

DAVATI

issue three

july 2020

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issue three

editors notes

Hey Dolls! Welcome back to Davati!

We can't believe it's already issue 03! It has been a crazy, crazy few weeks, and things finally are looking up to edging closer towards 'normality'.

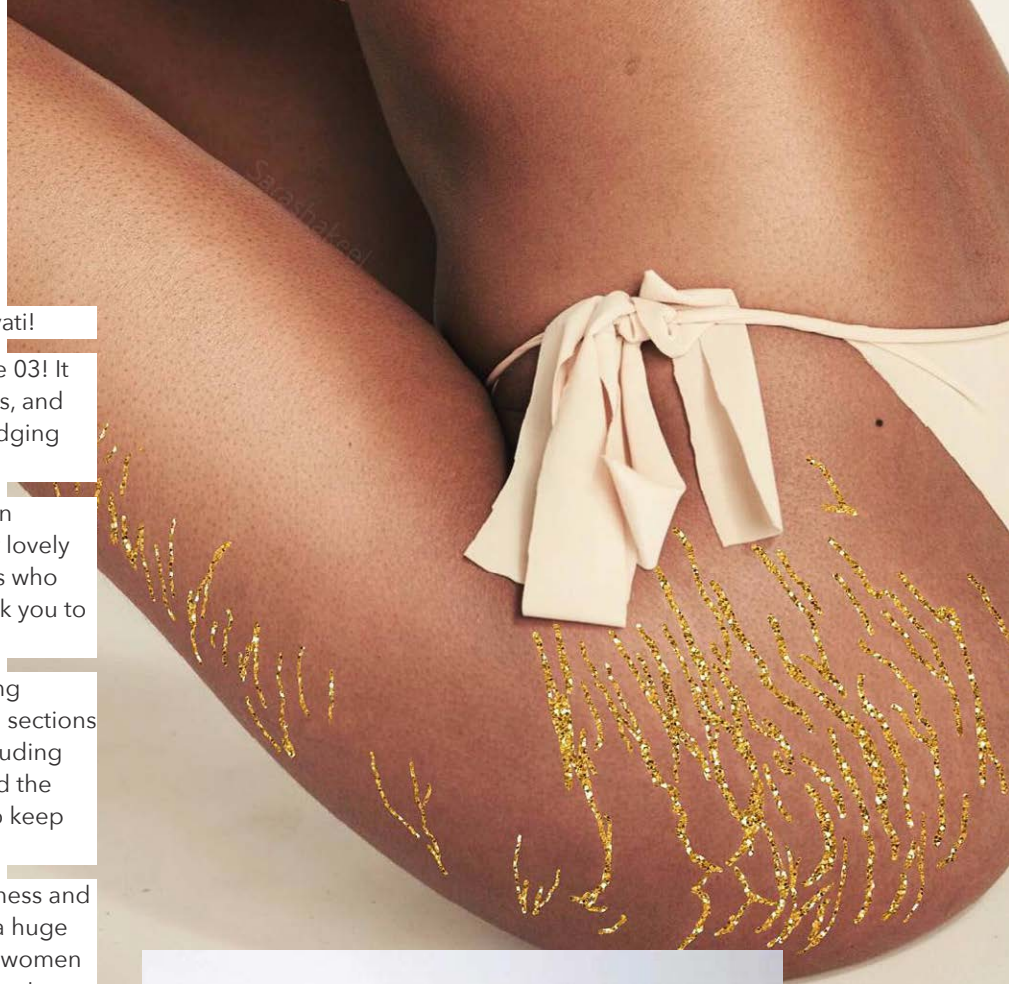
Last month's issue we were blown away with the response from our lovely readers, and the fabulous brands who advertise with us, so a huge thank you to you all!

In Issue 03 we have some amazing content, we have all of our usual sections as well as guest contributors including the amazing @sarahelizabthh and the fabulous @throohereyes.blog, so keep your eyes peeled for those!

We also have lots of wellness, fitness and body confident influencers - it's a huge priority for us to stay real and lift women up, so this issue is surrounding that!

We hope you love the issue and remember to tag us!

@davatipr, #davatimag



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PRODUCED BY MIXAM PRINT, PRODUCED FOR DAVATI PR,
FOR MORE DETAILS SEE INSIDE THE ISSUE

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influencer world

increasing your following

Instagram is unarguably the biggest platform of social media for influencers and brands, we know that whilst content and authenticity are the two main factors, it's also appealing to have a large audience and great engagement, however i'm sure you've all heard of the dreaded 'algorithm' that sometimes gets overlooked - influencers, or aspiring influencers can sometimes get disheartened watching their followers decrease or stay level for months. Fortunately we are here with some top tips for increasing your followers organically.

Create an IGTV series: While stories used to generate the most followers and engagement it now appears IGTV generates traffic to your page, and helps you feature on the explore page! It's easy for viewers to find and save content they love and if you create a series they are more likely to return regularly.

Work with other influencers:

Engage, engage, engage! Whilst you want people to engage with you, it's just as important for you to do this! Influencing really is a community so trust me a like, a comment or a share of other influencers posts go along way, it also means instagram notices that you have something in common and will more than likely promote you together.

Write longer captions: We all love an emoji caption, but think word relevance, think SEO and think

relevance, a long caption is easier to search for, it's better for your followers to engage with and it also means you are able to get your personality across that little bit more!

Treat your Instagram profile like a homepage: When it comes to converting visitors into followers, it's no longer just the editing style of your photos that need to be consistent. You also want to have a great Instagram profile photo, an effective Instagram bio, active stories, and coordinating cover photos for your Instagram highlights. Luckily, it's easy to build a professional-looking feed with a well-curated and cohesive Instagram aesthetic! (see our next feature)

Promote your Instagram content on other platforms: If you want to get more Instagram followers, it's time to think about your Instagram strategy as a part of your wider marketing

efforts and look at how you can grow outside of the Instagram app. Instead, think about how your other marketing channels – like your website,

email newsletter, Twitter, Facebook, YouTube, and Pinterest – can lead your audience to your Instagram page. Cross-promoting your Instagram content on other channels is a really easy way to guide your existing followers to your Instagram page

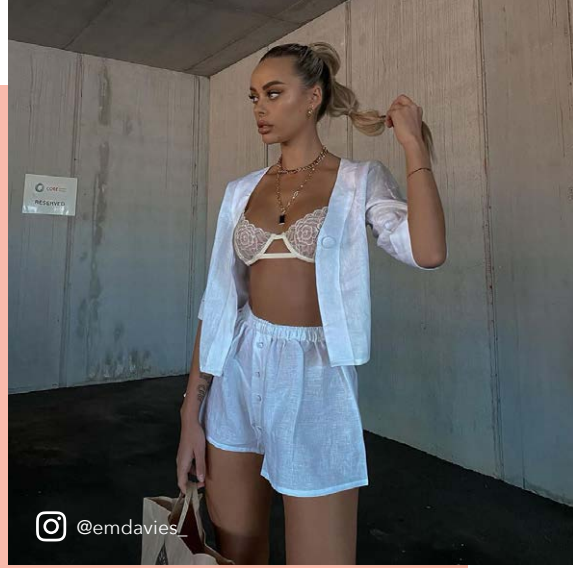
Use a regular hashtag to create an Instagram community: Again, we say it all the time but consistency

"A long caption means you are able to get your personality across"



is key! Even with hashtagging, use hashtags over and over again and keep your hashtag similar, obviously tailor it to the post, but have some keywords that you use again and again. This means potential followers who have liked or searched your content before will have an easy way of finding you in the future!

Create memes that resonate with your audience: Meme's have proved they aren't going anywhere, they have also proved to be a big competitor in the industry for the most liked content. A meme going on a story (that you can share) goes a long way and will reel in more followers than you think so keep them coming!





@jessiefrizzell



@millieeroberts



@anniemadgett



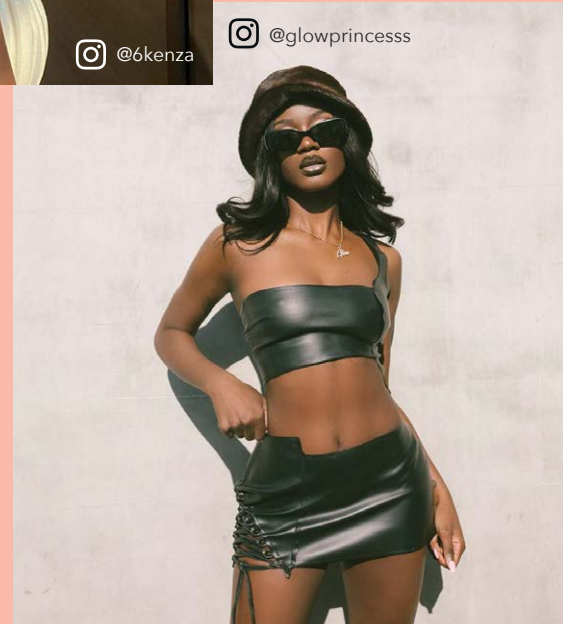
@6kenza



@kyamamorfan



@rachelward_e



@glowprincess

behind the scenes

— *creating aesthetic* —

As social media dominates the marketing industry and digital world, it's no wonder there are hundreds of thousands of influencers world wide. It's easy when you're starting off, or trying to establish yourself as a brand to feel overwhelmed - however creating a personal aesthetic can really help with this and make you stand out from the crowd. We're here with some top tips to help your page represent your true character while looking aesthetically pleasing to followers!

1

Establish your brand

- What content you want to post, is it a mood board, fashion, beauty, skin care?
- What vibe that you want to portray, is it professional, girly, laid back or studio vibes? There's so many ways to go with it, so feel free to play around and create mood boards!
- Think about what you stand for. Are there any items you're not happy promoting? Do you want to raise awareness for issues and current affairs on your platform etc?



2

Focus on colour

- 2020 is the year of EPIC aesthetic, largely based around colour - research shows 85% of customers are influenced by colour when purchasing.
- Incorporate colours into your content. This doesn't have to be obvious, but rather a certain tone or colour family to stick to. Once you start doing this, you'll notice how cohesive your Instagram page starts to look.
- Create a colour palette. If your brand doesn't already have a colour guide, it's time to get one. Find six or less colours that you can commit to using throughout your content. Reference this group of colours anytime you create content, whether that's in the form of a photo, video, or text-based post.



3

Plan!

- Plan your feed in advance! An aesthetic is about consistency so post at similar times, know when your audience are most active and use it to your advantage
- If you are busy and worried you can't post on time, use planning apps, hootsuite and Planoly are fab!
- Plan collabs, so they are split between organic content.

Top tips...

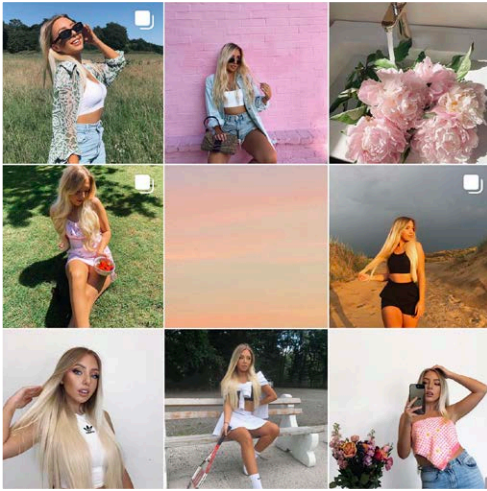
If you're just starting out, try using apps like VSCO. You can use pre-generated filters and then create your own stamp on it by changing the brightness, contrast, grain etc. Once you do this you can then save this effect and use it on any other photo you upload. This way you know your feed is going to be consistent.

If you're unsure what vibe to go for, try posting photos you like (from tumblr or other instagram accounts) and create a moodboard on your page. That way when you post your own photos you can try and match those photos you have already uploaded!

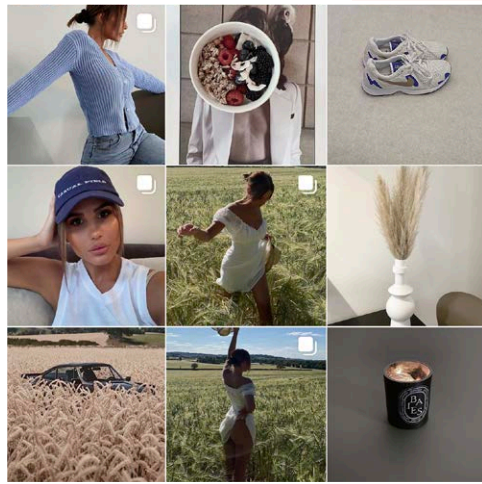


We love @viktoriahutter's aesthetic. Its super minimal, using a neutral colour palette of beige, white and black - but her style is chic and her posts are insane.

Our favourite aesthetic's



@millieeroberts

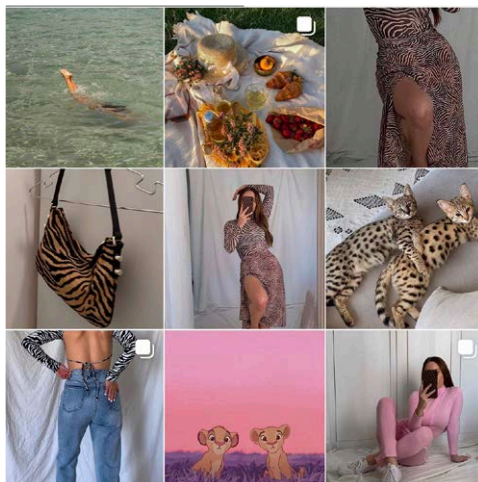


@xammasi

the queen of moodboards



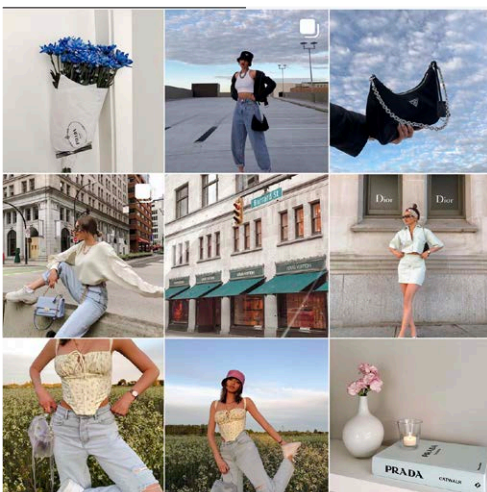
animal print and glowy sunset vibes



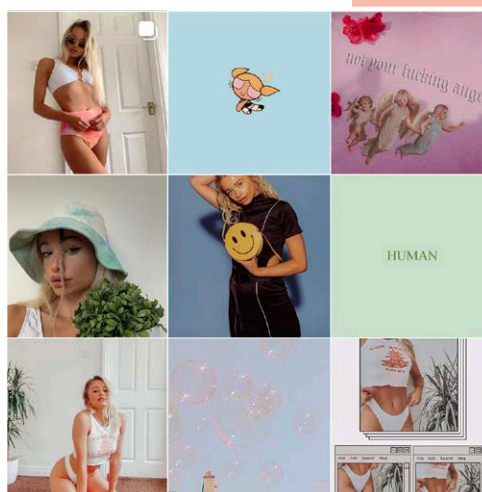
@arlena.x



@drne_



@vitalia



@loiswaite_

we love the pastels!



this issues

best content

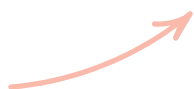
This month's best content goes to our absolute babe **@_chantellem** who has over **27k followers!** Lockdown couldn't even stop her getting the perfect shot!

She is experimental with her style and her looks are always fierce. She does not shy away when it comes to colour, who knew neons could look so good?! Chantelle absolutely kills it!

For bright vibes and all things stylish head over to her insta!

follow chantelle on instagram for major inspo!

 [_chantellem](#)



chantelle is creative with her outfits and backdrops



put everything on my wishlist now!

We are totally crushing on **@sofiamcoelho** this month, who has over **370k followers!**

We love neutral tones and this olive jacket is giving us vibes, not to mention the Zara shoes of the season.

We're in love this whole look. It's clean, neat and focuses on the outfit. She is giving us earthy tones but her style pieces just make the outfit pop!

Head over to her instagram for a moodboard dreams.



follow sofia on instagram for absolute moodboard vibes!

 [@sofiamcoelho](#)

Whether your big time on insta or just building your fan base, we don't discriminate! Keep a look out in our next issue because it could be you on this page!

this issues
best influencer



mel looking stunning for @ted_baker

This issue's top influencer goes to the incredible **@melissaswardrobe** who has over **120k followers**.

She is based in London and is a celebrity fashion stylist, including styling the ultimate icon, Stormzy. She's also a blogger and has an interior design page, so basically an all around boss.

Her page is full of neutral tone images with classically styled outfits and colour clustered by aesthetic. We're huge fans!

Be prepared to spend your money, because you'll want to buy everything she shares! #MelMadeMeDolt

follow melissa for
all the inspo you'll
ever need!

 @melissaswardrobe



she makes us want to buy everything from @jacquemus

fashion and interior inspo all in one!



style edit

designer dupes

As summer is in full swing, the shops have reopened, HOORAY, it's time to bag our highstreet designer dupes! With everything from lush loafers to must have bags we've got you covered for cheaper alternatives.



Drawstring Nylon Bucket Bag, Tommy Hilfiger, £70

Fabric Bucket Bag, Prada, £805



Bee embroidered loafers, SHEIN, £20.99

what a steal!



Gucci Princetown Slipper, Farfetch, £585



Off White trimmed swimsuit, Net-a-porter, £240

Intense Power swimsuit, Calvin Klein, £45



how insane are these headbands!



Small yellow 90's handbag, Teenzshop, £17.99

Decorated Padded Headband, Etsy - ByNitapearls, £45 - £55



Floral Headband, Dolce and Gabanna, £1,700

Nylon and Leather Mini Bag, Prada, £350



new age sage



Round Scallop Sunglasses,
M&S, £17.50

Healing Stone Hoop
Earrings, Accessorize, £15



Extreme Balloon Sleeve
Trench Coat, ASOS, £65



Smocked V Wire Crop Bikini Top,
Topshop, £12



Trumpet Midi Dress,
New Look, £32.99

In case you've completely forgotten to follow the trends during lockdown, because lets face it, its been loungewear central, sage is huge!

Teamed with crisp white or head to toe its the perfect cool tone for whatever summer we have left! We've searched high and low and found our must have pieces to pull off the perfect sage vibe!

Mini Mockneck
Sweater,
Abercrombie &
Fitch, £42



Wool Blend Oversized Blazer,
& Other Stories, £165



Woven Jogger,
Crew Clothing
Company, £29



Square Toe Heeled Sandals,
River Island, £40



Sage Quilted
Crossbody Bag,
PLT, £18



Farley Leather Chunky Sandals,
ASOS, £50

nollynation.com

Nolly Nation is a fashion retailer based in Liverpool. I only started my journey just over a year ago and I'll be forever grateful for each and every opportunity it has brought my way. Our following began to grow when the first swimwear collection was launched last year. I miss your summer snaps but I have utilised this time in lock down to plan some exciting things!



I'm so happy to announce that our website has just been launched for the drop of our new collection// SEND NUDES.

This collection is a little different to our norm!

We are in the middle of June and had plans for a massive summer collection. I guess this has been put on hold for now. Send Nudes was created with lock down and comfort in mind. You LOVED the loungewear drop and the nude shades were a fave! I want you to be comfy but cute and have items that you can keep in your wardrobe forever.

Its a dress me up or down kind of collection.

I hope you love it as much as I do.

Stay safe,

Nolly xoxo

Pssst! Exclusive discount code just for Davati magazine subscribers! Head over to tonollynation.com now to redeem 20% off your purchase using [Davatimag20](https://tonollynation.com). Discount available until 14/07/2020

gym style

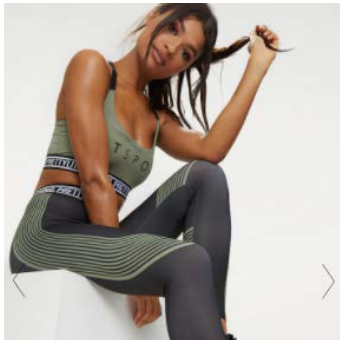
Feeling comfortable whilst working out is a must for most of us, and at the same time you want to be true to yourself and stick with your style, as well as wanting something flattering - it's a tough job shopping for workout wear, so we thought we'd make it easy for you! We searched high and low and found the best gym wear on the market for women! Here's some of our favourites...



01: @gymshark



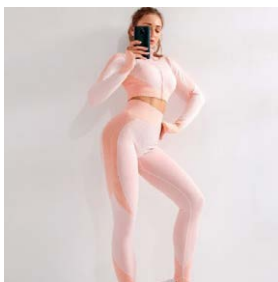
04: @boohoo



02: @prettylittlething



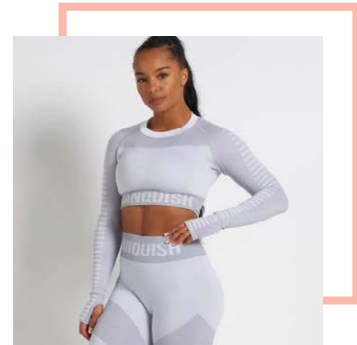
05: lightinthebox.com



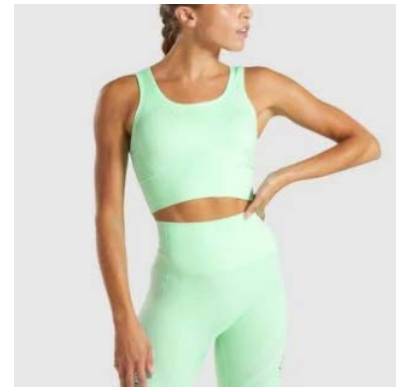
03: sgssuperstore.com



06: @missguided



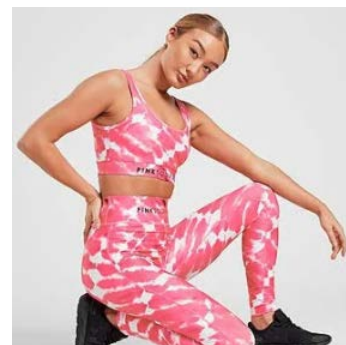
07: @vqfit



08: @gymshark



09: @gymking



010: Pink Soda at @jdsports



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- ∞ ENCOURAGES HAIR GROWTH
- ∞ PROMOTES HEALTHY HAIR

NAILS

- ∞ PROMOTES STRONG AND HEALTHY NAILS
- ∞ PREVENTS BRITTLE NAILS

www.collagem.co.uk

issue three

steal her style



Outfit: @zara



Outfit: @misspap



Outfit: @liketoknow.it



Glasses: @asos
Top: @ohpolly
Skirt: @zara

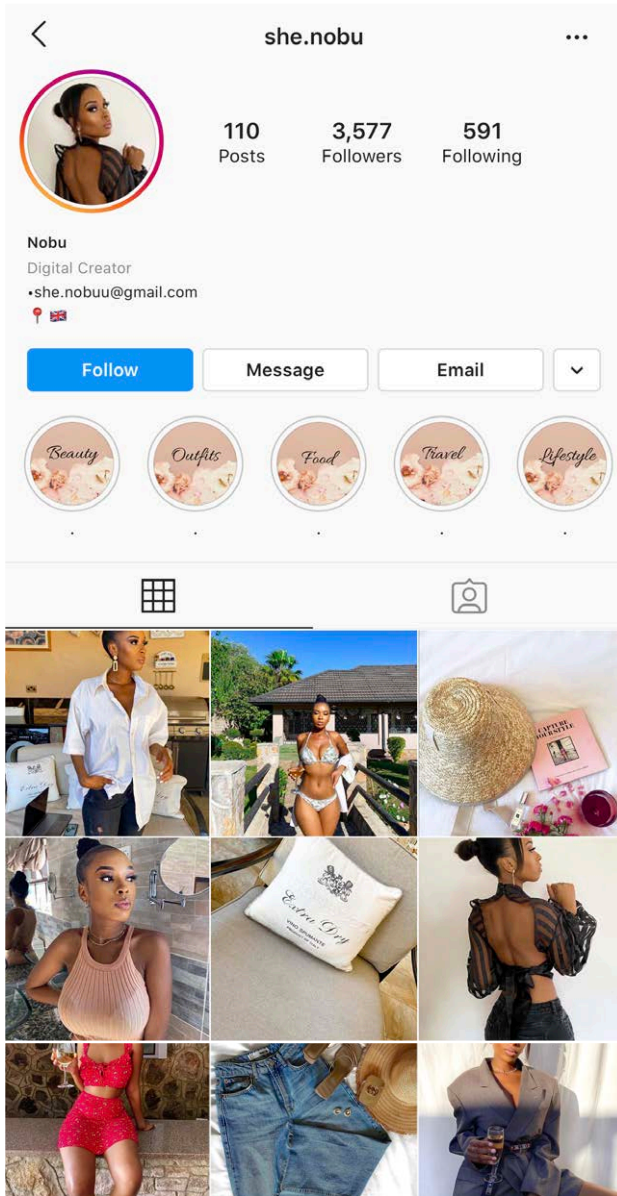


Outfit: @topshop



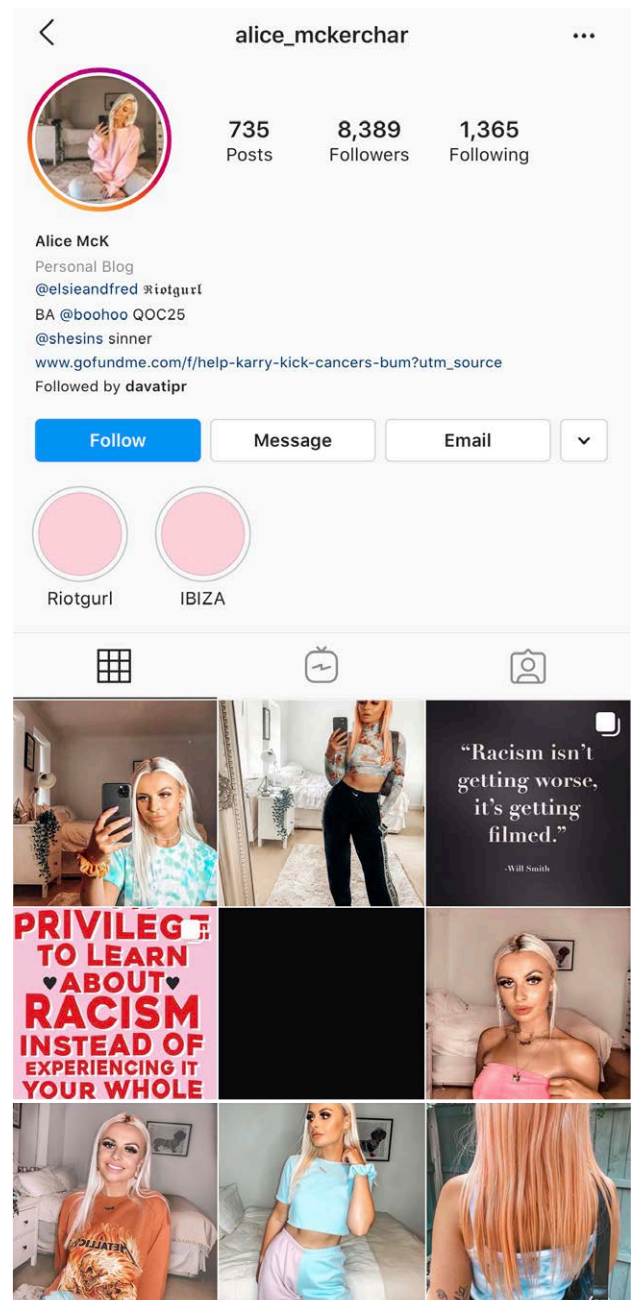
Outfit: @ohpolly

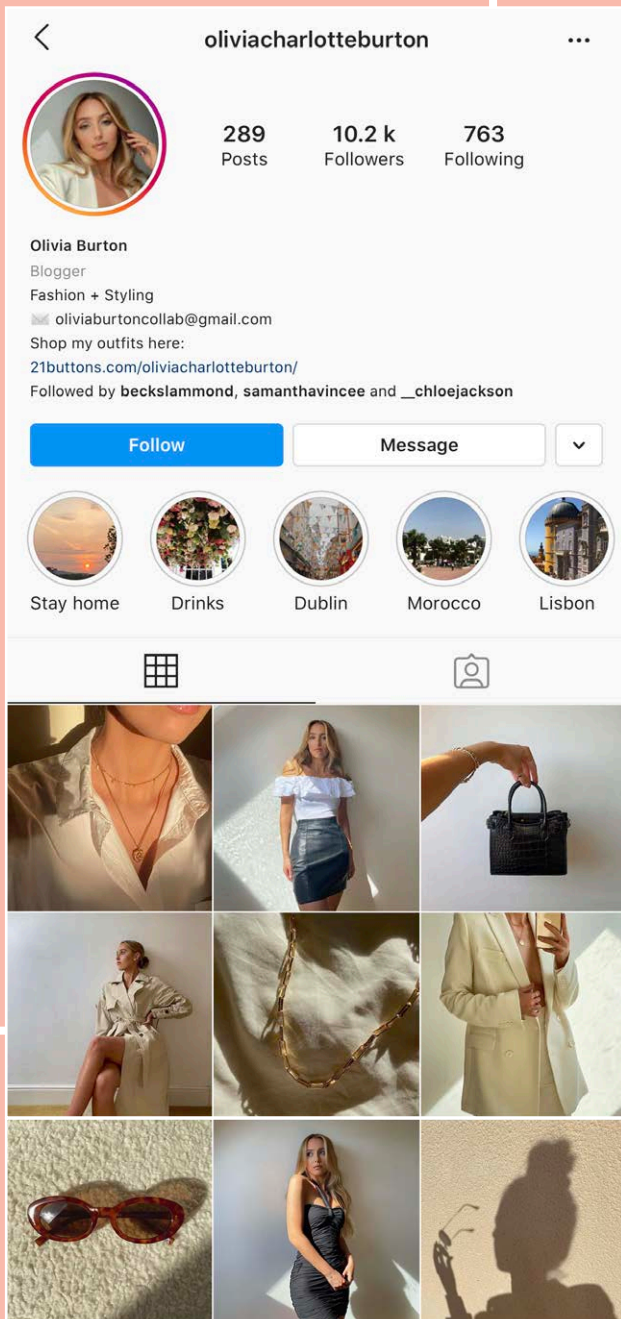
ones to watch



Have a look at the insanely beautiful [@she.nobu](#), a UK based digital creator. To be honest, we are obsessed with her page. She has over **3k following** on instagram and her posts are dreamy. She posts outfit ideas, interior inspo and her accessories are to die for! We're obsessed and she is literally flawless!

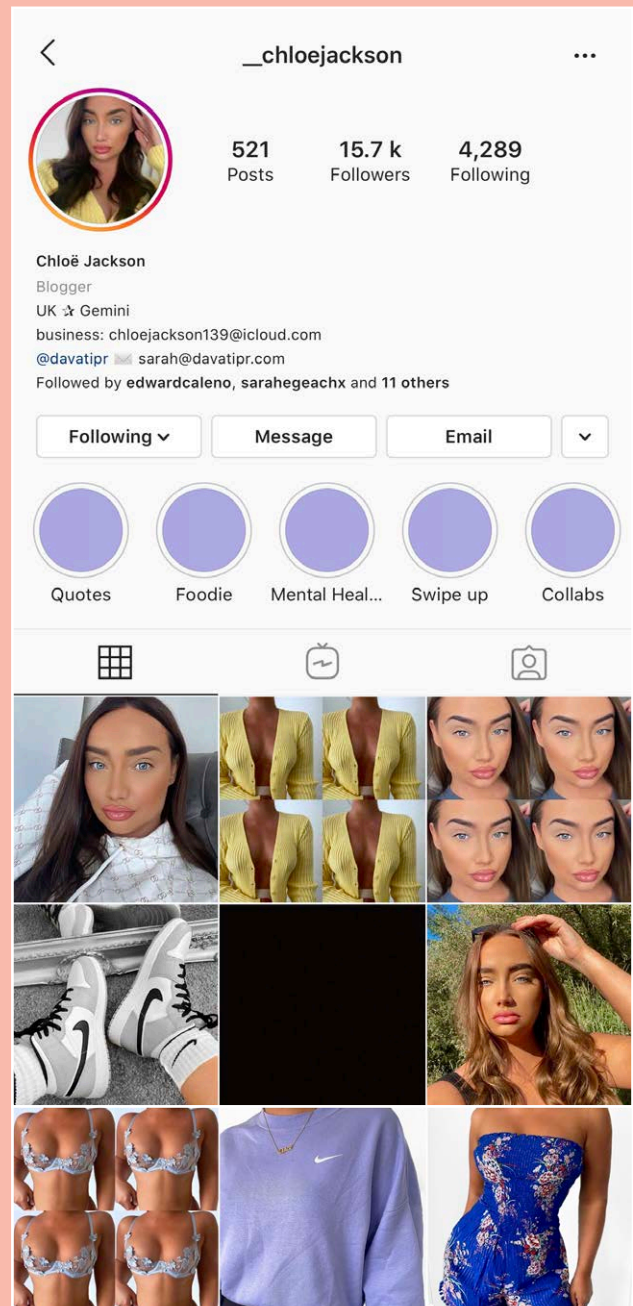
Our newest member of the family [@alice_mckerchar](#) has over **8k followers** on instagram and has a bright and bold aesthetic. She's already worked with big brands such as [@boohoo](#), [@shein](#) and [@shrine](#) and her content is amazing. We're huge fans already and expect 2020 to be a big year for Alice!





If you're into aesthetically pleasing pages then you need to follow [@oliviacharlotteburton](#) who has over **10k followers!** It's clean, it's artistic and it's what neutral dreams are made of. Olivia styles outfits perfectly with neutral and cool tones mixed with crisp clean backdrops, her page features outfits, accessories and styling tips!

We are crushing on [@__chloejackson](#)! Chloe is one of the hardest working influencers in the industry, with a steady increase in followers and now at over **15k** on Instagram... She's killing it! She's carried out collabs with [@prettylittlething](#), [@boohoo](#), [@marstheLabel](#) and the O'dolls new collection! We love her posts so make sure you give her a follow!



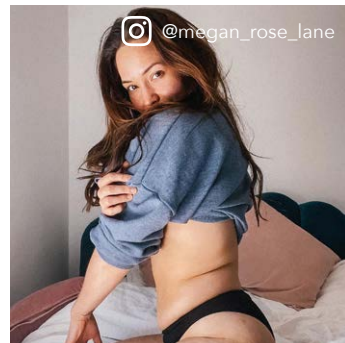
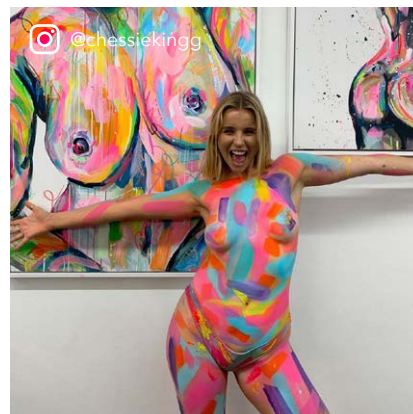
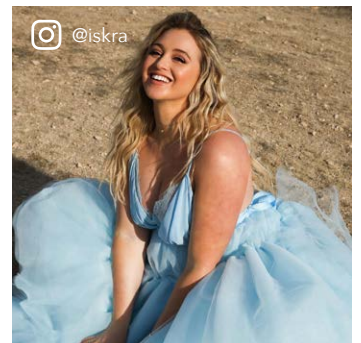
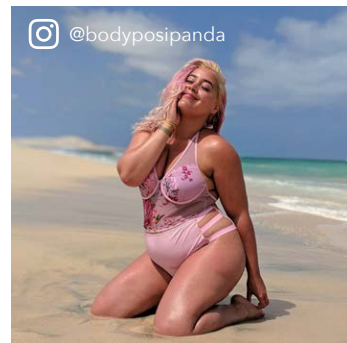
We are always on the lookout for up and coming influencers. If you are growing your following then it could be your Instagram you see here in our next issue!

influencers who promote *body confidence*

Whilst we love instagram, we're also aware it can be overwhelming and critical.

We wanted to salute these body positive influencers for keeping it real and reminding us that everyone comes in different shapes and sizes, they don't edit their photos and they look beautiful.

Definitely give these babes a follow!





Kim
LAWLESS
The Wax Queen



MALDON

**The Wax Hut
Maldon are wax
specialists and Kim
Lawless Trained.**

@thewaxhutmaldon

07837656528

**Facebook: The Wax Hut
- Maldon**

Email: info@thewaxhutmaldon.co.uk

Website: www.thewaxhutmaldon.co.uk

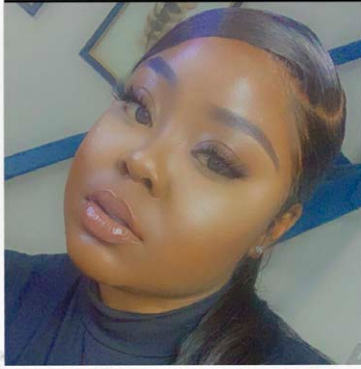
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Upper lip £8	Bikini line £18
Nostrils £8	High leg bikini £20
Eyebrow tidy £8	Brazilian <small>with/without strip</small> £32
Under arms £12	
Lower leg £17	
Upper leg £20	
Full leg £33	
3/4 leg £25	

Web: <https://www.thewaxhutmaldon.co.uk>

black lives matter

with @throohereyes.blog



Written by @throohereyes.blog

It is important to understand we are experiencing a NEW revolution and we are living in some crucial times. Over the last few months, the **#BLACKLIVESMATTER** movement has been trending more than ever. As a young black woman myself it is important for me to walk with my fellow black community and make a stand.

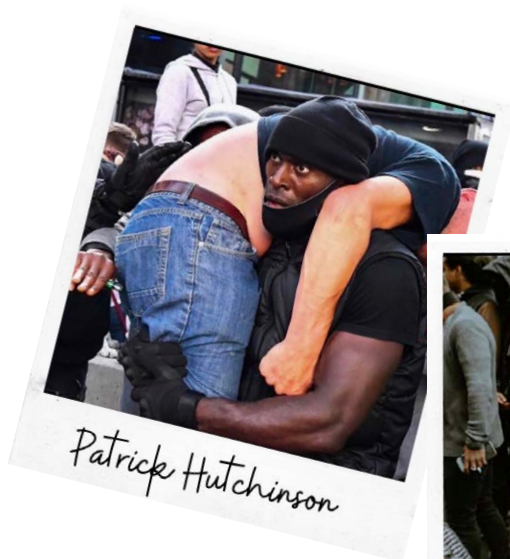
Although black people have been

fighting for equality for centuries, the death of George Floyd caused by police brutality and racial profiling on 25.05.2020 has sparked protests across the world and we have finally had enough! The unfortunate death has caused the world to come together and finally be heard. **#BLACKLIVESMATTER** will continue to fight for the right causes and we need your support. This article that you are about to read is to shine light on socially known up and coming black owned businesses and organisations that you can contribute and support. There are many different talents within the black community and start up businesses that may not have had the same opportunities for recognition as some major brands you may see today. With social media being right at our fingertips supporting them would come with just one click! Easy right?

It has been so amazing to see such

support as a nation, especially celebrities in different industries utilising their platforms to shine light on the matter. One example is that it has even been released that Stormzy, the UK's biggest rap icons has recently pledged to donate 10M to fight racial inequality over the next 10 years! As well as sponsoring black owned organisations in the community. Influencers and bloggers are actively drawing attention and attending protests to show how important the cause is and to be a part of history in the revolution of racial equality.

The unfortunate death has caused the world to come together and finally be heard. **#BLACKLIVESMATTER** will continue to fight for the right causes and we need your support. This article is to shine light on socially known up and coming black owned businesses and organisations that you can contribute and support.



Patrick Hutchinson



#2020



Black Lives Matters



Photos by @Zeksnaps

black community groups you can support

@joinkwanda #KWANDA is a village for those who want to build reliable and empowering systems for black communities.

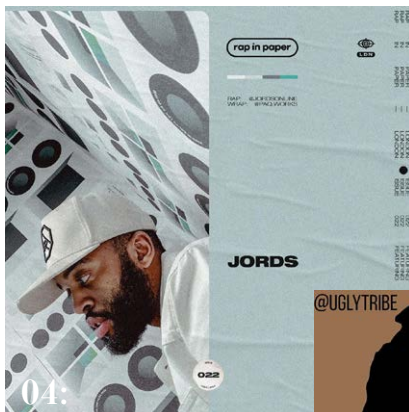
@officialstepnow #STEPNOW is a youth organisation which stretches young peoples minds using four pillars: Finance & Careers, family and friends, physical and mental health. "Our mission is to mentor, educate and empower young people with the knowledge to step into adulthood."

@4frontproject #THE4FRONTPROJECT is a member led youth organisation empowering young people & communities to fight for justice, peace and freedom!

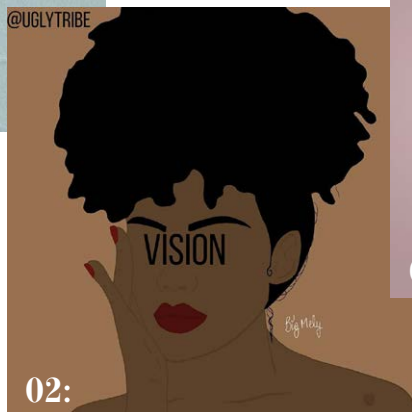
"We have the right to safety. We have the right to opportunity. We have the right to thrive. Help us fight for our freedom!"

@thereachoutproject #THEREACHOUTPROJECT is a mentoring programme for inner-city London boys. The programme focuses on early intervention supporting four key aspects of childhood development; cognitive, behavioural / social and emotional development.

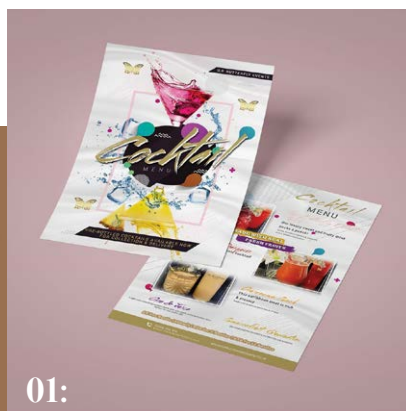
@generatinggenius #GENERATINGGENIUS has been working for 15 years to ensure that talented and able students from BAME backgrounds are positioned to excel in STEM careers. For us, they ensure students can gain a place to study at top universities & in top businesses.



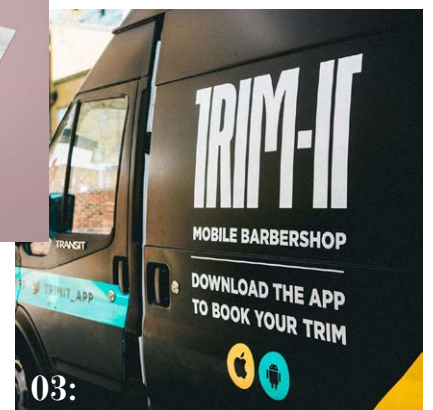
04:



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01:



03:

black owned businesses you can follow on social media

01: @covesolutions is a team of creative thinkers producing digital and visual identity products that work, helping over 200 local, national and international clients to achieve new levels of success through new site launches, brand development and creative rebranding.

02: @uglytribe is an award winning community organisation "As an Organisation our purpose is to inspire and support young women to thrive in their truth with a specific focus on young women who have experienced homelessness, marginalised and at risk groups. We aim to provide the tools, resources and the follow up care needed to give young women the skills to build emotional resilience, adapt to change, develop a supportive social network, reduce isolation and motivate themselves towards a brighter future."

03: @trimit is the UK's first app powered mobile barber shop! Essentially they are a tech company who are very good at haircuts. They have been doing extremely well with delivering amazing haircuts and safe customer service around London. Download the app to claim 25% off your first month's haircut subscription.

04: @rap.in.paper is a freestyle platform for artists that infuses art, music and fashion. Not only is it visually appealing via their socials, they use the concept in the name by creating a wrap based on the artist and the aesthetic's, which they then go on to rap in. Be sure to follow the creative directors that contributes to the layouts and the visions - **@chimaximillan @jshaln @shaun.sky @actionwarriorreeks @notjones**



— *health and fitness* —

with @sarahelizabthh

my journey

So I'd say I properly started my "fitness" journey a good 2 years ago. I always used to cringe when people would use the word journey but you don't realise till you start that it truly is a journey - and not just a physical one either. I remember the moment I started my journey distinctively. I was standing in the mirror in a pair of shorts and a vest and I remember just thinking to myself "I don't feel sexy". I wanted to change that.

FYI can I just say feeling sexy is not the be all or end all of life, please have your goal to be sexy for yourself - and never for men.

At this time I didn't have a man or anything, I didn't have anyone to impress - so I knew I made the decision for myself and no one else.

That's the beauty of this - you get to decide you want to look better for yourself.

I joined a gym the day after and consistently trained from that point.

I've been documenting my journey on Instagram and as I trained myself my love of fitness grew - and being business minded I wanted to turn this into a career option for me so while in college I also studied personal training and became a qualified personal trainer in 2019.

I've since been able to train clients and offer services helping You guys achieve your dreams too!

I've been doing free daily live workouts on my Instagram page! Yes! I know it's so hard during lockdown as no one can use the gyms - but it's really no excuse... I also know financially times are hard. We've been having so much fun with our daily lives and I've included some of the fantastic feedback!

tips for starting your journey

Power of the Mind!

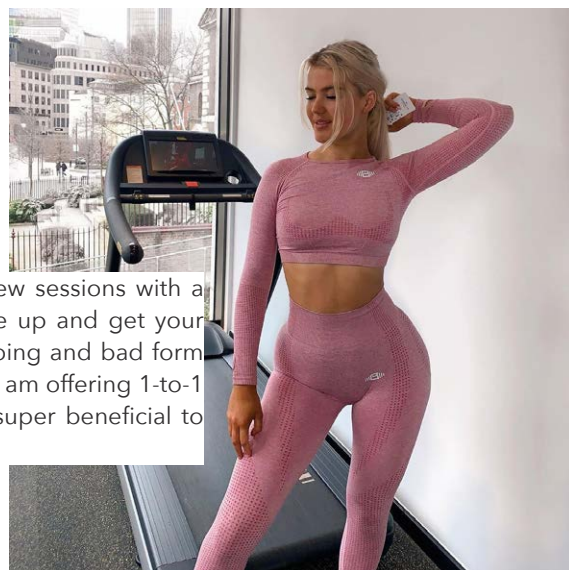
1 Number one is all in the mind. Call me crazy because everyone thinks fitness is about the body. I mean partially yes, but everything begins in the mind. You have to want to change and you have to be committed. And this all comes from the mind. Make the decision that you want to change and that you will be consistent and put in work!

Start with a PT

2 If you're a complete beginner take a few sessions with a personal trainer to get your confidence up and get your form right! Not knowing what you're doing and bad form can really get you off to a wobbly start. I am offering 1-to-1 PT sessions virtually which have been super beneficial to both new and experienced clients.

Consistency is Key

3 I must have been consistently working out for a good 4 months before I saw results. It's quite demoralising really - but I promise results will come and you will feel on top of the world. You need to stay committed and motivated. Don't quit because you're not seeing Kim Kardashian in the reflection in the mirror after doing hip thrusts. Don't wait for motivation to start. If you wait for motivation you could be waiting your whole life, so start now!



Stephanie sporting @buzzphysique

If you struggle with consistency...

- Have your body goals in a visual form like a mood board and have it in your kitchen or as your lock screen so you can see it often.
- Remind yourself why you started.
- Remember it can sometimes take years of hard work for things to properly pay off - but it is always worth it!



eating to win

Eating is such a massive part of reaching your fitness goals and a lot of people don't realise! And no I am not going to tell you to never go to McDonald's again. If I'm honest I am devouring a McMuffin as I type this... Here are some tips below for eating to reach your goals.

01: Understand that due to different heights, weights, body types and metabolisms that we all should be eating different amounts. Never copy what Someone else eats. You won't get the same results.

02: Most diets are not actually beneficial or needed! If you enjoy dieting - that's fine. But if you're forcing yourself and making yourself unhappy on a diet, Please stop. You could not Only be damaging your mental health, but it is also most likely not even helping you reach your goals . Mental health and feeling good is more important than

any diet, and to reach your goals you don't have to skip meals or starve yourself ! This isn't healthy!

Picking at seeds all day and crying into your pillow because you think that's what will make the guy who only messages you after midnight fancy you is no way to live your life. Switch up.

03: In simple terms - to lose weight you should be eating less and moving more. By eating less that does not mean skipping meals or doing crazy diets! I simply eat in a calorie deficit. You can still eat all your meals and enjoy them , but just track your calories and eat foods that contain less calories! On the contrary - to gain, you must eat in a calorie surplus.

04: One app that I find absolutely key to tracking your food and hitting your calorie goals (whether you are losing or gaining weight)



is **MyFitnessPal**. You can track everything you eat and it even sets food goals for you! I use my fitness pal every day.

05: For those of you who want to gain muscle, protein will be your best friend. Try to get protein rich foods naturally - fish, beans, sweet potatoes, eggs, steak, bagels, chicken, tofu... But don't be afraid to have a protein shake ! Even daily! Sometimes it's hard to get all the protein you need during the day. But please don't ever replace a meal for a protein shake. Food comes first.

My Favourite Meals this Week!

BREAKFAST

overnight oats!

- oats
- chia seeds
- honey
- whey protein
- berries

LUNCH

- turkey rashers
- bagels and cheese
- avocado

MIDDAY SNACK

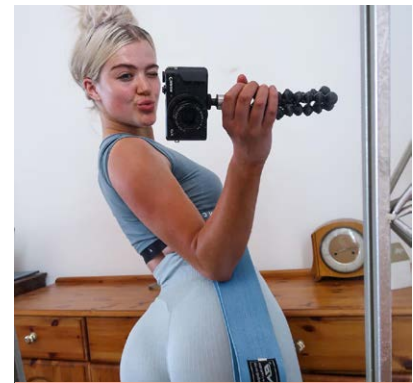
- scrambled egg , chia seeds and red pepper

DINNER

- steak with seasoning
- sweet potato mash
- asparagus and green beans

DESSERT

- protein yoghurt and strawberries



Come train with me!

I offer a wide range of services including fitness plans for both home and gym , 1 to 1 virtual PT sessions and online guides! Feel free to drop me a message to enquire - or just come join me on Instagram as I'm documenting my journey every day on there!

I've also got some very exciting stuff on the way - watch this space!

my favourite fitness brands

Here are a few of my faves - you'll see me sporting their stuff on the gram!



@el.obsession

@buzzphysique



@gluteywear

@hausofjuicy



shine bright

This month's issue is all about wellness, positivity and body confidence and purity, so we just had to include crystals! Crystals are more popular than ever, with influencers using them in their picture perfect homes to cleanse their mind, body and soul. We asked the experts if they could give us some guidance when choosing the correct crystals surrounding positivity - so here's are selections!



Amethyst

Amethyst is available in various hues and shades of light violet colour, to lilac to vibrant purple. It's known as "The All Purpose Stone." Amethyst is said to help with insomnia, cell regeneration, mood swings, and immunity. It also provides clarity when there's confusion in the mind, and helps to relieve stress and anxiety.



Lapiz Lazuli

This is a powerful stone to have if you wish to have a cohesive body and mind. It gives you strength of mind to rise to major challenges of work, career, and life in general. If you find that you suffer from social anxiety, It will help you find clarity, gain confidence and find the proper way to approach every tricky situation.



Turquoise

Turquoise stones are good for their overall ability to put people at complete ease. Throughout ancient times, it was highly regarded for its protective and good-luck-charm properties. It is considered to be the energetic bridge between heaven and earth. Turquoise is known as the master healer.



Rose Quartz

Rose Quartz represents or symbolizes healthy relationships, emotions and the heart. It's a stone of unconditional love that emits vibrations of love, beauty and compassion. It helps to open and heal the energy of the heart. It encourages the forgiveness of others and, most importantly, of yourself.



Quartz

This crystal works wonders in clearing the mind. Quartz crystal is made up of silica, which is the most abundant element on earth. It also makes up the human body, on a cellular level. When quartz crystal touches your skin, a merging of energy occurs, which is believed to encourage optimal health and healing.



Tiger Eye

Tiger Eye gives you an inner strength and confidence that beams outward, altering your perspective. It equips us to deal with unexpected negative energy and confrontation and you will find yourself shrugging off instances which in the past would have ruined your daily thought process.

issue three



Based in Australia, but they ship worldwide this beautiful business turn crystals in to ready to wear jewellery pieces, we're obsessed!



This Manchester based crystal guru has it all, they offer advice on crystals and crystal healing, raw crystals and hand made crystal jewellery - our faves have to be the raw necklaces!



This page is empowering, a certified crystal healer they offer you advice on crystal chemistry with a fan range of products.



If you are looking for EXTRA crystals, then this is the place. The London based company sources crystals, minerals and gemstones - and they are show stoppers!

We thought we'd make it easier for our lovely readers to find the perfect crystal for them, so we searched high and low and found the best in the business on instagram!



The cutest crystal boutique! The crystals are so aesthetically pleasing not only will they heal you, they'll make it to your Pinterest page! They also make cute interior pieces, and there are so many to add to your collection!



This small company make the cutesy jewellery but one thing that caught our eyes were these adorable crystal bath salts! What better way to really unwind and relax?



This small boutique makes the most chic crystal jewellery and also accepts custom orders! We are loving these bracelets. Who knew fashion could be good for the soul?



These candles are amazing! They are interior goals and are would be a statement piece in anybodies home!

wellness guide

with becky rose carver



Hi, my name is Becky Carver. The influencer behind **@wellnessinspodaily** - I am a forever evolving wellness advocate through my online presence and my role as a life coach.

My life goal is to inspire as many people in this world to live a healthy, mindful lifestyle. I take a holistic approach when working with clients as I like to find valuable tools and techniques that will improve all lifestyle factors.

go get your beauty sleep!

5 wellness tips for self-care

Sometimes we have to take things back to basics, we try and do all of these fancy rituals and seek the things that aren't within reach and we forget to look closer at the things we have available to us and that are the most attainable and free!

These are my top wellness tips that I implement to my days:

01: Spend time outside and connect with nature

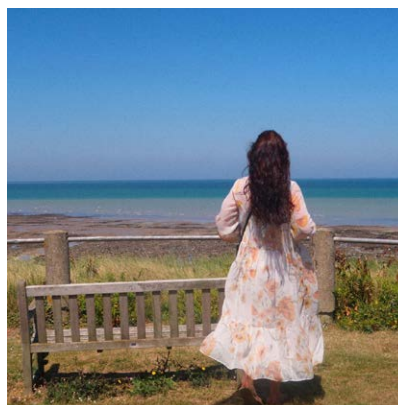
30 minutes a day is an essential, walk fast slow or even go for a jog, whatever works for you. Taking in fresh air and having gratitude for your surroundings has significant benefits on your physical mental and emotional well-being.

02: Create personal boundaries and hold yourself accountable

Whether that means holding off on emails, leaving a tedious task until another time, saying no to plans, having a break when your body is telling you to have one. It can be anything you just need to ensure you're sticking to what you need/want, when you're living to your own values, you're living life on your terms.

03: Improve your bedtime routine & get enough sleep

You need to avoid stimulating your brain by minimising technology and no bright lights 60-90 minutes before you go to bed. Be consistent with your bedtime by going to bed the same time every night. Do something relaxing beforehand like



reading or listening to music and podcasts.

04: Look after your gut health

Make sure you have a well balanced nutritious diet, stay hydrated, take vitamins and switch coffee with

green tea. 70% of your serotonin is made in your gut, however you treat your gut will impact your mood, focus and feelings.

05: Implement mindfulness to your day

Find your calm, reflect on your day, write out your gratitude list, draw your mind back to the present moment and focus on your breathing. It really is as simple as it sounds, dedicating 15 minutes in the morning first thing and 15 minutes before bed, it shifts your mood and all thoughts and feelings for the day ahead.



my top...

Mindful/Wellness Insta Accounts

1. @thecompletioncoach -Wendy is a breath of fresh air, she has an incredible energy and has the best workshops.
2. @growdaily.co.uk - I always find this account relatable and it gives me a motivational push when needed.
3. @mindhealthschool - the best account for creating a positive mindset.



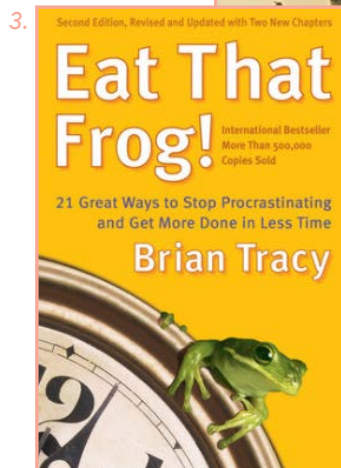
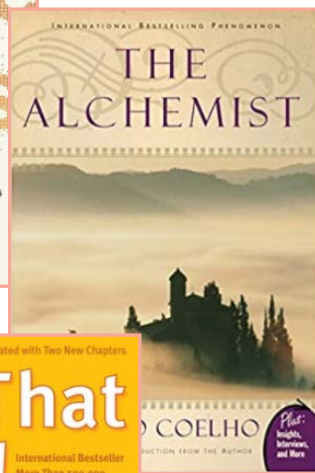
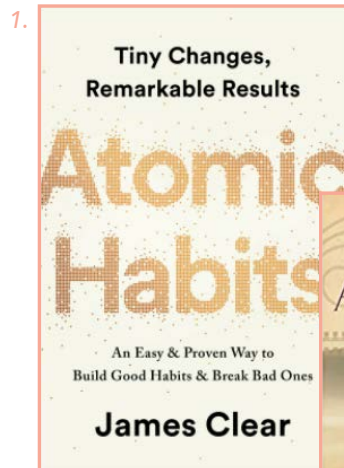
1. @thecompletioncoach



2. @growdaily.co.uk



3. @mindhealthschool



Self help books

1. For building better Habits & breaking bad ones, Atomic Habits - James Clear
2. Must have 'go to' book, The Alchemist - Paulo Coelho
3. How to make most of your time & stop holding back / procrastinating, Eat That Frog! - Brian Tracy



Podcasts

1. On Purpose with Jay Shetty
2. Earn Your Happy - Lori Harder
3. Happy Place - Fearné Cotton



1.



2.



3.



brand interview with
thirty • nine

This month we are so excited to introduce *@thirtynine_studio*, to our brand interview section! They are a brilliant brand who promote sustainable fashion, their handbags are amazing and we already see huge things for this brand!

Tell us a little bit about how and when the brand started?

T•N started 3 years back when I was living in my flat number 39 (which inspired the name). I had a lot of fabric collected from over the years working in the retail industry and leftovers from my fashion degree, so I began putting them to use, making accessories for myself to avoid buying

new. I eventually took a year out of the industry to complete a textiles masters, which gave me more time to focus on building a collection. When the UK lockdown started, I knew I would never get this much time to focus on the brand, therefore, utilised this period and launched on 30.03.2020.

Obviously your feed at the moment is dominated by bags, what made you want to start a handbag line?

It was never a conscious decision to make bags, it has always been a response to the fabrics I have to hand. I generally make shapes based on what I feel would suit that fabric whether it is best for fashion or for the home. The

materials are all remnants or up-cycled clothes, so I don't have endless rolls of fabric to play with, therefore accessories work best. I designed clothing for 4 years, so it has been refreshing to focus on something different outside of my normal work.

A huge part of the brand is based around helping the environment, what advice would you give to shoppers so they can help within the fashion industry?

Firstly, extending the life of the products you do own. Researching a local seamstress or tailor to make alterations to transform old clothes into something more current. When it comes to buying



new, it is about changing your habits. It is easy to say "shop vintage, local, small and sustainable brands" but this isn't always a natural thought when you go to shop. Spend time building up a list of the brands you like, so when you want to treat yourself, it's easily accessible

to make better decisions rather than impulse buying. Following slow fashion influencers that promote sustainable brands or reading sustainable fashion articles in magazines can help you discover unknown independents. Most importantly, build your wardrobe to

become timeless staples rather than conforming to fast fashion trends.

When it comes to influencers how do you pick who you work with?

It all comes down to values above anything else. We want to work

with influencers that share the same passion for evolving fashion into a more environmentally friendly industry. Targeting influencers with a smaller following also attracts us to build a greater relationship and loyal audience.

What is your favourite thing about owning your brand?

Owning the creative direction. For years designing for other brands, you design for their specific handwriting, so T•N is a space for me to channel my personal aesthetic. Also, the ability to control the transparency of the brand. It is so important for our audience to know how and where their products are made. Understanding the story behind every item gives them an identity and value, particularly when our products are one or few of a kind.

What does the future look like for thirty nine?

Collaboration is a huge focus that we want to build on going forward. We don't seek to become a large retailer, defeating the values behind the brand, therefore working with remote designers is a way for us to grow.

We currently collaborate with a textiles artist, Freya Goodwin, who uses our fabric offcuts to make hand-painted and hand-sewn wall art. We would also like to grow our UK and International stockists to give people the opportunity to shop locally and see our products in a physical space.

What advice would you give for someone wanting to start their own brand via instagram?

There is never a right time to start a brand, so you just have to take the plunge. I never thought I would launch during a global pandemic!

Once your work is out there in the public eye, it creates a new motivation to your practice and drives your brand

forward. Focus on your own journey and don't compare your brand to others. Everyone is on their own time scale, it takes time to nurture and build upon a loyal customer base.

Ultimately, the fashion industry needs more small independent brands in order to give more opportunity for people to shop sustainably and guilt-free, so join us!



marketing tips

This month we have lots of digital marketing tips! It's been a funny old year 2020, and with COVID still dominating every market we have seen a massive influx in companies turning to digital marketing. It's so important to engage with your customers even if you can do it face to face! Here's some of the most powerful digital tips!

Get your copy right

- Sum up important points and the benefits
- Empathise, look at things from your customers point of view
- Help your reader imagine what it would be like to purchase / own your product, or use your service
- Use customer experiences and convert this to potential customers
- Avoid jargon and industry words, keep it simple

Content ideas

- Educate your followers and potential customers on your product
- Share quotes related to your product
- Promote other businesses similar or in line with yours, create a community
- Try to use 'behind the scenes content' so they feel engaged and involved

Increase blog traffic

- Read and engage with other bloggers content
- Promote your blog via social media
- Build up a subscriber list and keep them updated
- Improve SEO words and update them in relation to your content

Know your customer

- What are they like? Consider what you believe their personality is like and create content around that
- Where do they live? Geographical

location is so important when creating content, use local references

- Lifestyle, when does your customer go on social media, is it on the early morning commute, or late at night when unwinding?
- Key messages, what do your customers want to hear, how can you be the solution to their problems?

Digital marketing really is the way forward, and if you do it correctly it can be extremely beneficial for you and your business!

Helpful marketing apps!

MENTION

Mention is a social media tool that monitors the web, including the major social media channels, to keep you informed every time somebody mentions your name, brand or target keywords, and its user-friendly interface makes it very easy to use.

CANVA

Canva is a graphic design platform that allows users to create social media graphics, presentations, posters and other visual content. It is available on web and mobile, and integrates millions of images, fonts, templates and illustrations.

FACEBOOK ADS MANAGER

Whether you want to monitor current ads or create new ones, ads manager app gives marketers more power to manage ads from anywhere. Using the app, marketers can: Track ad performance. Edit existing ads. Edit ad budgets and schedules.



creative industry

roles explained



This month we were so lucky to sit down with none other than our beautiful @terrialtar. Now most of you probably know Terri as a successful influencer. In addition to this, Terri is actually **events manager** for one of our favourite brands, @gymking

challenge and industry to get my teeth into and looked to get out of night-life, along came Gym King. It was a whole new industry for me however I am the type of person to put 110% into everything I do especially when I need to learn as well as complete the job to the best of my ability. I do have an extensive skill set and I believe this along with my personal character this is what they were looking for.

What is your favourite thing about the role?

Not one day is ever the same, I get to travel to some amazing places and meet some interesting people along the way. Don't get me wrong, it sounds glamorous but most of the time my role isn't at all but I do love it none the less.

What tips would you give for anyone who wants to follow this career path?

Be prepared to work hard and be acceptable and flexible to change.

Obviously we're huge fans of @gymking but what do love about the brand?

I love how Gym King is more than just a brand, it's a lifestyle and has also become a community!

We asked Terri questions about her role and the industry, so anyone who is interested in a career in event management this is for you!

Events Manager! It sounds amazing so can you explain your job role in a little more detail?

My title is Events & PR Manager, I am mainly responsible for arranging and managing all photo shoots, campaigns and influencers. I work closely with the whole marketing team and E-commerce Executive on a daily basis to ensure that we achieve all deadlines and fulfil each brief.

"I am the type of person to put 110% into everything"

Sounds like the dream role, how did you get into your role and the industry that you're in?

I have worked in Events for several years and before that I was in Project Management however I felt I needed a new



how to — *social media market* —

This month is all about LinkedIn, it's one of the most successful platforms for social media marketing, maybe not the most glamorous, but we're here to teach you everything you need to know in terms of optimizing the platform.

1. Find highly targeted customers and connections

The targeting on LinkedIn is unparalleled in the realm of digital advertising. Small businesses can zero in on the exact industry, company size and job role [of the people] that they know typically would buy their product or service.

2. Stay on customers' radars

Stay in touch with the people who have expressed interest in your page, again using LinkedIn. Post daily status updates and weekly LinkedIn blog posts to keep your companies name in front of their network. Also send monthly emails or newsletters!

3. Grow your email marketing list

Write a crafted email, saying thank you for being connected on LinkedIn, and that you invite them to be part of your emailing marketing, its friendly, personable and they will see you as someone who feels comfortable to reach out.

4. Use Sponsored Updates

With Sponsored Updates, businesses pay to push their post onto an individual's LinkedIn feed. This "pay-per-click" or "pay-per-1,000" impression feature offers demographics similar to other social platforms, making your audience relevant to you.

5. Post high-quality content

Good content can be invaluable, solve problems, share interesting news, feel out what your groups and audience members want.

6. Try and go Viral

Posting directly on LinkedIn is the most powerful tool available on LinkedIn today. If a post begins to gain some momentum, LinkedIn will put a spotlight behind it in one of their categories, and it can get tens of thousands of readers (or more). Much easier than insta!

7. Give a face to your employees

Get as many of your employees as possible to create and complete their profiles on LinkedIn, it;s help people feel connected to your business and pop a face to the name.

8. Join groups – and stay active

Join LinkedIn groups that are relevant to their target demographic. You can message the members of groups you are in, even if you aren't connected.

9. Create a LinkedIn group

After you have your LinkedIn group set up, go out and join as many groups as you like! Networking is key, it's a great tactic to build your brand and generate leads to boost your small business.

10. Make your page matter

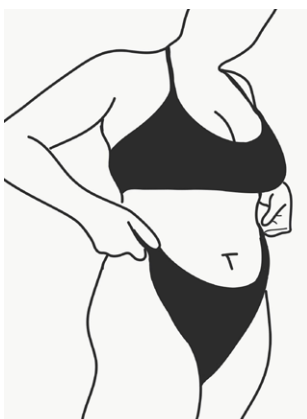
It's also important to have an updated and consistent presence for your brand with its own Company profile page, think imagery, colour and posting aesthetic.

DAVATI DIARY



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#davatibodypositive

We here at Davati want to promote a healthy body image as much as possible! Please join our campaign to show real bodies on Instagram. Thank you so much to [@jas.wal](https://www.instagram.com/jas.wal) for this empowering image! Show us yours and hashtag **#davatibodypositive**



In the next issue

Our next issue is all about the mums! Think mummy influencers, baby best buys and mum and baby inspired brands! We will have lots of marketing tips, influencer inside scoops and fashion too!



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