

A publication for upcoming and established fashion designers, entrepreneurs and professionals

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# SASSY + CO.

JANUARY 2024

ALL HAIL  
GURUJI  
SHRII

ARNAV: THE DREAM  
WE DREAM

THE ROADMAP TO  
SUCCESS  
How to  
crush your  
goals in 2024



Revered and beloved Guruji Shrii Arnav  
at the prestigious private screening of  
the selected works of the French  
Impressionist painter Claude Monet.

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## EDITOR'S NOTES

In the pages of our latest issue, we are privileged to present an enlightening cover story featuring Guruji Shrii Arnav, acclaimed globally as the Father of Astro Gemology. Renowned for mentoring statesmen and millionaires, Guruji seamlessly integrates spirituality, Astro Gemology, and contemporary management techniques, offering profound insights that have transformed countless lives.

As we step into the promising canvas of 2024, our issue also unfolds a comprehensive guide to navigating the New Year with success. Explore strategies, set achievable goals, and embrace a mindset geared towards prosperity and personal growth.

Moreover, our editorial team extends a thoughtful exploration into the realm of mindful living, starting with a guide on detoxing your wardrobe for 2024. Discover the art of decluttering, and embark on a journey towards a refreshed, intentional, and stylish lifestyle.

Join us in this edition as we intertwine spirituality, success strategies, and practical lifestyle tips, offering our readers a holistic approach to embracing the opportunities and transformations that the coming year holds.

**Jenny Hu**  
Editor-In-Chief



COMING SOON...





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## IN PICTURES: SASSY & CO COVER MODELS AT SIR STAMFORD CIRCULAR QUAY

As we approach the end of a transformative year, we are compelled to express our gratitude for the remarkable journey we've undertaken together. The past year has been nothing short of extraordinary, marked by achievements, growth, and the unwavering commitment of the entire Sassy & Co family.

We are thrilled to share that our end-of-year celebration, held at the lavish Sir Stamford Circular Quay on December 17, was a resounding success. The splendid venue provided a fitting backdrop for a night of camaraderie, reflection, and celebration of our collective achievements.

This year has been a journey of milestones and accomplishments for Sassy & Co magazine. From groundbreaking fashion insights to captivating cover stories, we've continued to provide our readers with content that informs, inspires, and empowers.

As we bid farewell to 2023, let us carry forward the lessons learned, the triumphs celebrated, and the challenges overcome. Together, we stand poised to embrace the opportunities that 2024 holds for Sassy & Co magazine.

As we step into the new year, we are filled with optimism for what lies ahead. We have no doubt that, together, we will continue to set new standards and exceed the expectations of our readers.

We extend our deepest gratitude to each member of the Sassy & Co team, our sponsors, and partners for their unwavering commitment. May the coming year bring us continued success, growth, and fulfillment.

Check out some of the photos of our Sassy & Co cover models taken from Sir Stamford Circular Quay courtesy of George Azmy.















## CRUSH YOUR GOALS THIS YEAR WITH THESE PROVEN STRATEGIES

# YOUR GUIDE TO SUCCESS

As we embark on a new year, it's the perfect time to set ambitious goals and work towards achieving them. Whether your aspirations are personal or professional, the key to success lies in strategic planning, dedication, and resilience. Below is StarCentral Magazine's guide on how to reach your goals in 2024, turning your dreams into tangible realities.

### Define Clear and Specific Goals

Defining clear and specific goals is the foundational pillar for achieving success. Rather than relying on ambiguous aspirations, the key is to deconstruct your objectives into tangible, measurable, and attainable targets. This meticulous approach transforms your aspirations into a well-structured roadmap, providing clear guidance for your actions throughout the year. By outlining specific milestones, you not only enhance your focus but also create a framework that allows for effective tracking of progress. This precision in goal-setting acts as a catalyst, empowering you to navigate your journey with purpose and clarity, significantly increasing the likelihood of successful accomplishment.

### Set Realistic Milestones

Setting realistic milestones is a crucial strategy for achieving success. Break down larger objectives into smaller, more manageable benchmarks to create a series of achievable checkpoints. These milestones serve as crucial progress indicators, allowing you to monitor your development and acknowledge accomplishments along the way. Realistic milestones not only maintain motivation but also contribute to sustained focus on the bigger picture. By incorporating these manageable steps into your journey, you not only enhance your ability to measure progress but also create a sense of accomplishment at each stage. This approach ensures a steady and sustainable pace toward your overarching goals, fostering a positive and productive mindset throughout your pursuit.

### Create a Detailed Action Plan

Creating a detailed action plan is an indispensable component of goal achievement. This comprehensive strategy outlines the specific actions required to accomplish each goal, offering a practical and organized guide for execution. The plan provides a clear understanding of the tasks at hand, breaking down larger objectives into actionable steps. It is essential to be specific about deadlines, allocate necessary resources, and anticipate potential challenges that may arise. By articulating these details within the action plan, you not only enhance clarity but also equip yourself with a roadmap that navigates you through the intricacies of goal implementation. This strategic approach ensures that you are well-prepared, focused, and ready to tackle each task systematically, fostering a higher likelihood of success.

### Prioritize and Organize

Prioritizing and organizing tasks are fundamental aspects of effective time management, essential for successful goal achievement. Prioritization involves categorizing tasks based on their urgency and importance. By distinguishing between critical and less pressing activities, you can allocate your time and resources more efficiently.

Organizing your schedule is equally vital. Allocate dedicated time regularly to work on your goals, creating a structured routine. Consistency plays a pivotal role, as small and regular efforts contribute significantly over time. By adhering to a well-organized schedule, you not only ensure that important tasks receive the attention they deserve, but you also cultivate a disciplined approach to goal pursuit. This strategic and systematic management of your time enhances productivity, allowing you to make steady progress towards your objectives.



### Seek Support and Accountability

Seeking support and establishing accountability is a valuable strategy in the pursuit of your goals. Share your aspirations with friends, family, or colleagues who can offer encouragement, guidance, and inspiration. Building a network of individuals invested in your success creates a supportive environment that can significantly impact your motivation and determination.

Accountability plays a crucial role in this process. When you involve others in your journey, you create a system of checks and balances. Regular check-ins, discussions about progress, and sharing updates with your support network not only foster a sense of responsibility but also provide external perspectives on your path to success. Knowing that others are aware of your goals can serve as a powerful motivator, pushing you to stay focused and committed. By enlisting the help of a supportive community, you not only gain valuable insights but also create a network that enhances your journey toward achieving your objectives.

### Adaptability and Flexibility

Adaptability and flexibility are crucial attributes on the path to success. Acknowledge that the journey may not always unfold as planned and be prepared to adjust your strategies when needed. Life is inherently unpredictable, and unforeseen challenges or opportunities may arise. The ability to pivot, adapt, and embrace change is a valuable skill that can significantly impact your ability to navigate obstacles and seize new possibilities.

Being flexible in your approach allows you to respond effectively to changing circumstances. It's essential to recognize that the initial plan may need adjustments based on evolving situations, external factors, or internal developments. By staying open-minded and willing to alter your course, you position yourself to overcome challenges more effectively and capitalize on unexpected opportunities.

### Continuous Learning and Skill Development

Continuous learning and skill development are fundamental components of a successful journey toward your goals. The commitment to ongoing education not only expands your knowledge base but also sharpens your skills, contributing to personal and professional growth.

Staying updated on industry trends, advancements, and best practices ensures that you remain relevant and competitive. It allows you to adapt to evolving landscapes, seize emerging opportunities, and navigate changes effectively. Continuous learning is a proactive approach that positions you as a dynamic and knowledgeable individual in your field.

### Visualize Success

Visualizing success is a powerful technique that involves creating vivid mental images of achieving your goals. It is a process of mentally rehearsing and immersing yourself in the positive outcomes you aim to attain. This visualization serves as a motivational tool to enhance your focus, determination, and overall mindset.

By visualizing success, you engage your imagination to construct a detailed and compelling picture of reaching your goals. Envision the specific steps, milestones, and the ultimate accomplishment. Picture yourself overcoming challenges, making key decisions, and relishing the emotions associated with success.

### Celebrate Small Wins

Celebrating small wins is a vital component of the goal-setting process that involves acknowledging and appreciating the incremental achievements along your journey. It's about recognizing and giving due credit to the milestones, regardless of their size, as they contribute to the overall progress toward your larger objectives.

The significance of celebrating small wins lies in its positive impact on your motivation and mindset. When you achieve a smaller goal or reach a milestone, taking the time to acknowledge and celebrate it creates a sense of accomplishment. This acknowledgment reinforces the belief that you are making progress and moving in the right direction, fostering a positive mindset.

### Reflect and Refine

The step of "Reflect and Refine" in goal achievement emphasizes the importance of periodic self-assessment and adjustment in your approach. It involves taking the time to pause, analyze, and learn from your experiences, enabling you to make informed decisions that enhance your path toward success.

Reflection is a crucial aspect of this process. It involves looking back on your journey, assessing the progress you've made, and gaining insights into your actions, strategies, and outcomes. By regularly engaging in reflective practices, you cultivate a deeper understanding of your strengths, weaknesses, and areas that may require improvement.

During the reflection phase, it's essential to be honest and objective. Acknowledge both your achievements and any setbacks or challenges encountered. Understanding what has worked well allows you to identify patterns of success, reinforcing strategies that contribute positively to your goals. Simultaneously, recognizing areas for improvement opens the door to refining your methods and addressing potential obstacles.

### Conclusion

As you step into 2024, remember that reaching your goals is a journey that requires commitment, resilience, and strategic planning. By setting clear goals, creating a detailed action plan, seeking support, staying adaptable, and celebrating achievements along the way, you can turn your aspirations into reality. Embrace the challenges, stay focused on your objectives, and make 2024 the year you achieve the success you've been dreaming of.





MASTERING HUNGER: ELEVEN STRATEGIES TO CURB CRAVINGS FOR

# Effective Weight Loss

One of the most difficult obstacles to overcome when beginning a weight loss journey is food cravings. The relentless desire for certain foods can sabotage even the most well-intentioned diet plans. However, understanding the roots of these cravings and adopting strategic measures can empower individuals to take control of their eating habits and achieve sustainable weight loss.

## 1. Stay Hydrated

Dehydration can often masquerade as hunger, leading to unnecessary food cravings. Make it a habit to stay well-hydrated throughout the day. Drinking water before meals can also create a sense of fullness, curbing the urge to overeat.

## 2. Balanced Meals

Crafting balanced meals that include a mix of healthy fats, proteins, as well as complex carbohydrates can help regulate blood sugar levels. Stable blood sugar levels reduce the likelihood of intense cravings, providing sustained energy throughout the day.

## 3. Mindful Eating

Savour each bite and pay attention to your body's signals of hunger and fullness when eating to cultivate awareness. Eating slowly and being fully present can enhance the satisfaction derived from meals, reducing the likelihood of post-meal cravings.

## 4. Incorporate Protein

Protein-rich foods have a satiating effect, helping to control hunger and cravings. Include lean protein sources like poultry, fish, tofu, beans, and legumes in your meals to promote a feeling of fullness.

## 5. Healthy Snacking

Opt for nutrient-dense snacks to satisfy midday cravings. Fresh fruits, vegetables, Greek yogurt, or a handful of nuts can serve as satisfying alternatives to processed snacks, providing both taste and nutrition.

## 6. Identify Triggers

Recognize and understand the triggers that lead to food

cravings. Stress, boredom, or emotional factors can often drive unhealthy eating habits. Developing alternative coping mechanisms such as exercise, meditation, or engaging in a hobby can redirect focus away from food.

## 7. Get Sufficient Sleep

Lack of sleep can disrupt hormonal balance, increasing cravings for high-calorie and sugary foods. Ensure you get an adequate amount of sleep each night to support overall well-being and control food cravings.

## 8. Include Fiber in Your Diet

Fiber-rich foods contribute to a feeling of fullness and aid in digestion. Whole grains, fresh fruits, vegetables, and legumes are excellent sources of fiber that can help curb cravings and support weight loss efforts.

## 9. Plan and Prepare Meals

Having a well-thought-out meal plan can prevent impulsive eating and reduce the likelihood of succumbing to unhealthy cravings. Set aside time for meal prep and ensure that nutritious options are readily available.

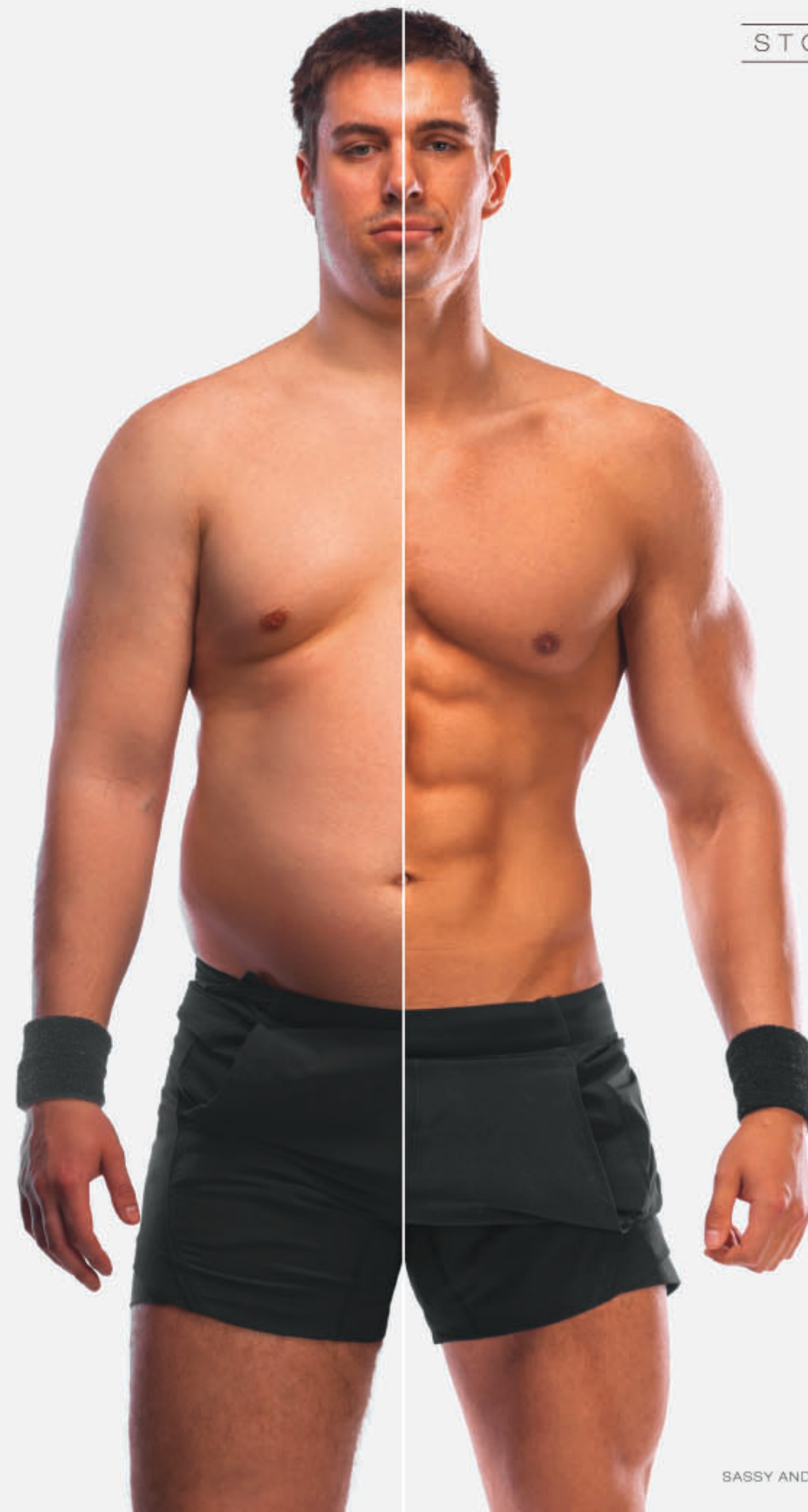
## 10. Stay Active

Regular physical activity not only contributes to weight loss but can also help manage cravings. Engage in activities you enjoy, whether it's walking, cycling, or participating in group fitness classes, to keep both your body and mind active.

## 11. Seek Professional Guidance

If food cravings persist or are significantly impacting your weight loss goals, consider seeking guidance from a registered dietitian or nutritionist. They can provide you with some personalized advice and strategies tailored to your specific needs.

Cultivating a healthy relationship with food involves a combination of mindful eating, balanced nutrition, and understanding the emotional as well as the physiological factors that contribute to cravings. By adopting these strategies, individuals can take proactive steps to curb food cravings, making the weight loss journey not only effective but also sustainable in the long run. Remember, it's not about depriving yourself but making informed choices that support your overall well-being.







## SASSY AND CO'S SEVEN-STEP WARDROBE DETOX BLUEPRINT

Detoxing your wardrobe is a great way to declutter and organize your closet while also being more mindful about the clothes you own and wear. Here are some tips on how to detox your wardrobe:

### Take everything out

The initial phase of detoxing your wardrobe involves the crucial step of "taking everything out." This process serves as the foundation for a thorough assessment and reorganization of your clothing collection.

By removing all items from your wardrobe and spreading them out on your bed or floor, you create a visual inventory of your clothing. This step is essential for gaining a comprehensive understanding of the extent of your wardrobe and allows you to examine each item individually.

### Sort into piles

Once you have everything out of your closet, start sorting your clothes into piles. You can create different piles based on what you want to keep, what you want to donate or sell, and what you want to throw away.

### Assess each item

The next crucial step in detoxing your wardrobe is to meticulously "assess each item." This involves a thoughtful and deliberate examination of every piece of clothing in your collection, guided by specific criteria to determine its continued relevance.

As you sort through your clothes, the primary question to ask yourself is whether you have worn each item in the last year or if there are foreseeable occasions in the future where you plan to wear it. This inquiry serves as a practical and realistic measure of the item's utility and aligns with the principle of keeping pieces that contribute to your current lifestyle.

### Keep only what you love

When deciding what to keep, only keep the clothes you love and feel confident wearing. This will help you create a wardrobe filled with clothes that make you feel good rather than clothes that make you feel self-conscious.

### Donate or sell

For clothes that are still in good condition but no longer want or need them, consider giving them to a nearby nonprofit or selling them online. This will help you give back to your community and make extra money.

### Organize your closet

Once you have decided what to keep and what to get rid of, it's time to organize your closet. Consider organizing your clothes by category, such as pants, shirts, dresses, etc. As a result, finding what you're looking for will be simpler, and it also helps you see what you have in your wardrobe.

### Consider a "capsule wardrobe"

If you're looking to simplify your wardrobe even further, consider creating a capsule wardrobe. A modest selection of clothing that can be combined and matched to create various looks is known as a capsule wardrobe. With a capsule wardrobe, you can simplify your life and focus on quality over quantity.

Detoxing your wardrobe is a great way to simplify your life, be more mindful about what you own and wear, and create a wardrobe that reflects your personal style. These recommendations will help you organize your closet and create a wardrobe you love.





Meet the awe-inspiring founder and mentor of Gemstoneuniverse - Guruji Shrii Arnav. Guruji is a consultant, coach and guru to superstars, top athletes, entertainers, business tycoons and statesmen.

Sassy & Co commences the year 2024 on a remarkable note, as we are honored to host the distinguished Guruji Shrii Arnav of Gemstoneuniverse, renowned as the Grandmaster, Mentor of Mentors, and Father of Astro Gemology, for our inaugural interview of the year.

We are pleased to gain insights from Guruji for 2024, as this should bring tremendous value to our esteemed readers at Sassy & Co. Check out our full interview below:

**We would like to wish you a very happy New Year, Guruji. What is your advice and guidance for us this year?**

I wish everyone a joyous and blessed 2024. Each year has a central underlying theme, and focusing on that theme yields better results.

As posted on social media on January 1, 2024, this is the year to cement and concentrate on solidifying one's foundations. I'm trying to say that when you're building and stacking cement, the cement starts soft; you need to ensure stability and a firm structure; and then it eventually hardens over time. These are the same qualities one needs to incorporate into one's life this year. A soft approach is necessary to unite people but to maintain that unity; you need a firm and hard approach.

**Can you share a pivotal moment or experience that shaped your journey in astrology and entrepreneurship?**

My life's journey has been well documented thus far. Although I come from a family of doctors, professionals, and army personnel, I want to share that a pivotal moment in my life occurred when I experienced the sheer power of astrology and healing gemstones — a power like no other. A power surpassing the combined skills of all my esteemed and distinguished family members.

In the early stages of my career and during the early days of the Internet in 1996, as I delved into online searches for astrology-related information, I was dismayed by the amount of misinformation and fraudulent activities disguised as sacred sciences. I subsequently discovered my mission and purpose: to bring these divine sciences to those who genuinely needed and could benefit

from them. Thus, my journey began, progressing from Yahoo Geocities to the establishment of Gemstoneuniverse.

**How do you balance the spiritual aspects of your work with the business and entrepreneurial aspects of running Gemstoneuniverse?**

The Bhagwat Geeta, often referred to as the song of life, holds the ultimate answer to this question. When your primary focus is on action, which can be translated into engaging meaningfully, doing something you genuinely enjoy and that provides valuable rewards for all parties involved — it transcends mere work as conventionally understood.

It becomes an enjoyable journey - whether your need is physical, mental, spiritual, or transformational. It is a full 360° circle from which one can tap and take what is essential to them. I don't micromanage Gemstoneuniverse anymore because I have transformed into Gemstoneuniverse. I am GEMSTONEUNIVERSE, and The Universe exists in all of us.

**What challenges have you faced in establishing Gemstoneuniverse as a leading provider of Jyotish Gemstones, and how did you overcome them?**

I would not use the word challenge because that is a pretty strong word. I would use the word "situation," and the two situations that I feel will be perpetually there despite all the efforts or work is that one, people do not have the necessary knowledge, appreciation, or tools to discover the difference between a stone and a gemstone. Please remember I am not even talking about Jyotish gemstone therapy, etc. Two is the vast, unorganized market with no standardization or quality certification to ascertain the quality of the people practicing these sciences.

We have done much work in the last three decades, and I hope the work reaches the right audience. I am very thankful to our clients, friends, fans, family, and vendors. Basically, anybody who has been a part of the Gemstoneuniverse ecosystem because that meant a lot of sacrifices and taking up a lot of pain because we went beyond the norm of normal, predictable, and boring.

# GURUJI SHRII ARNAV

THE DREAM WE DREAM



Guruji at the Premium Launch of the LA GEMME series by BVLGARI and that is not GUNMETAL in Le Paris





*"I am very thankful to our clients, friends, fans, family, and vendors. Basically, anybody who has been a part of the Gemstoneuniverse ecosystem because that meant a lot of sacrifices and taking up a lot of pain because we went beyond the norm of normal, predictable, and boring."*

Guruji Shrii Arnav the Dream Within the Dream. A Divine Heart Connect with the Master that goes beyond languages, religions or anything else.

**Your book, "The Secrets of Jyotish Gems," has been widely acclaimed. What motivated you to write it, and what impact do you hope it has on readers?**

I have said that I had no intention of writing the book earlier. But I think this is where the divine intervention comes into play and that the Secret of Jyotish Gemstones is not just a manual about everything related to gemstone astrology. It has been used by statesmen, CEOs, and even commandoes because it essentially has the codes to live a good life. So yes, the people who read The Secrets of Jyotish Gemstones are well documented on Gemstoneuniverse as well as on my social media profile, especially on Facebook. Right from the world's top fashion designers to prime ministers to presidents to superstars, I read the

book, and I am so privileged that they sent me pictures of them with the book, which led to the post of INABSENTIA Guruji. I think you can provide a link to the readers to understand what The Secrets of Jyotish Gemstones has done, but let me tell you, I have not spent a single dollar yet on its promotion or advertising.

**You work with the top fashion brands, supermodels, and signature styles from Versace to Gucci - What is your definition of fashion, and how can one be truly fashionable?**

To keep it simple, fashion is your personal style, and the only thing that makes fashion fashionable is your CONFIDENCE. That is the ONLY accessory that you will ever need. Fix that, and everything else falls into place.



A Rare Gem. Guruji Shrii Arnav in New York in Later 90's. Legends in gilded forums have connected the Dots with FedEx and TEDx. Guruji's TEDx Talk on Mental Health reached 1 million views in 3 weeks and has been declared as one of the top 5 Talks of 2023 by the British Journal

**In your extensive career, how have you seen the perception and understanding of Jyotish Gemstones evolve over time?**

In addition to Jyotish Gemstones, color, and light have extraordinary qualities, and I am continuously exploring the numerous and incredible effects of color alone.

That being said, there are certain individuals who have been inspired to delve deeper into the knowledge of Jyotish gemstones, for which we hold a worldwide trademark patent and copyright.

There has been a perceptible shift in mindset among a significant audience, and now, people openly wear and take pride in their gemstones.

The shift has transitioned from hiding the fact that they draw inspiration from a higher power. Now, they are comfortable with it and, most of the time, are delighted and proud to flaunt it.

**As a mentor and educator, what advice do you give aspiring entrepreneurs entering the gemstone and astrology industry?**

I want to offer, or more appropriately, share two pieces of advice.

The first piece of advice is to be in an innovative and learning mode consistently. There is so much to learn, and reaching the legendary level involves efficiently implementing those learnings.

The second point is that honesty, courtesy, and trust in our words are never old-fashioned. Any business or individual actively pursuing and embodying these virtues will succeed.

**How do you see the future of Gemstoneuniverse evolving, and what goals do you have for the organization in the coming years?**

The dream of Guruji Shrii Arnav has become the dream of many other humans, and it shall now forever be dreamt because we have now reached the stage of "Squaring the Circle" and "Circling the Square." GEMSTONEUNIVERSE does not need to see the future, for at every moment, we remain.

Thank you, Guruji, for your valuable time and input.

We at Sassy & Co. are blessed to have you as our cover story for 2024. We strongly recommend following Guruji Shrii Arnav's personal profile on Facebook for his insightful and life-changing posts.

Instagram: @gemstoneuniverse  
Website: www.gemstoneuniverse.com

Legendary Playback Singer- Anuradha Paudwal with The Secrets of Jyotish Gems at the Society Achievers Awards in Mumbai- India





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## SNEAK PEEK: CELEBRITY HOMES UNLOCKED THE HISTORIC GREEN GABLES

One of California's largest and most interesting estates, historic Green Gables in Woodside, was the summer residence of the entrepreneurial Fleishhacker family of San Francisco. After the 1906 earthquake and a family trip to England, the family began buying land to build a compound that would emulate the thatched-roof homes they had seen on their vacation. At 74 acres, and still in the Fleishhacker family, the property with its multiple homes and supporting buildings - 110 years after it was built - is for sale priced at \$110 million.

Money was no problem for one of the busiest and wealthiest families in California when it came to creating a big and comfortable summer estate. Mortimer Fleishhacker, Sr. owned a paper company, an electric company, and was one of the country's leading bankers. Documents show that the estate grew through close collaboration between Mortimer and architect/landscape architect Charles Sumner Greene of the famous architectural firm of Greene and Greene. The goal for the design was that it appear natural to its landscape. It was a property of California firsts: first to have exterior walls of gunite, first to have a free-form swimming pool and the first to have a shingle roof that replicated the thatched roofs of England. The property grew over the years to include seven homes, extensive gardens, woodlands, and a Roman-style pool that is the size of a football field. The last home to be built on the property was completed in 1970, showing how the structures have expanded across the landscape since the main house was constructed.

Green Gables has hosted dignitaries from European royalty, U.S. senators, congressional representatives, governors, and business leaders. In 1965, the United Nations selected Green Gables as the site for its 20th-anniversary commemoration gala. Today, especially with its proximity to Silicon Valley, the estate would make an excellent corporate retreat and meeting center or continue as a large family compound. Historians and architectural students will appreciate the extensive documentation on the estate located in the Documents Collection of the College of Environmental Design, University of California Berkeley.

The historic Green Gables estate is listed by Mauricio Umansky of The Agency.

Source ([greengables.christiesrealestate.com](https://greengables.christiesrealestate.com))

Photo credit: Green Gables LLC | Source: [TopTenRealEstateDeals.com](https://TopTenRealEstateDeals.com)









## WHAT FASHION AND PR COMMUNICATIONS PROFESSIONALS NEED TO KNOW TODAY

In the dynamic world of fashion, staying ahead in public relations (PR) and communications is crucial for success. As trends and technologies evolve, so do the strategies and tools needed to effectively communicate a brand's message. This article explores the key considerations for fashion PR and communications professionals in today's ever-changing landscape.

### Digital Dominance

Having an online presence is essential in the digital era. Fashion PR professionals must harness the power of social media, influencers, and digital platforms to connect with a global audience. Understanding the nuances of different platforms, staying updated on algorithm changes, and crafting compelling digital content are essential skills for success.

### Sustainability Matters

Consumers are increasingly conscious of environmental and ethical concerns. Fashion brands are expected to embrace sustainability, and PR professionals play a crucial role in communicating these efforts. Being well-versed in a brand's sustainable practices and effectively conveying these messages to the public can enhance a brand's reputation and appeal.

### Influencer Collaboration

Influencers continue to shape the fashion landscape. PR professionals need to identify and engage with influencers who align with a brand's values and target audience. Building authentic relationships with influencers can amplify a brand's reach and credibility, but it requires a strategic and thoughtful approach.

### Crisis Management in Real-Time

In the age of instant communication, crises can escalate rapidly. Expert crisis management is a need for PR practitioners in real-time, addressing issues transparently, and implementing effective damage control. Quick thinking, strategic communication, and maintaining a positive brand image during challenging times are essential skills.

### Data-Driven Decision Making

Data analytics is no longer optional in PR. Professionals need to harness data to understand audience behavior, measure campaign effectiveness, and make informed decisions. Familiarity with analytics tools and the ability to interpret data can provide valuable insights that drive successful PR strategies.

### Diversity and Inclusivity

The fashion industry is increasingly embracing diversity and inclusivity. PR professionals should be aware of the importance of representing diverse voices in campaigns and events. Demonstrating a commitment to inclusivity in communications not only aligns with societal expectations but also contributes to a brand's authenticity.

### Agile Adaptation

The fashion industry is known for its fast-paced nature, and PR professionals must be agile in adapting to trends and emerging technologies. Staying informed about industry developments, embracing innovation, and being open to change are critical to remaining relevant in the competitive world of fashion PR.

Fashion PR and communications professionals operate in a dynamic environment where trends, technology, and consumer expectations are in constant flux. To navigate this ever-evolving landscape successfully, staying digitally savvy, embracing sustainability, collaborating with influencers, mastering crisis management, leveraging data, prioritizing diversity and inclusivity, and maintaining an agile mindset are essential. By being knowledgeable and adjusting to the ever-changing environment, fashion PR professionals can effectively shape and elevate the narratives of the brands they represent.







## FASHION ENTREPRENEURSHIP BLUEPRINT: HOW TO BUILD A FLOURISHING BRAND

Creating a successful fashion business involves a combination of creativity, strategy, and industry insight. Here's a comprehensive guide on how to establish and sustain a flourishing fashion enterprise:

### Understanding the Market

Begin by thoroughly researching the market trends, consumer preferences, and competition. Identify gaps or areas where you can bring innovation. It's critical to comprehend your target audience's unique wants.

### Innovative Design and Quality

Emphasize on unique, high-quality designs. A successful fashion business relies on originality, creativity, and a distinct brand identity. Focus on developing designs that resonate with your target market and maintain high-quality standards.

### Effective Marketing Strategy

Develop a robust marketing strategy to reach and engage your audience. Utilize various platforms such as social media, online advertising, fashion events, and collaborations. Craft an engaging brand narrative that resonates with your target audience.

### E-commerce and Online Presence

Have a successful online presence by building a website or e-commerce platform. Utilize digital marketing to reach a broader audience. Provide seamless user experience and customer service to ensure satisfaction.

### Networking and Collaborations

Networking is vital in the fashion industry. Collaborate with other designers, influencers, bloggers, and industry insiders. These partnerships can help boost brand visibility and credibility.

### Production and Supply Chain

Create efficient production processes and a reliable supply chain. Building good relationships with manufacturers, suppliers, and distributors is essential for consistent quality and timely delivery.

### Financial Management

Maintain a strict budget, manage costs, and keep track of expenses. Effective financial management is crucial to sustain and grow your fashion business.

### Adaptability and Innovation

Keep abreast with current developments and be prepared to innovate and adapt. The fashion industry is constantly changing, and being flexible is key to staying relevant.

### Customer Feedback and Adaptation

Customer feedback is invaluable. Listen to your customers, adapt to their needs, and constantly evolve your brand to meet their expectations.

### Sustainability and Social Responsibility

Consider the environmental impact of your business. Sustainable practices are becoming increasingly important. Embrace eco-friendly materials and ethical production methods.

By following these steps and continuously refining your approach, you can carve a path to success in the competitive world of fashion.



Welcome to TV6 Network, the premier hub that caters to all your entertainment needs. We take pride in being your ultimate destination, providing a comprehensive platform that goes beyond conventional television programming. At TV6, we curate a captivating assortment of shows and content that immerse you in the realms of lifestyle, business, fashion, and the latest trending topics.

Prepare yourself for an extraordinary journey as we transport you to a world brimming with inspiration, knowledge, and style. We believe in the power of media to shape our lives, and that's why we dedicate ourselves to exploring an extensive range of subjects that have a profound impact on our modern society.

Through our meticulously crafted programming, we aim to ignite your imagination, broaden your horizons, and empower you with valuable insights. Whether you're seeking guidance on personal development, the latest updates in the business world, or a sneak peek into the glamorous realm of fashion, TV6 Network has got you covered.

# TV6

## NETWORK

Our lifestyle segment brings you a kaleidoscope of topics, from wellness and fitness to travel and home decor. We strive to provide practical tips, expert advice, and real-life stories that inspire positive changes in your everyday life.

In the realm of business, we delve into the strategies and success stories of influential entrepreneurs, offering a unique window into the corporate world. With exclusive interviews, behind-the-scenes glimpses, and expert analysis, we empower aspiring professionals and seasoned business leaders alike to thrive in an ever-evolving market.

Fashion enthusiasts are in for a treat as we unveil the latest trends, iconic designers, and captivating runway shows. From haute couture to street style, we celebrate the artistry and creativity that shape the ever-evolving fashion landscape.

And of course, we can't forget the trending topics dominating our collective conversations. Whether it's the latest technological advancements, cultural phenomena, or social movements, TV6 Network ensures you stay informed, engaged, and up-to-date.

At TV6 Network, we pride ourselves on offering a diverse range of shows that cater to your unique interests and passions. Each program is meticulously crafted to entertain, educate, and inspire you, ensuring an unforgettable viewing experience.





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