

CELEBRITIES AND THEIR SUCCESSFUL CAREERS

➔ TOKYO STYLEZ



Tokyo Stylez is a well known hairstylist based in Washington, D.C. Stylez and his phenomenal work is popular and greatly appreciated in the music industry and beauty community. He is most known for his elite, celebrity clients such as, K. Michelle, Tamar Braxton, Kylie Jenner, Beyonce, and Karrueche Tran.

His latest client that took the world by storm is Nicki Minaj. Stylez has developed his talents into a renowned empire. A true entrepreneur.

➔ AALIYAH JAY



Aaliyah Jay is a popular beauty guru and makeup artist. She started her career on her YouTube channel which she began in the year of 2012.

Her unique and out of the box makeup looks caught the attention of many. Aaliyah expanded her brand through other social media outlets like Instagram, Twitter, and Pinterest. She now has a significant following on Instagram of 1.6 million followers and over 1.2 million subscribers on her YouTube Channel.



MAKING MONEY MOVES

By Kamren Shine

On Wednesday, November 15, 2018—Cardi B launched her clothing line collaboration with Fashion Nova. Cardi B is quickly achieving fashion icon status.

The collaboration has been in the works for several months and, in a way, was bound to happen. Cardi B has long worn Fashion Nova on her Instagram, unabashedly integrating it into her luxury wardrobe that includes plenty of Gucci and Moschino. Though, according to Cardi B, since day one, her collaboration has been about accessibility and looking good. "It's very chic," she says. "It's really more of the things that I always wanted to wear but more affordable."

The rapper has not held back about her love for the fast-fashion brand and even included them in her lyrics for "She Bad" from her album *Invasion of Privacy*. "I could buy designer, but this Fashion Nova fits," she raps.

The collection will be available in Fashion Nova this November.

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BREAKING GROUNDS

➔ HAILEY BALDWIN



Hailey Baldwin has officially partnered with Pretty Little Thing to be its newest ambassador—and the star of its holiday campaign.

What excited Baldwin particularly about Pretty Little Thing is its size inclusivity. All of the metallic pieces run up to a size 22. "I really love where Pretty Little Thing stands in regards to their sizing," Baldwin said. "I wish more brands openly embraced all sizes. All women deserve to feel confident and sexy."

➔ IL MAKIAGE

The beauty brand, which relaunched in the U.S. last month, has an ideology that is all about maximalism and embracing your high-maintenance tendencies.



To coincide with their relaunch, the brand debuted a New York City-based marketing campaign with billboards in Manhattan and Brooklyn, as well as subway and social media ads and influencer partnerships. Il Makiage has over 50 foundation shades to cover a wide range of skin tones and undertones.



WALKING INTO THE NEW YEAR WITH A GRANDE ENTRANCE

By Kamren Shine

Billboard on Tuesday named the 25-year-old award winning singer its 2018 Woman of the Year. Grande will receive the award at Billboard's 13th annual Women in Music event on Dec. 6 in New York City.

In a statement Billboard's vice president of content Ross Scarano says Grande "consistently stands up for herself and her decisions in a world that often isn't hospitable to that sort of strength in young women." In response, Grande tweeted, "thank u for this honor @billboard."

In the past year, Grande has had Top 40 hits including "No Tears Left To Cry," "Breathin" and "God Is A Woman."

She helped organize the One Love Manchester concert last year, raising more than \$23 million for victims of the Manchester bombing.