

DAVATI

issue two

june 2020

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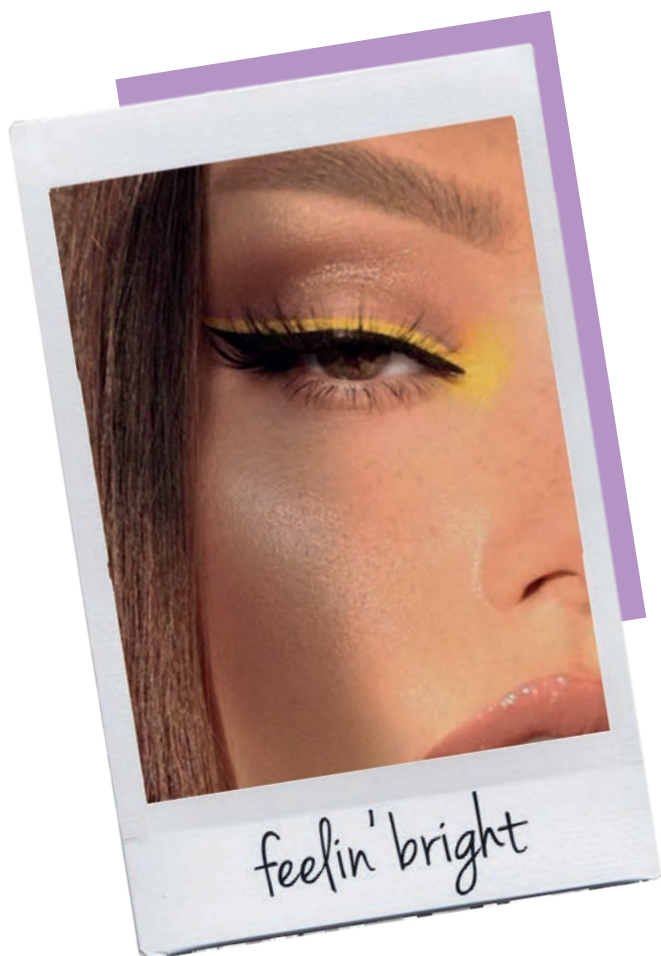
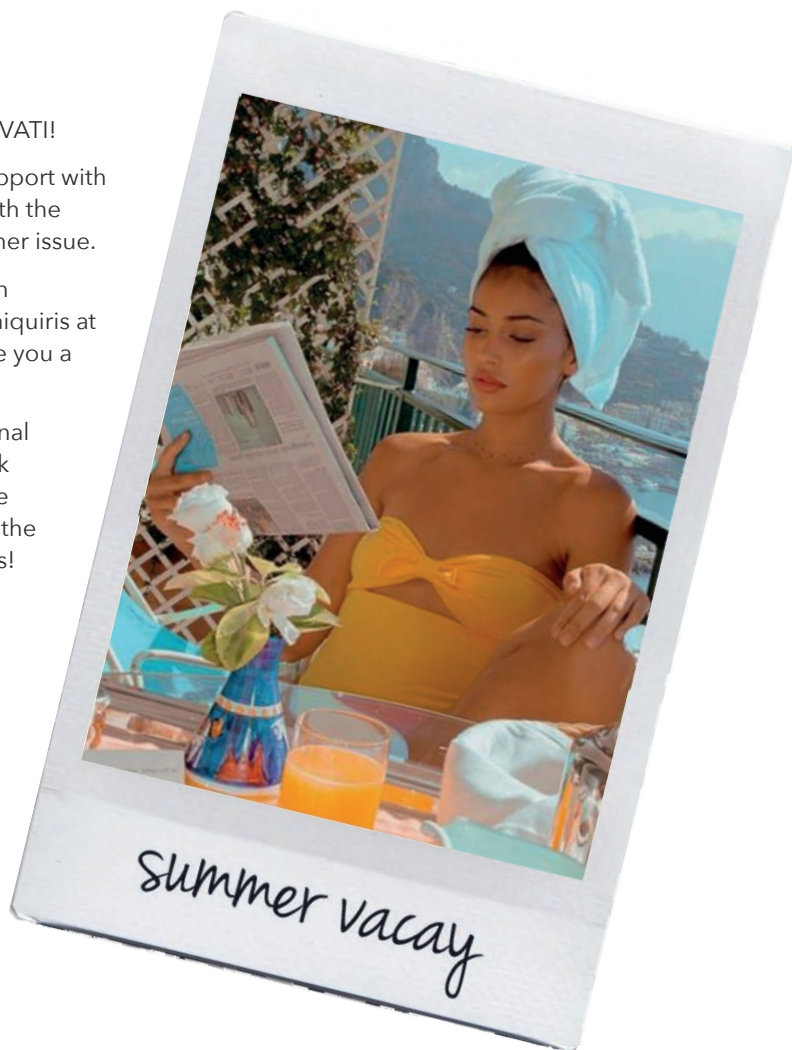
Hey dolls and welcome back to another issue of DAVATI!

Firstly thank you so much for all of your love and support with the launch and issue one, we were overwhelmed with the reaction and we're so excited to get stuck into another issue.

This issue is all about summer vibes! We know it's an uncertain time with holidays cancelled and those daiquiris at ocean beach club postponed but we wanted to give you a little positivity to keep you going!

This issue is all about the summer of love, my personal favourites are the Paris section, with lots of city break content inspo, and the Love island interviews - we've got bikinis, beauty tips, and check out how to make the most of that golden hour glow for the best insta pics!

Enjoy and remember to hashtag! **#davatimag**



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

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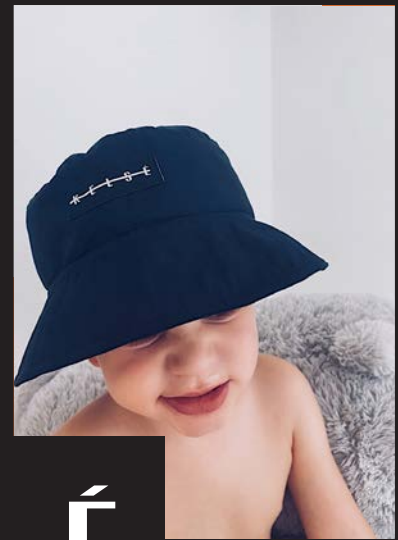
the best insider tips on how to market yourself via social media successfully

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K E L S É

London based and produced, KELSÉ combines femininity with masculinity to create a fresh approach to contemporary dressing, balancing structure with comfort. KELSÉ has been created to emulate those on the go, whilst keeping attention to detail a key factor within the brands ethos.

Consciously crafted. All products are ethically produced, with sustainability considered at every stage from design through to sale.

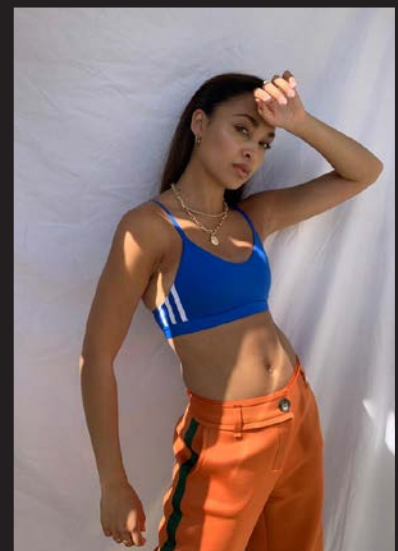
Versatile pieces that stand out against the crowd, as well as the test of time.

www.kelse.co.uk

 @kelse_official

 /kelse-official

 email@kelse.co.uk



influencer world

creator instagram profile

If you're just starting as a potential influencer, or you currently follow lots of them - you probably would have heard of having a 'creator profile' on instagram.

Instagram currently offers three types of profiles, everyone is probably most familiar with a personal profile, it's what most of us do when we create our account and it allows you to post, see your likes, create stories and see who's followed you etc!

Next up is a business account, which allows purchases, shopping links, product links, and contact information such as an email section.

Most recently instagram have introduced a creator account, which is tailored to creatives and influencers on the social media platform. A creator account allows paid partnerships to appear, you can create swipe up and shop links (some of these features do require 10k followers) it also shows in depth analytics so you, as well as brands can monitor the success and out reach of your posts:

- Growth insights such as data around follows and un-follows
- Direct messaging tools that allow users to filter notes from relevant people, e.g., they can filter notes from brand partners and friends.

- Creators will be able to rank their pending requests by relevance or time to make sure they don't miss important requests.

- Flexible labels that allow users to designate their preferred method of contact

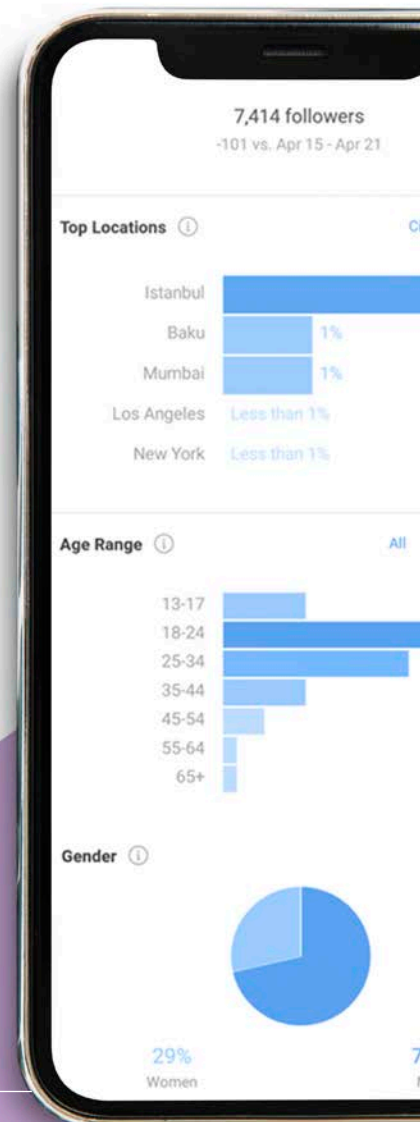
The growth insights give influencers detailed data about changes to their account. These include statistics relating to daily and weekly changes in their follower numbers. This works across all parts of Instagram - their traditional feed, Stories, and even the new IGTV. This makes it easier

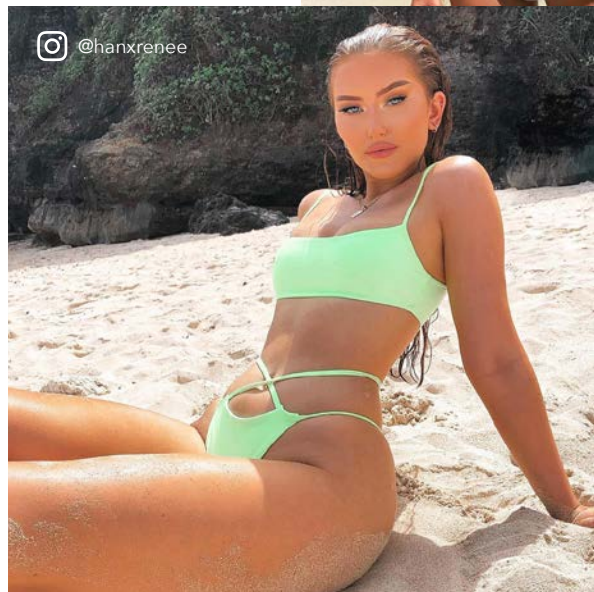
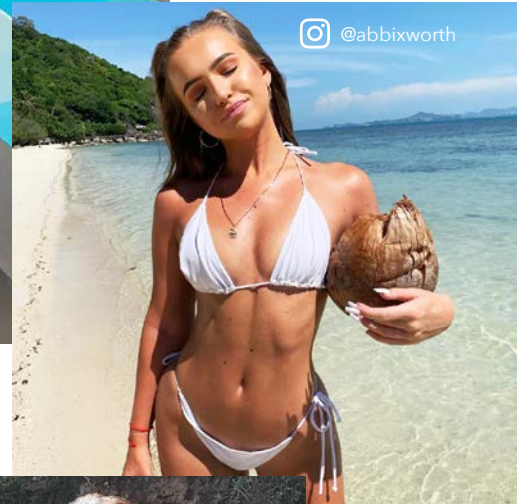
for influencers to spot any spikes or troughs in their following, and help them understand the reason for any changes.

The best part is you can screen grab insights, that show your out reach of posts, your engagement and in depth demographics linked to your audience - including, age, sex and location. For us as an agency, and brands, it makes life a lot easier to see what influencers are right for each collab! It also allows you to keep track of your most viewed time slots and days etc!

If you are looking to become an influencer, or maintain a professional career in the industry we would definitely recommend!

“For agencies and brands, it makes life a lot easier to see what influencers are right for each collab”





June 2020



@sarahhashcroft



@sarahjholder



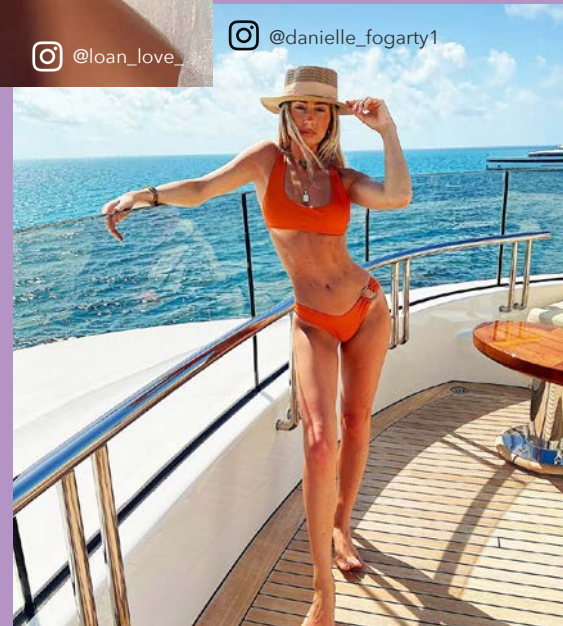
@jessflanagan



@loan_love



@mariipvzz



@danielle_fogarty1

behind the scenes

— *content creation* —

Welcome back to our second edition of behind the scenes! Each month we take a look to what goes in to capturing that perfect insta shot, and the inside secrets as to how its obtained, so any aspiring influencers, or influencers just starting out - take note! This is something that we, along with our influencers get asked the most - what apps to use? What filter to use? How do I make my pictures look professional when I only have an iPhone?

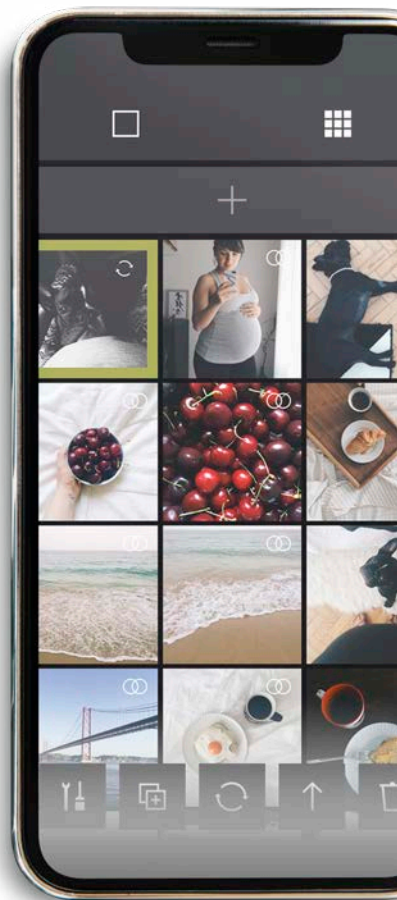
Well fear not, we've got all the answers here.

editing your photos

1 **VSCO**
VSCO is the go to for most influencers who like a wide range of filters and basic photo editing all in one app. VSCO is free to download, it offers 10 free filters, however if you want access to the other presets you do have to pay, this allows you to use over 200 filters, offers advance photo editing as well as video editing which is perfect if you're a tiktok fan!

2 **Facetune**
Next up, you've probably heard of it - is Facetune! Again Facetune is available to download free with most of the editing features free and again offers 10 free filter presets. Facetune does exactly what it says on the tin. It allows you to edit pictures, removing blemishes, whitening teeth, changing your hair colour - you can even change the backdrop and there's tonnes of cool light settings to change the look and feel of your image.

3 **Adobe Photoshop Lightroom**
Next we have Adobe Photoshop Lightroom, starting at £9.98 per month this is perfect for your advanced photo editing. It can be done from a computer or at the touch of a button on your phone and offers in depth editing with contrast, saturation and improves picture quality - the app offers professional tutorials so it's great for beginners!



Top tips...

All of these apps are really great if you're want to improve the look of your feed, keep more consistency and make it aesthetically pleasing!

Facetune is really great to target certain areas. For example, the whitening tool (for your teeth) is really great to use if you want to make your feed cleaner, simply use it on your background to make everything look super white!

We love this simple trick as it means all your photos can have the same feel (@lottietomlinson does this perfectly!) Or make certain things more vibrant or glowy, for example if you have a bright piece of clothing you want to pop!

shooting your photos

As well as editing, it's really important to know the tricks of the trade whilst initially taking your photos, an iPhone literally has all you need to create the perfect shot - but you might not know how!

Some of the latest TikTok trends are surrounding photography, the spotlight toilet roll is a personal favourite of ours, but there's lots you can do without any props at all.

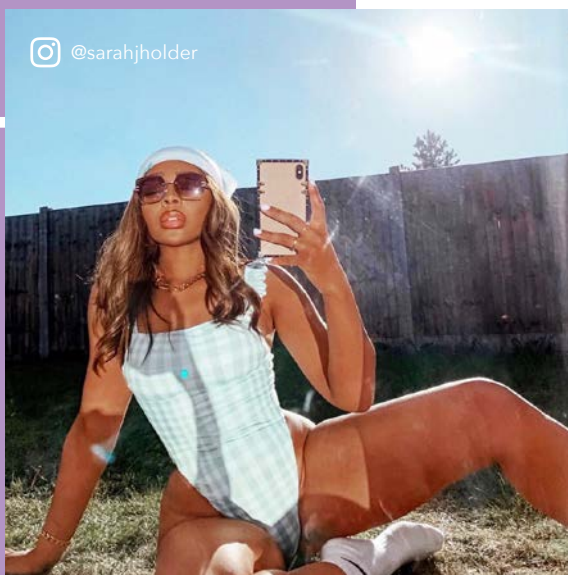
When taking selfies, headshots, or wanting to blur out the background of the photo, simply select portrait mode and your iPhone - select studio mode if you want that professionally edited finish.

A current favourite for influencers, while making the most of the sunshine is the mirror trick - simply take a mirror outside, reposition it to catch the sun beaming off the mirror and snap away, it enhances everything so think super blue skies as a backdrop and a glowy image of you!

Next up is built in filters, take advantage of what they have to offer, the iPhone offers lots of different filters that you can try out while actually shooting - it also offers editing options, so for basic editing if literally has everything you need, all under one roof.

Finally is camera tricks - moving the camera as you shoot, adjusting shutter speed, and using burst mode - some of the best hacks are all documented on www.preppywallpapers.com so head over to the website to see them all in detail.

the mirror outside trick makes your photos look effortlessly glowy



want to nail the candid walking shot? just use burst mode on your phone so you can pick the best one!



paris chic

parisian influencers

Paris - the city of love, the city of art and the city of fashion - all of these combined, equals a creative dream. Although we're used to seeing famous UK influencers visit Paris regularly, creating beautiful content with familiar Parisian sites - we wanted to delve a little deeper into the influencer world within Paris!

Paris is filled with chic, fashionable young talent and we thought we'd showcase some of our favourite Paris based influencers - think chic style, staple wardrobe pieces and some fabulous backdrops. For everything Parisian give these lovely ladies a follow!



@brunechoclat



@estherjunelife



@lglora



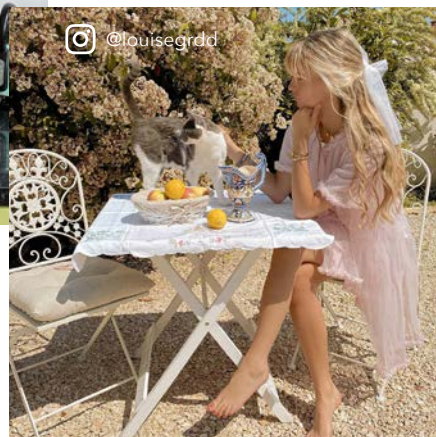
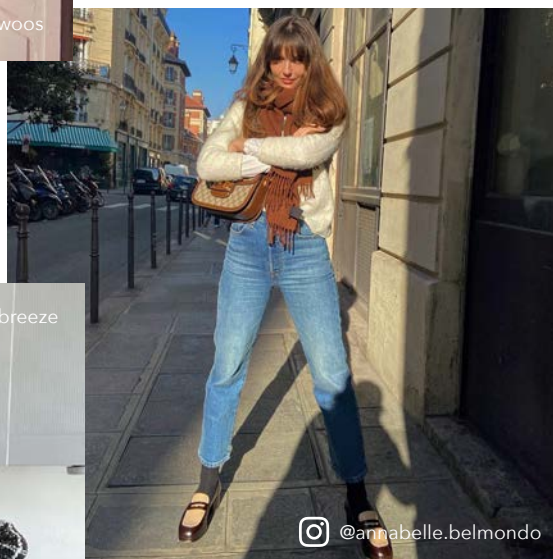
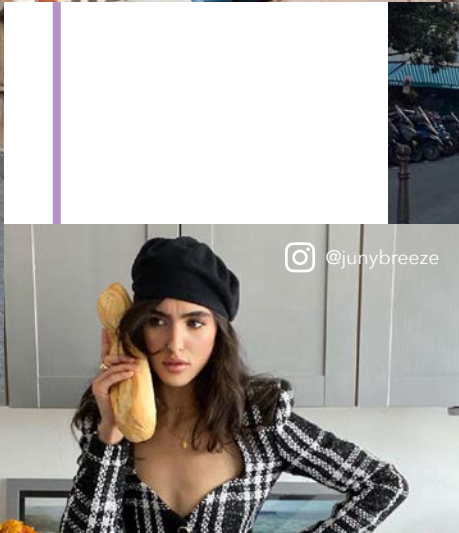
@jeannedamas



@annelauremais



@sabinasocol



parisian brands

Paris is the epicentre of fashion with iconic brands such as Louis Vuitton, Dior, Chanel and Givenchy originated there - the list goes on! However we wanted to give you a sneak peek in to the smaller brands in Paris that are killing it! They are chic, ahead of trends and affordable! So check out some of our top picks...



@belledonne.co

Belldonne Paris is a sneaker brand - they create neutral canvas sneakers with slight pops of colour! They are staple pieces for any outfit and are made to the highest quality - retailing at around £130 they are the perfect mid range trainer!



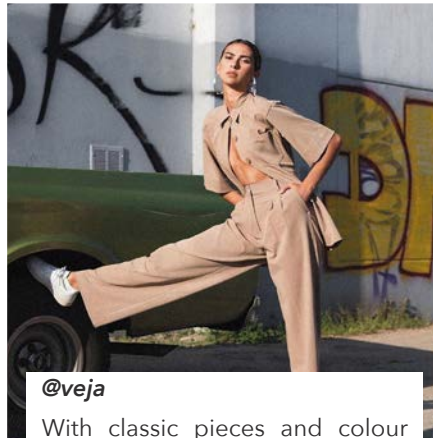
@maisonchateaurouge

Maison Château Rouge is a traditional African style brand that custom make their designs in Paris! Think bright colours, addictive patterns and one of kind items! Dresses retails around £140 so again its mid range.



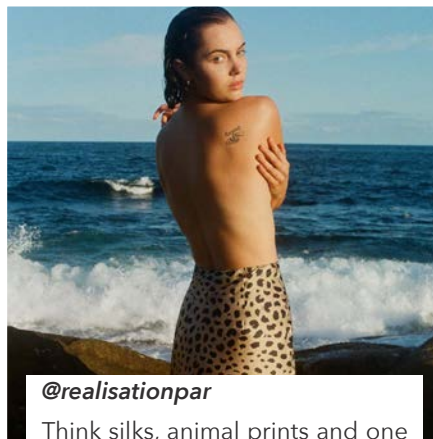
@imparfaiteparis

A vintage brand based in Paris, they source the best hidden treasures and keep a girly and natural feel to the brand - alot of prints are floral inspired with colourful dresses and blouses.



@veja

With classic pieces and colour block designs, this brand creates the perfect mix of chic, yet street style. It takes inspiration from both Paris and New York.



@realisationpar

Think silks, animal prints and one of a kind pieces - We're obsessing over their tiger print collection!



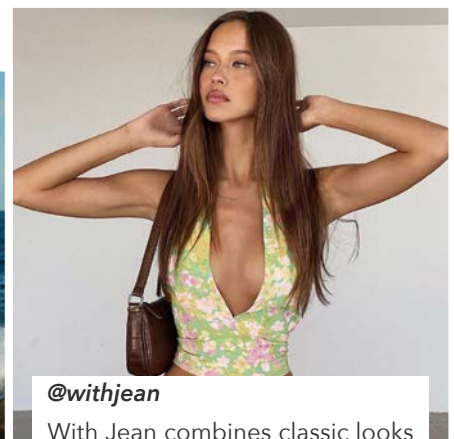
@musierparis

The ultimate Parisian chic vibe - think details sleeves, fashionable mules and romantic colours - were crushing over this brand and absolutely love their heeled slippers - we'll take one in every colour please.



@rouje

Think stand out denim, the most figure hugging jeans ever and endless pretty patterns. With polka-dot dresses, floral blouses and pastels everywhere.



@withjean

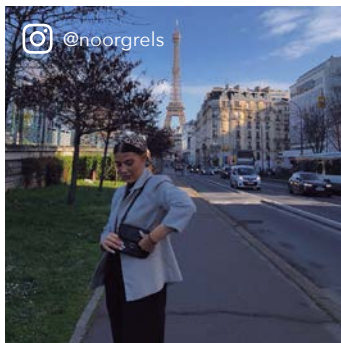
With Jean combines classic looks such as floaty summer dresses with brilliant colour palettes and creates a more edgy, classic look with halter neck pieces, puff sleeve blouses and the best little black dresses we've seen!

instagram hotspots

Paris is one of the most photographed cities in the world - with its pretty streets and grand backdrops it's an influencers dream! Of course you've got iconic sites like the Eiffel Tower, Champs Elysee and Arch de Triumph but let's be fair - we've seen them all before! We've hunted high and low for the ten best content spots in Paris and these hidden gems are a sure set to devise the perfect image!



01: Le Consulat



02: Banks of Seine



03: Dior House



04: Petit Palais



05: Avenue Rapp



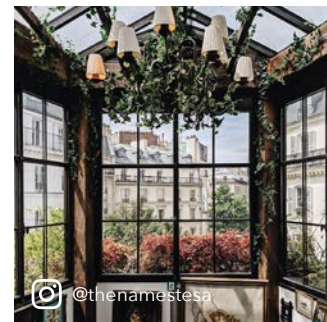
06: La Maison Rose



07: Trocadero Carousel



08: Rue Crémieux



09: Pink Mama



010: Ladurée

love island

exclusive interview

The launch of the first Winter Season of Love Island was undoubtedly a huge success, with us all snuggled up to the TV watching the hottest people in the UK live their best lives in South Africa! With the summer series fast approaching we wanted to catch up with some of our Love Island favourites **Jade Affleck** and **George Day** to ask all things post Love Island!

Hi Jade, you look fab! How's life been since Love Island?

Life has been pretty hectic really! I've been to so many places, done loads of shoots and worked with some amazing brands! It's

“Make your personality pop in your audition tape... Yours needs to stand out!”

completely changed my life and I absolutely love it!

There's probably a lot to choose from, but what would you say was your favourite part about the experience?

Favourite part about the experience is definitely meeting everyone and making friends for life!

What were your must haves in the villa?

Must haves in the villa were tomato ketchup to stop my hair going green from the chlorine off the pool and also my nip and fab liquid glow!

Love that! Exclusive ketchup hair hack! You looked really close on screen, like you all got on well,

are you still in touch with any of the islanders?

I'm still in touch with a good few of the islanders yes! We always comment on each other's posts

why you should be on the show over everyone else! They receive over 450,000 applications so yours needs to stand out!!

And finally what's next for you?



and things and I can't wait to see everyone once we are out of lockdown!!

If you had to recouple with anyone from this series who would it be?

If I had to re-couple with anyone from this series I'd say Jamie! He's a bit of me!

Oh exclusive! Jamie if you're reading - slide into the DM's! What advice would you give to people applying?

Advice for anyone applying is make your personality pop in your audition tape, if you have a funny story say it and tell them

I have lots of exciting things happening after lock down, I have a lot of modelling opportunities and

“If I had to re-couple with anyone from this series I'd say Jamie”

I'm working with lots of equestrian brands which is a dream for me because I'm very passionate about my horses! I'm also bringing out my own brand so I'm very excited!

The best is definitely yet to come!!

Hi George Thanks so much for joining us! We'll get straight into it! Did you apply to go on love island or were you contacted directly?

I was already previously known to ITV 2 as I went through a similar process for series 4, I was contacted in the summer by the producers to be a bombshell.

I see! So you were used to it all! You had a fab time in the villa but is there anything you wish you'd done differently?

I left with no regrets, I think Casa Amor is always tough and you have to lay it on factor 50, which is not my normal tactic. Although I didn't find love in Vila I did find friends for life, so I wouldn't change anything.

Speaking of friends, who are you closest to from the show?

I've met up with everyone at events post villa and they are all lovely but the Casa boys are tight, we all speak everyday and have spent a lot of time together since leaving the villa.

“My advice would be to be yourself and go in for the right reasons....Don't be afraid to apply!”

Looking back now, if you had to choose someone to recouple with from the whole series who would it be?

I loved Demi's personality and she caught my eye when I walked in but I'd say my usual type would be Natalia and I would've loved to get to know her better.

Ok we would love you and Natalia - power couple! What was your job before love island?

I worked in property as an Estate Agent, I've also worked in Recruitment and Sports Management.

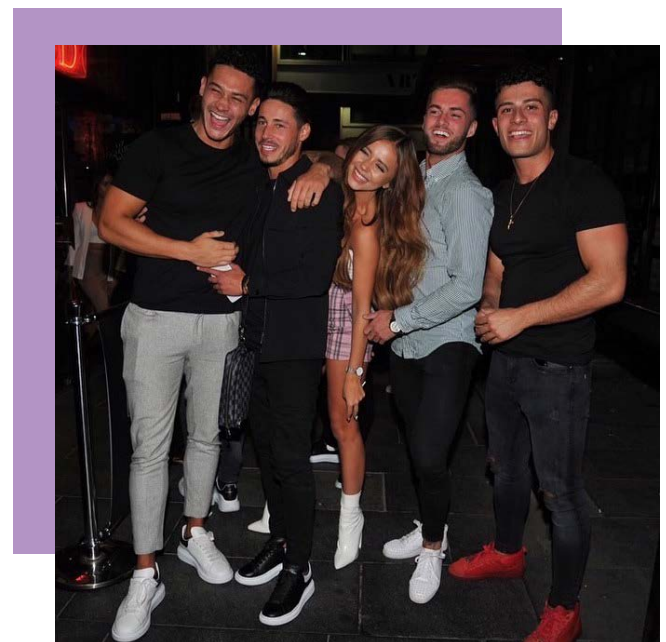
So quite a change then! What advice would you give for future applicants?

My advice would be to be yourself and go in for the right reasons, although I was in the villa for a short time it was honestly the best experience I've had so don't be afraid to apply!

What's next for you?

I'd love to stay in the media and work in either TV or Radio, I'm also looking to build a modelling portfolio and become an influencer on Instagram.

Watch this space 2020! We see big things for George!



pictured left to right: @_callum_jones, @georgeyday, @nataliazoppa, @jamielclayton9, @alexieraclides, photographed by @aaronpix.celebs



this issues

best content

The best content this month had to go to our very own **@jessflangan**

Jess is a Liverpool based Influencer with over **40k followers** on instagram. Jess has worked with some of the most prestige brands including, Dolls House Fashion, Comino Couture, Never Fully Dressed and Ralph Lauren.

Jess's style is unique, she wins on the glam front every time and her content is of the highest standard. Jess has a loyal following and engages with her followers constantly, making her a brands dream! She is the perfect balance of stylish and chic and everything she wears is wardrobe goals.

Follow Jess for some serious wardrobe envy.

follow jess on
instagram for
fashion inspo!

 [@jessflangan](#)



jess rocking @comino.couture



we are living for this blue co-ord from @missguided

Along with Jess we are always crushing on **@taramays25**, but this month in particular she has provided the best looks while keeping us entertained in lock down!

Tara has over **100k followers** and combines bright on trend pieces with neutral staple pieces, she is the ultimate COOL MOM.

Take a look at Tara's instagram for all things fashionista.

follow tara on
instagram for more
colour in your life!

 [@taramays25](#)

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



who said sunbathing can't be fashionable?

Say hello to the ultimate, face, body and all round style icon, @jesshunt2

Jess is a UK based influencer and has a loyal following on instagram **of over 700k**. If you're into aesthetically pleasing feeds then you are sure to love Jess. With neutral tones, neutral backdrops and carefully styled pieces Jess is the ultimate instagram babe.

Regularly working with Zara, Pretty Little Thing, H&M, Calvin Klein and even Skims (Kim K's brand) Jess has become a household name within the industry.

Jess also hosts a successful Youtube Channel with 20k subscribers and reviews the best products on the market!

Her bikini pics alone rack up over 80k likes and we are always crushing on her simple yet timeless outfits!

follow jess for some serious summer vibes!

 @jesshunt2

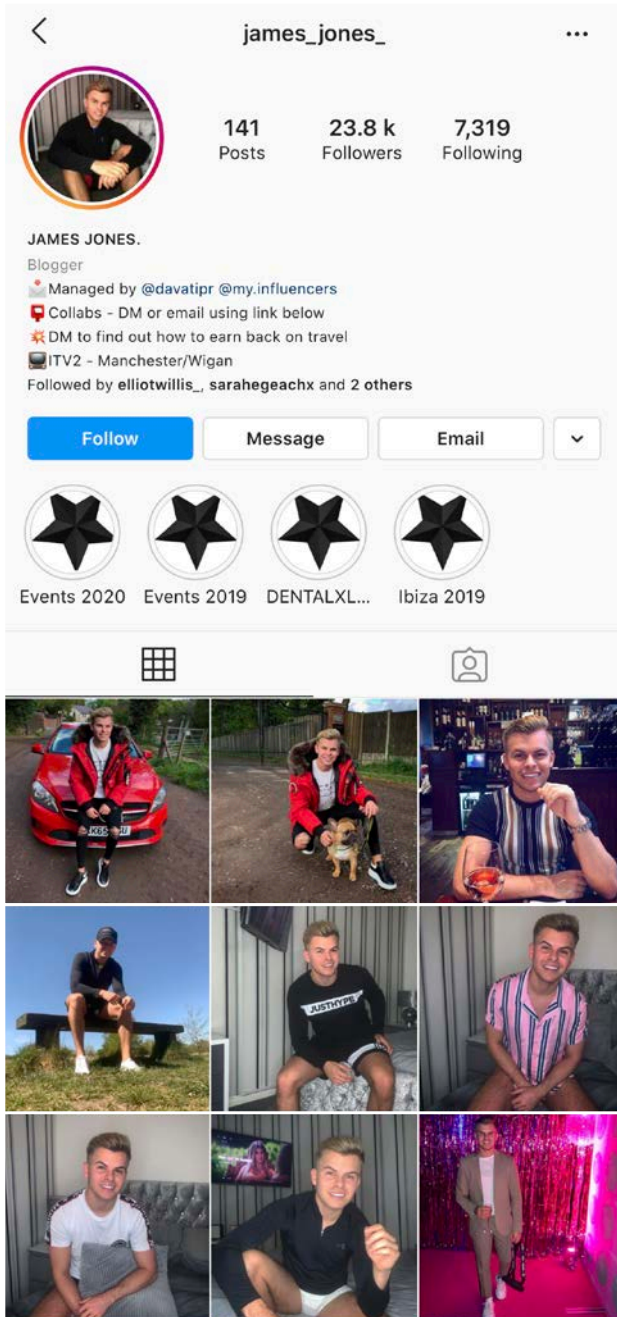


this two piece set is smart and chic from @hm

we are living for the bright vibrant colours this summer

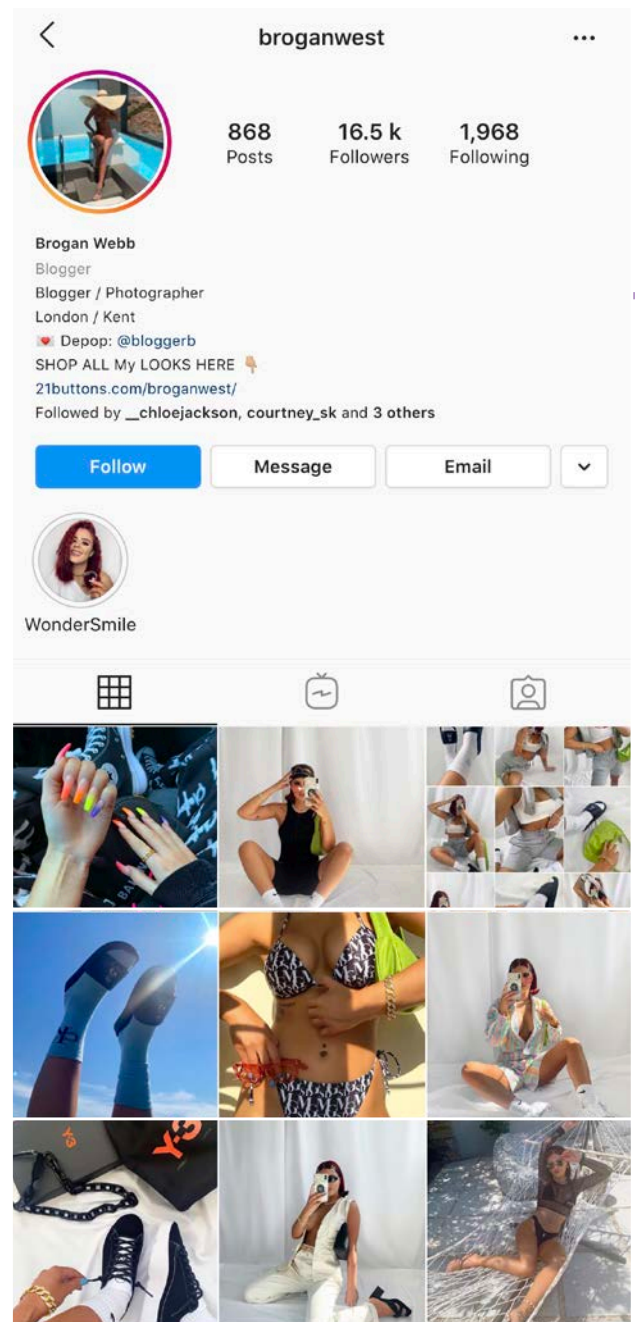


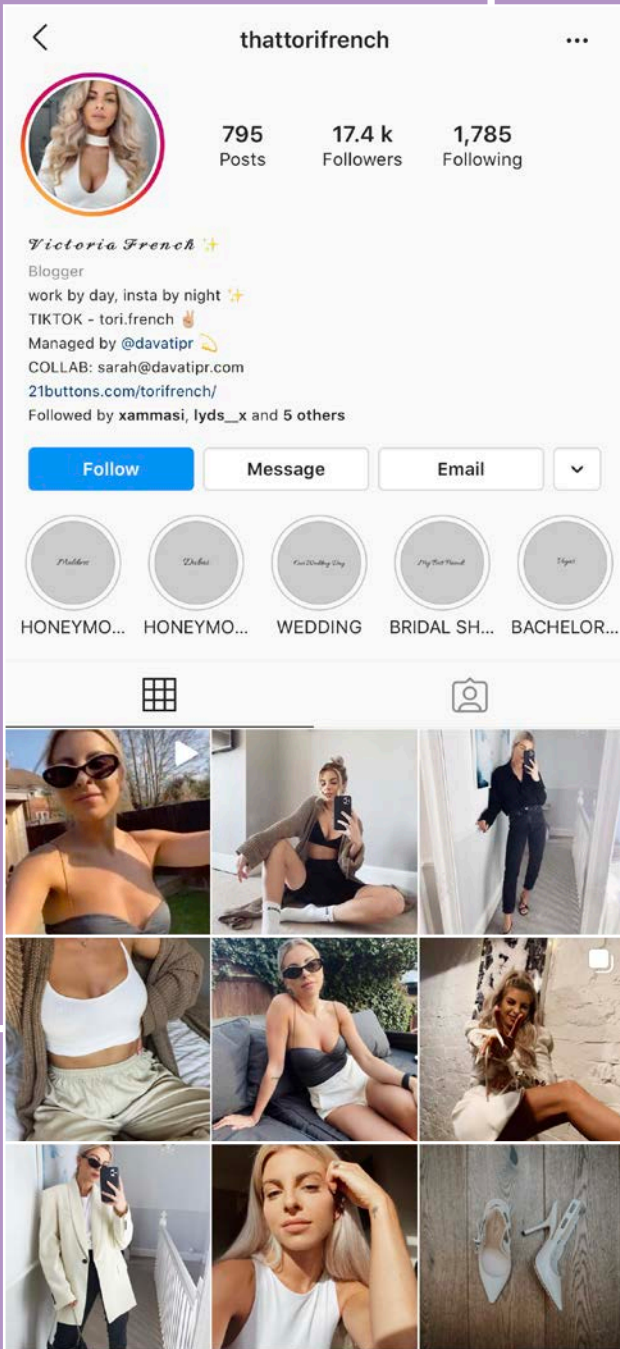
ones to watch



Our very own James is a Manchester based influencer and has over **25k followers** on Instagram. He's worked with brands including @boohooman @justhypeofficial and @marcdarcysuits. James is a regular at all the best influencer and brand events and has brilliant engagement with his followers!

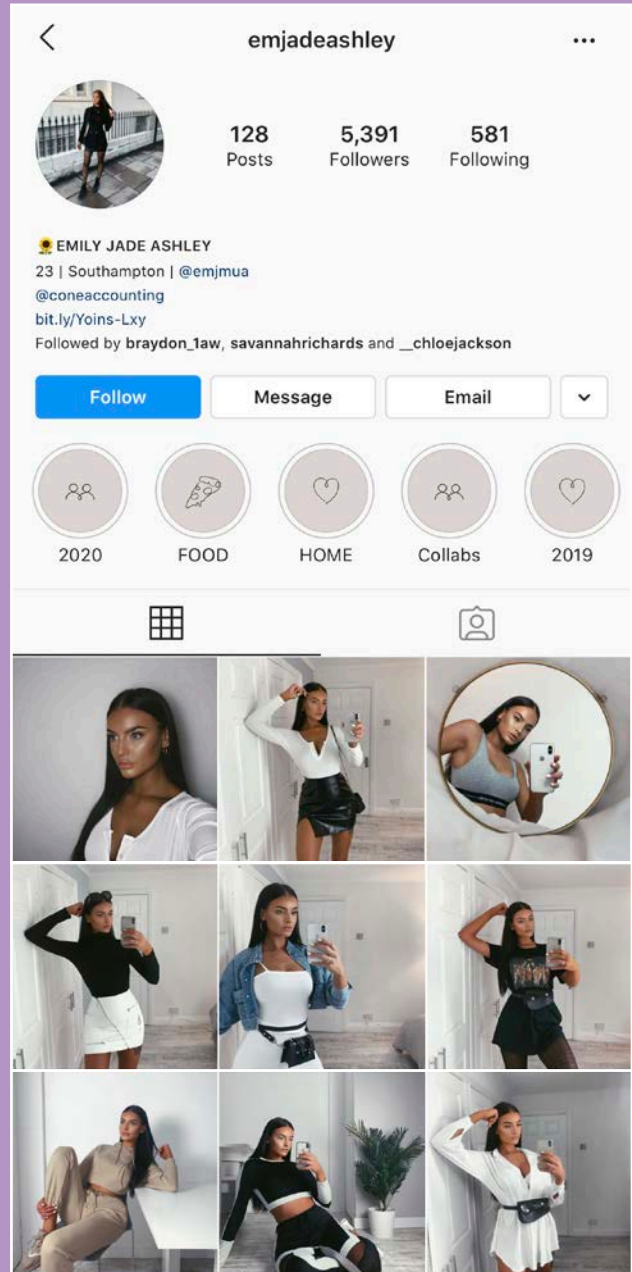
Brogan is a London based influencer and photographer - her feed is addictive! She has over **17k followers** and mixes sport chic with casual glam! She's worked with @missguided, @boohoo and @prettylittlething and is our current girl crush! Just FYI she is also our hair inspo always!





Tori has over **17k followers** on Instagram and is the queen of monochrome chic! From aesthetically pleasing images to impeccably styled outfits, Tori's profile oozes glamour and sophistication! If you want to see a different side to Tori head over to her TikTok where she is the official dancing queen, she's already working with big brands on TikTok and has racked up an impressive **30k followers!** You go glen coco

Emily is a 23 year old MUA from Southampton. She has over **5k followers** but her feed is a creators dream. It's crisp, it's neat, it's neutral and she's consistent with posting! She's worked with brands such as @yoins_official, @manieredevior and @jamesoncarterofficial and her engagement on posts is crazy impressive! We predict big things for Emily and we're already huge fans!



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!

style edit

style with @mollystyleless

@mollystyleless is an influencer based in London. She is also a stylist and has **35k followers** on instagram. She combines street style with glam!

Think joggers and heels and cycling shorts chic - Molly is one of our ultimate style crushes, we met up with Molly to discuss her favourite looks and her must have items!

01: This first look was for an event and combines casual and chic in one look! Mixing tones gives such an edgy look and the bold accessories finish the outfit perfectly.

Outfit @prettylittlething
Heels @egoofficial

02: Next up is brunch with the girls! Statement jeans, an on trend mini bag mixed with graphic tee, staple nude bomber and finish with heels! Casual, comfy and perfect from day to night!

Sunglasses @tones.london
outfit @missguided

03: For a shopping trip Molly opts for a casual outfit with neutral tones and then adds glam with these barely there heels!

Jacket @missguided,
Bag @zara,
Jeans @femmeluxefinery,
Shoes @simmishoes

04: Finally as summer approaches Molly has created the perfect lunch with girlfriends look! Light, bang on trend and flattering, this is our favourite look so far!

Glasses @tones.london,
outfit @prettylittlething,
bag @topshop



molly's must haves

- White Air Force 1, Nike, £79.99
- Bleach Ripped Jeans, Topshop, £37
- Cropped Denim Jacket, ASOS, £28
- Sage Bandeau Dress, PLT, £18
- Orange Wash Shirt, Collusion, £15



style with @jessgearyx

@jessgearyx is an influencer currently based in Nottingham, she has one the most unique, edgy and ahead of trend aesthetics ever and that's why we love her! Jess has worked with some of the biggest brands in the industry, including PLT, boohoo and I saw it first - she has over **25k following** and has also done e-commerce shots for some brilliant clothing companies! Jess's style is one of a kind so we just had to ask her a little bit more about her style...

01: So this outfit is definitely date night attire for me, Nasty Gal always has the best stuff for date nights. The open shirt is a lil' bit sexy but the pants and boots keep it super classy. I absolutely love chilled out date night outfits!

Top and Boots @nastygal

02: This outfit I actually wore to a day event in Leeds called inner city. Not my normal go to rave gear BUT I'm loving these street-wear vibes at events. Daisy street is always my fave for suits/ co-ords. Swap the boots for some low heels and the bag for a tote, this would be perfect for work.

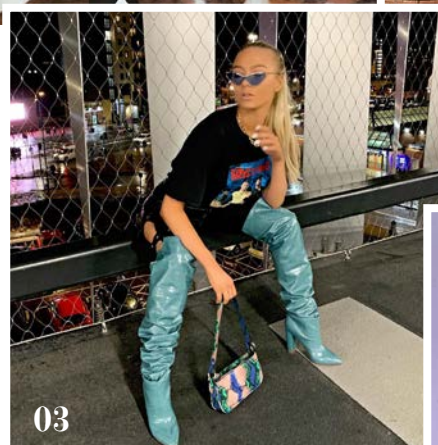
Suit @daisystreetcouk

03: This is 100% my brunch outfit, I never ever wear heels, but when I do it means I'm going OUT-OUT. Which is how brunch always ends up, right? I always like to keep my outfits on a similar sort of wave length, which for me is definitely street-wear. The oversized top and over the knee boots just look so cool together!

Boots @prettylittlething

04: Collusion suit... Can't go wrong. I definitely have a thing for suits and blazers!! I actually wore this shopping in Bristol. I'd call this my shopping outfit! Not for the faint hearted, but who likes a boring outfit!

Suit @collusionstudios



jess's must haves

Icon Shoulder Bag,
House of Sunny, £240

Converse Run Star Hike HI Trainers,
ASOS, £90

Monki Sam Satin Skirt,
ASOS, £40

Gold Plate Tube Hoop Earrings,
ASOS, £16



MOLBY

THE LABEL

@MOLBYTHELABEL

Mølby the label is a handmade, independent fashion brand. As a brand we are currently focusing on creating timeless, beautiful pieces that our customer can continue to wear year after year. We are trying to eliminate the 'fast fashion' market by focusing on a more ethical way of working. All of our pieces are handmade and designed from our Wirral based studio.

Each item can take up to 6 hours to make, no items are pre-made as we are working on reducing fabric wastage as much as possible. The making process can be a long one, especially when designing a new range.

The process includes; sourcing my own fabrics, designing the garments, cutting out the fabric, sewing & stitching, labelling and steaming the garments and posting them out to our lovely customers!

www.molbythelabel.com



LOULU HOLLOWAY



A world filled with style, vibrant colours, patterns and a whole lot of glitter. LouluHolloway specialises in playful, handmade fashion accessories, from intricately embroidered statement headbands, to glittery co-ords, to oversized organza scrunchies.

The magic of LouluHolloway is the vivid array of materials used and more importantly how every piece is hand crafted with care, into a one of a kind creation. Bespoke designs are available.

To view the full collection
visit:luluhollowaystudio.patternbyetsy.com/

Follow on Instagram @Luluholloway



do you like piña coladas?



Yellow Lens Aviators, Boohoo, £6

Lemon Broderie Anglaise Frill Dress, Pretty Little Thing, £35.00



Pineapple earrings, Zara, £15.99



High Leg Under-wire Bikini, Zaful, £12.99



Lemon earrings, H&M, £9.99



Yellow Woven ruched side panel midi skirt, Pretty Little Thing, £20.99

Whether it's pastel, neon, tropical or mustard, yellow looks good on all skin tones - and what better time to pull the look off than during summer!

Whether you're a head to toe in colour girl or a pop of colour we've got you sorted.

We've searched high and low for the best yellow buys this season and we're crushing over them all!



Sulphur Blouse, 24s.com, £385



Senreve Mini Maestra bag, Lyst, £627



Ribbed swimsuit, Shein, £14.99



Yellow Suede Lace Up Square Toe Heels, Simmi Shoes, £35

Ruffled Bermuda Style Skort, Zara, £19.99



Rubberised Kitten Heel Sandal, Zara, £29.99

designer dupes

It's that time of the month again - where we take the must have designer items from influencers social media, and find you a cheaper more affordable version! This month is all about those summer essentials so take a look to recreate their looks!



Gucci, £400



Boohoo, £8.40

what a steal!



Boohoo, £12

Jacquemus, Lyst, £510



Buffalo, ASOS, £69.50



Gucci, £875



Miu Miu, Farfetch, £1,145

we are seriously crushing on this skirt!



Styled in London, £25



Miu Miu, £1330

Femme Luxe Finery, £19.99



DUCHESS

@DUCHESS_CLOSET

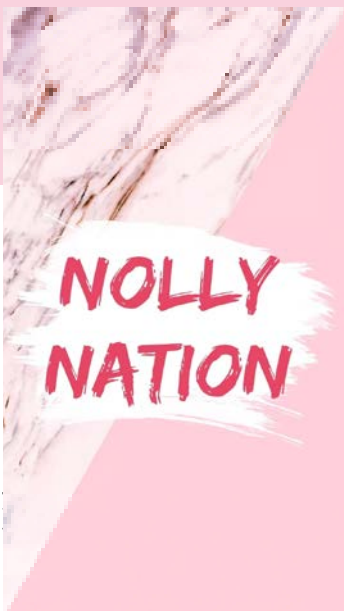
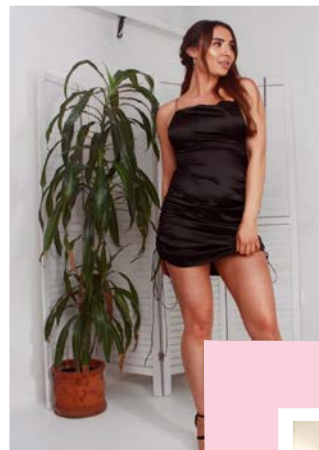
Luxury Fashion

We are a Luxury fashion specialists providing beautifully crafted timeless pieces.

We have a little bit of everything in terms of fashion from boho chic,vintage inspired,rock chick,grunge ,quirky pieces right down to city glam and traditional ethnic gems.



www.duchesscloset.com



@NOLLYNATION

A Liverpool Based Fashion Brand

To be featured hashtag #NOLLYDOLL

Email: nollynation@gmail.com

www.nollynation.com coming soon....



issue two

steal her style



Outfit: @asos



Outfit: @ohpolly
Bag: @fendi



Suit: @mistressrocks



Blazer: @andotherstories
Trousers: @zara



Outfit: @storets
Belt: @versace



Headband: @lemonmilkondon
Dress: @boohoo
Trainers: @vansgirls

MR L.A BEAUTY

Mr L.A beauty is an up and coming beauty company that you will fall in love with instantly, Mr L.A 's main passion is false eyelashes, from styles ranging from very natural to ultra glam, you will not be disappointed by the range of styles.

We have grown rapidly as many of our customers adore our range, at the start of June we will be launching 20 new styles of lashes and also our brand new eyelash glue with a new and improved formula, bigger size bottle and fine brush tip for application this will be a must have in anyone's makeup kit !



The beauty Industry is forever changing, with new trends, but as it does so do we, all styles we have are all current and will never go out of date! As we grow so will our products we have a fantastic range so far that is always selling out of the favourite styles, by early next month we will have a new product launching that will change your life ! We believe in natural ingredients without damaging your health, we feel very strongly that our newest Line of products will be a game changer and you'll wonder how you lived without it.

Mr L.A has been very lucky to have worked with many beauty influences and celebrities so far and you will recognise them from social media. If you haven't checked out Mr L.A already your missing out !



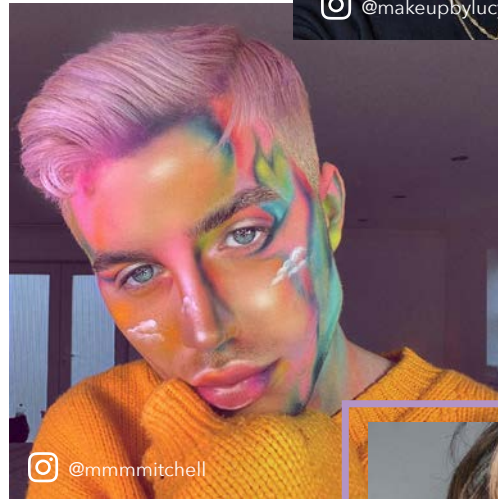
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our favourite

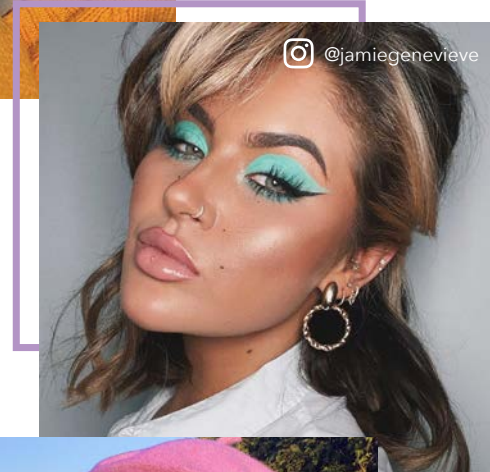
— *makeup content* —



we are loving this look so much!



Welcome to our first ever MUA section! Make up is such a huge part of social media, influencing and media trends that we thought we had to feature some of our favourite make up artists! We chose summer inspired makeup looks with statement eyes and pops of colour, think everything but subtle!



how insane is this look?!



@FABBY_WAX



Read Fabiann's Story here:

I had a job that I loved and three beautiful children but something was missing. After the birth of my third child I found myself slipping into the darkest of holes.

My perfect little baby had complex allergies and a range of feeding issues that were missed by many health care professionals. He was unhappy, unsettled and distressed for the early part of his life. Nobody understood and nobody heard my concerns. My partner knew like me it wasn't right but yet we still had no answers.

After several months it took its toll on my self esteem and my mood. I loved all my children deeply however I had developed postnatal depression and I wanted to die and that quite frankly scared me. How could someone who had everything people dreamed of want to leave that behind. It made me feel sick but I honestly hated every day and felt I couldn't take any more.

After seeking medical support from my GP having therapy and finally getting on top of my baby's issues things slowly started to improve and the desire to die left me. However it was replaced by fear and anxiety that things had gotten that bad in the first place.

Whilst on maternity leave from my usual job in palliative care I needed a focus I needed a way to pull myself out. I love looking after people and building people up. It came to me one day like a bolt of lightning! I'm going to train in intimate waxing.

Pretty random I will admit, however I've never had myself down as someone who would make a good beautician but waxing is very no nonsense, straight down to business

I feel I have an approachable nature, I told myself and I'm certainly used to other people's bodies given my usual job and being a mum of three..

So it was decided. I did my research and found the famous Kim Lawless (waxing queen) and booked myself on to her intense training regime. I was forcing myself the entire time, panic attacks, anxiety and fear surrounded me. You wouldn't know though, I worked through the courses laughing chatting and made some friends for life.

I started off waxing friends to build my confidence, I'm extremely self critical and take pride in giving the best wax possible. I then started my social media learning all the time how to get people to engage and trying to sell myself. Very tricky when you are riddled with self doubt. I started listening to inspirational you tube videos to reassure myself and it actually was starting to work! I started to get amazing reviews and people were contacting me left right and centre to make bookings.

I started to believe in myself. I was busy purchasing the best products perfecting my technique, having my business cards made and networking with other like minded individuals. I know social media gets a lot of negative energy but there really is a world of decent supportive strangers out there who are willing you to do well.

My business was taking off and I was about to take Fabby wax full time and with a heavy heart leave palliative care and then covid19 struck I have continued to work through the pandemic supporting my team and people approaching the end of their life. My business can wait.

I am blessed I have a family I love and that love me. More importantly they are happy. I am happy and I will find the strength to continue growing my business when I reopen.

I can't wait to greet my clients back in my treatment area hairier the better.

Fabby wax

F A B B Y
W A X



EMAIL: Fabbywax@hotmail.com

— beauty must haves —

with lucy hart



01: Aveeno Moisturising Lotion, £4.99, chemist-4-u.com

This works wonders for my skin! I'm super oily but my skin can easily get dehydrated too. The younger me thought I didn't need to moisturise because I wasn't typically 'dry', but when you're producing so much oil it's because that's your skin's way of trying to tell you 'hydrate your skin' by trying to do it for you. I prefer the lotion version of this as it's lighter than the cream but still super luxurious and rich when you apply it. The oatmeal ingredient in this seems to really calm my skin down & help keep breakouts at bay! The best

thing is you can pick this up at your local supermarket and it's a bargain.

02: Memi Cream Contour, £14.99, The Fragrance Shop

I feel like everyone who's ever been to one of my master classes now swears by this! If you've ever struggled with a cream contour/bronzer - you will thank me for welcoming this into your life! It's the easiest most seamless cream bronzer you will ever use. It comes in two colours 'fair & tan' but I use 'tan' on all my clients (I may just apply slightly less if you're more fair). If you love a 'no makeup makeup' this works beautifully on top of just skincare to warm up the perimeters of your face. Perfect for holiday! Okay I'm going to stop going on about this product now, you get it - you NEED it!

03: Nudestix, £30, Revolve

When people ask me what's your favourite all time brand? Is usually a tough question to answer, but more recently the answer has been NUDESTIX! My friends are sick of me harping on about this brand but

I had to mention it for you to find out the magic for yourselves! A few of my fave products (because I couldn't possibly choose just one) are; Nudestix tinted cover foundation - this is like a tinted moisturiser/serum hybrid. It looks like the most perfect glass skin when it's on & it smells like a spa!

Nudestix Nudies bloom all over dewy colour 'tiger lily queen' - this is the most perfect fresh summer skin product to add colour onto your cheeks whilst giving you an effortless glow. It comes with a brush too so it's a must have handbag essential when you're on the go. The last product from this brand I want to mention (for now) - is the Nudestix magnetic nude glimmer '99% angel' - this is a cream highlight & again (you guessed it) it's super easy to apply & layers really well on top of any products you have underneath. This colour is a gorgeous golden hour sheen rather than a glittery highlight. Think candlelit skin!

04: Camomile Cleansing Butter, £10, The Body Shop

This will change the way you see makeup removal forever! It's so luxurious and calming, it makes removing your makeup something you look forward to doing! If you're feeling tired or if you had one too many last night - this rubbed into your eyes & the rest of your face will (no joke) make you feel like a brand new person! Not only is it the best experience ever but it's soooooo good at removing stubborn makeup (I'm taking built up lash glue/mascara). I love to use my Face Halo for this & use hot water! Try it you will be as obsessed as me... I promise you!



brand interview with
bikini reef

This month we are so excited to be able to sit down with Bikini Reef - and what better way to round off the bikini edition! Bikini Reef was set up by our favourite sister trio, the beautiful @holliekanewright, @sophiekanee01 and @katiekane22. The triplets told us a little more about our fave swimwear brand!

Hey Girls, so first up, what's the story of Bikini Reef, how was it founded?

We founded Bikini Reef together as a three way partnership. Originally starting out as a 'hobby' with a small amount of savings from our everyday jobs. We never dreamt it would take off how it did, we are forever grateful to our customers support and loyalty.

That's lovely - so nice it's a sister brand! What would you say is your favourite thing about running a brand together?

Our favourite thing is generally working together, everyday. The mix of being sisters and best friends means we can be ourselves, enjoy work and most of all be upfront and honest. This helps us to get things done!

Obviously you're all very fashion forward but how did you decide on swimwear?

Swimwear became a passion of ours from going on Holiday. We would go to Marbella with the girls every May bank holiday, the most important outfits in our suitcases would be our Bikinis! We loved to have a different bikini from everyone else, we would online shop from the USA or Australia. We would always have so many compliments on our swimwear, which showed us a gap in the market for on trend swim and beachwear.



You have worked with some brilliant influencers, how do you decide who's right for the brand?

When it comes to Influencers, our aim isn't to choose who has the biggest following. We look for girls who suit the brand.

Where would be your ideal photo shoot location and why?

Pig Island, Bahamas! This looks incredible, the colours and natural scenery is simply stunning. The Pigs and wildlife are a bonus for us, we are big animal lovers.

Amazing! Post lockdown trip! What's your vision for bikini reef going forward?

We have a super exciting year ahead, we are launching our first official label of Swimwear. We are UK stockist for high end swim brands from world wide, along with our own beachwear label 'Bikini Reef

“We never dreamt it would take off how it did, we are forever grateful to our customers support and loyalty”

Beachwear' which has always been a big hit. The Bikinis and Swimsuits in our own name and label is a big step, 100% designed by us. We hope to have this line stocked in Big stores. We are very excited!

Thanks girls! We can not wait to see what the future holds! Head over to @bikinireef now.

how to — *social media market* —

 @genelleseldon


We touched last issue on the importance to plan ahead and set out your goals within social media marketing, this issue we are talking about how to put a detailed strategy in place to get the best from social media as a digital marketing platform.

Set SMART goals

When we say smart we mean, specific, measurable, attainable, relevant and time bound. It will guide your actions to make sure they result in real goals, measurable goals and goals you can work on and mould over time to the best business model for you. Conduct a social media audit, assess where you are now and where you want to be. Social media consultants are available world wide to give you advice on your starting strengths and weaknesses and where your strategy should focus. To break it down, your strategy needs to be clear, it needs a metric you can measure to monitor the success, this could be retweets, followers or likes etc. The goals need to be attainable, and realistic, one of the most important factors to strategy is relevance yes you may grow followers but does this convert to sales? Think clearly with what you want to achieve, finally your marketing strategy should be timely, set aside an amount of time in which you can tailor or extend once you find out what works best for you.

Business objectives

Be completely clear with your business objectives, not everyone has the same goal on social media - while likes and followers are great - are they benefiting your business? Are they driving clients, customers to your website? Think about if your aim is to grow the brand using awareness, is it to turn customers in advocates, with engagement? It may be to drive leads in to sales through website

exposure or click to shops, or it could be to improve customer retention, focusing on reviews and ratings - be specific rather than focusing on all at once.

Research your competition

Social media makes everything accessible - in some cases this can be negative, but in terms of a business strategy this really is golden. Keeping a close eye on your competitors within your industry gives you an inside knowledge of what works - and what doesn't. You'll get a good sense of what's expected in your industry, which will help you set social media targets of your own.

This analysis will also help you spot opportunities. For example, maybe one of your competitors is dominant on Facebook, but has put little effort into Twitter or Instagram. You might want to focus on the networks where your audience is undeserved, rather than trying to win fans away from a dominant player.

Ask your followers

Finally, in terms of creating a strategy, it's important to factor in what you want, but a customer's opinion is also critical.

Consumers can also offer social media inspiration. What are your target customers talking about online? What can you learn about their wants and needs? If you have existing social channels, you could also ask your existing followers what they want from you. Just make sure that you follow through and deliver what they ask for.

creative industry

roles explained



New segment alert - we wanted to bring you something useful, not just glitz and glam so we thought what better way to do that than with career advice within the fashion, beauty, digital, marketing and influencer world.

This issue we are so lucky to chat to **@jonjoecassidy** who is a Senior Assistant Buyer at ASOS! (Job goals right?!) So if you're interested in the buying industry, retail head office or fashion roles in general then this is for you! We asked Jon everything you need to know about the buying world!

Hi Jon, thanks so much for chatting to us! First of all, could you explain your job role in a little more detail, so what do you do on a day to day basis?

Hi Guys, I'm a senior assistant buyer at ASOS menswear, and I look after 'design shirts'. My role is to own and oversee the buying of 'design shirts' across different seasons, so my day to day job is to, book, bill and trade shirts - I essentially need to make sure the products make sales for the company. This includes supplier relations, trend spotting the latest fashions, perfecting how the item fits, selecting fabrics, patterns and working with the graphics team for graphic ideas. A big part of the role is monitoring trading, so picking out what does well, and what does not do as well, I also have to keep on top of what competitors are doing, generate new ideas for products and manage the BAA (Buyers admin assistant) - this includes making sure orders are on time, and hitting sales plans. It's a really diverse roll and fast paced!

Sounds amazing - it's such a competitive field, how did you get into the role?

I actually did a PR degree, but I always wanted to work within the fashion industry so I just made sure that all my Uni assignments were fashion related, I also worked in retail, on the shop floor since I was 16 - these were clothes stores so it enabled me to gain lots of ground work experience. After University I interned - I carried

out as much work experience as I could in the fashion industry then I managed to secure an entry level position in PR and communications at London College of Fashion. During this I still knew I wanted to get into fashion buying so I applied for lots of roles relating to buying - I secured an interview at Arcadia, on Burton menswear, I got the role and it's just gone from there, it's been five years now and I've worked my way up, now I'm here at ASOS!

I'm sure there's a lot to choose from, but what would you say is your favourite thing about the role?

My favourite thing about the role is doing something you love and it feels like a hobby rather than a paid job, for me it's designing shirts and buying shirts that I can proudly put on to the website - I'm also an ASOS customer myself,

so I have a personal preference and interest in it, I'm one of the target audiences so doing something you love everyday and then seeing an idea, design or trend come to life is amazing, when you see the items on the website, or people wearing your designs etc. It's nice knowing

you've developed something and people like it! It's nice to see the end result and it feels great! On top this ASOS have been brilliant with travel opportunities, I've

“My favourite thing about the role is doing something you love and it feels like a hobby rather than a paid job”



issue two

been able to go to India, Europe, Hong Kong etc, and it's something I may not have been able to do without this role.

Jealous! I know lots of readers will be thinking this sounds like their perfect role, so what advice would you give to someone who wants to get into the industry?

I think this depends on age, if you're fairly young I'd definitely recommend working on a shop floor and getting as much knowledge as possible within the retail industry, make sure you keep up to date with trends and know your niche, work out if you want to be high end or high-street, menswear, womenswear, kids, home etc. In terms of looking to study the field, Fashion Retail Academy is brilliant, they offer so many courses, all flexible, both full time and part time that cover fashion buying and

merchandising - usually they offer work experience with them so it's nice to get in house experience and gain an accredited qualification.

And finally, you're killing it at the moment, so where do you see yourself in five years?

In five years time I see myself an established buyer, I'm open to branch out, as you grow older your shopping habits change and I would one day be open to different industries, food buying, home buying, etc. I'd love to be an established buyer, but also have a family, so I'd like to be able to manage that work life balance.

A massive thank you to @jonjoecassidy, I'm sure everyone has major job envy!

Check out www.asos.com for more fashion inspo and please contact us with any further questions you have for Jon!

"I'd definitely recommend working on a shop floor and getting as much knowledge as possible"

Jons latest collection

Take a look at these fab pieces that Jon has selected. We love his style and the colour and patterns he uses!



Item code: 1634379
£28

this has summer written all over it!



Item code: 1644139
£25

selling fast!



Item code: 1689937
£25

marketing tips

Hey dolls, we're back once again for one of our favourite sections of the issue, marketing tips! Influencing and the success of influencing all surrounds how you market your content and how you choose to use your digital marketing so every month we'll be looking at the best and most successful in today's climate, marketing tips and advice!

This month we'll be talking about SEO! You're probably familiar with the term SEO, Search Engine Optimisation, and as business online dominates industries worldwide it's really important to have this particular part of marketing locked down, planned out and priorities in order to start bringing cash in to the company.

Here are some useful tips on how to increase your SEO without breaking the bank or hiring third party help.

Keep your website up to date

Use the tools you have - you already pay for a website, so make the most of it. Optimise it by keeping layouts fresh, plug-ins up to date and have both mobile and desktop versions user friendly and accessible at all times on all platforms. Make sure wording is constantly updated so the search engines are more likely to show your page.

Add a blog or vlog

Blogs were the go to thing years ago, and there was a reason for that - blogs, and vlogs drive traffic to websites like no other. You can hashtag keywords, you can tag them, you can place them on multiple digital platforms and all this combines sky rockets attracting people to read and visit them, making them invaluable in terms of search engines diverting traffic towards them.



SEO wording

This is one of the most, if not the most, important factors of SEO. Think about the wording your customers will use in order to find you, they may not be the most obvious ones, they may include location, they may include services or they may include specific industry related terms! Carry out a focus group, carry out online research, get customer feedback, add in 'how you find us' sections - whatever you can do to pinpoint these key searched words - do it! It means that you are more likely to be top of the SEO pile when customers look for your product / service.

Simplicity

When working on your website, app, blog or social media platform - keep it simple. Keep it interactive but keep it easy to use, manoeuvre and find for all ages and all levels of computer expertise. Although words are important don't over fill pages

with endless amounts of texts, break it up with images and make it easy for people to find exactly what they want. Google actually factors in user friendliness - so the better this is the more likely you'll be featured higher up and traffic will be driven to your site above competitors.

Contact details

Always update your contact details, thoroughly make sure that these are correct and most importantly easy for users to find. Time after time companies lose sales through a bounce back email, an old number or an incorrect email diversion link - Google actually factors this in a filter out spam websites or low functioning contact details - if people start reporting your site for incorrect contact details, this will crush SEO. It's a simple way to keep it at the top of the pile with no cost and minimal effort.

Brand Events

Now if you follow influencer marketing, you would be familiar with the trend that all the biggest brands are following, brand product, and brand launch events.

This is an influencer centred event where the best faces in the digital world attend the event - it's authentic, its organic and it gets alot of content for the price. While big brands such as Pretty Little Thing, Elf, Boohoo, ASOS and Ralph Lauren hold events regularly to highlight new collections, new collaborations and new products - if you're a smaller brand there is no reason that you cant go down the same route.

At Davati we specialise in this, we love branded events - think personalised everything, balloons, candy carts, party favours, party bags and back drops - the more extra the better content. Influencers are invited and enjoy an expenses paid night, they get fabulous content of the evening, creating a hype around the brand and the products, at most events products are on display and gifted to the influencers - who then go on to promote them further.

It really is a great way to socialise, meet relevant influencers for future collaborations and create a buzz around the brand - again all in an authentic and organic way.

Late last year (pre Covid) we carried out an event for @luxeloaded when they dropped their sort after collection with @chloeadair1 - the event was a complete success with the collection circulating all over instagram, with some of the best influencers in the industry attending the collection was a sell out!



left to right: @missamandaharrington @leahlockett @casarella21 @charlottedawsy



personalised balloons create a fab buzz!



@jessica_rose_uk and @domlever - cute AF!



@chloeadair1 looking stunning!



@chloebrockett and @casarella21

For more information on brand events feel free to contact us! It could be a fab way to showcase your new brand or new products!



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WHITE MOSS CO.

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DAVATI DIARY



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In the next issue

In our next issue we have the wellness issue! Workout tips from @sarahelizabethhh, a life coach special and more of our regular sections including a style with me and fitness interview!



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