

The ultimate guide to the hottest emerging fashion designers from all over the world

\$4.95

SASSY

+ CO.

MARCH 2021

SASSY & CO.

STYLE

Introducing a brand that's on a mission to provide affordable, ethical and sustainable clothing you can feel good about.

MAKE WAY FOR
PAVLINA JAUSS



HEATHER KROGEMANN

Find out more about one of the fashion designers to watch out for in 2021

Steven
Ozbun

One on one with the man
behind *Trading Looks.com*



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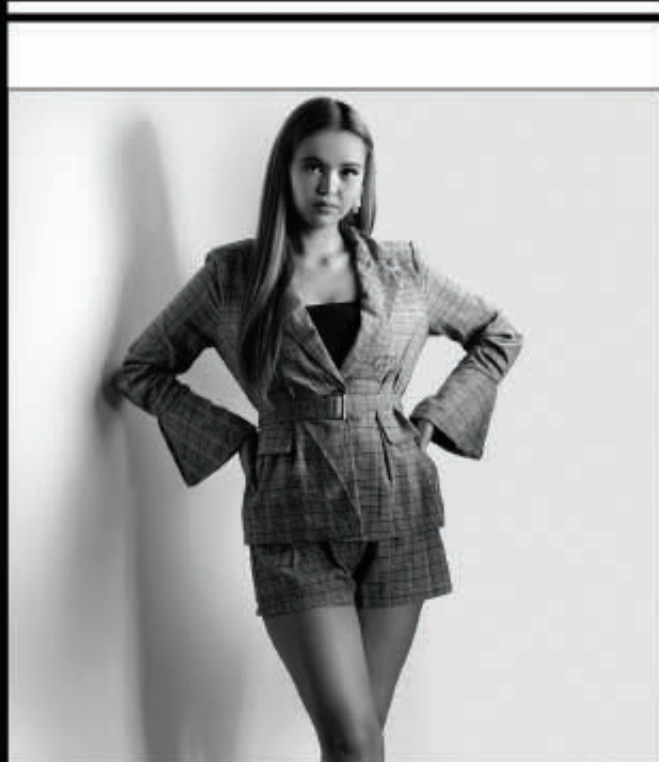
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EDITOR'S NOTES

I am delighted to introduce the latest issue of Sassy & Co magazine. The objective of Sassy & Co is to promote up and coming as well as established fashion designers from all over the world. As such, our publication aspires to be vibrant, engaging and accessible, and at the same time integrative and challenging. In this issue we are featuring Sassy & Co Style - a road filled with preloved and sustainable clothing. We are also featuring 4 amazing designers and on the cover is none other than Steven Ozburn - the man behind Trading Looks.

Needless to say, any feature stories that you wish to submit, either individually or collaboratively, are much appreciated and will make a substantial contribution to the success of our publication. Best wishes and thank you in advance for your contribution to Sassy & Co.

Joy Duca
Editor-in-chief



Photographed by JAMES MAO
Styled by RAINE WEALANDS
Hair by MEG MOSS (Eclectic Crew)
Makeup by SHEREE FARMER (Lilac Beauty)

SASSY

STYLE + CO.

Sassy & Co started from a place that was dedicated to showcasing up-and-coming fashion designers. A magazine platform that stemmed from two unique motivating ideas. The first being, there was a feeling of importance in providing a platform for new designers to make a big splash. We believe offering an opportunity for new faces and talent anywhere we can is not only important but a duty that we love to take advantage of! The second motivator was a desperate and dire love for fashion! We love every element that fashion provides us, creativity, art, comfort, excitement, joy! Oh, the joy that fashion brings us.

So how did Sassy & Co, a magazine about up-and-coming fashion designers lead down to a road filled with preloved clothing? Well, with statistics becoming more readily available we are able to fully realize just how damaging the fashion industry can be to our environment. This doesn't mean we have to stop all fashion production and cancel clothes! All it means, its that like everything else, we have to move forward which means to just do our part where we can. Don't know where to start regarding your fashion addiction? Start with just being more aware of what the environmental problems are in our textiles industry. Did you know that Australia fills more than 500,000 tonnes of textiles and leather in its landfills annually? And can you believe that 20% of the world's water waste comes from the fashion industry? With fast fashion producing mass amounts of low cost and often low-quality items a consumer feels less attached to the clothes they buy and more willing to buy things they'll never wear or throw out in 6 months.



Brand Ambassadors ROBBIE, TRINITY, RUKESHMA, and JOJO
 Photographed by PEDRO VIRGIL
 Hair by MEG MOSS (Eclectic Crew)
 Makeup by SHEREE FARMER (Lilac Beauty)

Photographed by JAMES MAO
 Styled by RAINE WEALANDS
 Hair by MEG MOSS (Eclectic Crew)
 Makeup by SHEREE FARMER (Lilac Beauty)





Styled by PATRICIA ILAGAN
Photographed by PEDRO VIRGIL

Does this sound like you? Well, your next step is to discover what you can do to help limit the waste, and can you believe it? It's shopping! By changing your shopping habits from buying brand new retail in bulk to buying preloved clothes. This means clothes that have previously been owned before, sometimes worn but are still in good condition for use. Now, before you get grossed out or feel ashamed to be wearing secondhand, think about all the clothes in your wardrobe that you haven't worn or have even given away or thrown out. Would you offer it to your friends and family to wear? That's how it should feel.



Brand Ambassador TRINITY DAWSON
Photographed by PEDRO VIRGIL
Styled by RAINE WEALANDS
Hair by MEG MOSS (Eclectic Crew)
Makeup by SHEREE FARMER (Lilac Beauty)



Brand Ambassador JOJO SEBASTIAN
 Photographed by PEDRO VIRGIL
 Styled by RAINE WEALANDS
 Hair by MEG MOSS (Eclectic Crew)
 Makeup by SHEREE FARMER (Lilac Beauty)

Brand Ambassadors ROBBIE, TRINITY, MJ
 RUKESHMA, JASMINE, NATASHA, and JOJO
 Photographed by PEDRO VIRGIL
 Styled by RAINE WEALANDS / Hair by MEG MOSS (Eclectic Crew)
 Makeup by SHEREE FARMER (Lilac Beauty)



Re-using, recycling, or even upcycling our preloved fashion is not only clean for the environment but can be fun, adventurous, and we promise sanitary! How do we know this? Because we have made it so! Sassy & Co is taking that dingy op shop feel and turning it into something more luxurious and fun. All of our products are not only ethically sourced and washed but they are treated as if they were a treasure we have just had the pleasure of discovering. We believe preloved clothes can feel as exciting and glamorous as buying things brand new, except it comes without the guilt of how it will affect the environment. We are committed to finding unique, glamorous, and beautiful items from a range of designers at a range of prices.

Don't believe us? Browse through our trove and find your own treasure...



Photographed by JAMES MAO
 Styled by RAINE WEALANDS
 Hair by MEG MOSS (Eclectic Crew)
 Makeup by SHEREE FARMER (Lilac Beauty)



Brand Ambassador ROBBIE CANNER
 Photographed by PEDRO VIRGIL
 Styled by RAINE WEALANDS
 Hair by MEG MOSS (Eclectic Crew)
 Makeup by SHEREE FARMER (Lilac Beauty)

Styled by PATRICIA ILAGAN
Photographed by PEDRO VIRGIL



Photographed by PEDRO VIRGIL
Styled by RAINE WEALANDS
Hair by MEG MOSS (Eclectic Crew)
Makeup by SHEREE FARMER (Lilac Beauty)



DESIGNER SPOTLIGHT: MEET HEATHER Krogemann

Heather is a Colorado-based designer and owner of Alien Earth Designs. She is a fashion designer, animator, artist, and is currently finishing her master's degree in costume design. Sewing and creating have been a part of her life since she was very young. However, she didn't start fashion and costume design until 2010. In 2013 she created her first wearable art piece which was displayed in Hawaii Fashion Week that year. It was made entirely of recycled material. As her designs have grown through the years she has found a niche in avant-garde fashion with her line of parachute dresses. Most of her designs are one-of-a-kind or custom pieces. She always tries to make things unique and fun. Some of her proudest accomplishments have been having three parachute dresses featured in Basic Magazine as well as having designs at a style house in Los Angeles. This year she will be entering a new wearable art piece in the World of Wearable Art competition in New Zealand. Heather has many goals and accomplishments for the next five years, like working as a costume designer in Theater, TV, and Film. She also hopes to collaborate with magazines on future editorial pieces. Her love for wearable art and avant-garde will always play a part in whatever the future may hold.





Photographed by JONNY CREATIVE
 Model FATMATA KARGBO
 Hair CASSANDRA LYNN
 Makeup MAKEUP BY SAMEERA
 Design HEATHER KROGEMANN



Photographed by JONNY CREATIVE
 Model MADDI SILVA
 Hair CASSANDRA LYNN
 Makeup MAKEUP BY SAMEERA
 Design HEATHER KROGEMANN



Photographed by ERICA LINDSEY
Model AILEEN VEGA
Design HEATHER KROGEMANN



Photographed by MK STUDIOS
Model MIA ASANO
Design HEATHER KROGEMANN



Photographed by MK STUDIOS
Model BARRIE KING
Design HEATHER KROGEMANN



INTRODUCING

Steven
OZBUN

“AS A BUSINESS
OWNER, OUR
NUMBER ONE
CUSTOMER IS OUR
TEAM. ALWAYS
PUT YOUR
TEAM FIRST.”

A veteran entrepreneur, music producer, and home builder, Steven Ozbun is currently the CEO of the sunglasses and apparel brand TradingLooks.com. He managed to grow his company from a team of 3 to well over 150 team members as well as expanded their product line from zero revenue to a whopping \$20 million annually.

Ozbun calls his first true love to be music. As an 80's baby, he was influenced by some of the most iconic artists of all time such as Elvis, Cher, and Prince. Because of this passion for the music industry, he established Spinindustry Entertainment which was a production company that produces his music, as well as undiscovered talents, no one has heard of yet. What's truly unique is the vision Ozbun had for this type of music - it was a blend of house music and hip hop which is somewhere around 120 to 128 bpm repeating hip hop phrases on a house beat. Ozbun goes by the artist name of "OZ music nation." Under this name, he has produced 20 original tracks and has released five mixes. From a passion project - Ozbun has grown his passion project into something much more.

Just recently, Ozbun founded "Continuum Residential" which is a design and build firm specializing in finding first turn historical candidate homes and re-imagining them leaving character and modern amenities. This is all done while doing their best to use the properties' original footprint.

Originally going to school to be an architect, the vision comes naturally for him. In the Continuum Residential portfolio are five homes in different phases of construction in Point Loma spread out across Ocean Beach, Sunset Cliffs, Plumas Park, and Loma Portal. The properties span across architectural types mid-century modern, Tudor, Spanish, and beach bungalow - all homes are being re-imagined with hotel-like amenities and true to era modernized flair.

In addition to these brands, Ozbun also continues to provide marketing and strategic consulting services to select clients in consumer-driven industries. You can learn more information about these services via his website www.stevenozbun.com.

Sassy & Co magazine recently caught up with Steven to discuss his journey to entrepreneurship and here's what went down:

Can you tell us more about your journey to entrepreneurship?

2008 was a great year to launch a company, right? For most, absolutely not. We didn't let this get in our way. We hit the ground running and never looked back so we were so excited about our marketing and website products and the problems they solved. I loved the industry and the people. I had a blast, I loved what I did. In about a decade we grew from a team of 3 to well over 150 team members, expanded our product line from zero revenue to \$20 million recurring, annually and most of all, we were filthy rich in company culture. Our team loved their jobs and our clients loved our team, products, and successes.



Why did you start Trading Looks?

I love sunglasses. I remember once, I spent half of my paycheck on sunglasses yet they were constantly lost, broken, or borrowed indefinitely. So I decided to create a way to solve the issue of expensive sunglasses that do not last by providing fresh new pairs regularly at a low monthly fee.

Why do you think so many startups fail before reaching their full potential?

Creating something from nothing comes with a set of extremely challenging pieces and situations. I see many startups fail due to being too concerned about the immediate impact a decision has on the company rather than the long-term effects, losses, and gain that decision may be catalyzing.

What would you say is the secret to your success?

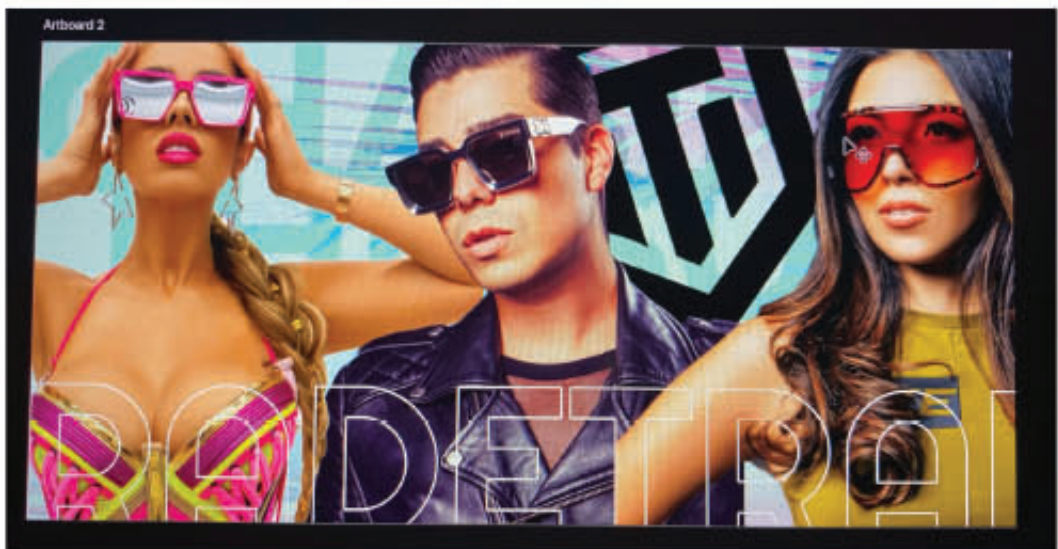
As a business owner, our number one customer is our team. Always put your team first, make sure they are valued, love what they do, and are in the right role for their success. Watching a team grow into leaders is probably the most enriching piece of entrepreneurship.

What is your definition of success?

Rich is happiness, rich is friendships, rich is love, health, and success. Success is not the title on your business card or the zeros in your bank account. Success is failing miserably, success is being broke but happy, smiling; no matter how your day is going. Success is an accomplishment, reputation and giving it your all, and being proud of who you are. Are you set up for success?

What are your future plans for your business?

More marketing. It's exciting to grow brands in extremely different markets and industries. I have always been into real estate design and development as well as entertainment and fashion.





Steven Ozbun is currently the CEO of the sunglasses and apparel brand TradingLooks.com. He managed to grow his company from a team of 3 to well over 150 team members as well as expanded their product line from zero revenue to a whopping \$20 million annually.



TRADE



Influencer and Model Kayla Fitzgerald for QP Magazine



MAKE WAY FOR Rozalia

Ever since she was a child, Rozalia continuously developed her passion for fashion. In her creations, you'll be able to celebrate the beauty of nature and the wonderful architecture of your body. She feels inspired and attracted by the "modern," but always with faith in love for traditional reasons, and the handmade embroidery, which makes your special outfit unique. She believes that women are designed to shine and be admired. But women's sensual way of being is indeed empowered by what they wear and how they wear it. This is why she allows herself the challenge of complementing your truly complex architecture. Some of her greatest accomplishments are NYFW, Abu Dhabi, Bratislava, Beijing (with the price for The Most Creative Designer), Paris and she also has plans this month to open her own showroom in Timișoara, Romania, Iulius Mall Location.





INTRODUCING PAVLINA Jauss

Pavlina started designing her first collection in 2014. Her avantgardistic collections have been shown during Paris Fashion Week, since 2016. Sustainability always had a key role in her business. For this reason, they produce their collection mostly in their own studio in Hamburg, Germany. They also guarantee that all used materials are from European or Japanese suppliers. The knitwear (the only exception production-wise) is produced in Bulgaria, the country where Pavlina was born.

Pavlina has shown her collections on runways in London and Paris. They have a growing network of stockists around the world including Egypt, Italy, Russia, Georgia, and the United Kingdom.



GET TO KNOW FERNANDA Covarrubias

Fernanda Covarrubias is a Mexican Eco-Fashion Designer and stylist with over 13 years of experience within the Fashion industry. She currently lives in Geelong VIC Australia for 5 years ago.

Fernanda grew up surrounded by sewing machines and fabrics; as one of her closest aunties was a seamstress. After graduating from the Fashion School, she worked in different clothing factories, which gave her experience and knowledge in the clothing manufacturing process, from swimwear to jeans, etc.

After a few years of gaining experience in the fashion field, she launched her own clothing brand label, which was made of Deadstock fabrics and was 100% locally made and distributed in Guadalajara Mexico.

After over a year living in Australia, she founded her own clothing brand, which bears her name Fernanda Covarrubias; which is based on Upcycled and deadstock materials and is Australian-made. She was a finalist at the last "We the makers" Festival in Geelong last year.

She has a blog, The Second Runway, where she promotes Sustainable Fashion and Slow Fashion Styling. She is also The Save The Children Australia official VIC's fashion stylist and runs Upcycling and styling workshops for refugee women in Geelong.

Part of her job has been featured in local newspapers and magazines like That's Australia. She aims to create awareness about the impact that fashion has on the current climate crisis and also in the Fashion worker's lives.







LUX

MODELLING & FASHION ACADEMY