

September & October 2024
Issue #23

solucky

Ashish Yamagadni's
Journey in South
Asian Media

An exclusive look into the mind
of a media visionary with
experience at PopShift &
beyond

Red Hot Chilli
Pepper's Bold
Take on
Tradition

A culinary
journey with
one of the
most beloved
South Asian
restaurants in
town

a Glimpse into
Our Grandest
South Asian
Shoots Yet
capturing culture
& creativity in
every frame



once upon a mehendi

1



MODELS: Neha Ramesh as "Snow White" + Inika Mehra as "Jasmine" + Husan Toor as "Tiana" + Ruhika Nandy as "Cinderella"



3

MODELS: Tanvi Singh as "Rapunzel" + Harnoor Dhaliwal as "Belle" + Neha Ramakrishnan as "Ariel" + Bhupinder Kaur as "Aurora"



4

CREATIVE DIRECTORS: Sanjana Solanki + Shayari Saha + Jeanna Thottungal

PHOTOGRAPHER + PHOTO EDITOR: Vibha Shivarajan



5



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STYLISTS: Donya Mirzazadeh + JJ Manchenella + Veda Gott + Saajay Singh + Karthik Punati

PHOTOSHOOT ASSISTANTS: Samrat Ghosh + Radhika Bhavsar + Alaan Patel + Baban Gahunia



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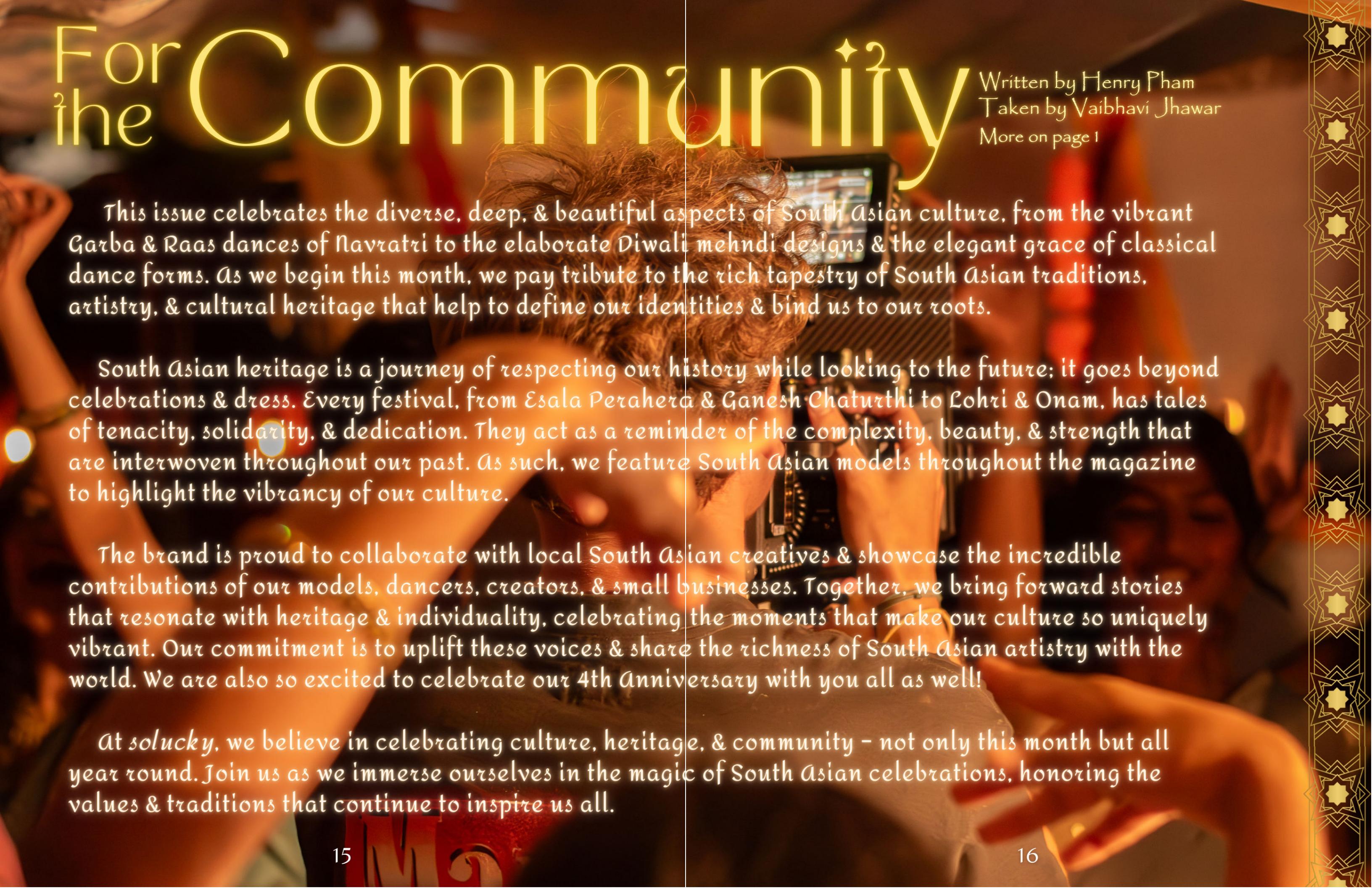


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For the Community



Written by Henry Pham
Taken by Vaibhavi Jhawar
More on page 1

This issue celebrates the diverse, deep, & beautiful aspects of South Asian culture, from the vibrant Garba & Raas dances of Navratri to the elaborate Diwali mehndi designs & the elegant grace of classical dance forms. As we begin this month, we pay tribute to the rich tapestry of South Asian traditions, artistry, & cultural heritage that help to define our identities & bind us to our roots.

South Asian heritage is a journey of respecting our history while looking to the future; it goes beyond celebrations & dress. Every festival, from Esala Perahera & Ganesh Chaturthi to Lohri & Onam, has tales of tenacity, solidarity, & dedication. They act as a reminder of the complexity, beauty, & strength that are interwoven throughout our past. As such, we feature South Asian models throughout the magazine to highlight the vibrancy of our culture.

The brand is proud to collaborate with local South Asian creatives & showcase the incredible contributions of our models, dancers, creators, & small businesses. Together, we bring forward stories that resonate with heritage & individuality, celebrating the moments that make our culture so uniquely vibrant. Our commitment is to uplift these voices & share the richness of South Asian artistry with the world. We are also so excited to celebrate our 4th Anniversary with you all as well!

At solucky, we believe in celebrating culture, heritage, & community - not only this month but all year round. Join us as we immerse ourselves in the magic of South Asian celebrations, honoring the values & traditions that continue to inspire us all.







From the Founders



With the arrival of my favorite time of the year, we're more than thrilled to unveil *solucky* magazine's Issue #23! This entire issue is solely dedicated to celebrating the richness of South Asian culture. As we dive head

first into the colors, customs, & timeless style that shape this vibrant heritage, this issue comes to life with deep respect & major admiration. Our team has poured heavy passion into capturing the details that honor these cultural roots, making this a very special edition to share.

In this issue, we're excited to showcase a range of collaborations, especially with talented South Asian creatives. Our primary goal is to provide our services & creative direction to others in the community, & we're thrilled to announce that we'll soon begin offering marketing collaboration packages. These packages will include opportunities to create stunning content for your services & products. We can't wait to begin this next chapter!



To kick things off, we've teamed up with Snap Choreography, Kaju Studios, Mehendi by Smriti, & Tarana. Given the scale of this issue, we also brought in additional creatives who weren't previously affiliated with *solucky*, adding extra hands to ensure the production was our biggest to date. So many talented



individuals contributed to this issue, making it a true collective effort, & we're incredibly proud of what we've achieved.

Alongside this magnificent issue, we've been hard at work hosting unforgettable social events. Over the past few months, we had the opportunity



to celebrate *solucky*'s 4th anniversary with a special party, bringing together past collaborators, our current team, & our supportive friends & family. We also hosted "Diwali After Dark," a magical event filled with delicious food, drinks, & fireworks that truly captured the spirit of the season. Stay up to date with our journey on Instagram @solucky.life!



- Founder of *solucky*,
Sanjana Solanki 3











solucky WARDROBE

For those captivated by the beauty of South Asian style, our latest inventory update is a celebration of tradition. We're introducing stunning pieces like colorful lehengas, elegant salwar suits, & more. Spanning from Issue #13 to Issue #23, our collection is thoughtfully priced—with most items under \$10 & everything under \$25—making it easy to embrace these cultural treasures. Follow us on Instagram @solucky.life for the latest on sales, inventory updates, & to reach out with any questions!





CREATOR

spotlight

Interviewed by Sraavya Apuri
& Written by Inika Mehra

Ashish
Yamdagni



A shish Yamdagni, a founder, executive producer, & creative visionary, has spearheaded his multifaceted artistry into Third Place Creative to be a voice for South Asian minorities. As the founder & creator of the renowned Legends Championship, which has made a significant impact in the South Asian community, Ashish has established himself as a prominent figure in the creative industry. While he once played a foundational role in forming Legends, he now focuses on his meticulous work as an executive producer, bringing skill, vision, & talent to every project.

You might be wondering how Ashish went from creating impromptu videos with his friends in high school to creating the Legends Championship & interning at our one & only Zee TV. Shall we rotate the clock?

As a creative, Ashish's days are often filled with analyzing ad details, investigating Tiktok, & determining patterns in Instagram reels. He nourished & fueled his analytically-coated mind with deep exploration into the nitty-gritties of algorithms & tacklings of consumer engagement rules. He always had a hunch he would be in the expert departments of production & media— all he needed was to find his own niche gap & fill it.

"Marketing is the single most useful class I took in college because it completely changed my mindset on how I approach projects & how I work with clients."

Before becoming a co-founder of Third Place Creative alongside Tahmid Chowdhury & Sarowar Ahmed, Ashish was in film school, where his passion for storytelling began to take shape. After graduating in 2016, Ashish saw the need for a better championship experience for the South Asian collegiate dance circuit. This led him to start group chats with friends, & eventually, he was approached by Bryant Phan, the CEO & founder of DDN (the official nonprofit organization at the time), to create & direct Legends Championship. Alongside this, Ashish filmed a documentary to capture the process & showcase the artistic skills he had gained throughout his time in school. By the time Legends was completed, Ashish had already secured a stable job, with excellent pay & a promotion on the horizon. However, his passion led him to make a bold move, transitioning to a full-time position at Zee TV, where he worked for a year. There, he was responsible for creating TV shows targeted at Indian Americans, which further shaped his career. This opportunity also took him from Madison to New York for a three-month internship, demonstrating his relentless drive & commitment to chasing his dreams.



Ashish knew this industry was a tight rope— to stand out, he had to think big, work hard, & produce uniquely-edged work. To him, that meant industry, network, & connection; that meant "giving more value than receiving value." Ashish knows the cruciality of going that extra mile—but he also recognizes the importance of boundaries & return on investment.

As Ashish has embarked on his journey to fulfilling work in the production industry, he has worn several caps as editor, marketer, & full-time producer working with large brands such as the Popshift show "Desi Me Dating". As he pivots into full-time producing & directing with his own production visionary, Third Place Creative is far more than just a brand. Third Place Creative is a vessel— the vessel for strategic specialization in social strategy, brand campaign, production shoots, & music videos that work closely with South Asian influencers & companies to achieve sky-rocketed marketing growth & innovation. Ashish reflects on his journey with passion, insight, & an undying commitment to representation. The development of his agency leads



wholeheartedly with heart-centric values of diversity, inclusivity, & industry-changing narrative. Third Place Creative means a prime focus on impactful, high-quality content that promotes both the stories, & talents, of South Asian creatives. Ashish continues to reach for the stars, & eliminate daunting horizons. We can't wait to see what he accomplishes next.

"There's not really an excuse for not being able to learn anything today. It's a matter of knowing what you need to learn."



TAKEN BY: Sanjana Solanki



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TAKEN BY: Heena Bains



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TAKEN BY: Sanjana Solanki



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SUBMITTED BY: Radhika Bhavsar



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navaratri lights





MODELS: Ashna Singh + Smriti Panchal + Neha Ramesh

STYLISTS: Veda Gotumukkala + Saajay Singh + Radhika Bhavsar



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MODELS: Sonika Saraiya + Sanjana Solanki



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STYLISTS: Veda Gotumukkala + Saajay Singh + Radhika Bhavsar



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PHOTOGRAPHER: Vaibhavi Jhawar

PHOTOSHOOT ASSISTANTS: Radhika Bhavsar + Alaan Patel

COLLABORATION PARTNERS: Snap Choreography + Tarana



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TAKEN BY: Niya Maudgalya



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TAKEN BY: Sanjana Solanki



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SMALL BUSINESS SPOTLIGHT

Written by
Mikaila
Bramlette

Red Hot Chilli Pepper

43321 Boscell Rd,
Fremont, CA 94538

Found in Fremont's Pacific Commons Shopping Center, Red Hot Chilli Pepper is more than just a restaurant; it's a culinary homage to the deep cultural connections between Indian & Chinese cuisines. Drawing inspiration from the vibrant Chinatown of Kolkata, where Indian-Chinese fusion cuisine originated, Red Hot Chilli Pepper offers a uniquely immersive dining experience that bridges these two rich food traditions. The Fremont location, opened in November 2019, is part of the Red Hot Chilli Pepper

ALL photos from the Red Hot Chilli Pepper Website

Group of Restaurants, a well-known name in Kolkata's food scene, known for its bold flavors, innovative dishes, & culinary creativity.

This restaurant is a celebration of fusion & culture. The Indo-Chinese fusion at Red Hot Chilli Pepper brings together the best of both worlds. It reflects a history where culinary traditions combine & reinvent themselves, much like the melting pot of cultures celebrated during South Asian Heritage Month. Through beloved dishes like Calcutta Chicken, Hong Kong Lamb, & Vegetable Coins in Manchurian Sauce, the restaurant proudly showcases flavors that feel both familiar & unexpected. The Executive Chef, who honed his skills at the prestigious Taj Bengal, combines culinary expertise with a passion for the complex spices & flavors that characterize Indo-Chinese cooking.

Red Hot Chilli Pepper brings together family & tradition. In South Asian culture, food is central to family gatherings & festivals, such as Diwali, Lohri, & Navratri. At Red Hot Chilli Pepper, dishes are served family-style, embodying the spirit of togetherness that's integral to these celebrations. The restaurant's layout & plating encourages guests to connect, share, & enjoy meals together—an experience that resonates deeply with the South Asian community & anyone who appreciates the warmth of a shared meal.

With its rich, eclectic menu, the restaurant takes customers on a journey through flavors that are vibrant, spicy, & comforting. They use only Halal-certified meat, a thoughtful detail that aligns with the diverse dietary needs of their community. Whether you're savoring the Pan Fried Chilli Paneer or indulging in the iconic Darsaan a la mode, each dish is crafted with the restaurant's signature flair. & for those seeking a lively yet cozy evening out, their Happy Hour, available Monday to Thursday, is the perfect time to unwind & experience the fusion flavors.

Be sure to visit a vibrant symbol of heritage, community, & innovation. Open seven days a week, it welcomes people to a world of flavors & fusion. Next time you're in Pacific Commons Shopping Center, stop by to experience a slice of Kolkata's Chinatown, right here in the Bay Area.

TAKEN BY: Heena Bains



TAKEN BY: Sanjana Solanki



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TAKEN BY: Chinmayi Bolisetty



66







STYLISTS: Donya Mirzazadeh + JJ Manchenella + Karthik Punati

PHOTOSHOOT ASSISTANT: Alaan Patel

TAKEN BY: Sanjana Solanki



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a solucky curated edition

SPOTIFY PLAYLIST

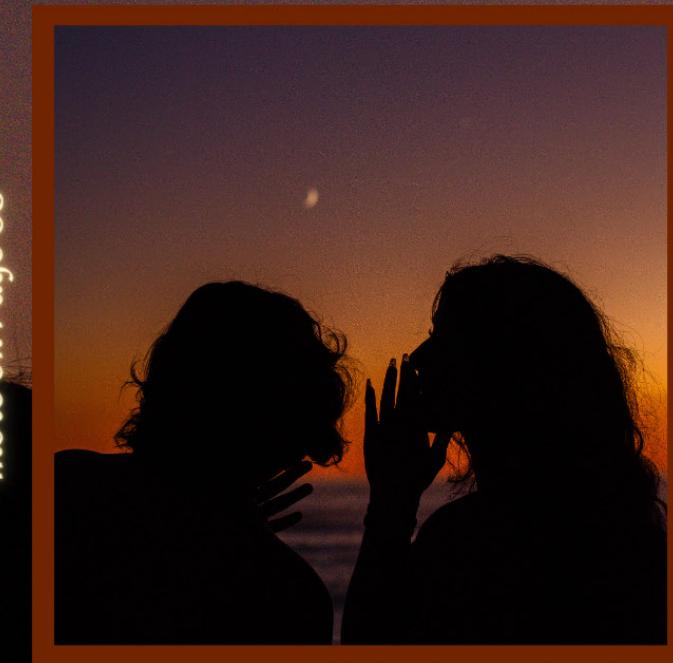
Written & Curated by Mikaila Bramlette

If this playlist does not fit your music taste, do not worry as we will have a new curated playlist in our next issue for you to explore! In addition, make sure to check out our all-time favorites on our Spotify account - the "gems" playlist!

scan the code in the app's camera to listen to our newest playlist :)



More on Page 68



Taken by Arpittha Sundarajan

Soundwaves

Raveena, Shreea Kaul, Dhruv, & more

Step into the soul of South Asia with a playlist that amplifies the voices of today's most talented South Asian artists. From Raveena's lush, dreamy vocals to Dhruv's smooth R&B grooves, each track brings a unique, contemporary twist that's equal parts chill & captivating. Perfect for mellow afternoons or late-night vibes, this playlist is a sonic celebration of cultural pride, featuring rising talents like Deva Rani, Shreea Kaul, & Ashley Mehta. Press play & immerse yourself in the rich, genre-blending artistry of the South Asian music scene—supporting these smaller artists as they make waves worldwide.

Find all this playlist by scanning the code (on page 75) through the Spotify app's camera!

PHOTOGRAPHER & PHOTO EDITOR: Vaibhavi Jhawar
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PHOTOGRAPHER & PHOTO EDITOR: Julian Caballero
More on Page 68



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3-in-1
outfits
with a short kurti
from
Palam Collective



Raa'i
Kikani

Bazaar
Babe



Desi
School









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MODEL interest form

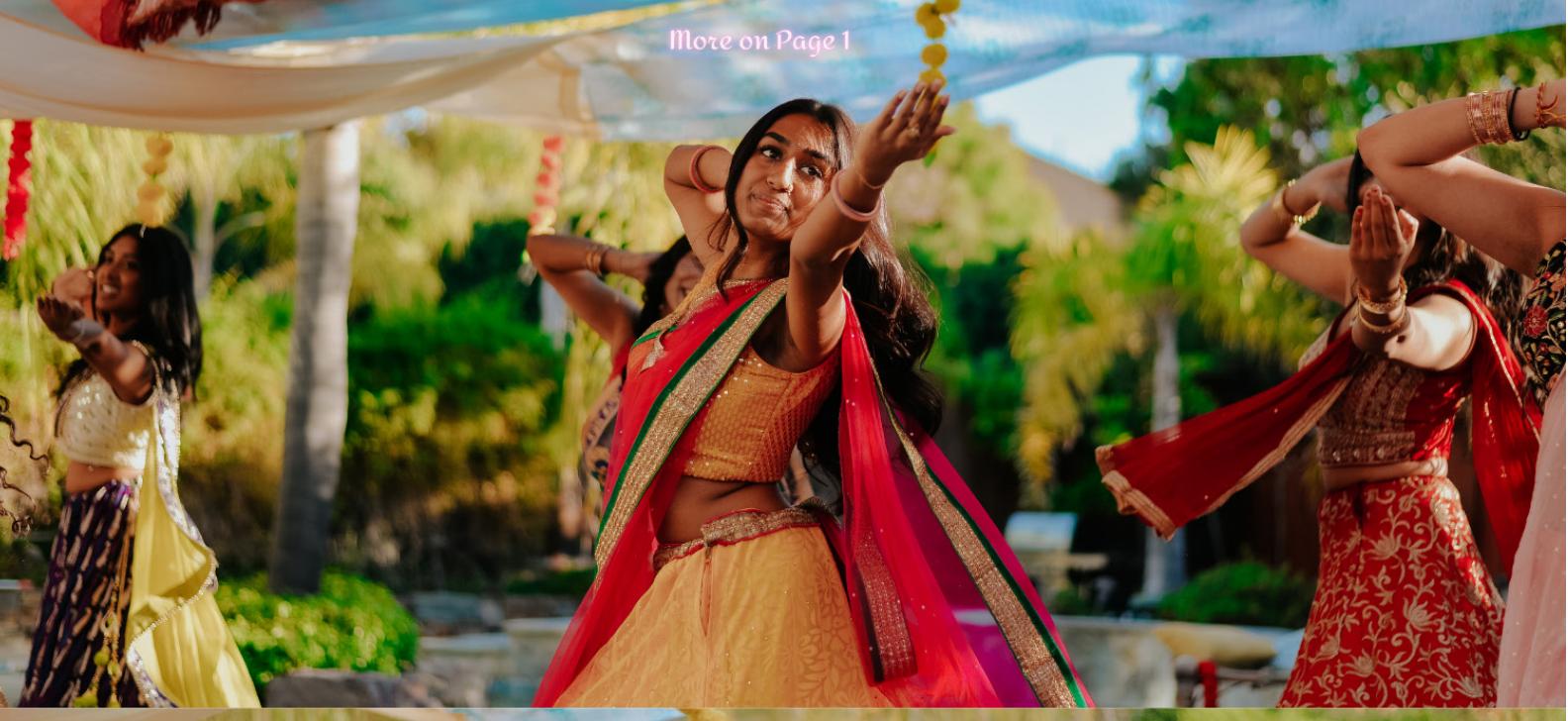
The Model Interest Form is open to anyone who is interested in a modeling opportunity & feels comfortable in front of the camera. Whether you're an experienced model or just starting out, we welcome submissions from all levels of experience. To be considered, you must be based in the Bay Area or able to be present during the photoshoot. Feel free to submit your application at any time, & we'll reach out with more details.

CONTRIBUTOR interest form

The Contributors Interest Form is for anyone who is passionate & looking for an opportunity of a creative outlet to contribute. Being a contributor with the solucky team will give you voluntary experience from *solucky* as a brand/magazine &/or simply showcase your work submission(s). This form will allow you to choose what kind of role or submission you would want with the brand. Our team is composed of multi-talented writers, photographers, editors, designers, & curators. We welcome any kind of passionate work or workers, so feel free to send us a submission at any time! This experience is perfect for resume building & finding the right experience for you!







Acknowledgements

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COLLABORATION PARTNERS: Kaju Studios + Mehendi by Smriti + Snap Choreography + Palam Collective + Tarana







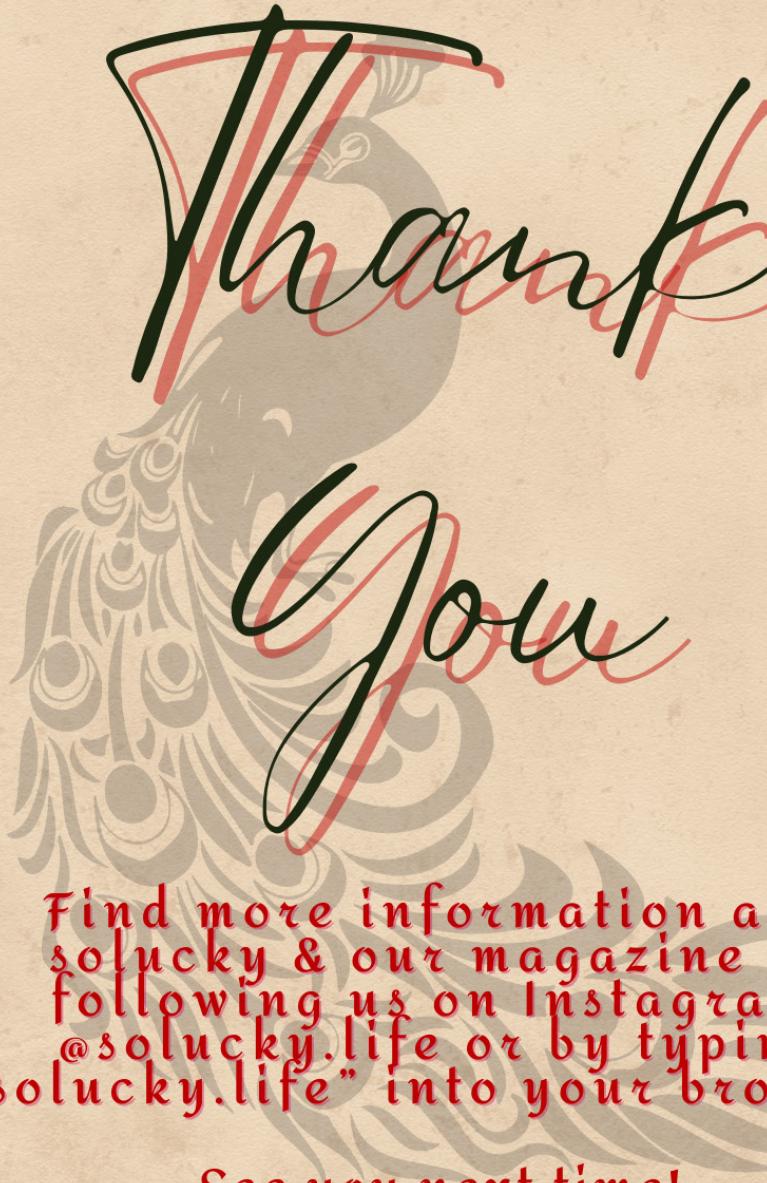


SUBMITTED BY: Sanjana Solanki



TAKEN BY: Sanjana Solanki





Thank

You

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[@solucky.life](https://www.instagram.com/solucky.life) or by typing
“solucky.life” into your browser.

See you next time!

- solucky Team <3