

SASSY CO.

AUGUST 2023

MAKE WAY FOR
BARBIECORE MANIA!

TOP 10
**Tips
and
Tricks**

TO DRESS A LOT
BETTER IN 2023

INTRODUCING
Kristen
SANTOS



Genevieve
MACABENTA



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CONTENTS

- 6 **Fashion:** From clothing to decor, the Barbiecore trend is making its way across the board!
- 8 **Beauty:** Unlocking the power of Hydrosols
- 12 **Designer Spotlight:** One on one with emerging fashion designer Lidia Kokowicz
- 16 **Style Spotlight:** Top 10 fashion essentials every woman should know about
- 20 **Cover Story:** Get to know the incredible Kristen Santos and Genevieve Macabenta
- 24 **In Pictures:** City Chic launches it's fabulous A/W23 campaign

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EDITOR'S NOTES

In this edition of our magazine, we are thrilled to present two exceptional women whose stories encapsulate the spirit of determination, achievement, and impact. Our cover story features Kristen Santos, also known as "Tootsie Aseron," a dynamic figure in the world of pageantry, modeling, and compassion. Alongside Kristen, we shine the spotlight on Genevieve Macabenta, a visionary force in the finance industry.

Kristen Santos's journey from a young enthusiast to a prominent pageant and model showcases the power of following one's passion. Her story resonates as an embodiment of beauty, compassion, and triumph. Genevieve Macabenta's path in the finance industry is a testament to the rewards of dedication and expertise. Her journey is a testament to the transformative potential of knowledge and perseverance.

As you delve into the pages ahead, we invite you to immerse yourself in the inspiring narratives of Kristen Santos and Genevieve Macabenta. Their stories remind us that dreams can be pursued, challenges can be overcome, and positive change can be ignited through passion and purpose. We hope their journeys resonate with you, serving as a source of motivation and empowerment. Enjoy this edition as we celebrate the remarkable achievements and contributions of these extraordinary women.

Jenny Hu
Editor-in-Chief



Photo Credit: Tony Palliser/Studio 49



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THE RISE OF BARBIECORE

Step into any clothing store nowadays, and you'll be greeted with an explosion of pink. The "Barbiecore" trend has overtaken the fashion world, fueled by the buzz surrounding the recently released "Barbie" film.

With outfits inspired by the doll's signature color, Barbiecore has become a fashion phenomenon, thanks partly to Mattel Inc.'s clever marketing stunts to promote the upcoming movie. From Barbie sneakers to Barbie backpacks and even Barbie swimsuits, this vibrant trend is overtaking the fashion scene.

"There is not a corner of the globe that hasn't turned pink," says Richard Dickson, Mattel's president, and chief operating officer, in an interview. Barbiecore is sweeping across cultures and continents, capturing the hearts of fashion enthusiasts everywhere.

The impact of Barbiecore isn't limited to clothing stores; it's also making waves in the film industry. As the "Barbie" movie's popularity soars, women plan Barbie-inspired outfits to wear to screenings, making the experience even more exciting and immersive. Theaters are capitalizing on the trend by hosting special events to attract ticket buyers, further cementing Barbiecore's influence.

With her timeless charm and appeal, Barbie has inspired generations of girls and women to dream big and embrace their unique style. Now, with Barbiecore, her iconic color palette and fashion-forward aesthetics have become a global sensation, reinventing how we approach fashion.

So, whether you're a fashion enthusiast or a Barbie fan, get ready to embrace the power of pink and dive headfirst into the world of Barbiecore. From runways to everyday street style, this trend shows no signs of actually slowing down, proving that Barbie's influence on the fashion scene is here to stay. So, why not join the Barbiecore movement and let your style sparkle with a touch of the iconic doll's signature pink? It's time to unleash your inner Barbie and rock this fashion revolution!



UNLOCKING THE POWER OF Hydrosols

When it comes to skincare, there is always something new to learn and a new ingredient to explore. One such ingredient that has gained popularity in recent years is hydrosols. Hydrosols have now become a staple in many waterless skincare brands and a selling point for waterless skincare products, but what are their unique properties and benefits that have everyone checking ingredient lists for them?

In this article, we will explore the world of hydrosols, understanding what they are, how they are made, which types are commonly used in skincare and what benefits they offer.

What are Hydrosols?

Hydrosols, also known as "hydro-distillates," are the by-product of the production of essential oils. Specifically, they are the by-product of the steam distillation process used to produce essential oils from plant material.

This steam distillation process begins when plant material such as flowers, leaves, or herbs are placed in a distillation apparatus. The apparatus uses steam to pass through the plant material, causing the essential oils to evaporate. The steam carrying these essential oils is condensed and then collected. The collected liquid contains both essential oil and hydrosol, with the essential oil floating to the top of the collected liquid and the hydrosol remaining at the bottom.

The two are separated, resulting in an essential oil and hydrosol of the plant from which it is made.

What makes Hydrosols different from essential oils?

The difference between essential oils and hydrosols is that essential oils are highly concentrated and often need to be diluted before being used directly on the skin. Essential oils can easily cause irritation and damage when used directly on the skin. On the other hand, hydrosols can be applied directly to the skin without dilution and have a more subtle, delicate scent of the plant they are made from. They also contain a wide range of water-soluble compounds from the plant they are made from. These water-soluble compounds include aromatic molecules, phytonutrients, organic acids, vitamins, and minerals, making hydrosols an easy addition to boost your skin routine. This is why more brands, such as House of Immortelle, often use hydrosols in their products.

What are the benefits of hydrosols?

The most significant benefit of hydrosols is their hydrating and moisturising properties. Because hydrosols contain water-soluble components that are easily absorbed by the skin, they help to replenish the skin's moisture levels, leaving it feeling soft, plump, and supple.

The second major benefit of hydrosols is their soothing and calming properties. These properties are ideal for sensitive skin as they can help reduce redness, inflammation, and discomfort. This can be useful for those with conditions such as eczema or rosacea. And because hydrosols are gentle by nature, they can be used without fear of causing further irritation.

Hydrosols also often contain the antioxidant properties of the plant they are made from. Antioxidants help protect the skin from environmental damage and premature ageing, and can neutralise harmful radicals, further reducing the appearance of fine lines, wrinkles, and age spots. In addition, hydrosols support the skin's natural barrier, helping it to defend itself against external pollutants, irritants, and other aggressors.

Finally, hydrosols often have therapeutic properties due to the flavonoids, terpenes and phenols contained in their key compounds, which are derived from the plant from which they are made. This makes hydrosols a good and natural mood enhancer that can be sprinkled throughout the day.

In short, hydrosols have a wide range of benefits that can be summarised as moisturising, gentle, skin-enhancing, and therapeutic.

What are the different types of hydrosols?

Because hydrosols are made from plant material with their own specific benefits, their range of benefits also vary depending on which plant material they were derived from.

Here are some hydrosols that are commonly used due to their specific benefits.

1. Rose Hydrosol

Derived from rose petals, rose hydrosols are often used for their soothing and hydrating properties. They help to balance the skin's natural pH level and are suitable for most skin types, including sensitive and mature skin. As well as moisturising, rose hydrosols help to reduce redness and inflammation while promoting a revitalised complexion. They also contain a mild rose scent known for its calming effect on the mind and emotions. One way to incorporate rose hydrosols into your skincare is by opting for a mist such as this House of Immortelle Hydrating Rose Facial Mist.

2. Chamomile Hydrosol

Chamomile hydrosols are known for their gentle and soothing properties, very similar to those of the chamomile flowers from which they are derived from. Because of these soothing properties, chamomile hydrosols are known to be particularly beneficial for sensitive and inflamed skin, as it can help to soothe and comfort irritated skin. It also reduces redness, soothes itchiness, and contains antioxidants that support skin health.

3. Lavender Hydrosol

Lavender hydrosol is known for its soothing and balancing properties. It is ideal for acne-prone and sensitive skin as it can soothe irritation and promote a clearer complexion. Lavender hydrosols also have antiseptic properties that help heal and prevent break-outs.

Those are some of the most commonly used hydrosols in skincare and what makes them so beneficial.

Hydrosols have become a valuable addition to the world of waterless skincare. Derived from steam distillation, these floral waters offer numerous benefits, including hydration, soothing and antioxidant properties. They replace harsh toners and provide a natural alternative that nourishes the skin without causing irritation.



FEATURED DESIGNER: LIDIA Kokowicz

Lidia Kokowicz is a fashion designer who hails from Poland – she's a graphic designer by education. Fashion has been with her since she was a child; from illustrations to changing into different outfits and shoes that were lying in her mother's wardrobe – even then, she knew that she wanted to create her own projects. She won a scholarship at the Polish Fashion School, and she actively takes part in nationwide and international competitions – she has been published in various fashion magazines and has won many awards and distinctions. At the moment she's working on her graduation collection at the School of Artistic Fashion Design in Krakow to obtain the title of fashion designer.

Her designs are appreciated by stylists and artists from all over the world. She transfers geometricity to her new fashion ideas, she deviates from patterns, and she likes large forms and interesting textures. She also paints clothes by hand and remakes shoes.

Some of her accomplishments include being asked to participate in the Cracow Fashion Awards fashion shows as a stylist, working with Karolina Płocka from the "Top Model" program – Polish edition, appearing in several publications such as Horizont magazine, Edith Magazine, Imirage magazine, Scorpio Jin Magazine and Malvie magazine. She has also been featured on the global American platform NOT JUST A LABEL based in London and Los Angeles, her artistic mask has been published in the Argentinian catalog of Centro Argentino de Arte Textil, and she won first place in the Polish Talent Support 2018 international competition in the FASHION category.

Sassy & Co Magazine recently caught up with Lidia to discuss her journey in the fashion world and here's what went down:

How did you get into the fashion industry?

Since I was a child, I dreamed of entering the world of fashion. I was blessed with talent, I kept drawing dolls and characters. I bought a lot of fashion magazines, read interviews with designers, watched beautifully styled stars, and photo sessions. I decided that after studying graphic design I want to do a second school – Fashion. I managed to take 1st place in an international competition for my own collection, and the prize was a scholarship at the School of Artistic Fashion Design in Krakow. This is how I started creating dreams.

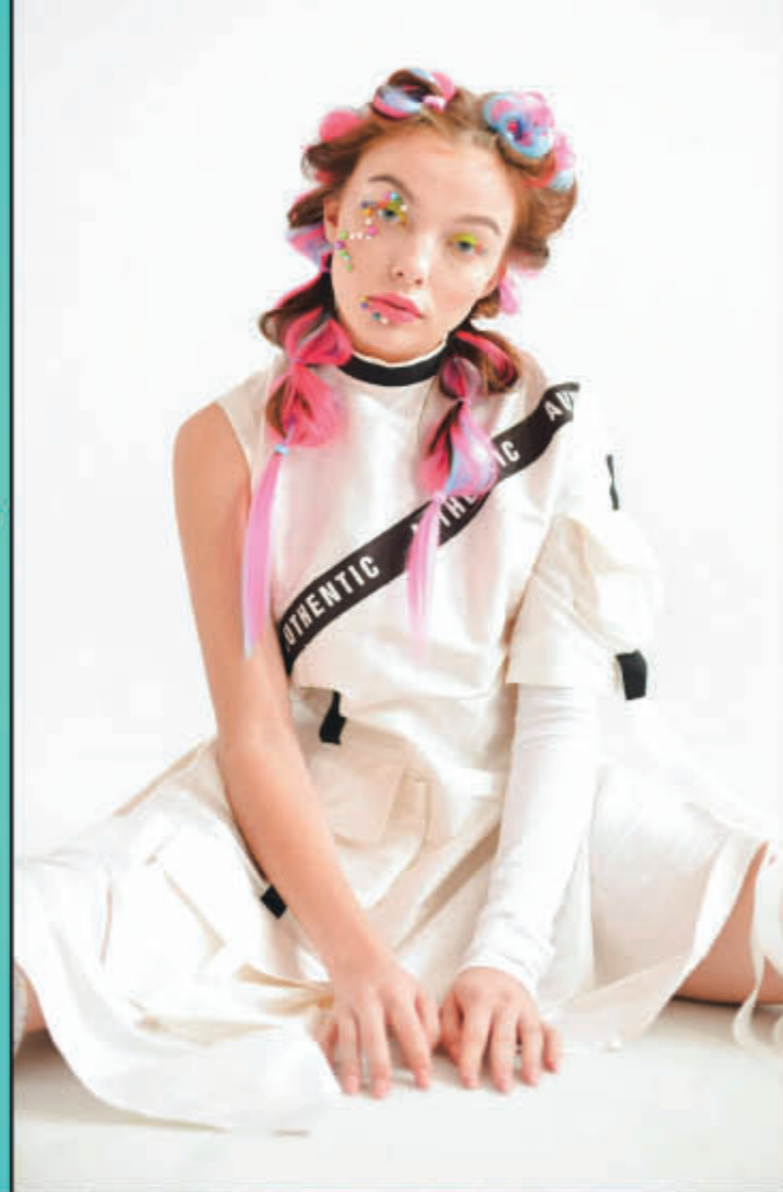
What do you like most about being a designer?

I know I'm in the right place, people like what I do. First of all, I combine work with passion, develop my own creativity, and meet a lot of interesting people. I love the moments when I get a lot of nice messages, questions, and requests for loans of my pieces. However, what I love the most is when, after completing the entire project, I am fully happy with the effect I wanted to achieve, even though it sometimes lasts all night. I know that my effort and fatigue were not wasted.

Downside to being a fashion designer?

If you love what you do, you don't see any drawbacks in it, but in this profession, you can't allow yourself to drop in form – you have to endure criticism and believe in yourself. In this world, one should be strong and confident. Stress keeps me motivated.





What has been the most memorable experience of being in the fashion industry so far?

My first fashion show for sure! I was accompanied then by various emotions. I really wanted my styling to be perfect. I remember standing backstage waiting for my model to perform. I couldn't believe it was happening, that I was there. Eventually, it hit me when my projects suddenly appeared in the public eye. I was very touched, to the point of tears. The second such situation took place at the Final Gala of the International Off Fashion Competition 2021, when the well-known and Polish fashion designer Marcin Paprocki, from the Paprocki & Brzozowski duo, personally wrote a message on my Instagram recognizing my projects. That was the second time I was so excited. For a novice designer, it is a great honor to read such words from a respected personage in the world of fashion.

What is the best advice you have ever been given?

A lot of work, a lot of work, and a lot of work again!

I like it when the things I create are fully original and refined in every detail. Sometimes I prefer to make one great creation than ten bad ones. I am fully involved in my work as a designer, sometimes it involves some sacrifices. There are days when I spend the whole day working on projects, while my family or friends have a great time. I always reward myself for those days. I am used to the fact that working on continuous ideas is part of the profession of a designer.

What are your future plans? Inside your career or out of it.

At this stage, I'm in the process of creating my graduation collection. In the meantime, I have designed my own collection – you can follow my Instagram profile @kokowicz_lidia, and you will soon find out where my collection will be available.

In addition, I would like to start cooperating with an interesting sewing room, because I am thinking of designing my own footwear. I also hope that I will have the pleasure to dress an interesting red carpet star in my clothes. Of course, in the future, I intend to open my own brand.

A woman with long brown hair is sitting on a white floor, leaning against a white wall. She is wearing a black blazer and black trousers, and black pointed-toe pumps with thin straps. Her right hand is resting on her head, and she is looking directly at the camera with a neutral expression.

Top 10 Fashion Essentials *For 2023*

We've interviewed fashion experts and clothing aficionados to get their recommendations on what a stylish woman would need to be "in fashion" in 2023.

As the fashion world evolves with each passing year, 2023 promises a fresh and exhilarating palette of trends and styles that are set to redefine our wardrobes. From versatile classics to daring statement pieces, this year is all about celebrating individuality and self-expression. Let's explore the fashion essentials that will undoubtedly dominate the scene and help you curate a stylish and on-trend wardrobe for 2023.

1. Sustainable Chic: The Era of Conscious Fashion

In 2023, sustainable fashion takes center stage. From eco-friendly fabrics to ethical production practices, conscious consumerism is no longer a trend but a lifestyle. Invest in timeless pieces that embrace sustainability, such as organic cotton basics, recycled denim, and cruelty-free accessories. By incorporating sustainable choices into your wardrobe, you not only elevate your style but also contribute to a more responsible fashion industry.

2. Power Suits: Embracing Empowerment

The power suit is back and stronger than ever. This year, suits come in a variety of styles, from oversized blazers with wide-leg trousers to tailored sets with a hint of '80s inspiration. Whether you opt for neutral tones or bold patterns, the power suit is a symbol of confidence and authority that transcends traditional boundaries of gender and age.

3. Statement Outerwear: Embrace the Drama

Outerwear takes a bold turn in 2023 with exaggerated silhouettes, voluminous sleeves, and avant-garde designs. Statement coats and jackets in unexpected textures and vibrant hues add a touch of drama to even the simplest of outfits. Don't be afraid to make a grand entrance with outerwear that demands attention and ignites conversations.

4. Elevated Athleisure: Where Comfort Meets Style

The athleisure trend continues its reign, evolving into elevated loungewear that effortlessly combines comfort and style. Luxurious fabrics, sleek cuts, and refined details transform your everyday joggers and hoodies into chic ensembles suitable for a multitude of occasions. This fusion of ease and elegance showcases the evolution of casual wear.

5. Nostalgic Nods: Vintage Revival

Nostalgia takes center stage as vintage-inspired elements make a comeback. From '70s bohemian prints to '90s grunge aesthetics, retro-inspired pieces add a sense of familiarity and charm to contemporary outfits. Experiment with vintage accessories, patterns, and silhouettes to infuse your wardrobe with a delightful touch of the past.

6. Tech-Infused Fabrics: Futuristic Fashion

As technology continues to influence all aspects of our lives, it's no surprise that it's making its mark on fashion too. Technical fabrics with moisture-wicking properties, UV protection, and temperature regulation are becoming staples in modern wardrobes. Look out for garments that seamlessly blend innovative features with high-fashion designs.

7. Elevated Denim: Beyond the Basics

Denim remains a wardrobe staple, but in 2023, it receives a luxurious upgrade. Distressed and embellished jeans, unique denim cuts, and unexpected washes redefine the versatility of this timeless fabric. Step outside your comfort zone and experiment with denim that boasts artistic craftsmanship and distinctive details.

8. Playful Accessories: Statement-Making Additions

Accessories become the ultimate playground for self-expression in 2023. Bold and quirky statement pieces, from chunky jewelry to vibrant handbags, allow you to showcase your personality and creativity. These eye-catching add-ons are conversation starters that effortlessly elevate any outfit.

9. Maximalist Prints: More is More

Minimalism takes a back seat as maximalist prints and patterns dominate the scene. From animal prints and bold florals to abstract graphics, mixing and matching becomes an art form. Embrace the vibrant energy of diverse prints to create ensembles that showcase your unique aesthetic.

10. Customization and DIY: Unleash Your Creativity

2023 encourages you to embrace your inner designer. Customization and do-it-yourself projects surge in popularity, allowing you to transform basic garments into one-of-a-kind masterpieces. Whether it's embroidery, patches, or hand-painted details, infuse your wardrobe with a personal touch that reflects your individuality.



Kristen

SANTOS

Kristen Santos, affectionately known as "Tootsie Aseron," has woven a tapestry of remarkable accomplishments, from the dazzling world of pageants and modelling to the realm of compassion and philanthropy. Her life story is a testament to her unwavering spirit, resilience, and boundless dedication to making a positive impact.

Beginning her journey at a tender age of 9, Kristen's passion for pageantry and modeling ignited. Little did she know that this spark would lead her on a path of empowerment and influence that would touch countless lives.

Marriage embraced Kristen's life at the age of 19, and she soon donned the role of a devoted mother. Her nurturing spirit extended to her beautiful 22-year-old daughter, Jolleen Santos, and her 20-year-old twin sons, Nicholas and Jarrel Santos. Kristen's journey as a mother was intertwined with her pursuits in the world of pageants, modelling, and coaching.

As a prominent figure in the modelling industry, Kristen's influence resonates through her role as a pageant, model, and runway coach at one of the most esteemed model talent scout academies in Balmain, NSW, Australia. Her dedication to nurturing and honing young talents reflects her commitment to shaping the future of the industry.

The global stage beckoned Kristen, and she answered the call with grace and determination. In a remarkable display of talent and beauty, she represented Australia in the Mrs Universe LTD 2021 World Competition, a prestigious event founded by Megi Savova and Sava Tsekov. This showcase of grace and charm took place in South Korea, underscoring Kristen's international presence.

However, Kristen's story transcends the spotlight. Her heart is as radiant as her presence on the stage. Guided by compassion, she has ventured into numerous charitable endeavors, making a profound difference in the lives of those in need. From providing relief to victims of the Taal volcano eruption in the Philippines to supporting children battling heart disease through innovative merchandise sales, Kristen's commitment to giving back shines brightly.



Photo Credit: Tony Palliser/Studio 49

During the tumultuous times of the Covid pandemic, Kristen's spirit of generosity continued to flourish. She extended her helping hand to feed the homeless in various areas across the Philippines, demonstrating unwavering empathy and solidarity with those facing adversity.

Kristen's journey in the modelling world is adorned with accolades and achievements. Her elegance and poise have graced campaigns for a multitude of products, including watches, clothing, shoes, beauty essentials, and even condiments, in Australia.

Now, as she stands on the threshold of a new endeavour, Kristen's star shines ever brighter. Competing as Mrs. Supermodel Worldwide Australia 2023, she is poised to grace the stage in India in October 2023. This remarkable feat in the Mrs. Supermodel Worldwide competition, founded by Sandeep Kumar, promises to be another chapter in Kristen's legacy of triumph.

Kristen Santos, "Tootsie Aseron," exemplifies the embodiment of beauty, compassion, and triumph. Her journey resonates as an inspiration to all, a testament to the transformative power of pursuing one's dreams, spreading kindness, and leaving an indelible mark on the world.



Genevieve

MACABENTA



Genevieve Macabenta's ascent in the finance industry reads like a captivating odyssey of dedication, skill, and unwavering determination. Her initiation into the world of finance commenced at the young age of 19, a mere stepping stone after completing her Bachelor's Degree in Business Management and Business Marketing. With her mother's brokerage serving as the inaugural platform, Genevieve's journey was set in motion.

A pivotal transition saw her joining Australia's largest banking institution, The Commonwealth Bank of Australia, at 22. This marked the commencement of an illustrious corporate voyage, with Genevieve embarking on her role as a Business Banking Associate within the call center. Guided by her thirst for knowledge and an innate drive, she swiftly scaled the corporate ladder, progressing through diverse Sales and Relationship Manager positions in the realms of business and corporate banking.

By the tender age of 26, Genevieve stood as a Corporate Banker, skillfully managing an extensive portfolio of Small and Medium-sized Enterprise (SME) clients with turnovers ranging from 5 to 20 million. Her mastery of client relationships and the intricacies of corporate finance became evident as she navigated the complexities of handling seasoned clients, often much senior in age and experience.

In a testament to her adaptability and versatility, Genevieve's journey at CBA culminated in a pivotal role as a dedicated home lender for SME clients in 2012. This exposure to home loan and personal lending products would later prove instrumental in shaping her path as an entrepreneur.

The year 2018 heralded Genevieve's visionary leap as she founded PW Mortgage Partners, a boutique finance brokerage poised to tackle diverse financial domains. From personal loans and car loans to home and investment lending, business and commercial financing, and Self Managed Super Fund loans, her venture became a dynamic hub of financial expertise.

As 2023 unfolds, Genevieve's ambitions only broaden. Stepping beyond borders, she embarks on expanding to diverse cultural markets, an endeavor bolstered by her dedicated team. This expansion comes with a heartwarming outreach to the expansive Filipino communities in regional areas, offering them her expertise and unwavering support.

Genevieve's journey is one punctuated by key milestones, each a testament to her dedication, foresight, and relentless pursuit of excellence. From her formative years in her mother's brokerage to her transformative role as Managing Director at PW Mortgage Partners, she has journeyed through the dynamic currents of the finance industry with finesse and tenacity. Genevieve's story stands as an inspiration to aspiring entrepreneurs and seasoned professionals alike, showcasing the power of passion, adaptability, and an unyielding commitment to growth.

city chic

Launches A/W23 Campaign

The A/W23 season has begun and along with it comes something exciting... City Chic's brand new campaign launch! City Chic A/W23 brings nothing but newness to the table, parading a curated collection of beautifully tailored pieces for days you're searching for that 'wow' factor. Coming into the winter months, we're seeing a strong trend in the fashion industry that points towards the colour purple. Whether it's lighter lilacs or deep hues of oxblood and mulberry, one thing's for certain: purple remains a key colour for 2023. Associated with mystery, extravagance, peace and pride, there's something so desirable about this hue we see splashed across all the runways right now.



Flaunting flirtatious florals on an oxblood base, the Samara Maxi Dress is a certified statement-maker. This boho-chic silhouette is flatteringly tailored to your every curve, draping dramatically at the ankle. Long sleeves make this style weather-appropriate, while a true wrap closure ensures easy styling on-the-go.

Introducing: the Rosalie Maxi Dress. Boasting two stunning colourways, gunmetal and black, this evening gown is designed to have you looking (and feeling) a million dollars.

As a two-piece set, Rosalie features a streamlined sequin bodysuit and detachable maxi skirt, creating a defined waist and impressive silhouette that'll turn heads at any red carpet affair.



City Chic's intricate sequins offer a high-shine, high-drama finish, ensuring you catch the light brilliantly in every room. Accompanied by premium satin lined interiors, Luxe Lavish offers premium fabrications and opulence from head to toe.

COMING SOON...



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