

# India Turner

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Anger to envy to offer

Hey, girly!

How many times have you applied your lipgloss today?

Don't tell me! I already know it's far too many, especially since it claims to be long lasting. You

apply the lipgloss and less than an hour later you look in the mirror and *it's gone*. The gloss you thought would work is now as useless as the rest of them. Now you are on the search yet again! A tireless cycle. We all have been there. Buying gloss after gloss trying to find that perfect one that will shimmer and shine all day long as we rip and roar through our busy lives.

Luckily, we've got just the thing.

#### ightarrow The Shine All Day Gloss is built and formulated for the on the go lady.ightarrow

From your first steaming cup of coffee in the morning to your afternoon workout, this gloss will have your lips glowing all day–*effortlessly* 

And who doesn't want an effortless look?

Don't stress over that old lip gloss that can't keep up with you.! You deserve one created for *you*. Check out our website and pick up that effortless shine! You know you'll rock it.

# Spreading the joy with 50% off! Only a few left in stock.

I know I know... Another pair of leggings on the market? Really? Yes, really.

You probably have several leggings in your closet right now (because let's be honest – no one's wearing jeans anymore) but ours wont just blend in with your other pairs. You are going to search through your pile for our duraleggings. Why?

They are a **one of a kind body shaping legwear** made from 100% recyclable fabric and come in several different warm and confident colors.

From a trusty black pair that you can wear with a graphic tee & your favorite sneakers to our butter yellow style made to make your athleisure looks POP.. Unlike other brands, our leggings have an inclusive size selection. We want any beautiful woman on the go to feel sexy and comfortable while dashing through her day.

Since so many of our customers are talking about how comfortable and durable our leggings are we wanted to spread the love, we're offering 50% off all leggings for a limited time only! Click the link below and grab a pair before the offer runs out because you do NOT want to miss out on a pair of these!

# The Red Carpet Dewey Skin Look WITHOUT the crazy price

Every time we see celebrities walking on the red carpet we all notice the same thing. Sure, you appreciate their outfits and how well they coordinated with their partners...But *really* we see their skin and how the flashing lights reflect off their iridescent, glowing skin.

Of course, we don't all have thousands of dollars to shell out on monthly facials and expensive skin routines.

#### -But what if you can get that dewy skin without spending a whole paycheck?

Yes, it's possible! Use these strategies to give your skin the glow it deserves.

# Wash your face every night

Sounds obvious but it's *so* important. It's so common for us to under cleanse and over moisturize. The daily build up of simple activities can have your skin clogged without you even knowing and that is the exact way to ruin a good makeup look.

Remember, skincare is the *foundation* for glowing makeup and you can't cover it up and nor should you. Always start with a fresh face :)

# Clean your pillowcases

NEVER forget to wash your pillowcases. You could be doing everything right but if your pillowcases aren't clean it will cause dirt and oil buildup as you sleep. Don't allow yourself to do all the work just to forget a clean pillowcase. I have been there, wondering why my skin is still

breaking out even though I have been washing my face consistently. The culprit? MY pillowcase- be sure to throw them in while doing laundry. :) Your skin will thank you later, trust.

# WATERRRRRRR! \*spongebob voice\*

Health always starts from the inside out.- keeping yourself hydrated is key. Curious how many ounces you need to be drinking? Divide your body weight (lbs) by two. The answer is how many ounces you should be drinking daily. If you don't really love the taste, consider adding lemon but when in doubt, drink water!

# Sunscreen, babe.

The sun's rays are so much more powerful than you think. Using sunscreen will protect your skin from getting sun spots, dark spots, and growing older with tons of wrinkles. You may not think you need it because you don't get sunburnt easily but the sun's rays are so powerful and can cause unwanted spots on your skin and then will affect that dewy glow.

Ready to give your skin a refresh? Go try these tips and use them daily! Though it will take some time, using these simple and "easy on the old wallet" tips will have you strutting down any red carpet in no time. Rooting for you to achieve that skin glow that will make you smile !

# How to get the deep, stress-relieving sleep you've been craving.

Let's begin by asking the question ... Why are you here?

My guess? You're such a busy person who often can't fall asleep because your mind is racing. Many of us are in the same boat- unable to stay asleep or reach the deep sleep we need to feel refreshed. It's a never-ending cycle.

Luckily, we created the remedy because we know how frustrating it can be for restless sleepers. Perhaps we should bring up another question you are probably wondering.

Can music help you fall asleep?

The short answer? Yes.

For centuries music has been used as a therapeutic tool to increase emotional health, mental performance and sleep. Dating back to ancient Arabic cultures– musicians worked alongside physicians to aid in healing.

Music is known to powerfully affect your heart rate, breathing, and hormone release frequency. It also boosts cognitive functions within the brain. These effects help you reach a sleep that you may have not even known was possible. Soothing music can quiet your nervous system and even reduce stress and anxiety. *And we all have a lot of that.* 

Use soothing sounds and music to get the sleep you need -- and stay *comfortable* at the same time.

Your next step is acquiring the right tools to be able to listen to the music AND lay down comfortably!

#### That's where we come in.

Lullaband is a wireless speaker specifically designed for people ready to use music/sound therapy to give them a good night's rest.

#### Lullaband + soothing music = the deep sleep you've been missing.

Our bluetooth sleep band is equipped with ultra soft and breathable material with the best flatted speakers on the market.

Designed for the immersive experience so you can lay down comfortably while hearing high quality, stress relieving music so you can achieve that deep sleep you've been craving.

Being tired even though you have slept sucks, so take that extra step to achieve that true, deep sleep you have been yearning for and buy our Lullaband. They're going fast - don't miss out on your opportunity, click the link below to get the sleep you know you need. <u>https://lullaleisure.com</u>

# Website copy

- **Authentic Katana Handle:** Equipped with a 27.2 cm authentic Katana handle for a strong two handed hold against your windiest opponent.
- **High quality, 24 bone aerodynamic frame:** Crafted to weather heavy rain storms with its unique 300T fabric and 24 bone reinforced frame perfect for repelling hard rain.
- Semi Automatic Button: Unlike most umbrellas, Dry Ninja's easy functioning click to open technology is perfect for swift opening and closing in confined spaces.
- **Carry Hands free like a true samurai:** Equipped with a nylon sheath for easy back storage to allow for hands free travel like a true samurai.

Tired of suffering the slings and arrows without a true warrior umbrella during rainy days?

Dodging raindrops with nothing but your fists or a flimsy umbrella?

Walk the same path as Tanjiro Kamado on his journey to become a Demon Slayer with The Dry Ninja Umbrella. Finely crafted with a black coating panel to **protect against UV rays** while also helping to fight the looming storms.

The Dry Ninja comes equipped with a **nylon sheath** so you can draw your *umbrella* like a true fighter. Designed with an **authentic extra long katana handle** in order to easily wield your umbrella when encountering oni rainstorms by the **effortless click of a button**.

Known for the **high quality** and **aerodynamic** nature of a true samurai blade, the DryNinja comes with a 24 bone reinforced frame it will not back down against your windiest opponent, of that you can be sure.

If you are not ready to embark upon the journey and the path less traveled, you may stop reading here. But, if you can handle the responsibility and power of The Dry Ninja Umbrella it is now time to move forward..

Click the ADD TO CART button to begin your training. The rainy battle is on the horizon..

The Dry Ninja Umbrella cuts through the rain with all **3 sizes offered**: 8 bone, 16 bone, and 24 bone.

Features included:

**High quality, aerodynamic frame:** The Dry Ninja Umbrella is crafted to weather heavy rain storms with its unique 300T fabric perfect for repelling hard rain and the 27.2 cm Kantana Handle for a strong two handed hold against wind.

**Semi Automatic button:** Unlike most umbrellas, this easy functioning click to open technology is perfect for swift open and closing in confined spaces.

**Easy to Carry:** equipped with a nylon sheath for easy back storage to allow for hands free travel like a true warrior

**After Sale:** We are confident that you will love your Dry Ninja Umbrella but if you are not satisfied, we offer a 100% money back guarantee.

Book Copy for soon to be author.

"A powerful and exceptional debut story of redefining life and love after pain"

• Patricia Henegan, SC State Representative

"I laughed, I cried, and I was angry but most of all I feel like I *knew* Dorthea. Dorthea is a character that lives within us all."

• Shara Finley

In order to find yourself sometimes you have to truly lose yourself. Becoming the person you are requires sacrifice, devotion, and sometimes...**suffering.** 

In Disremember Me, high level career woman, mother, poet, and new author Jean Moore Turner writes a grueling true story of young Dorthea's journey to finding her way in the world after a traumatic series of events.

From a very young age, Dorthea was surrounded by community. Her family and friends were all devout Jehovah's Witnesses. This life is all she knew. She loved her community and her faith. But when a deep misunderstanding causes her to lose everything she has ever known at age 26, she is cast out and **shunned** by members of her family for over 25 years.

With time, she finds herself climbing the ranks of her career, meeting new life long friends,

getting married, and having children of her own. Making a new life for herself. Though her life looked perfect on the outside, she carried this pain and sadness with her as she longed to see her family again. All while trying to keep her past from affecting her beautiful new life.

To what lengths will she have to go to keep her explosive past from meeting her safe present?

Jean Moore Turner began writing poetry and short stories when she was in middle school.

Though her career focus was global leadership in a Fortune 100 company, she always kept writing close to her heart. Her debut story is one she holds close. She is a wife and mother of three and currently lives in Ohio where she continues to write and inspire the lives of others.

This book is her memoir.

This book is a memoir. It reflects the author's present remembrance of experiences over time.

Names and characteristics have been altered. Some events and storytelling has been compressed and some dialogue has been recreated. The forward was written directly by Carolinda. All other chapters entitled "Carolinda" represent the author's imaginings of what Carolinda went through and felt during key moments and occurrences during Dorthea's life. The forward was written by Carolinda.

## LULLALEISURE WEBSITE COPY

Sales Ad

# Lullaberry Sleep Headphones

# The FIRST EVER noise-canceling, Mulberry Silk Sleep

## Headphones

Designed with great sound and quality and what's more? The Lullaband contains the beauty secret that all hairstylists rave about, our sleep headphones are formulated with just the right amount of anti-slip silk technology to ensure no breakage, no split ends, AND the luxurious sleep sound experience you desire. Introducing the FIRST EVER mulberry silk sleep headphones... for MAXIMUM comfort.

With Lullaband Sleep Headphones, you will be equipped with high-quality silk headphones, the relieving insomnia e-book, and a sleep playlist designed to curate the perfect environment for *deep, restful* sleep

## Click the link to elevate your sleep game today.

PP 2

# Elevate your sleep game with us

- Soft, breathable, buttery silk fabric

Comfortable, breathable silk fabric aimed to create an environment for consistent, deep sleep. We know there are plenty of cotton based sleep headphones on the market, but with our silk fabric elevation, we've created the MOST comfortable sleep headphones out.

# - Easy Bluetooth connectivity with high-quality sound

Equipped with simple connectivity and high-fidelity speakers to create an immersive surround sound effect as you lay your head down to rest. Paired with the snug buttery feel of mulberry silk, we've designed the perfect immersive seal for enhanced sound and sleep quality.

# - Flat foam Speakers

Designed with flat foam speakers so you comfortably lay on your side and fall asleep without all of the tossing and turning that comes with bulky headphones. You wanted sleep headphones that feel like you're not wearing anything at all? You asked. We answered.

# - Audio ebook AND carefully curated sleep audio

Your purchase includes a relieving insomnia e-book intended to round out the perfect sleep environment. Not only that, you will receive a carefully curated sleep audio playlist with over 1000 hours of sleep audio content including nature sounds, soundscapes, meditations, and even ASMR! We've thought of everything :)

# About Page

# The man behind the curtain, you ask?

What's up sleep squad !

I'm Noah , an e-commerce brand owner, football fan, lover of dogs and travel, and an avid advocate for comfortable and immersive rest. I got the idea to pursue and change the sleep headphone game after going through several different sleep headphones myself because I, too was tired of being tired.

Getting to sleep at night was a hassle and the sleep headphones I used were not comfortable in the slightest. I'm talking bulky, too tight or too loose, AND bad sound quality. It frustrated me to continue **wasting my money** on brands that promised me good sleep without delivering and I knew if I struggled with this.. *others did too*.

That is when I decided to design a reliable and **comfortable** sleep headphone brand for people who can't sleep. The people searching for an outlet that *actually works*. The people with partners that snore and continuously keep them up at night. Lullaleisure is an all-consuming, elevated sleep brand for those craving restful nights. Currently providing the world's most comfortable headphones with much more to come...

stay tuned 👀

## Front Page 1

Take the leap. For your rest. For your sleep. For your rejuvenation.

Now offering the **first ever** Mulberry Silk sleep headphones designed with anti slip technology created to eliminate bed head, harsh lines, and overall encapsulate real *Beauty Sleep*.

Get the sleep youve been dreaming of... Grab our Lullaberry Headphones today!

## Front Page 2

# So, what is this Lullaband we speak of?

Glad you asked. We've designed sleep headphones that put the **sleep** back into the sleep headphone game. With breathable and ultra soft material paired with the flattest and highest quality speakers on the market. The Lullaband will give you back the hours of sleep you've been craving. No more waking up tired and groggy. Its time to invest in a sleep headphone that guarantees deep rest and *rejuvenation*.

And what's more, your Lullaband purchase comes equipped with a sleep ebook curated with gentle, ambient music for deep relaxation. **The perfect sleep ensemble.** 

So, lets get to sleeping, shall we?

## Front page 3

The people have been talking..

Check out what elevating your sleep game with Lullaleisure will do for you.

## Front Page 4

# What you can expect

# Flattest sleep headphones on the market

Don't settle for clunky sleep headphones that leave you with headache. We've designed flat  $\frac{1}{4}$  in headphones to ensure easy resting.

no continuous adjusting ..

No tossing and turning...

Just slip them on, turn on our sleep ebook, and boom! Easy resting.

# Long Lasting battery

Guaranteed to last for over 10 hours to ensure a full nights rest. We've designed all our Lullabands with a powerful, rechargeable battery because dead headphones are a waste of time and here at Lullaleisure we are all about *real sleep results*.

You can even double click the + icon to program your headphones to shut off when it fits you!

The ultimate customization for your sleep.

# **High-Quality Sound**

With our innovative speaker technology, you don't have to sacrifice audio quality for comfort.

We have both.

The Lullaband is designed with high fidelity audio with ultra low distortion to regulate an immersive sound experience perfect for prioritizing deep sleep.

## **FRONT PAGE 5**

# Get the sleep you've been dreaming of with Lullaleisure.

For your rest. For your sleep. For your rejuvenation.

## **FRONT PAGE 6**

# Ready to elevate your sleep game?

Choose from a variety of colorful styles and packages. From family packs to toddler styles. We've thought of it all.

Now lets get to sleeping!

## FRONT PAGE 7

Sleep squad, don't forget to follow us on IG for more sleep content, tips, and discounts.

@lullaleisure

We want you to continue to invest in your sleep with us. Sign up and instantly receive 10% your first order.

Our email list receives first dibs on our newest collections and with our ever evolving product line..

You DO NOT want to miss out on what's to come, Sign up now!

#### www.lotusblissgems.com WEBSITE COPY

### About Me

What's up Lotus Family, my name is Ji. A dog loving, fashionista who was so and i do mean soooo tired of the price of quality jewelry. After years of researching, I finally created Lotus Bliss Gems.

I wanted to give you all a **one stop shop** for trendy, one of a kind pieces that make you feel beautiful, while also keeping in mind that not everyone can afford thousand dollar pieces. Trust me, I get it. *Same girl.* 

Here at Lotus Bliss Gems we pride ourselves in being an **all-inclusive brand** focused on designing authentic jewelry for all occasions. Whether you are headed out for coffee with friends or a night out on the town. We've got you covered. So stick around and shop awhile, I guarantee you we have something you've been looking for :)

#### Vision

We believe wearing what you want and how you want to wear it is one of the deepest forms of individual expression. Showing up in pieces that make you feel like your most beautiful and authentic self can take you much further than you think.

So buy that necklace that makes you smile and go, "yeah, that's me", because your beauty is one of a kind and so are you.

### Taglines

-Trendy, luxurious pieces finely crafted to empower one-of-a-kind people, like yourself.

-Lasting jewelry to accompany moments that feel like forever, because, with Lotus Bliss Gems, they are.

#### Minor History- Sustainable Handbag company Website Copy

#### Home Landing Page

Minor History. No large logos. No showy prints. Our bags are about you. Not us.

#### Your personality. Your aspirations. Your travel. Your history.

THE on the go, everyday bag. Made to last. Becoming a part of your history. Whether its traveling to italy on a solo venture or jetting off to dubai with your friends. Ours bags are made for you.

We pride ourselves in using sustainable practices and no filler materials to build long-lasting bags that hold their form... for good.

#### Spring Collection taglines| current: reliably bright

Check out our latest collection for spring and summer showcasing our newest pastels for all of your summer soirces.

Dress them up with a floral slip dress and dainty heels for a girl's night out or dress it down with jeans and a button up for a trip to your favorite coffee shop. Our bags are the perfect summer compliment!

-Your classic on-the-go bag for when you've got the travel bug.. itching to jet to your next destination. Pair it with our lunnete wallet to keep your passport safe on your journey. So cute and practical.

-April showers bring ... summer travel ventures! Shop our travel accessory collection today.

#### Our Mission

We believe in designing a successful brand that not only has beautiful bags and accessories but one that holds itself to a higher standard for production.

With our quality standard, our bags are designed to be your go travel pal as you grow into the world traveler you've always dreamed to be. Jetting from beautiful cities to picturesque country sides. Our bags will ride through all of your ventures and become woven into your history for years to come!

Remember, if you aren't happy we aren't happy. If you have any questions or concerns you can chat us at <u>info@minorhistory.com</u>

#### F\*\*\* the facade tagline

We pride ourselves on creating high-quality, one-of-a-kind bags **made to last a lifetime.** Nothing is more frustrating than finding the perfect on the go bag that rips within months. WE KNOW. That is why we skip the sneaky stuff leaving behind only real, long lasting bags that KEEP their form. Read more about our brand and how we redefine what on-the-go long lasting bagwear really is.

#### <u>History</u>

#### No more overpriced bags and low quality

About 10 years ago, my partner Dave bought a super expensive bag for his wife...

Of course, we may all do that from time to time but this bag fell apart almost instantly.

What did he pay for? The brand? Sigh!

He brought that issue to me and we put our heads together. How could we fit into this marketplace? How can we make a bag brand that's built on integrity AND style AND vision.

After sifting through a lot of research, we launched our spin on a timeless yet trendy bag company calling it, Minor History.

With our decade of experience in manufacturing and product development, we harnessed our knowledge to develop a sustainable leather bag brand because **we truly care about our footprint:** 

- no plastic liners
- no fillers
- -no chrome-tanned lining

#### We pride ourselves in being among the 10% using only vegetable-tanned leathers.

We know what your thinking.. two men running a handbag company?

Our team is made up of brilliant woman who have helped tailor our vision and mission into what is it today. Designers, Marketers, and thought leaders.

Minor History is for the woman who loves the traditional bag silhouette but also searching for those trendy styles and colors. We wanted our bags to beautifully complement our customers. No large brand names on the front. It's not about us. It's about you.

#### Your personality. Your aspirations. Your travel. Your history.

We hope you love your bag and take it with you as you carve out your place.

Love and Best Wishes on your journey,

Dave and Topher. -Founders of Minor History

Industry Page

# F\*\*\* the facsade.

We've been in the business for over 15 years and with our background in manufacturing and product development... we can tell when someone is cutting corners..

The industry secrets are honestly not so secret anymore.

Ditching quality for lowers costs and maximum profit.

To all of that.. We say **F**\*\*\* **the facsade**. No corner cutting. No fake stuff. 100% real. For the real. Our methods are the reason our bags are made to last.

Because of our methods, we promise a lifetime guarantee.. Our bags are for forever. We promise to make it right, if not.

We aren't going to relish on other companies and what they do or dont do, but this is the bottom line...

Other brands:

- Use plastic fillers, liners, and coatings to cover up poor workmanship
- Use plated hardware to cut costs
- Use imitation leather in hard to see spots to cut costs which makes the bag break down much faster.

Our Brand:

- Never use plastic fillers. We have researched the proper methods to make sure our bags hold shape without any fillers. This is truly what makes our bags one of kind.
- Only use solid brass hardware that shines bright now AND later
- Never use imitation leather. 100% full grain, chrome- free tanned leather all the time

Here at Minor History we want to create bags that last forever. Your new bag will become your go to handbag. With quality that lasts. **No corner cutting. Only the real. For the real. Long lasting bag wear made to be apart of your history.** 

Jovani Dress Retailer Blog

# The Ultimate, All-Inclusive Guide to Prom

Okay okay.. Let's talk all things prom

Well with Prom season just around the corner, it seems only fitting to talk all things prom dresses and how to have the most perfect prom evening. After all, it is the most exciting, dreamy, and unforgettable night for most high schoolers. The night to dress up, dance, and create unforgettable memories with friends. However, leading up to prom night, there is always a possibility that some things could go wrong: a dress not fitting, not being on time, forgetting to buy the proper shoes, etc.. so it's important to remember some tips and tricks to ensure that the night is enjoyable and stress-free, because on this night.. It's all about the beautiful memories you will create with people you won't forget before stepping out on your own journeys after school.

So keep reading to learn more about...

- how to choose the right prom dress including some FAB trends to keep in mind
- how to create outfits inspired by some show-stopping celeb looks
- what do's and don'ts to follow leading up to prom night
- -LASTLY, how to make the night unforgettable, which is the point of prom, right?

# The Road to Prom Night: Preparing for the Big Day

The journey to prom night is almost as exciting as the event itself. From choosing the perfect dress to finding the right date to getting ready with friends... its all important and it all matters :)

## Choosing the Right Prom Dress

Choosing the right dress can be a daunting task, but it doesn't have to be. After all, start by considering what you feel most beautiful in: colors, shapes, and overall styles. Your prom dress should be a **reflection of who you are**: unique and stunning in your own right! So, start by determining your body type, setting a budget (we don't want to break

the bank but we still want to do it up right), and considering your school's dress code. Try on different dresses and make a day of it. Grab your best girlfriend and an iced coffee and get ready to travel to different boutiques to find the perfect dress. Better yet, save some time by checking out @jovanifashions on IG to find which retailers carry JOVANI because of course you'll want to be wearing the BEST.

Always consider the most recent trends when choosing a prom dress. Jovani Fashion is known for keeping up with the latest styles and incorporating them into their designs. Look for dresses that have features such as off-the-shoulder styles, mermaid silhouettes, high slits, and glitter embellishments. These features are sure to make you stand out and feel like a prom queen (whether your in the running or not). Speaking of, check out this sub article below highlighting some recent trends!!

4 trends that will knock their socks off for Prom Season 2023

Floral prints, duh - Floral prints are always in style for spring and summer, and prom season is no definitely no exception! This season, we can expect to see a lot of floral print dresses in pastel shades like pink, lavender, and yellow. Who doesn't love a classic flowy flower child dress that screams bohemian. Add in some beach curls and a natural, glowy beat and it's a look!

••• Off-the-shoulder vibes - The off-the-shoulder style has been popular for a few seasons now, and it's not going away anytime soon. This style is perfect for prom because it's both elegant and trendy. Never too much or too little. It says "I know I look good.. And what about it?"

Struc-piece never hurt anyone - Two-piece prom dresses have been growing in popularity in recent years, and they're still a fab choice for this season. The crop top and skirt combo is a great way to show off a little bit of skin while still looking elegant.

Sparkles and sequins please! - Pairing a sequined detailed dress with a slick up-do and some dangly earrings is a show stopper. Prepare to be in the spotlight both figuratively and literally because those sparkles will look perfect under the lights and so will you :)

☆ To be or not to be the brightest and boldest- This year, bright and bold colors are all the rage. From electric blue to fuchsia, neon yellow to lime green, there's no shortage of statement-making shades to choose from. Whether you opt for a full-length gown or a shorter cocktail dress, choosing a bright and bold color is sure to turn heads.

Some sheer, my dear? - Sheer fabrics have been a popular trend for a while now, and they're still going strong this prom season. From illusion necklines to sheer panels on the bodice or skirt, these dresses are all about playing peek-a-boo with your skin. Sheer fabrics can add a touch of sexiness and sophistication to any prom look. It's all in the details, lace details that is- Lace is a timeless trend that's always in style, and this year it's all about intricate lace details. From delicate floral patterns to bold, geometric designs, lace can add texture and depth to any prom dress.

Jovani Fashion offers a wide range of styles, so it's important to choose a dress that reflects your unique taste. For example, if you prefer a more classic look, you might want to opt for a long A-line dress with simple details. If you're more daring, choosing a more bold print or bright color might be the move. Just go with what makes you feel beautiful. Period! Speaking of beautiful, below we highlighted some of the best dress looks of celebs everrrr !

#### 1. Jennifer Lawrence's Dazzling Red Dress

Jennifer Lawrence's red dress from her 2011 prom is a classic look that never goes out of style. This strapless dress features a fitted bodice and a flowing skirt that flatters any body type. To recreate this look, select a bright red dress that makes your skin glow: look for a similar silhouette and pair it with simple jewelry and a sleek updo.. The dress will do the talking.

#### 2. Selena Gomez's Classic Black Dress

Selena Gomez's black dress is the epitome of timeless elegance. This simple dress features a sweetheart neckline and a fitted silhouette that hugs the body in all the right places. To recreate this look, select a black dress with a body con and simple silhouette and pair it with dramatic earrings and a bold red lip.

### 3. Beyoncé's Shimmering Gold Dress

Beyoncé's show-stopping look is designed for the girl who wants to stand out and pop out. This dress features a fitted bodice and a full skirt that is adorned with gold sequins. To add a lil Beyonce dazzle, find a gold dress that makes you feel like a superstar. Add in some simple jewelry and a sleek hairstyle, and don't forget a glowy, natural beat and there you go.. Beehive worthy!

#### 4. Taylor Swift's Blue Dress

Taylor Swift's blue prom dress is a romantic, dreamy look that is great for the girl who loves a touch of glamour. This dress features a strapless bodice and a flowing skirt that is adorned with delicate beading. If you're trying to go for the "Our Song" look, choose a blue dress and pair it with delicate curls and a dewey makeup look. Your set to go.

## Getting Ready with Friends

Getting ready for prom with your friends is one of the most fun parts of Prom. Spend the day getting your hair and makeup done, taking photos, and sharing stories. Take the

time to really **relish in the moment.** You'll look back at those moments years from now and smile. So be sure to plan ahead and give yourself plenty of time to get ready, so you're not rushed on prom night. Because we all know rushing to get ready is anything but pleasant. So relax, and have fun beautifying yourself and setting yourself up to be the best and most confident you. Makeup and hair isn't everything but we all know when you look your best you feel your best too.. And that is what it's important!

## Choosing the Proper Date

Choosing the proper date is an essential part of prom night. Whether you're going with a friend or a significant other, make sure you choose someone who will make the night memorable. Communicate with your date ahead of time, and plan your transportation and after-prom activities. If you are going with just friends, don't fret prom isn't all about having a date, it's about having fun, dancing, and **staying present with some of your favorite people**. Don't get too caught up in the hype or you may miss out on what's truly important about this day :)

Dos and Don'ts Leading up to Prom Night

Leading up to prom night, there are a few dos and dont's to keep in mind to ensure that the night is enjoyable and stress-free.

Dos:

Do plan ahead and give yourself plenty of time to get ready.

Do communicate with your date ahead of time and plan your transportation and after-prom activities.

Do take care of yourself leading up to prom night, eat healthy, and get plenty of rest.

Do have fun and enjoy the moment.

Don'ts:

XDon't wait until the last minute to choose your dress or make plans with your date.

 $\times$ Don't overspend on your dress or accessories, set a budget and stick to it.

Con't get caught up in the little details and forget to truly ENJOY YOUR NIGHT

XDon't succumb to peer pressure or engage in risky behavior on prom night.

Making Prom Night Unforgettable

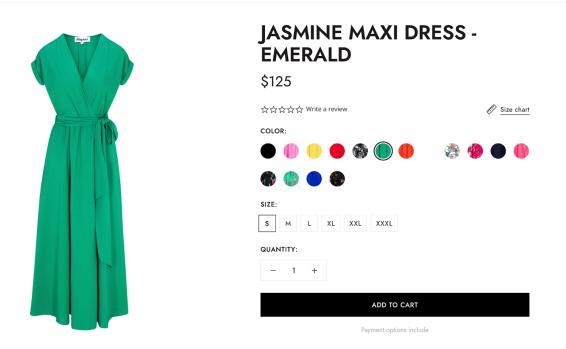
As we continue to mention, Prom night is a night to remember, so make sure to **take advantage of every moment.** Dance, take photos, and make memories that will last a lifetime. Here are some tips to make prom night unforgettable:

- Take plenty of photos to capture the moment.
- Dance the night away with your friends and/or your date.
- Make sure to eat and stay hydrated throughout the night.
- If you are wearing high heels make sure to bring a pair of flats, nothing dampens a great night better than painful feet
- Bring a change of clothes for after prom plans

Alright alright, enough chatting. By following the tips outlined in this guide, you can be sure to carve out the perfect night with the most stunning look surrounded by the people you care about most. Other than your family obviously :) So take a look around, say a few positive affirmations, and appreciate every moment. **This is the night**. Step out and make it something special. We at Jovani Fashions hope our customers have the most stunning Prom night because that is what matters before graduating and taking on the rest of the world! Don't forget to check out some our our show stopping new looks for this Prom Season, trust me, you'll want to pop out in a Jovani Original.

Shop our collection today! https://www.jovani.com/prom-dresses

Meghan Fabulous Product Description

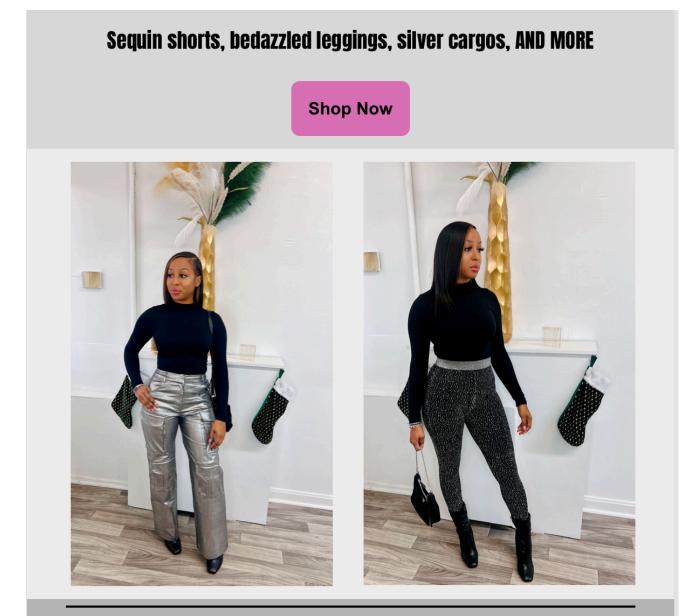


This gorgeous yet comfortable dress is one of our absolute BEST SELLERS. Jasmine is designed with an elasticized waist to suit various shapes and sizes. She also includes a multi-use belt on the ride-hand side seam that can be tied on the side, front, or back! And what's more? This faux wrap dress has a sexy dramatic front leg slip... Transitioning seamlessly from daytime to nighttime wear.

This showstopper is for the girls that don't want to show too much but don't want to cover it all up either! The ankle-length, 70s-inspired faux wrap dress is perfect look for a patio lunch with your girls or dress it up for date night with hubby. Pair this bright emerald green look with some show-stopping fuschia jewelry to really make a statement.

Jasmine is the epitome of an IT girl dress – but making it casual.

Email copy for XXIV.7 Apparel



# NYE is for shine and glitter

# Stand out without doing too much. We planned the looks for you.

Pair our tunic tops with our bottoms for a clean, sleek, jaw dropping look

# A message from Erica :)

Hi girlies, I appreciate your support so much. With the year coming to a close, I wanted to share a little bit of myself with you.

As a Cleveland native.. as many of you are :), you know that support and positivity growing up can be hard to find. Many of us are told we may not amount to more than our circumstances. However, I took that on as a challenge because I truly believe with hard work and dedication, anything you set your mind to is possible.

I started working for big name retail companies at 17 years old. I learned a ton and took that experience with me as built my own brand. I started with kids clothing & accessories sold right out of my car trunk.

Years later, I pivoted to women's clothing and that is where 'XXIV.7 Apparel' was born.

My brand is designed to highlight a woman's beauty, in and out. The type of clothing that makes her feel beautiful, sexy, dreamy and everything in between 24 hours a day... 7 days a week.

So I hope you all wear my clothes with joy and confidence. Let your individuality shine through your personal style and WORK IT HONEY!

Rooting for you, Erica - Founder of XXIV.7 Apparel



## Our new multi tone ivy cap!

knit woven & warm
one size fits most
gold, blue, and red flecks designed to
elevate any warm toned winter look!



# Your friends will be saying.. Aw, you shouldn't have!

Grab one for ya bestie and one for you too. Too much? Hardly.