nails. You can also choose overlaying with UV Gel and then adding extensions.

You can also go for overlaying with silk or fiber glass and then adding extensions.

You can add to the beauty of your nails with nail arts. You might have tried out different designs at home, but might have always ended up with unpleasant results. You can be assured that the professional nail artists will only come up with surprisingly amazing nail arts that are bound to turn heads!

Another choice of extensions is the UV gel sculptured along with Acrylic extensions. Generally, nail spas also provide some basic skin care treatments like extending of the eyelashes, body massage, waxing and facials.

Jovial nail spa at Costa Mesa come with a wide range of nail care services. It is applicable for both men and women. You get to pamper yourself in this fresh and bright nail bar. All you need to do is relax while their team of professional nail technicians take your charge and groom you to the best extent possible!







JOHN PAUL





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MODEL OPEN HOUSE

# EDITORIAL CALENDAR

JANUARY	FITNESS	FASHION WEEK	FEBRUARY
MARCH	FASHION WEEK REVIEW	HAIR ISSUE	APRIL
MAY	MAKE UP ISSUE	IT'S A MAN'S WORLD ALL MEN ISSUE	JUNE
JULY	ANNIVERSARY ISSUE	PRE FALL, KIDS & END OF THE SUMMER ISSUE	AUGUST
SEPTEMBER	FASHION WEEK	ACCESSORY ISSUE	OCTOBER
NOVEMBER	PRE HOLIDAY	HOLIDAY GIFT GIVING ISSUE	DECEMBER

Submission deadline for all issues is the 1<sup>st</sup> of the month before the issues is released. Ex: August 1 for September issue. All submission MUST include credits of all involved, and be submitted by DROPBOX to [Submission@FashionAvenueNews.com](mailto:Submission@FashionAvenueNews.com). We do NOT ACCEPT email submission, they are deleted without being read. Kindly read our submission guidelines on our website: [www.FashionAvenueNews.com](http://www.FashionAvenueNews.com)

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# FASHION

Avenue News

## DESIGNERS

MICHAEL COSTELLO  
CLARENCE BLACK COUTURE  
THE BLONDS  
CASHMERE & PEARLS  
ALEXANDER MCQUEEN  
ROCKY GATHERCOLE

**\$20.00**

