

ISSUE A
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BELLA DAVIS

ENTER THE WORLD
OF ONE OF FASHION'S
GROWING STARS

FASHION FORWARD

WHO IS PUSHING
FASHION TO THE NEXT
LEVEL?

CHORD

MAGAZINE



WHO'S YOUR PICK?

Let's go over the Super
Bowl favorites!

Special Edition

Meet Luca's "London"

Artist: Jane Ndolo

INTRO

“Art Amplified”



Artist: Anthony Ortiz



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the content.

The Rise of Inspirational and Spiritual Music in the Industry

Over the years, the music industry has witnessed significant changes, with new genres and sub-genres emerging every now and then. Amongst the latest trends is trap music, known for its hard-hitting beats and lyrics that glorify violence, drugs, and money. However, there is a positive shift towards music that is more spiritual and uplifting.

This shift towards more inspiring and spiritual music is a result of several factors. Firstly, there is a growing awareness of mental health and the need for self-care. As a way to cope with stress and anxiety, many people are turning to music that carries a positive message. Secondly, there is a growing interest in mindfulness and spirituality. People are looking for deeper meaning in life and are attracted to music that reflects this.



COACH'S CORNER

Fr33sol, Tone Levels and Lecrae are some of the artists leading the way in this new direction of music. Their music features uplifting and inspiring lyrics that resonate with audiences worldwide. Their music provides a glimmer of hope in a world that can often feel dark and hopeless.

The shift of music towards more inspirational and spiritual sounds is a positive development. It reflects growing awareness of mental health and the importance of self-care. It also reflects a growing interest in mindfulness and spirituality. As more artists embrace this trend, we can anticipate a future where music is not just for entertainment, but also for personal growth and healing.

—Plugged In Profile

Meet Lucaa

Lucaa continues to impress with their latest release "London"

"London" is the lead single from your debut EP, "Residue." Can you tell us about the thematic threads that connect the EP and how "London" sets the tone?

Hey Chrd, thank you so much for having me around again <3! I think if I had to pick a thread that connects the EP it would be how time leaves its mark on your life via the experiences that you survive along the way. "London" kicks this off because it is the story of one of my greatest loves being hindered by my lack of ability to love myself. And my self loathing was caused by past abuses - they left residue that I couldn't clean off.

The title "Residue" suggests remnants and lingering effects. What kind of emotional residue are you exploring on this EP?

Oof, great question! Okay, so I'm extremely private (you won't know anything about me unless you are glued to me). So, I am breaking those barriers and speaking about battles with depression and loneliness, shame, identity, and grief (in the forms of sorrow as well as memories of light and love). I want to connect w/ folx around shared feelings that we don't like to talk about. I'll bear it all so that you know it's not abnormal to experience the gritty things.



As a queer BIPOC artist, you bring unique perspectives to your music. How do your identities inform the narratives and emotions in "London" and the EP as a whole?

My entire identity as Lucaa is so fluid. I don't know if it's my blood memory but I have never fit in a box (despite trying so hard to). Therefore, you could look at "residue", and "London", this way: if I view myself as water, flowing through life I'm going to hit obstacles. Abuse might freeze me in a moment in time, I might choose to flow through a volcano and evaporate almost completely (that's "London"). People may try to remove my rights and that's oil that taints me. But, I still, someday will go back to fluidity, but I'll forever be changed. - idk if that answered the question hahaha!

"London" feels both introspective and empowering. Was that a balance you consciously strived for, and how did you achieve it musically and lyrically?

This song is me in my truest form. When I wrote "London" I was standing in my sister's kitchen and it was the saddest, coziest color blue. I got lost in my regrets and simultaneously didn't want to be anywhere else. So, I came up with the song in that moment (as well as the guitar part, which is my favorite thing) - it really just came to me.

Diving Deeper into "London"

The song title, "London," is intriguing. Can you share the personal or symbolic meaning behind choosing this city as the focus?

YES! I met the person who this song is about in a kitchen – lol, idk what is with me and kitchens! But, they had just come back from London. I thought that was soooo, idk, outside my realm at the time. Hence, they became forever tied to London in my mind.

There's a subtle tension between vulnerability and self-assuredness in the lyrics. Is that a dynamic you explore throughout the EP, and how does it play out in "London"?

Okay, so I love this question because that does not persist! In one of the next releases it's more about contempt causing my loneliness, and another, "hinge" is just like floating in a pool of love. So, I'm taking listeners (or partakers) on a journey, and "London", with all of its shaky stabilization, is the first stop.

The production has a dreamlike, atmospheric quality. How did you collaborate with your producer to create this sonic world and enhance the emotional impact of the song?

Thank you! I have worked together with other producers on some other tracks for "residue" but I produced this one myself. So the challenge is always working in the confines of the program and trying to get exactly what is in my head out into the world. But, this one is pretty damn close. I wanna suck you into my feelings! My musician angel did play the guitar part because I wanted distance from it, as it's my favorite part of the song and I didn't wanna fudge it up.

You've described "Residue" as a deeply personal project. Did creating this EP and releasing "London" feel like a liberating or cathartic experience?

Hmmmm, ooh, it felt liberating to let it go. It felt sad though too. I have had to look back and look forward at who I am/was. I am so proud I have made it here. But, I also look at who I am, I'm such a kind and naive soul and I would be lying if I didn't say that I feel worn down. And I have one of two choices: I can either embrace myself with the residue and be proud (so, empowerment). Or, I can long for the person that I am underneath, that I have trouble reaching at times. I don't know which one I pick, and that is real. I don't want to pick an ending either, people can choose their own #goosebumps.





What are your hopes for the reception of "London" and the EP? What kinds of conversations or connections do you hope to spark with listeners?

I think my hope is to capture a moment in time so perfectly that people can relate without trying to. I want it to sink in. I hope to have the conversations of, "Holy shit! That is my relationship!" or, "I just get lost in this". I want it to be a form of therapy - not me telling others what to do. But, to observe my human behavior in a way that others can see, relate, learn, or grow.

"London" marks the beginning of your exciting artistic journey. What other themes or musical directions are you eager to explore in your future work?

Ooh, I love this question (I love every question so ignore me) hahaha; ignore me but read this interview simultaneously - and thanks for the kind words! I think of this as my stripped storytelling phase. However, I already have more music lined up. Is it bad that I'm already excited for my future musical self? Idk. But, as of now in my future music, there is a little more confidence in self and badassery. One theme that will likely persist from "residue" into all of my music until my final days - and hopefully beyond - is sensuality. It's all very personal and sensual. I want it to feel like you (the listener) are my world, because to me, you are.

"You loved me as you were but it was not enough"

We're magnets for each other when the times get rough

I'm all messed up inside but I can't face the truth

**That everything I feel I just deflect on you"
-Lucaa "London"**

Finally, leave our readers with a message or feeling they can take away from "London" and the themes you explore on "Residue."

I think that residue is my way of saying: it is okay to not be okay. Be gentle on you. One of the funny things about London is that, I am singing to a person that I love, but when I listen back to that song I could also be singing it to myself. When I was singing to someone outside of me I could see how that person deserved better, so then don't I also deserve better? I was so cruel to myself because I wasn't perfect but nothing worth loving ever is. So, "London" is that reminder that beautiful things can come from fuck ups. So I hope that it does something for someone <3.

LUCAA



Nicole Sabrina

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BELLA DAVIS

With her striking features, captivating presence, and a natural flair for fashion, Bella Davis quickly caught the attention of industry insiders. Her career blossomed as she graced the pages of renowned fashion magazines like Vogue and Elle, showcasing her versatility and captivating audiences worldwide.

Her talent extended beyond the pages of magazines, as she graced billboards in major cities like Cape Town, Miami, New York, Barcelona, Madrid, Sweden, and London. Her presence on these iconic landmarks solidified her status as a global fashion icon, inspiring countless individuals worldwide.

We had a chance to sit down with Bella, continue to read along and learn more about a name and face that is sure to become a household name.

In the heart of Sweden, amidst the picturesque landscapes and tranquil countryside, a young girl named Bella Davis was nurturing a passion that would one day catapult her into the glamorous world of fashion. Born to a Swedish mother and a Jamaican father, Bella grew up surrounded by the beauty of nature, spending her childhood involved in sports.

At the age of 16, a pivotal moment arrived when Bella embarked on a new adventure, relocating to the vibrant country of Italy. This relocation marked a turning point in her life, immersing her in the dynamic world of fashion and igniting a spark within her that would forever shape her destiny.

BELLA DAVIS



How did you overcome these challenges and what lessons did you learn along the way?

I had to learn that if I didn't get the job it was not personal, and that the only competition you should have is yourself and that I will get 100 "no"s before I get that one yes. So I trained myself to be mentally strong and to know that every client looks for different looks and models. I also worked on self-love which I think is the key to not losing yourself in this industry.

What would you say to aspiring models from small towns who dream of making it big in the industry?

I would say that no dreams are too big. Everything is possible as long u can put ur mind to it, visualise it and then reach it. You have to reach out to agencies and also build ur book. You also need to understand that if you come from small town like myself you won't have the same opportunities and that nothing is going to come handed to u. You have to make it happen in order to live out your dreams.

Can you share a memorable experience from your travels around the world as a model?

As a hiphop fan I always loved 50cents music and 8 years ago they booked me for his music video for the first time where I was the lead role. we shot at his house in Connecticut and it was one of the funniest / cool shoots I have done.

I met so many lovely people and that's a day I will never forget.

How has traveling to different cultures and interacting with people from diverse backgrounds influenced your personal growth?

It's a blessing to be able to meet people all over the world and it have really helped me to be as fluent in English as I am today. I also am lucky to have friends all over the world. I've experienced all kinds of cultures and beliefs and I think it's beautiful that no matter who we are or what we believe in we can still be open to one another and connect.

What advice would you give to young people who are afraid to step out of their comfort zones and pursue their dreams?

The number one key in life is push past ur comfort zone so u can grow. Find comfort in being uncomfortable. Find your purpose and find yourself because then you can fully step out and push yourself further and further to higher heights. Train ur mind into knowing that the dream is already yours. Keep the faith and remember the only thing that can ever stop u is YOU. You are your only competition at the end of the day.

"I'm a believer that what you put out in this world you will get out of it. Nothing is gonna come handed to you, so I push myself to the limit daily I took 2 years to find myself and to find my purpose. That's why now, I'm not only doing this for me. I'm daily grinding for my family and for my friends so they can get the best version of me"

-Bella Davis

Being from a small Swedish town, what were your initial aspirations when you first started modeling?

I always felt that I can be something big and I always believed in myself. I also had a lot of support from my parents so they wanted me to go out in the world to reach for my dreams. I wanted to be in magazines and do fashion shows and those dreams have become reality now and I am so happy and grateful. Now I set new goals and bigger dreams.

How did growing up in a small town shape your perspective on the fashion industry and your pursuit of a modeling career?

In my city, 35 thousand people lives there, it's such a small town. It is quite unheard to come out from it as there are no modelling agencies around there so for me I had to think outside the box. I understood quickly that no one was going to come and find me and that if I wanted something I had to go and get it so that's what I did.

BELLA

How do you balance your modeling career with maintaining a personal life and nurturing your relationships with family and friends?

I'm a girl that loves routines. I like to be up 5am and go to sleep at 10pm. I always make sure I workout daily, eating healthy and look after myself and this has been my lifestyle for pretty most of my whole life. I like to stay focused and present so the people I love can get the best version of me. I make sure that I feel good inside and out and love myself so I can love others because if you aren't 100% you cannot give 100% to others.

What are some of the misconceptions you've encountered about the modeling industry and how would you address them?

People seem to have a perception that it's all rainbows and fairies. They sometimes think we just need to look pretty and they don't see the actual truth. It's easy to judge a book by it's cover but not actually read the chapters. Imagine we have to get judged everyday based on how we are and how we look. That itself is not easy. And it takes a lot to train yourself mentality and physically to stay strong and to look ur best and to maintain this on a daily basic

What are your thoughts on the evolution of the fashion industry and how has it impacted your work as a model?

The evolution of the fashion industry has grown so much. I feel it is now accepting more diverse looks, all types of walks of life, and different sizes and shapes of models. I think that's pretty cool that it is growing slowly this way. It's affected me because I feel that there will always be work that will fit my looks and that the modelling world is becoming more accepting and that beauty comes in so many different colours shapes and sizes.

What role does social media play in your modeling career and how do you manage your online presence?

I think social media is super important for people in my industry and to use the platform right, in this way more people can notice u and ur work. I get 50% of my jobs from there so it been nothing but good for me. But that also takes hard work, because you need to post and be active on a daily basis.

Who have been some of your favorite celebrities to work with?

When I was doing Project Runway I had the chance of meeting Heidi Klum and Tim Gunn each day we filmed which is two fashion icons that I look up to, and I learned a lot from them. I also had the chance when I lived in Cape Town to meet the beautiful Cassie when I was shooting for "Honey 3" movie. I also been blessed to been featured in a lot of music videos with some of my favorite artists and rappers all over the world.



"I'm really family oriented as you can tell, my Mum and Dad are my world. Even though I'm really independent, they are always there for me. In the industry I'm in it's helpful to have such a strong support from my family. They are my biggest fans, my mum have the biggest painting on me on her wall, lol. Unfortunately, my brother passed away this year which has been a really tough on me and my family but I have so much faith in god I have to believe his in a better place right now."

-Bella Davis



SPORTS >

SUPER BOWL ODDS

With the NFL playoffs heating up, football fans are not only tuning in to watch their favorite teams battle it out on the field, but also keeping a close eye on the ever-shifting Super Bowl odds. As of today, January 17, 2024, the San Francisco 49ers have emerged as the clear favorites to hoist the Lombardi Trophy in Las Vegas on February 11th.

The Frontrunners:

San Francisco 49ers (+175): Boasting a potent offense led by the resurgent Brock Purdy and a dominant defense, the 49ers have looked like a force to be reckoned with throughout the playoffs. Their impressive wins over the Seahawks and Cowboys have solidified their position as the team to beat.

Baltimore Ravens (+275): Lamar Jackson and the Ravens are always a threat, and their high-powered offense is capable of lighting up the scoreboard against any opponent. Their stifling defense, anchored by the ferocious pass rush of Odafe Oweh, is also a major factor in their Super Bowl aspirations.



FASHION >

ATHLEISURE ON THE RISE? FOR MEN?

Gone are the days of sacrificing coziness for style. Think oversized silhouettes, relaxed tailoring, and breathable fabrics like linen and hemp. Think athleisure-inspired joggers paired with a crisp bomber jacket, or a chunky knit sweater layered over a graphic tee.



MUSIC >

THE RISE OF MICRO-GENRES: MUSIC'S NEW NICHE CRAZE

Gone are the days of neatly categorizing music into broad genres like pop, rock, or hip-hop. Today's musical landscape is a vibrant tapestry woven from countless micro-genres, each with its own unique sound and dedicated fanbase.

What exactly are micro-genres? Think of them as hyper-specific offshoots of traditional genres, often defined by subtle sonic nuances, shared cultural influences, or even specific production techniques.

So, what's driving this explosion of micro-genres? Several factors are at play: The digital age: Streaming platforms and social media have made it easier than ever for niche artists to find and connect with their audience..

DIY production: Advancements in affordable music production technology have empowered artists to create professional-quality music from their bedrooms, fostering experimentation and genre-bending.

Community building: Online communities devoted to specific micro-genres allow artists and fans to share and celebrate their passion, fueling a sense of belonging and identity.



www.fallonarielle.com