

ISSUE A

APRIL 2024

CHRD

FASHION FORWARD
GWEN STEFANI

LATINA BOYD

ENTER THE WORLD
OF ONE OF THE
FASTEST GROWING
INFLUENCERS



DRAFT PICKS
DID YOUR TEAM GET
AN A GRADE?





IMAGE: [JHAI](#)

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Coaches Corner about the Importance
of Content for Music Artists.



GET TO KNOW

CAROLINE ROMANO

In the heart of Music City, where the melodies of dreams intertwine, there emerges a voice that echoes with raw emotion and unbridled talent. Meet Caroline Romano, a Nashville-based artist who has solidified herself as a versatile force in the music industry, seamlessly transitioning between misty-eyed ballads and fiery alt-rock anthems.

Hailing from rural Mississippi, Caroline Romano embarked on her musical journey at a remarkably young age, driven by steadfast determination and an undeniable passion for storytelling. At just 15 years old, she released her first single, "Masterpiece," marking the inception of a career that would soon skyrocket to new heights.

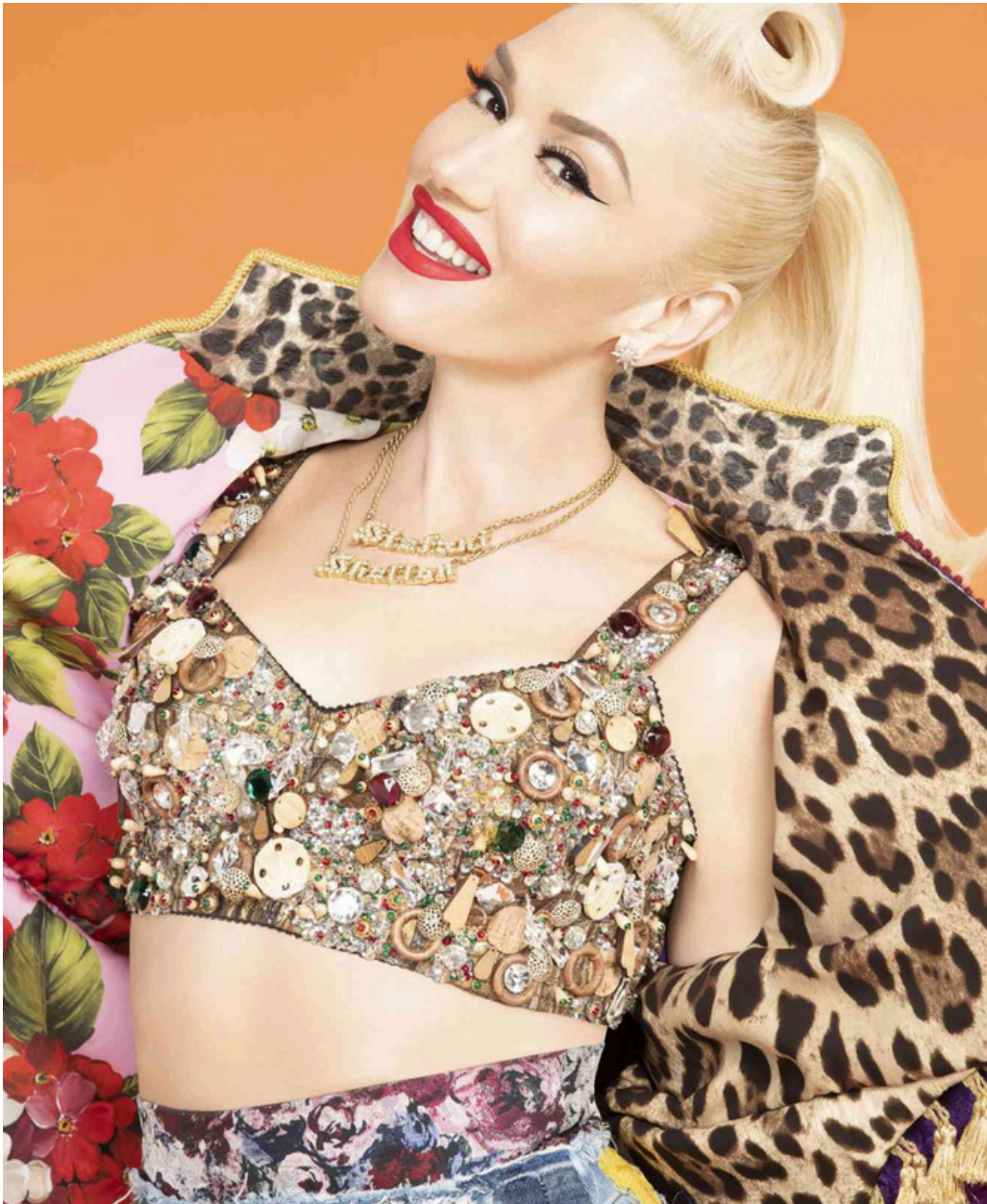
**"I'm cheating on my pride with you
She doesn't deserve this
It'd be a different story
If I knew you were worth it" -
Carolina Romano "Used By You"**

By the age of 17, Caroline made the bold decision to relocate to Nashville, the epicenter of the music industry, in order to fully commit herself to her craft. It was a decision that would prove to be life-changing, as just one year later, she caught her big break with the release of "I Still Remember (ft. R3HAB)," a collaboration that soared to global success and made its mark on the Billboard Dance Chart.

FASHION FORWARD

Gwen Stefani

Gwen Stefani is a powerhouse in the music industry known for her distinctive style and incredible career. Rising to fame as the lead singer of the band No Doubt, Stefani soon established herself as a solo artist with hit songs like "Hollaback Girl" and "Cool." Her music seamlessly blends pop, rock, and ska influences, captivating audiences worldwide.



*Photo by Jamie Nelson
Article by Nicole Sabrina*



Gallery of GWEN

"My style is eclectic, just like my music. I don't like to be boxed in by labels."

– Gwen Stefani

Beyond her musical talents, Gwen Stefani is also recognized for her bold and iconic fashion choices. With a fearless approach to style, she effortlessly mixes elements of punk, glamour, and streetwear, creating a look that is uniquely her own. Whether she's rocking a crop top and cargo pants on stage or dazzling in a glamorous gown on the red carpet, Stefani always makes a statement with her fashion.

Throughout her career, Gwen Stefani has set trends and inspired countless fans with her boundary-pushing style. From her iconic looks in music videos like "Just a Girl" and "Rich Girl" to her show-stopping outfits at award shows, Stefani continues to push the boundaries of fashion and will forever leave a lasting impact on the industry. Gwen Stefani's influence extends far beyond music, solidifying her status as a true icon in both the music and fashion worlds.



TRENDING FASHION STYLE



FALLON AURIELLE

FALLON



FASHION

LINE



COVER STORY

LATINA BOYD

By Evelyn Marie

LaTina Boyd isn't just a content creator; she's a beacon of inspiration for anyone who loves beauty, fashion, and feeling their best. With a passion for all things gorgeous, especially fragrances, LaTina has cultivated a loyal following on social media by sharing her expert tips, trendy finds, and infectious enthusiasm.

LaTina's love story with beauty began early. Even as a young girl, she was drawn to experimenting with makeup and crafting unique fashion statements. This passion led her to create content in 2021, a platform to share her knowledge and connect with a wider audience. Her engaging personality and genuine approach quickly resonated, building a thriving community around her.

Today, LaTina continues to inspire her followers with her creative makeup looks, trendy outfits, and healthy lifestyle tips. Whether she's creating a bold, colorful eye makeup tutorial or sharing her favorite skincare products, LaTina's engaging content keeps her audience engaged and informed.

But what sets LaTina apart from other influencers is her authentic voice and unwavering commitment to staying true to herself. In a world where filters and facades often reign supreme, LaTina's genuine personality continues to shine through, making her a trusted source of inspiration for her followers.



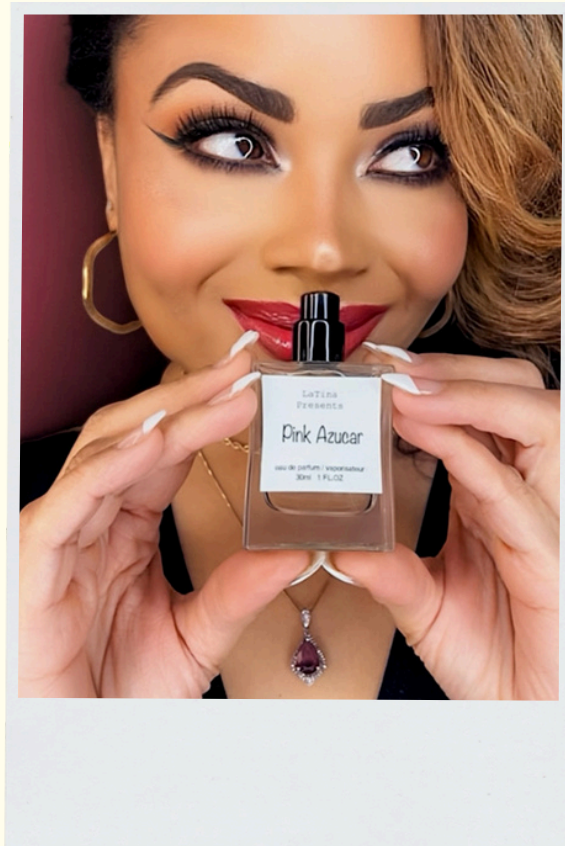
LATINA BOYD

La'Tina took a few minutes from her busy schedule to sit down with us.

What inspired you to start creating beauty and fashion content, and how did you discover your passion for fragrances?

I have always had a strong interest in beauty, fashion, and art from a young age. Beauty and fashion are artistry, and a form of self-expression. This naturally led me to content creation, as I believe this is a form of art. Before I started creating content, I seen a few health and beauty content creators on social media. This started my initial inspirations to create content. When I finally made the leap, I started by posting some fashion pieces that I had received and after that I started to receive an abundance of offers to create content. As I created more content it allowed me to channel my creative energy even more into something that others can see, appreciate, and learn from. I also noticed that my perspective seemed to be underrepresented, and this inspired me to create more content to share my point of view.

Ultimately, my natural affinity for makeup, skincare, health, and fashion trends, led me to content creation and it not only provides me with a creative outlet, but I also find it fulfilling that my content teaches about a variety of products. As far as my passion for fragrances, this has been something I've loved since my childhood. I loved smelling the different fragrances that the women in my family wore. As I grew older, my love for fragrance grew stronger. I started collecting fragrances in high school. I wear fragrance everyday even if I do not leave the house, fragrances instantly bring me joy.



Can you share some of the challenges you faced when you first started creating content, and how did you overcome them?

Starting to create content was exciting but a challenging endeavor. I did not have a blueprint or advice I could go from. I had to come up with a style that worked for me and appealed to my audience. Trying to grow my following and getting my content in front of the right audience was another challenge I faced. To overcome this challenge, I tried to create quality content, and engage with my followers. Once I was able to find what appealed I also had to market myself to brands. These are all challenges that occur at the concurrently, so it required me to brainstorm and plan, so that I could overcome these. One big thing that I struggled with and had to concede to, was the fact that not all my content will be perfect and just create. I had to tell myself that it just needs to be valuable to my audience and focus on delivering consistent content. Challenges are a natural part of the content creation process and overcoming them helps me grow and improve as a creator. Consistency and persistency are the best remedies.

La'Tina Boyd

Your style is often described as unique and trendsetting. How do you stay ahead of the curve when it comes to fashion and beauty trends?

I try to stay updated on fashion and beauty trends, as this helps me discover new styles and products before they become mainstream. I love experimenting with different styles and looks to find what works best for me. I am not afraid to step out of my comfort zone and try new trends. I also love a good mix and match of high-end pieces with affordable pieces, to create a personalized and distinctive style. I embrace my unique style, and hope that it shines through in everything I do!

As someone who experiments with makeup and fashion, what advice do you have for those looking to express their creativity through their personal style?

At the core I stay confident and comfortable in my own personality and style. My best advice for others would be to grow confident with who they are and their own style. I feel the most engaging content is created when you are yourself. I would advise others to experiment with different styles that match their personality. In my opinion true style comes from within and is not solely dependent on external trends. Confidence and self-love are always the best accessories you can wear!

You recently announced the launch of your own signature fragrance, Pink Azucar. Can you tell us more about the inspiration behind this fragrance and the creative process of developing it?

I developed a love for fragrance at a young age, I attribute this to my grandmothers and mother. They always valued smelling good, and I enjoyed smelling their perfumes. In my opinion, fragrances can create memories that will be remembered for an eternity. Smelling a great fragrance instantly brings me joy! These experiences are what inspired me to create a fragrance. I wanted to share the happiness that I experience when wearing a fragrance; in hopes that it will create a similar experience for others. I worked with Preproduction Perfumery New York to create a fragrance that I fell in love with on the first sniff and others that have experienced Pink Azucar instantly love it!



What sets Pink Azucar apart from other fragrances on the market, and what do you hope people will feel when they wear it?

Pink Azucar features a curated selection of top notes of: litchi, rhubarb, bergamot. Heart notes of: Turkish rose, peony, musk, and petalia. Base notes of: vanilla, vetiver, and cedar. The combination of these notes creates a distinctive and unforgettable scent profile. It also has great longevity, Preproduction Perfumery New York uses high-quality ingredients which ensures that the scent lasts for hours, making it a great value for customers. Overall, these factors combine to create a wonderful and luxurious experience for consumers. This sets Pink Azucar apart from other fragrances.

How do you balance staying authentic to yourself while also catering to the preferences of your audience when creating content?

It can be difficult to balance my authenticity while catering to the needs and expectations of brands, and my audience. I try to set specific times that I use to solely create content. This helps me to focus and be in my zone. Which ultimately allows me to express my true style and authenticity. It is also important to listen to trusted feedback from others and consider their perspectives. However, trusting my instincts and staying true to myself is always the goal. Setting boundaries is important to ensure that I do not burn myself out and lose creativeness. Ultimately, the key to balancing authenticity and catering to others is finding a healthy middle ground that allows me to be true to myself while creating within the expected guidelines.

Collaboration plays a significant role in the beauty and fashion industry. Can you share some of your favorite collaboration experiences and what you've learned from them?

I love fragrance collaborations! One of my hobbies is to collect fragrances, so these collaborations are always fun and exciting. I have learned that this is also a great way to experience the art of perfumery, and to gain more insight behind the inspiration of the fragrance. Another favorite of mine are jewelry collaborations. Jewelry is a work of art and I love seeing the craftsmanship of gorgeous jewelry pieces. Overall, I love all the partnerships especially ones that are releasing new products, these tend to intrigue my followers when they see exciting new products.

Nicole Sabrina

BOUJIE

BLOKKAS



LET ME SEE
HOW YOU BLOK

YEAR END
SALE

75% OFF

WHILE SUPPLIES LAST



CONVENIENT



FAST SHIPPING



[By Nikki The Coach](#)

Why is Content so Important for a Music Artist?

In today's digital age, content has become the driving force behind successful artist marketing strategies. Artists are utilizing various forms of content, such as social media posts, videos, blogs, and podcasts, to engage with their audience and build a loyal fan base. Creating compelling and authentic content can help artists connect with their fans on a deeper level, showcase their personality, and promote their music in a more organic way.

To create engaging content as an artist, it's essential to showcase your creativity and uniqueness. Share behind-the-scenes glimpses of your creative process, personal stories, and inspirations to give your audience a deeper understanding of who you are as an artist. Utilize different mediums such as photos, videos, and written posts to keep your content diverse and engaging. Collaborating with other artists or influencers can also help expand your reach and attract new followers.

Creating content doesn't have to be complicated or time-consuming. Start by brainstorming ideas that resonate with your brand and audience. Use simple tools like smartphone cameras and free editing apps to create visually appealing content. Consistency is key, so try to establish a content schedule that works for you and stick to it. Remember, authenticity is more important than perfection, so don't be afraid to show your personality and connect with your fans on a more personal level through your content.

THE CHRD

PLUGGED IN

SPORTS

DRAFT PICKS

How did your team do?

While it's still too early to definitively say which teams had the best 2024 NFL Draft, several teams received high marks from analysts:

- Washington Commanders: They received the only A+ grade, with analysts praising their selection of quarterback Jayden Daniels and their overall strategy of addressing needs throughout the draft.
- Arizona Cardinals: This team was lauded for acquiring running back Trey Benson and for their use of multiple draft picks.
- Kansas City Chiefs, Pittsburgh Steelers, Los Angeles Rams: All three of these teams were given "A" grades, suggesting they made solid picks that addressed weaknesses and improved their rosters.

Did your favorite team get an A grade?



MUSIC

MUSICIAN REVIVALS:

There has recently been a trend of established musicians re-recording or remastering classic albums, or even surprise-dropping new music. Some of this has been done to give the an opportunity to make more money from old classics. No matter the reason this has fans buzzing about artists like Taylor Swift re-recording her early work, or Adele potentially releasing new music after a hiatus.



TV/MEDIA

REALITY TV WITH A TWIST

Reality TV, once dominated by high-stakes competition shows and dramatic eliminations, is undergoing a metamorphosis. Audiences are craving a different kind of "real," and networks are responding with a surge in docuseries and portrayals of everyday life, often infused with social media trends. Reality TV is evolving beyond competition shows. Docuseries and "real life" portrayals are gaining popularity. Examples include the ongoing trial of Harvey Weinstein or the exploration of online trends like the "model house" phenomenon on TikTok.

The era of the rose ceremony and the boardroom showdown might not be over entirely, but viewers are seeking a deeper dive. Docuseries like the ongoing trial of Harvey Weinstein offer an unflinching look at current events and cultural reckonings. These shows provide a platform for true stories to unfold, sparking conversation and challenging viewers to engage with complex issues.

TO FEEL ENERGETIC ENERGETIC AND HAPPY



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