



VERITY PORTFOLIO MAGAZINE

A Magazine dedicated to Our Clients and Their Creativity



Verity Portfolio Magazine

A Magazine Dedicated To Our Clients and Their Creativity

Tables of Contents

Taryn Manning Cover Story Shot by Adina Doria Photography

Taryn Manning Story

Image Skincare

Hair by Carina

BE AK Couture by Anastasia

Chloe by Arnel Ian de La Gente

Cancel Culture

Fyre Festival

Influencers



Stylewartz

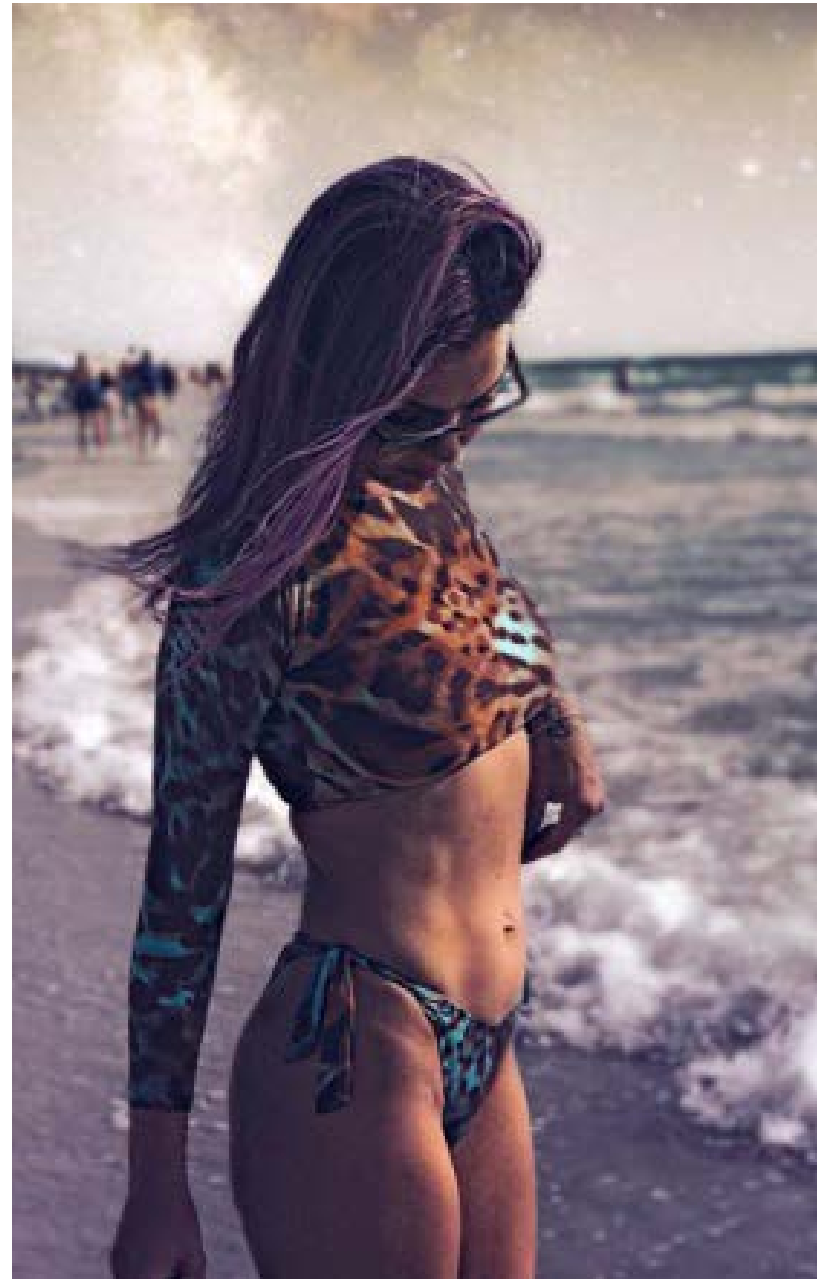
@mckennatrahana 44.6K followers



There is nothing more beautiful than white dresses for spring and summer. In fact, every closet needs one. White can be a bit stark so I tend to gravitate towards off white or ivory. I feel like it is more flattering on various skin tones than stark white. This Chicwish ivory dress is such a good feminine piece. It is A-line and the crochet details make it all the more elegant. This dress is perfect if you are a bride this year.



Spending our final days in NY and soaking up all our favorite spots. As much as I did not like winter I am gonna miss spring and fall here big time. So many wonderful memories made and it is bittersweet to leave.



Tabitha aka "Dandaahh" Correa

@dandaahh 28.9k Followers Fl
Swimsuit by Maria Mora Fashion



Blouse: Tucker NYC

Pants: The Gap

Wellness

Written by Elizabeth Kunkov

Wellness. What is it? Is it physical strength? Is it mental stability? Is it good blood pressure? The true definition of wellness is still ambiguous, although perhaps it has something to do with being healthy. By today's standards, wellness is having shiny hair, strong nails, and flawless skin- at least that's what companies and brands would like you to think. The shift in the "wellness" industry has been tremendous. An industry that profited most from supplement advertisements on TV, billboards, and in magazines, was changed entirely, like most industries, by social media. The rise of Instagram in particular, has allowed "wellness" to take on many different meanings, and has given industries a new platform for advertisement. Influencers are paid anywhere from \$5,000 to \$500,000 per post. It is estimated that Kylie Jenner, who boasts 136 million Instagram followers, has been paid up to \$1 million for a post. After Instagram was identified as a platform that connects with practically all of the youth- targeted "wellness" ads soon followed.

The industry has changed as health culture has shifted around the world. Today's overarching beauty standard is to have a small waist and wide hips - a standard that has led to an increase in slimming products, including "skinny tea" and other weight loss supplements. Although these types of products were widely advertised in the last decade, Kim Kardashian recently came under fire for promoting a lollipop that acts like an appetite suppressant. The criticism stemmed from the fact that Kim's audience is still largely young girls who are impressionable, and can develop unhealthy habits, or eating disorders. In the 20th century, wellness and beauty were two categories that rarely interacted with each other. Today, the line between wellness and beauty has become very blurred. Take for example, YouTuber Tati Westbrook's "Halo" supplements. The original product was a hair, skin, and nails booster that came in the form of daily pills. The company is called "Halo Beauty" but the majority of Halo Beauty's marketing contains words like "intracellular antioxidant", "overall skin health", and "anti-inflammatory". The supplements, therefore, are not seen as just beauty supplements, but health supplements as well.

The line between health and beauty gets even more blurred when looking at brands like Sephora. On a recent trip to pick up some perfume, I received a sample of a Hum Nutrition probiotic powder. Sephora carries many Hum Nutrition products- from the "zzZzz Sleep Support Supplement" to the "Sweet Hair Growth Vegan Gummies". Sephora is a makeup store, and yet it is selling health supplements. Marketing has made these health supplements seem as though they should be part of your daily beauty routine- like mascara or blush. The result of this rapidly changing industry? Influencers consistently promoting products they know very little about, young girls (and boys) buying chemicals to put in their body, and an overarching idea that somehow, these products that are often not FDA-approved, are part of a well-rounded beauty routine. We've strayed from the conventional idea of what it means to be "healthy"- having a balanced diet, exercising regularly, and taking time for mental health.

Overall health usually leads to good skin and strong nails. However, these companies are trying to convince consumers that they cannot be "healthy" on their own- that they need extra help in getting shiny hair. It convinces people that they don't actually need to be "healthy" in order to look nice- all they need is supplements - and that couldn't be farther from the truth. While some wellness companies do carry products that are good for you- most of the time they don't. Most are not FDA-approved, contain very questionable ingredients, and are a waste of money. If you want to look and feel beautiful, then eat right, sleep right, and move right. After all, it's more rewarding to look good when you've worked for it.



May 2019 Summer Fashion Tips

By Sherah Jones

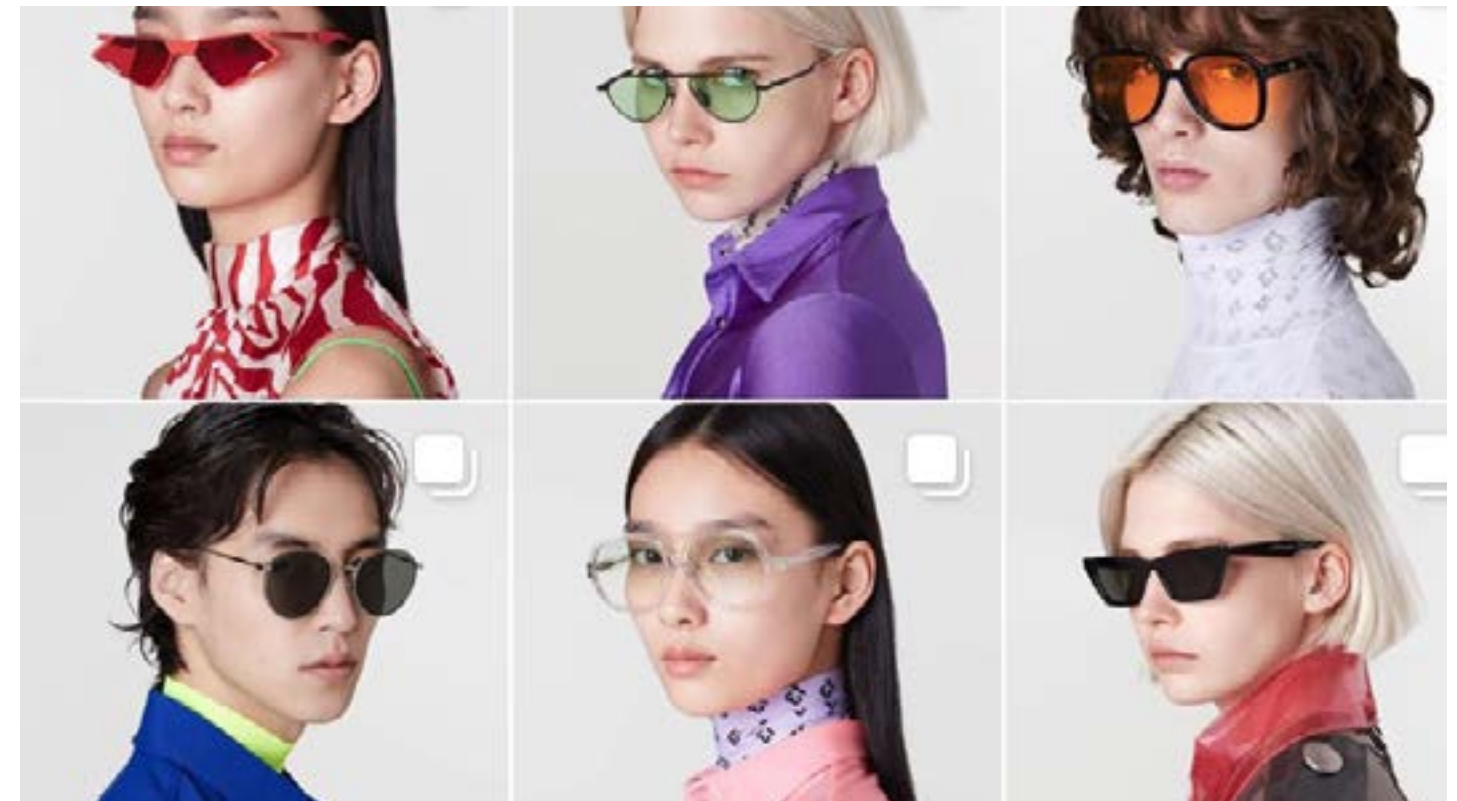
Wardrobe Stylist



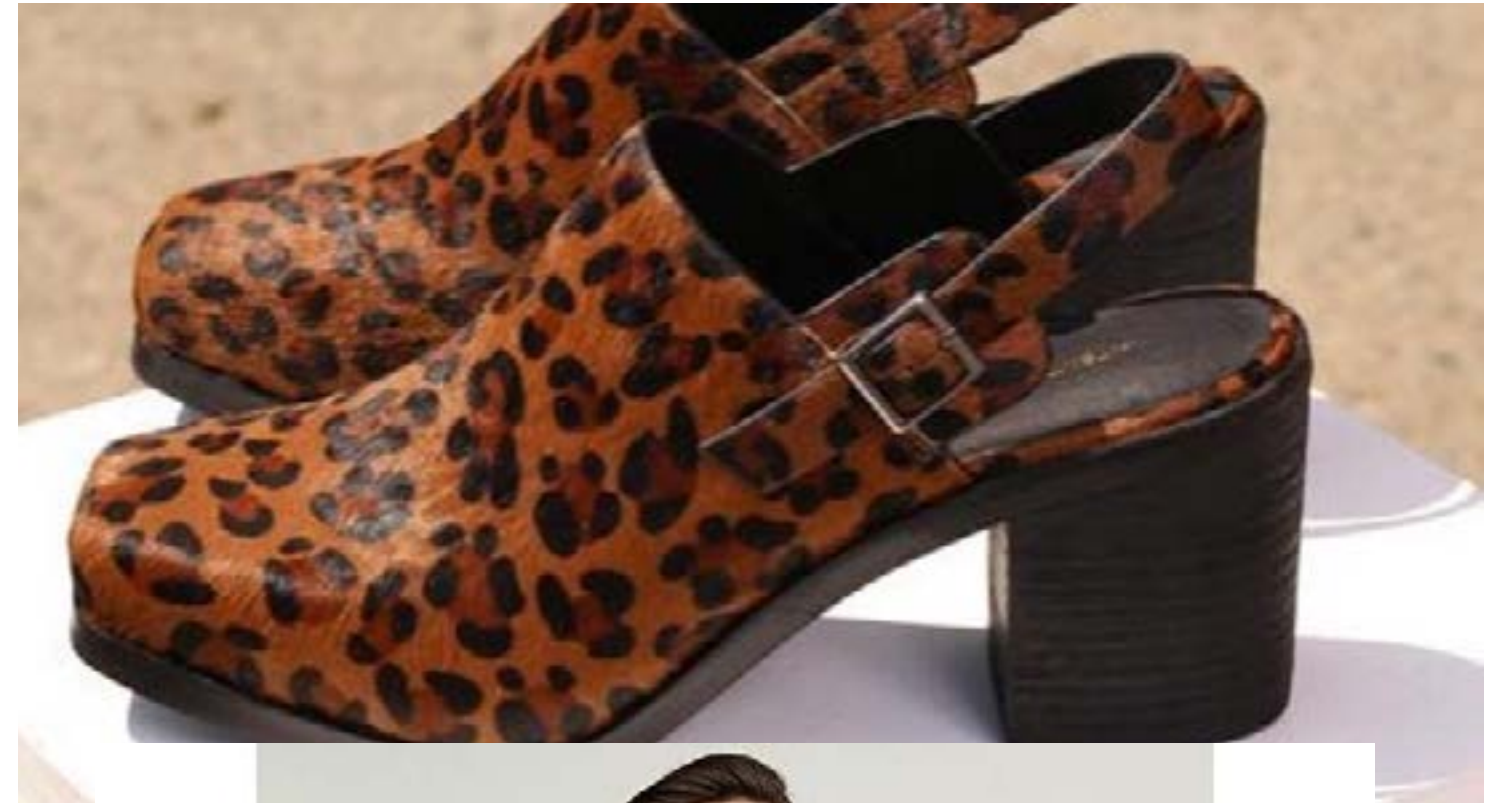
Brights, Bolds & Beauty..OH MY!

The natural hues of the elements of summer are wearable this year. Fear of color is a thing of the past. So bring a vibrant excitement to you.





Hakuna Matata!
Yep you will have no worries with these fierce animal prints.

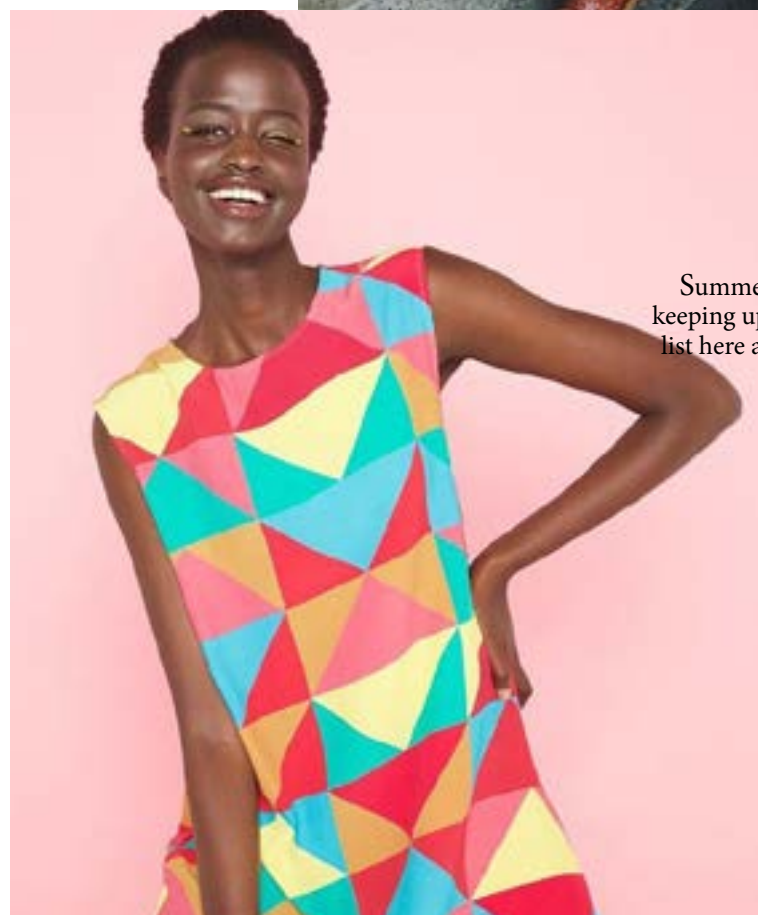


Summer Dos and Dents May 2019
By Sherah Jones/ Costume Designer/
Wardrobe Stylist



Do: Bold Prints!

This flattering and fun look is the way to go to make an eye catching yet simple impression.



Summer 2019 is quickly approaching and if keeping up with the latest trends is on your to do list here are a few DOs and DONTs that should be kept in mind this season.



Do: White on White!

Chic in the heat will be obtained with all white. Multiple pieces are always found in this timeless trend so just go for it.



Don't: Low Rise Jeans!

Denim is a staple for all seasons and are found in most wardrobes but staying away from these unflattering pant will be helpful. Hey 2001 called and wants their 15 minutes of fame back



We had the chance to sit down with actress and singer Taryn Manning to discuss her career and the various challenges she's faced and lessons she's learned. One might recognize Taryn from her acting in top TV shows, like "Hawaii Five-0", "Sons of Anarchy", and "Orange is the New Black".



Wardrobe Credit: Dress: Asos
Shoes: Charles David

Featured Interview

Photography by Adina Doria and story by Elizabeth Kunkov
Hair by Hair by Carina- Wardrobe styling by KNDSyles-MUA Erika Lee
Shoot Coordinator-
McKenna Lasley

Before her breakthrough and rise to fame, Taryn starred in shows like "The Practice", "Get Real", and "NYPD Blue" in the 1980's. In addition to acting, Taryn is also a passionate singer. Along with her brother, she released a debut album titled "Boomkatalog.One" in 2003; the music from this album was used in various films- from "Mean Girls" to "8 Mile". One of Taryn's singles, called "The Wreckoning" even became the number one single on the Hot Dance Music/Club Play chart. Needless to say, Taryn Manning has exceptionally accomplished in both her singing and acting career.

When asked about what inspired her to delve into acting and singing Taryn simply replied, "The inspiration came from within -- My brother Kellin, my dad, as well as my mom were all inspirations to me. When you grow up around musicians and entertainers, all you see is this type of lifestyle and influence around you; it becomes ingrained in you at such a young age." Even early on in her childhood, it seemed that the Taryn knew exactly what she wanted to do; "There were no other influences in my life that could have steered me in a different direction, or to choose a different career path. This was what I knew, and what I was truly born to do."

Not every part of her career was all that smooth, however. Taryn described the many challenges she faced both in the film industry. One of her more difficult acting roles was that of Michelle Knight in "Cleveland Abduction"; "I developed a relationship with Michelle Knight, who I was set to play in the film, and I quickly realized what an incredible individual she was. It became very real in this moment." Meeting Michelle in person created a greater sense of pressure to accurately portray her; "[I] had this immense sense of honor depicting her. But with that honor came responsibility, to do her justice for the true survivor she is in real life."

When asked about the most important thing she's learned, Taryn Manning replied that it was learning about the privilege that came with being able to perform; "Being so sure that I was meant to perform, to act, to sing, write and create, I realized it would be a disservice if I didn't give something back. That's truly what I learned; that with this privilege of being able to do what I was meant to do, that I had an obligation to share my experiences and art with the people around me."



Top: The Creatures Pants: The Creatures Jacket: AsosShoes: United Nudes

At the end of the day, the best piece of advice she ever received was that she had to remove herself from her roles once filming stopped -- "When they say cut, you have to shake it off. That's acting." Our final question to Taryn was about the highlights of her career and her best memories. "An incredibly special moment was when I sang in the GAP commercial with Marianne Faithful, directed by Peter Lindbergh."

I will [also] never forget, how my brother Kellin wrote the entire first album we had with Boomkat, Boomkatalog One, on Playstation MTV music generator."

Taryn Manning's many accomplishments in her career can attest to the fact that she is truly incredible. Her most recent films include "The Amendment" and "Brawler" in 2018 and "The Murder of Nicole Brown Simpson" in 2019.

Taryn's album "The Glitch-life" and single "The Light" is available for purchase on i-Tunes or Spotify now.



Jumpsuit: The Creatures Jacket: Camilla
Earring: LuLu DK & Maria Black Rings: Maria Black



JACKET: Janeys Vintage Jacket
Pants: Lado Bokuchava (Tata)
Shoes: Lauren Lorraine (Ashley Michaelsen) Earrings Lulu DK (Rapp Around)



Suit: Dalood TBilisi Shoes: Lauren Lorraine HAT: GALDYS TAMEZ



Dress: Asos

Shoes: Charles David



Sanantha Gutstadt

@gustadt

115k Followers

Los Angeles Ca

Top and skirt and booties @aninebingof-
ficial



It's the weekend! Let loose, get wild.
(And by wild I mean staying up past
9 pm and maybe watching an extra
episode of Catastrophe). Am I refe-
rencing myself...perhaps....

Skirt, Hoodie and Booties
@aninebingofficial .



Sanantha Gutstadt

@gustadt

@musclegunpro !

This bad boy is a high intensity percus-
sive massager that can be used before or
after workouts, shortens recovery time
between workouts, relieves muscle tensi-
on & pain, increases mobility & also can
reduce cellulite!



Happy Mom conference

I was so inspired moderating this
weekend for @happymomconference
with my other half of @dontcallme-
mommy @haelywhite ! We talked
to mom/entrepreneurs about their
journeys and there were SO many
takeaways!

@uppababy @landodmom



The Fyre Festival. Fun Idea. Big Failure. Huge Opportunity.

By Emma Olson

Most of us have heard about Fyre Festival, “a luxury music festival” created by rapper Ja Rule and Billy McFarland, CEO of Fyre Media Inc. We all heard of the fiasco of what had happened when thousands of hopeful festival attendees had ascended to the island on the day the festival had started. Once there, attendees acknowledged the lack of security, food, medical services, the tents they were promised, and the artists supposedly performing. When news broke out about this nightmare, Fyre Festival was essentially exposed as a fraud. What was once an exceedingly brilliant idea, came burning down hard. But what is incredibly fascinating about Fyre Festival, was how its founders were able to garner this much attention, even before being exposed as frauds. How did they do this? How were they able to pull this off? Simple. Influencer marketing.

Influencer Marketing in its most basic definition is a form of marketing that is placed on influential people of social prominence to persuade or influence one’s opinion of a brand or product. In other words, related concepts such as advocacy and promoters. Creators of Fyre Festival used both celebrities and people of great influence around this idea of an “immersive music festival”. Influencers paid by Fyre, such as Kendall Jenner, Emily Ratajowski, Bella and Gigi Hadid, and other influencers have all took part in making an audience believe in something that was authentic and truthful, leading to people wanting to go to this “new festival”. After all this came to be exposed, people weren’t only mad at Fyre Festival and its creators, but they were also mad at the inauthenticity that these influencers were part of promoting this fake festival. News broke out, on top of the Fyre Festival fiasco, that these influencers didn’t really know what they were promoting or taking part in, that they were just paid a sum of money to take part of a “promotional photoshoot” on an island that wasn’t even the island the festival was going to be on. Once this news broke out involving the influencers, they did the right thing and deleted every post that they took part in and promoted for Fyre Festival.



Many consumers believe that what they see is authentic and real. They don’t want to be duped by those whom they have trusted and listened to. So how do influencers and aspiring influencers check that the brands they work with say, promote, and do what they do? Many brands now showcase influencers as their brands’ ambassador for authenticity and ingenuity, helping the reputation of both the influencer, the brand and the brands product. Both brands and influencers need to show transparency. Ever since this debacle, brands that work with influencers now know, and should know about practicing due diligence while promoting a product. With this knowledge, influencers should know that brands which don’t practice genuity, due diligence or relatability, are most likely brands to not work with. Influencers should look into, and know, if brands are looking for the same in influencers, who don’t want to work with so called influencers coming across as fake, or promote fake or harmful products, or whose value doesn’t align with theirs. Influencers should know that brands are looking for somebody who is transparent.

We all fear a bad business deal. We all fear having a bad business partner. We all fear taking part of a scam, assuming we all don’t want to be a part of a fraud. After what happened with the Fyre Festival and influencers, there’s a whole lot to learn from. Current and aspiring influencers should learn from the mistakes that took place leading up to Fyre Festival. From here on out, influencers should ensure best practice with researching both the brands and products they hope to work with. They should be, and know, to be vetted beforehand to check performance history and fake followers. Influencers should know to be authentic, transparent and genuine. Both the brand and influencer should choose work that aligns more with what they value and what audience or market they are trying to reach. By doing and assuring all of these, the audience, the market, the brand and the influencer will be sure to not get scammed or take part of a fraud.



Image Credit: WWD



You've Been Cancelled: A Look at Cancelled Culture and Its Impact on Our Society

By Chloe Rifat

Cancelled. A word that is being used more and more frequently today. To “Cancel” means to reject, take away your support, or even shun, something or someone. A current buzzword, this word is everywhere, especially on social media. We see it trending on Twitter all the time. Celebrities are being cancelled for old, problematic tweets or questionable actions. Influencers are being cancelled due to feuds amongst themselves. Questionable behavior, whether true or false, is being brought to the public eye. While social media has given people a platform to interact with one another it has also made it easier for people to voice their anger or support more directly and with farther reaching consequences than ever before. So what implications does cancelled culture, coupled with the power of social media, have on our lives?

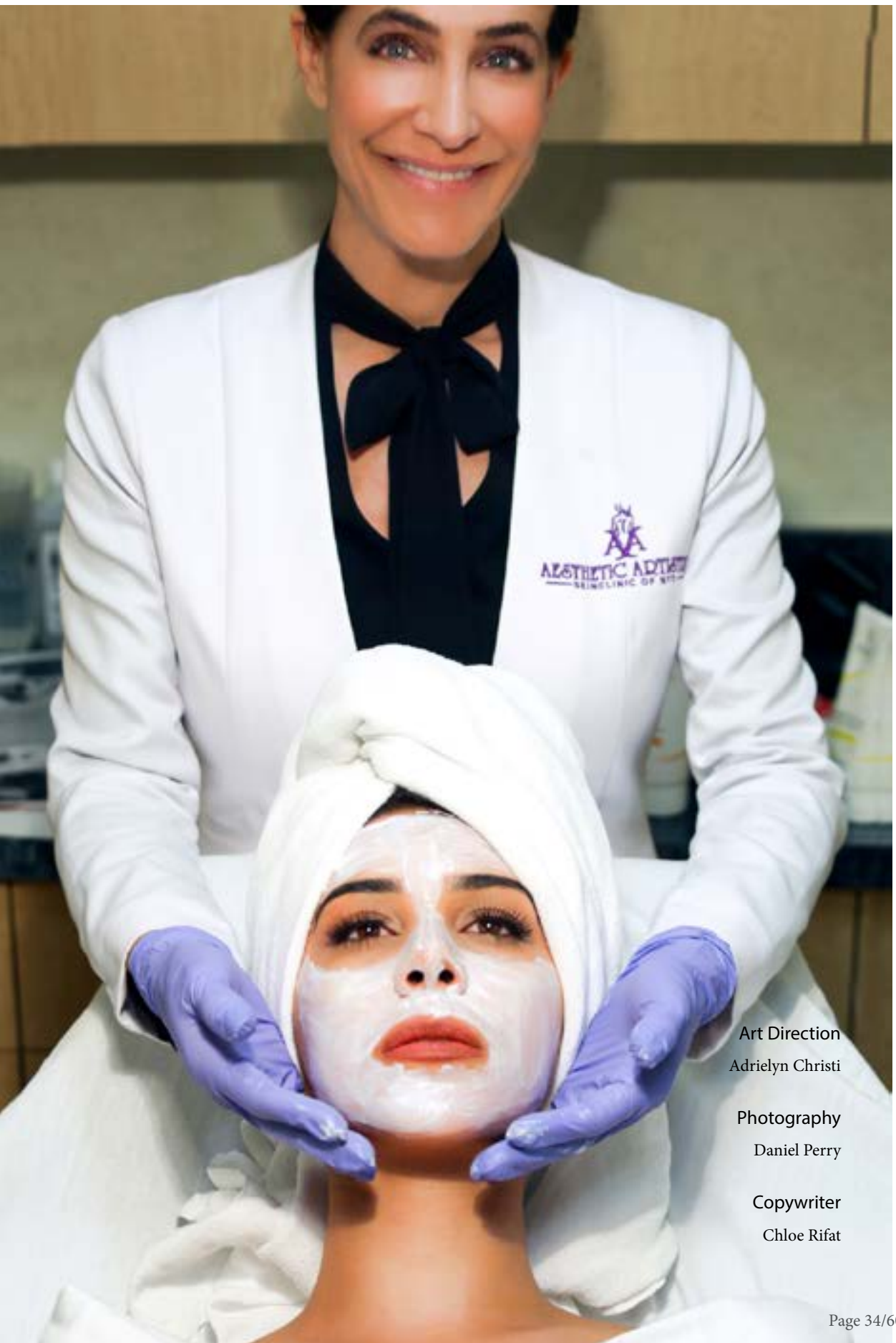
Cancelling someone or something has a palpable impact, but how does it happen in the first place? Anyone can cancel anyone or anything at any time. Although social media may be a good source of information, there is only so much someone can get across in 280 characters. This can lead to imparting only partial information or only part of the story. In some cases what is broadcasted can be a misinterpretation of the truth or even an outright lie. Therefore, people can end up canceling someone unaware that they have based their decision on partial facts, if not outright lies and fabrications.

Liking and retweeting only takes a few seconds, allowing for lies, half-truths, and misinformation to spread to millions of people within a short amount of time. The speed with which social media acts, coupled with its massive reach, can cause serious repercussions for an innocent person.

There are times, however, when cancelling someone can lead to beneficial changes. For example, calling out a celebrity for racist, sexist, homophobic, or any type of hate speech, is important. By doing this on a public platform, we as a community are acknowledging this destructive behavior and are saying, “That is not okay”. It can lead to discussion about why this type of speech is hurtful. The first step in changing society for the better is to acknowledge the problems so that they can be addressed. However, canceling someone can quickly go sideways. It can lead to public shaming, causing the emphasis on what really matters to be lost, as we begin to focus on attacking the person. Even worse, there are some who go on to trivialize the situation by seeing who can make the funniest meme.

So why is all of this happening? Social media has given celebrities, public figures, and influencers a platform to reach different audiences, allowing them to sell themselves to the masses. In other words, they are commodifying themselves. In a world full of transactions and negotiations, it's only natural to want to cancel these deals when they turn out to be different from what you originally thought. Through social media, this cancellation is quick and relatively painless for the canceller, although that's not the case for the one being cancelled.

It should be noted, however, that canceling someone is not necessarily permanent. Celebrities have been known to make comebacks relatively quickly after being cancelled. A few mea culpas combined with the requisite tears and suddenly they are back in society's good graces. Thus cancellation's impermanence can be confusing. What is the point of cancelling someone if they are back to their old ways a few months later? Perhaps, instead of throwing people to the side, we must address the actual ideas and actions that the person is perpetuating. By doing this, there can be a greater chance for actual, substantive change in the behaviors of others and a group consensus about what we as a society will accept and what we will not abide.



Art Direction
Adrielyn Christi

Photography
Daniel Perry

Copywriter
Chloe Rifat

Interview with Cortney Swartz from Aesthetic Artistry

From the Image Skin Care Campaign

It seems that we are always trying to keep up with the latest and best beauty tricks and trends. One thing that people can't stop raving about are Medspas. These spas utilize medical grade equipment and aesthetic procedures to give you your ideal outcome.

We chatted with licensed medical aesthetician and business owner, Cortney Swartz, about her own Medspa, Aesthetic Artistry. With her popular business thriving, we asked her about her journey, her business success, and her passion for skin care.

Cortney's years of experience as an aesthetician working with medical professionals in the field has given her vast knowledge of the industry and a successful, growing business, but what started it all?

"I've had a passion for skincare since I was a young child. Fay Dunaway made moisturizer look glam! A change of life situation had me back in school in my 30's for aesthetics while working full time for federal gov." This led her to open up her own Medspa offering cutting edge services and procedures.

With equipment and technology changing so often, we asked Cortney how she manages to keep up with the latest trends and decides what actually works. "I read up on the most cutting edge services through medical journals/aesthetic magazines and social trends, allowing me to gather new info to decide if it's something worth exploring for Aesthetic Artistry's menu."

The beauty industry is always evolving and has expanded significantly in the last few years. We asked how this growth has effected the industry. Cortney noted that unfortunately, "Growth in this field has caused companies to be bullies and untruthful. Additionally, there are lots of unlicensed girls working and working from home."

As a working aesthetician, we wanted to know how Cortney balances work and being a small business owner. "It's tough to balance any business and be an owner and operator. I've learned by making mistakes mostly. Funny, how mistakes equal growth. I think its important to educate yourself on everything related to business and then everything related to being an aesthetician."

When reflecting on her career, Cortney says that, along with forming a connection with her clients, living a life of service to others has been an incredibly rewarding part of her job.

"I wish I knew I'd still be open 8 plus years from Day 1!"

Lastly, we asked her about some of her tips for healthy skin no matter what age. She recommended, "build a rapport with a passionate and knowledgeable esthetician. Take her advice and invest in a professional skincare regimen. Don't forget to eat a balanced diet, with your skin in mind. Most importantly, it is the largest organ so make sure to protect it!"

"In the future I see Aesthetic Artistry working in collaboration with a larger company affording the ability to live a life of more aesthetic "skin" service. With education as a driving force that embodies passion and enthusiasm in the aesthetic field, I hope to build a business that encourages self care."

Cortney's passion for skin care is evident by her dedication to her clients and her business. With Aesthetic Artistry already expanding to its second location, we can't wait to see what Cortney and her team are going to do next. To learn more about Aesthetic Artistry and their services, you can visit their website.



Photography by Daniel Perry Studios- Models: Iza Melo and Francine Aurajo- Both Verity Clients
Hair by Aferdita Ferati www.hairbyaferdita.com



VITAL C hydrating intense moisturizer

For the driest of skins, a nourishing, highly emollient crème that continuously replenishes hydration and shields dehydrated skin against moisture loss and environmental stressors. This antioxidant-rich formula absorbs quickly to comfort tight, irritated or sensitive skin instantly.



VITAL C hydrating enzyme masque

The perfect skin resurfacing agent for the redness- and rosacea-prone, this masque utilizes natural enzymatic exfoliants to gently dissolve the buildup of dead skin cells that dull the surface of the skin. It infuses skin with protective antioxidants and vitamins that nourish and promote healthy looking skin.

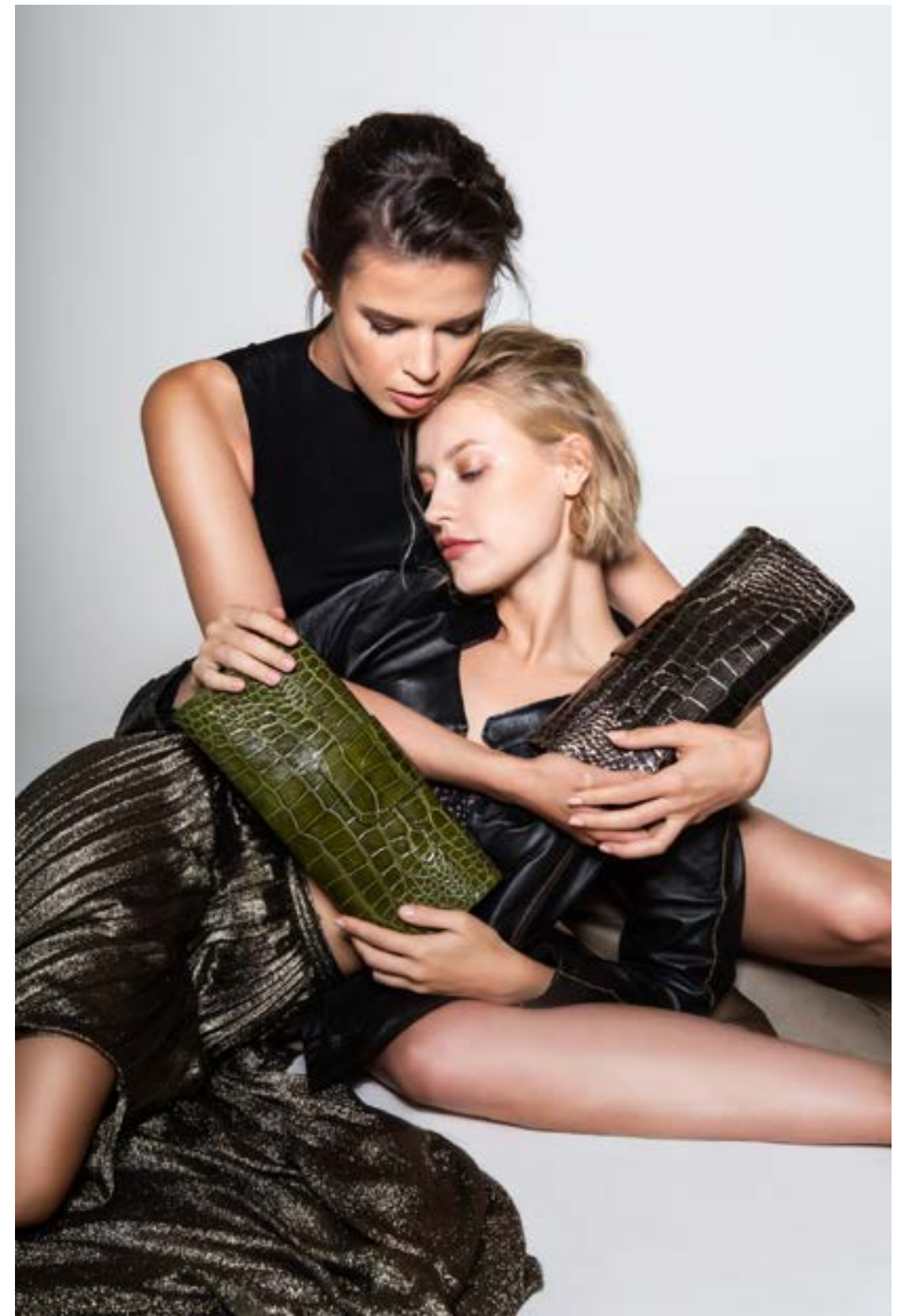


Hair by Carina for
@christinramosbeverlyhills

Photographer @catherineasanov
Mua @patriciadensing
#hairbyme using @t3micro @oliviagardenint @oribe @igkhair





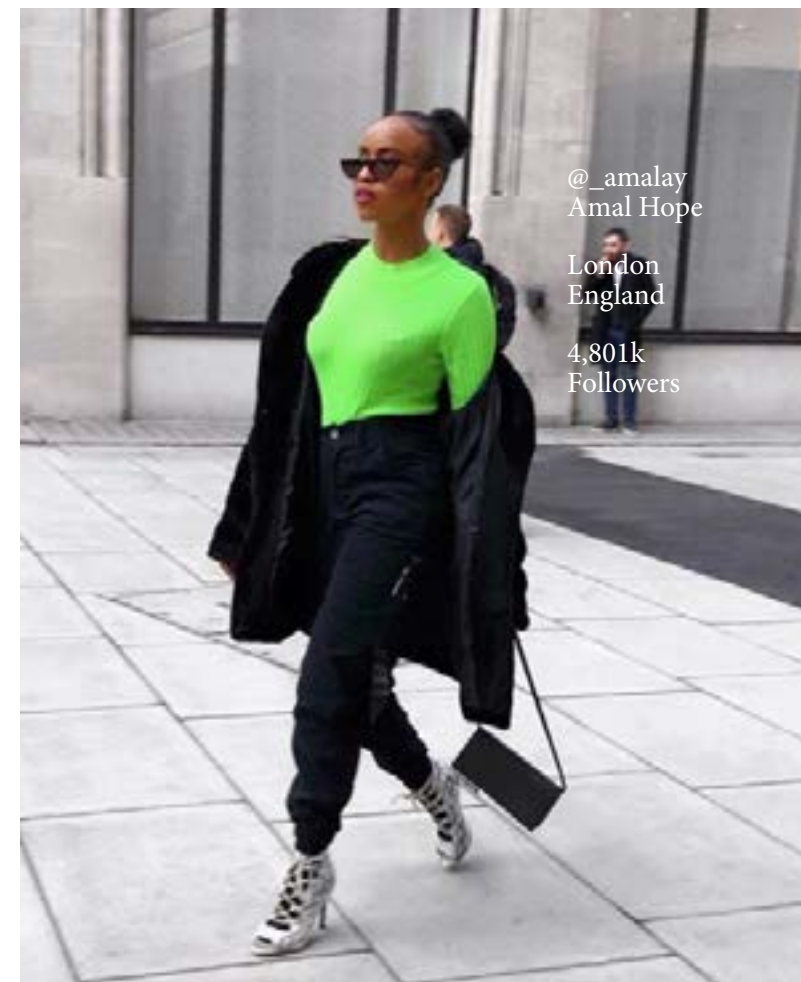




@darahdor Mae Zyn London England www.browzzin.com 7,713 K followers



@princessmigle Migle Bielskyte London England 1,622k Followers
www.mademoiselle-la-mode.co.uk



@_amalay
Amal Hope
London
England
4,801k
Followers



Carla Bruni wearing Celine and Bulgari, looked absolutely stunning on the day of the event. The elegant earnings matched perfectly with her suede clutch.

Cannes Film Festival by Sanchit Khera

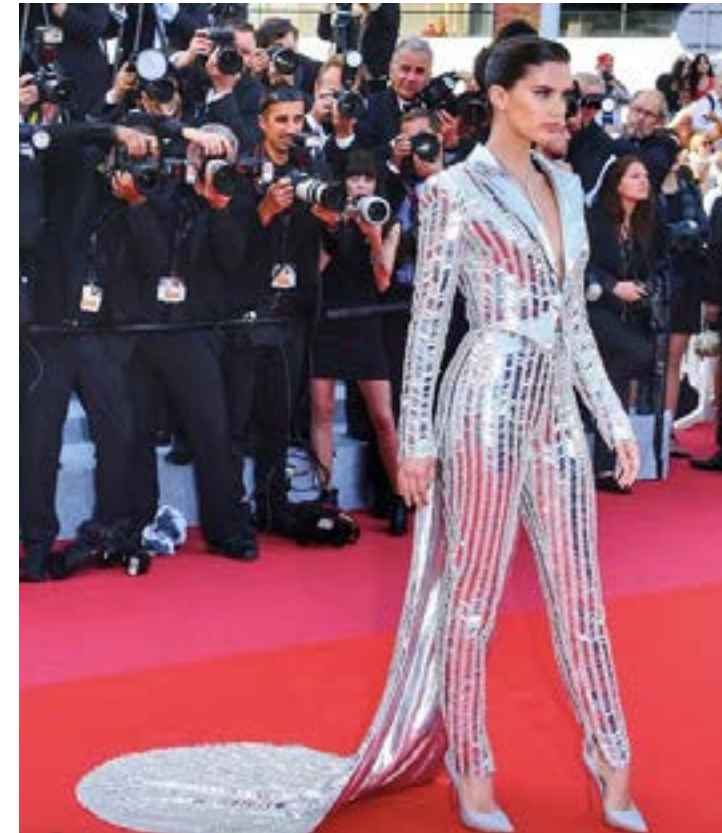
This year's Cannes has been all about fashion, flair and excellence. Celebrities from around the world have come together to celebrate the best in film and entertainment. While actors and singers have coalesced around the event, there is a lot of attention being given to the films being showcased as well. It's getting bigger each year, with fashion taking centre stage at the meet up.

The best of Cannes

Some of the best dressed for the event, also got all the attention for the right reasons. They kept it simple or made a mark with their choice of outfits.

Model Sara Sampaio wore a tributary rendition to Elton John's rocket man persona. It was bold, striking and an interesting choice for the international supermodel.

Image: Instagram



Julianne Moore rocked a classic Louis Vuitton jacket & dress combination look. It was elegant, timeless and reminded us of why the fashion community loves her so much in the first place.

Image: Instagram



What were they thinking?

As with every great Cannes event, there were a lot of hits and misses. The misses, however, weighed heavily on the designers that dressed these celebrities on the day. There were disastrous dresses made for Selena Gomez, Amber Heard, and others.



The final verdict:

Cannes was a success, when you look at the range of outfits being rocked by some of the most famous people in the world. While the biggest brand names took centre stage, we got to see a lot of new artists work their magic on the red carpet. Cannes also showcased some of the best outfits from international designers, while representing the true diversity that the event exemplifies.

Image: Instagram





Models and Fashion weeks/ how they risk their health to stay thin

Photography by Arnel Ian De La Gente and story by Sanchit Khera

It's been a long-kept secret but was outed first in 2013 by model Cameron Russell. She talked bravely about how standards of beauty were morphed by supermodels who starved themselves to achieve a certain look. Instagram models are too facing the pressure, as they promote body positivity but go extreme measures to slim down. Promoting skinny teas and weight loss supplements is another controversial subject that many Instagram models have been admitted to doing in the past.

There are even petitions for dangerously thin models to be banned from the runway and be given the proper treatment and care. Professors at Harvard university are recommending that the models be disallowed from being presented this way. In fact, during her hay days supermodel Kate Moss recorded a BMI of 15, which was considered to be malnourished according to the World Health Organization.

Stories of young models eating cotton balls surfaced as early as 2007 with many models dying of anorexia during fashion's prime years. Many scouts ask their models to lose a significant portion of their weight, leading to them using extreme weight loss techniques.



There are problems related to severely thinning down, which include heart failure, memory loss, and osteoporosis. Surprisingly cage fighters and wrestlers know this feeling all too well. They too have to cut down a lot of water-weight right before a fight so that they can fit their weight-class. This has led to severe diminishes in performance, along with cases of extreme head trauma caused by fluid retention. Estimates have mentioned that anorexia is a leading cause of death among girls between the ages of 10 and 18. The number is higher than any other form of mental illness within the age group. With medical professionals, celebrities and health advocates going against unrealistic beauty standards, has the fashion industry made amends?

While the fashion community is shifting the perceptions around these models in the right direction, government agencies have stepped in as well. France had banned models under a BMI of 18 from being on the runway as early as 2015. While enforcing these rules is difficult, there could be fines of more than 75,000 euros levied per infringement.





BE AK Couture by Anastasia

Images by Salvo Image Sacramento California

Yellow Jacket and headband from Fringe Vintage Boutique
Sacramento Ca

Black and gold skirt from Fringe Vintage Boutique
Sacramento Ca

Black hat and green tartan plaid skirt from Fringe Vintage
Boutique Sacramento CA







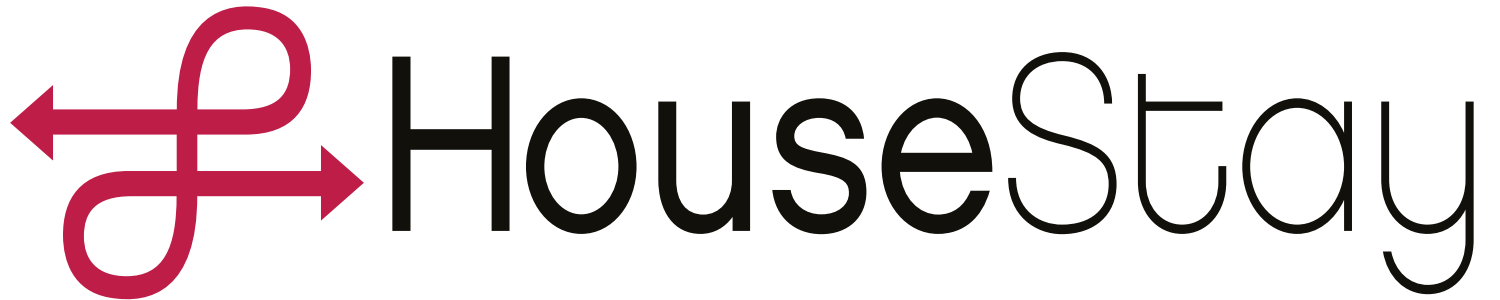
Signed, Sealed and Delivered

The collection can be found at www.beakcouture.squarespace.com



Verity Portfolio Magazine

A Magazine Dedicated to Our Clients and Their Creativity



WHAT IS HOUSESTAY?

HouseStay offers a curated selection of fully furnished turnkey homes and apartments available for rent for 30 nights or more.

Businesses and Individuals seeking a more homelike alternative to extended stay hotels use HouseStay to book temporary residences in a few clicks.

visit: www.housestay.com