# HOLE WOOD

**BOOK THE ROLE** Pitfalls to Avoid During Callbacks

**PRESENT PERFECT**A Gift Guide for
Everyone on Your List

# GRAB THE SPOTLIGHT

Dazzling Fashion by Holo Loka

WWW.HEARTOFHOLLYWOODMAGAZINE.COM



## Happy Holidays! Best wishes to all.

Giovanna Salas

Heart Of Hollywood Motion Pictures, CEO

www.heartofhollywoodmagazine.com

# Editor's Letter



IG: @choosetoprevail FB: Choose To Prevail

# BACK TO WORK

or many people, the holiday season is a time to rest and relax, but for Hollywood the big news is that getting back to work is now a possibility after a lengthy strike.

Not only is this good for those in the industry, but also for everybody who is aching for more new movies and TV series.

For that people don't want to wait and just want to watch an interesting film now, there are plenty of options, available in theaters or streaming, including **Saltburn, The Iron Claw, Quiz Lady, Napoleon**, and **The Holdovers**. Many of these are movies I watched alongside entertainment expert Gilda Baum Lappe. For a fun movie experience, she and I suggest a wrestling-themed marathon. After watching the very moving **The Iron Claw** starring Zac Efron, check out **Cassandro** featuring Gael Garcia-Bernal, and then older movies **The Wrestler** and **Fighting With My Family**. As we celebrate this season, it's important to be thankful for our friends and family. On the Heart Of Hollywood Magazine website you will find a selection of presents that your loved ones might enjoy, including jewelry, club memberships, and my book, **Choose to Prevail**. I wrote it in order to provide the reader with a sense of empowerment and faith in the future. In it, you will find everything from time management tips to ideas that will help you enhance your appearance to insights to allow you to deal with grief or loneliness.

Heart of Hollywood Magazine CEO Giovanna Salas and I hope you enjoy this magazine and we wish you a festive season full of joy. Get ready because now that the strike is not getting in the way, this upcoming year will be your time to shine!

Much love, Sandy Podriguez

Editor, Heart Of Hollywood Magazine

# HEART of HOLLY WOOD



**Giovanna Salas** Magazine Founder & Publisher

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**Rule No 5 - Transportation** 



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### What to Wear Now

These looks shown during the Milan Fashion Week can be your outfit inspiration for any parties or events you might have this season.

Milan Fashion Week by Gentiana Dervishi Model: Monica Meneguzzi Fashion Designers: Margarita Kola, Fouad Guerfi, Anisa Caka Hair Stylist: @icostanzoparrucchieri @bizzarricapricci Makeup Artist: Mua Daniela Zeqo @danielazeqo Assistant: Luigi Iacono @luiji.mua



Model: Victoria Photo Credit: Emily Jean Russell Makeup Artist: Flaslessskindcosmetics LLC.

# **Prints Charming**

Consider dresses in eye-catching abstract prints to refresh your wardrobe now for a bold yet very feminine look.

# THE JOURNEY TO ANIMATION FILMMAKING

Following Tragedy, Dancer Ursula Echeverria Boldly Embraced a New Career and Found Her Calling



rsula Echeverria's artistic journey involves a captivating narrative that straddles two different realms, graceful ballet performed onstage and the vibrant world of visual development. Her story is one of resilience, reinvention, and unwavering dedication to her craft.

Ursula's connection with the world of art began at a remarkably young age. She was only eight years old when she took her first steps into the world of ballet, ultimately graduating from The National School of Dance of Guatemala. This marked the beginning of her professional journey as a ballet dancer. Ursula graced the stage for five years as a corps ballet dancer with The National Ballet of Guatemala, captivating audiences with her extraordinary performances. It was during this period that tragedy struck, in the form of an injury that forced her to put her ballet career on hold.

Unable to walk for three months, Ursula embraced a life-altering decision: to fully devote herself to an artistic career in animation. Armed with a Bachelor of Fine Arts (BFA) in Graphic Design, the field closest to animation that was available in Guatemala, she juggled work and study in pursuit of her dream. Local jobs were poorly paid, and international opportunities remained elusive.

The injury that temporarily halted her ballet career became the catalyst for a courageous leap into animation. Ursula's transition from ballet to animation was marked by determination and a commitment to growth.

To further her education and enter the animation industry, Ursula pursued studies at the prestigious California Institute of the Arts (CalArts) in the United

States, a bold move that required relocating her family to California in 2016.

During her time at CalArts, Ursula's commitment to her craft was unwavering. She embraced a wide range of educational opportunities, learning from renowned figures in the animation industry through on-site, online, national, and international courses.

In addition to her artistic pursuits, Ursula has is devoted to community service, serving as a scout for 20 years and contributing to the self-improvement of Guatemalan children through her work in the scouting movement.

Ursula's career in animation has flourished, with roles as

an Independent filmmaker specializing in storyboarding and location design. Her talents have been utilized by various organizations, including Awesome & Modest, Dolo Publications, School Kids Yoga, Perfect Combo Productions, and Tiny Viking Productions.

Ursula's journey extends beyond borders; she embarked on a summer internship at Anima Estudios in

### **CONNECT WITH URSULA**

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Mexico, gaining international experience in the world of art and visual development.

Her educational journey includes earning a BFA in Character Animation from CalArts in 2020, supplemented by independent art courses from institutions such as CGMA, Schoolism, and CalArts.

Ursula's dedication to her craft has been recognized through scholarships and honors, including the prestigious Cum Laude Graduation Honor from Universidad Galileo in Guatemala.

> Her work in visual development stands out, reflecting a deep understanding of the art of storytelling through character design and backgrounds. She specializes in storyboarding, location design, and animation.

> Ursula's journey from ballet to visual development exemplifies the courage to embrace change and pursue one's true calling. Her background in ballet has undoubtedly influenced her work as a visual development artist, infusing her creations with grace and fluidity.

> Her transition from the world of dance to animation is a testament to the intersection of passion and profession. Ursula's journey inspires others to follow their passions, dare to tread uncharted paths, and embrace change as a catalyst for person-

al and artistic growth.

In Ursula Echeverria's story there is a remarkable fusion of artistry, perseverance, and the pursuit of one's true calling. Her influence in the world of animation continues to shine brightly, inspiring people to follow their creative passions with unwavering dedication. Ursula's influence in the world of animation shines brighter with each stroke of her creative genius.

LI: www.linkedin.com/in/ursulaecheverria/ VI: vimeo.com/ursulaecheverria



# Showstopper

Make jaws drop with sexy sheer tops and unexpected silhouettes.



# SUSTAINABLE ELEGANCE

Meet Maria Venturini, First Place Winner in Our Fashion Design Competition

ashion designer Maria Venturini is known for her sensual garments, exquisite tailoring, and commitment to sustainability. We are proud to announce that she is the First Place Winner in the Heart Of Hollywood Magazine Design Competition.

As a child, Maria, who is originally from Peru, watched her very chic mother and grandmother sew beautiful clothes. After her mom passed away, Maria wanted to start sewing herself but was not sure how, even though she had inherited a sewing machine and plenty of sewing notions.

At that time, she was already highly educated, with degrees in international business, computer programming, and information management. Still, she decided to switch careers and attend fashion school.

She then earned a degree in fashion design with honors from The Art Institute of Seattle and received the Designer of the Year award in June 2017.

Maria is now quite successful in the fashion industry. Her spectacular designs might feature high-end fabrics, recycled materials, or details such as beading.

"I love the holidays and enjoy dressing up for parties. I always get inspired by nature, especially the colors of fall and winter. The elegance of the Golden Age of Hollywood in the 30s and 40s also inspires me. I love that era," says the designer. "I create eco-fashion by reusing fabrics that used to be something else to create a totally different look and design. For instance, I have turned an embroidered silk shower curtain into a pantsuit with a tulle skirt that can be added or removed. It can be worn to a party, as a wedding outfit, or just for fun on a summer day. I get all my materials from secondhand stores, yard sales and estate sales. I learned to reuse fabrics from my mother. When I was little, we did not have much money, so she collected used garments, washed them, deconstructed them, and turned them into something completely different. My mother is my inspiration, she was an elegant lady, with clothes inspired by Dior and Balenciaga."

Maria likes simple, timeless silhouettes. She ensures that her creations are sustainable by reusing fabrics, buttons, zippers, and so on whenever she can. She might also upcycle a garment by changing its sleeves, changing its length, or carrying out other modifications.

"Heart Of Hollywood Magazine readers will feel special by wearing my unique designs, because there is a story behind their creation", Maria explains.

Our winner's fashion label, Venturini Couture, features elegant, sexy, and fun outfits that are perfect for holiday celebrations.

Maria Venturini Photographer: Simon Diez Makeup Artist & Hair: Wallace Swift



Models: Raven West & Nicole Eisman Fashion Designer: Venturini Couture Photographer: David M. Bailey Hair Stylist: Caitlin Murphy Makeup Artist: Natalie Johnson Location: Europa at Court in the Square

0









**Product Recommendations** for This Fall-Winter Season

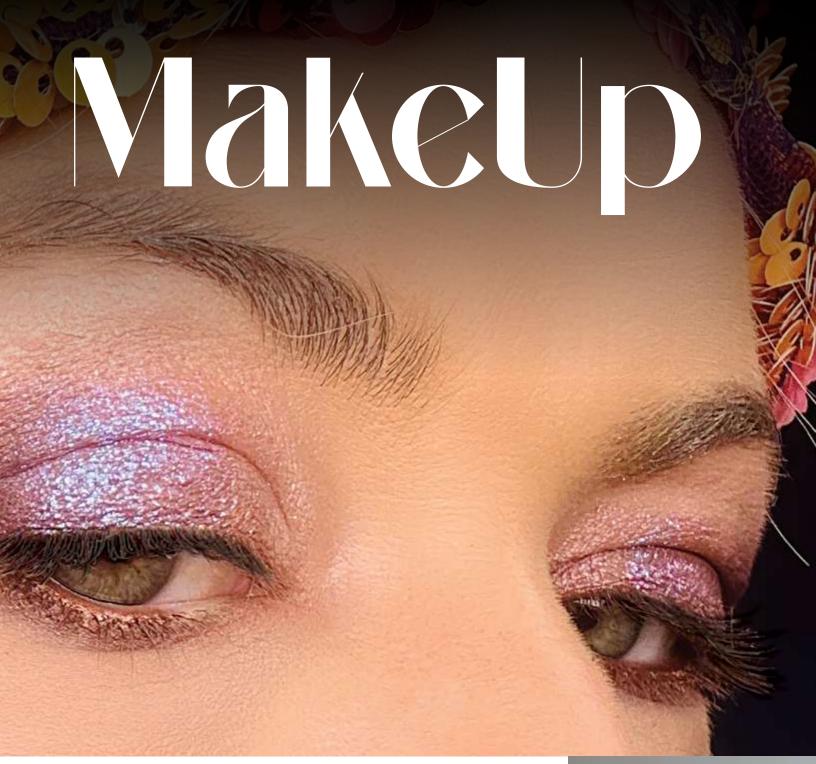
> Andreea Alexe Professional Makeup Artist & Hairstylist www.beautyconceptbyandreea.com IG: @andreea\_pr\_beauty | @beautyconceptbyandreea

ou can achieve a natural glow for this Fall-Winter season with Velvet Matte Foundation from NARS, along with Fenty Beauty's Diamond Bomb Highlighter.

I also recently had the pleasure of trying out the new Rose Quartz Eyeshadow Palette from Huda Beauty, and let me just say, it's a complete game changer! This palette offers an impressive range of textures and shades, from dazzling chromatic colors to velvety mattes.

Whether you're aiming for a glamorous evening look or a more relaxed daytime vibe, this palette has you covered. Its exceptional versatility makes it an absolute musthave addition to any makeup collection. You can find this incredible product here: https://hudabeauty.com/us/ en\_US/eyeshadow/rose-quartzeyeshadow-palette-HB00659.html

But wait, there's more! I also had the opportunity to try out the Colour Chameleon in Amber Haze from Charlotte Tilbury, and let me tell you, it's a true gem. The creamy texture of this eye crayon is an absolute dream to work with, effortlessly gliding onto your lids. And



the best part? It's long-lasting, ensuring that your stunning eye makeup stays intact all day long.

Whether you're going for a sultry smoky eye or a soft, radiant, and creamy look, this crayon has the magic touch. It's the perfect product for anyone seeking effortlessly gorgeous eyes. Discover this fabulous crayon here:

### https://www.charlottetilbury. com/uk/product/colour-chameleon-amber-haze

With these last two phenomenal products, my eye makeup game has been taken to a whole new level. I wholeheartedly recommend giving them a try- I promise you won't be disappointed!

The author is a respected beauty expert.



# BAROQCO

### www.heartofhollywoodmagazine.com/baroqco

Discover unique jewelry to express your personality and add a touch of glamour to any outfit.

### Get Ready to Sparkle





SERAPH

Explore Seraph Earrings from the PARADOX Collection. Meticulously crafted with Amethyst, Crystal AB stones, palladium. Exude elegance, make a statement. Adorned with bohemian art stones and GENUINE CRYSTALS©, they exude captivating sparkle and timeless elegance. Length: 2,5 cm (US = 0.98 inches) Widtb : 1,5 cm (US = 0.50 inches) Crystals: GENUINE CRYSTALS© Plating: PALLADIUM Material: Brass Art no. SKU: SKU PARE008 AMCR PALLADIUM



SERPENTELLE

Elevate your style with Serpentelle Earrings from the PARADOX Collection, Summer Winter 2023. Citrine and Crystal stones radiate elegance. The Serpentelle Earrings prioritize your well being. Adorned with bobemian art stones and GENUINE CRYSTALS®, they exude a captivating sparkle and timeless beauty. Length: 3 cm (US = 1.18 incbes) Width: 1 cm (US = 0.39 incbes) Crystals: GENUINE CRYSTALS® Plating: GOLD Material: Brass Art no. SKU: SKU PARE009 CTAB GOLD



### VIPER Discover timeless elegance with Viper Earrings, part of our PARADOX Collection 2023, featuring Emerald and Freshwater Pearl stones. Adorned with bohemian art stones and GENUINE CRYSTALS®, they radiate captivating sparkle and timeless allure. Length: 3 cm (US = 1.18 inches) Width: 1.5 cm (US = 0.59 inches) Crystals: GENUINE CRYSTALS® Plating: GOLD Material: Brass Art no. SKU SKU PAREoro EMPL GOLD VIPER

Modeling Agency: @dma\_models Model: Sensemielja @modelsensi Fashion Designer: @chan.artwear Jewelry: @baroqco\_official Photographers: @schwab.marcel Makeup: @muah\_la\_tip & @Davesewta Hair Stylist: @hairbysanjay Support: @cs\_liew8480 & @hello.susheel



### MARY COLLECTION

Introducing The Mary Earrings, a classic from our previous Genesis Collection, now reimagined in our PARADOX Collection for Summer Winter Collection 2023. Crafted with meticulous detail, these stud earrings feature teardrop shaped, multi faceted stones in various shades. Choose between Citrine and Crystals (CTCR), Blue Crystal (BLCR), R adiant Crystal (CRCR), or captivating Luminous Green (LMGR) for a mesmerizing play of colors. Crafted with nickel free materials for comfort and designed for effortless wear, The Enchantress Earrings symbolize your







### Experience enigmatic brilliance with The CIELO Ring from our PARADOX Collection 2023. Crafted with multi-faceted stones, harmonizing elegance. Length: 3 cm (US = 1.18 inches) Width: 1.5 cm (US = 0.59 inches) Crystals: GENUINE CRYSTALS© Plating: GOLD Material: Brass Art no. SKU: SKU PARE010 EMPL GOLD VIPER

Cielo

PURCHASE AT: www.heartofhollywoodmagazine.com/baroqco

# SHARING THE TREASURED FLAVORS OF MEXICO

El Patroncito Mexican Cuisine, a Dream Realized through Love and Passion

I Patroncito Mexican Cuisine stands as a testament to the determination and unfaltering spirit of its founder, Rodrigo Hernandez. The story of El Patroncito is a story of an immigrant's dream, brought to life through hard work, passion, and the support of a close-knit community.

In 2000, Rodrigo embarked on his journey to the United States, leaving his home country of Mexico behind. Little did he know that this journey would lead him to discover his deep-rooted love for Mexican cuisine and set him on a path to share it with the vibrant Angeleno community.

El Patroncito was founded in 2016, marking the realization of a longheld dream. Rodrigo's vision for the restaurant was a culmination of years of hard work, resilience, and an unwavering passion for the flavors of Mexico. His journey began when he arrived in Los Angeles in 2002, and it was in those early years that Rodrigo unearthed his calling - to introduce the rich and diverse world of Mexican cuisine to those around him.

Those who know the story of El Patroncito are indeed fortunate to have Rodrigo as a friend or relative. It's impossible to overlook the fact that the restaurant's existence is evidence of a testament to the resilience of a dreamer and the unhesitating support provided by family



Photos Courtesy: El Patroncito

and friends. Together, they've contributed to the realization of Rodrigo's vision, making El Patroncito a cherished part of the community.

El Patroncito has always been more than just a restaurant; it's a manifestation of love and passion for food and Mexican culture. Rodrigo

### CONNECT WITH EL PATRONCITO

WS: hwww.el-patroncitomexicancuisine.com E-Mail: elpatroncitomc16@yahoo.com brings his family's treasured recipes and his own love for authentic Mexican cuisine to every dish served. When you dine at El Patroncito, you can rest assured that your meal has been prepared with passion and dedication, all in an effort to share the beauty and richness of Mexican gastronomy with the world.

PH: (213) 745 9500

IG: @elpatroncito\_\_

El Patroncito Mexican Cuisine is more than just a place to eat; it's a testament to the dreams of a Mexican immigrant, the flavors of Mexico, and the steadfast support of a loving community. It's a place where every dish tells a story, and every meal is an expression of love for the rich tapestry of Mexican cuisine.

> Check out El Patroncito menu



# Holday Extrataganza

The Star-Studded Hollywood Christmas Parade Dazzled the Crowds with Festive Cheer!

By Ruby Lovell





*Ruby Lovell interviews Actress Denise Richards Photo Credit:* NTD TV

The streets of Hollywood came alive with the magical,dazzling 91<sup>st</sup> Annual Hollywood Christmas Parade! Spectators eagerly lined the sidewalks to indulge in a feast for their eyes encompassing colorful costumed performers, spectacular festive floats, and giant character balloons. Everyone hoped to catch a glimpse of their favorite celebrities, who were waving to the crowds and bringing festive cheer to all.

The parade kicked off with the arrival of over 80 glitzy celebrities and VIPs on the red carpet. I caught up with actor and producer Andrew Walker, famously known for being featured in Christmas movies on the Hallmark Channel, "I'm going to be on the Hallmark float and it's the countdown to Christmas-it's exciting" he said. When asked how many "mushy" Christmas TV movies he had been featured in, he joyfully said "Oooh, I've done about 14 or 15 of those!" Famously known for feel-good movies such as **A Bride for Christmas** and **Three Wise Men and a Baby**, his recent TV movie for the festive season on the Hallmark Channel Christmas Island, which is a must see.

The festive extravaganza also honored and supported those who serve, including the Marines, with the initiative Marine Toys for Tots: which enables less for-



*Ruby Lovell interviews Actress Tatyana Ali on red carpet Photo Credit:* NTD TV

tunate children to receive toys to open on Christmas morning, donated by large corporations, businesses and the community. Grand Marshal Colonel Paris D Davis, a recent recipient of the Medal of Honor, our nation's highest military honor presented to him by President Biden at the White House, graced the red carpet along with numerous uniformed Marines hoisting flags and veterans who wore their well-deserved polished medals with pride. It was a superb spectacle of those in the service of this nation.

The much loved and popular TV hosts for the parade, Erik Estrada, Laura McKenzie, Dean Cain and Montel Williams, arrived to much buzz and excitement. Dean Cain, aka Clark Kent, famously played Superman in the long running 1990's TV series **Lois and Clark**, oozed fun and laughter. "Wel, this is the 91<sup>st</sup> year of the Christmas Parade and this is my 91<sup>st</sup> year of hosting it!," he joked. "This parade benefits the Marine Toys for Tots and look at these men and women in service, including the Grand Marshal, I mean I played a hero on TV but these are the real heroes, it's humbling." He certainly brought festive cheer to the parade "Christmas is such a wonderful time of the year that when I played Superman in **Lois and Clark**, I wrote a Christmas episode for the show."

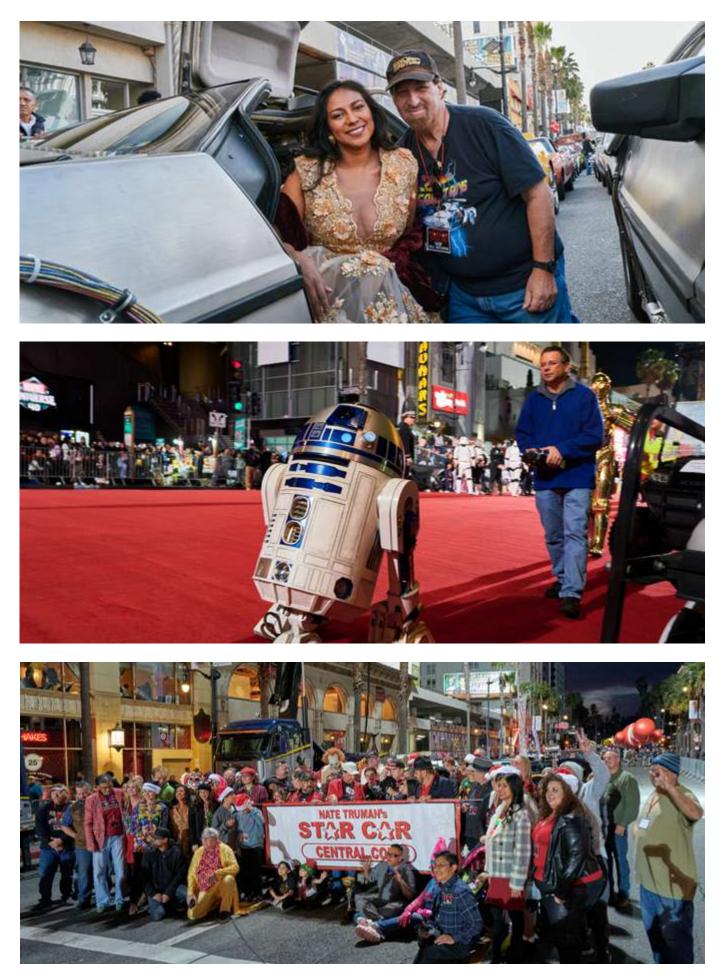


Photo Credit: Claudia Hoag

Music bands such as the American disco group The Village People, known for their outlandish costumes, didn't disappoint with a performance of their popular sing-along songs "YMCA" and "Go Santa Go". Anna Azerli, an emerging star with a voice so powerful given her operatic training, rocked the streets of Hollywood with her pop opera festive song "O Holy Night" Spectators cheered and danced energetically on the sidewalks.

The moving movie cars were a glamourous sight to behold, with celebrities perched on top of open top cars, waving to the crowds with big beaming smiles. This definitely stole the hearts of the crowd, whose screeches of delight grew louder and louder. Children's faces lit up with wonder as they caught glimpses of their favorite personalities, making this Christmas event a truly unforgettable experience. I managed to catch up with renowned actress Denise Richards in her moving car, which she shared with her husband and youngest daughter. "For me, Christmas is about bringing family together and helping support Toys for Tots. I'm a big supporter of service men and women. My dad is a Vietnam veteran and we definitely support a lot of different charities: it's always good to give back no matter what," she said. When I jokingly asked who would be cooking the turkey at their home this year, her actor husband Aaron Phypers quickly replied, "We both will, but Denise is a great chef!"

Our very own Heart of Hollywood Magazine publisher Giovanna Salas, participating for the 7<sup>th</sup> year in the parade, passed by in a spectacular moving car courtesy of Star Car Central, waving to the crowds and dazzling in her sparkly gold gown and elegant long silk burgundy gloves and shawl.



Star Car Central at the Hollywood Christmas Parade. Photo Credit: Claudia Hoag

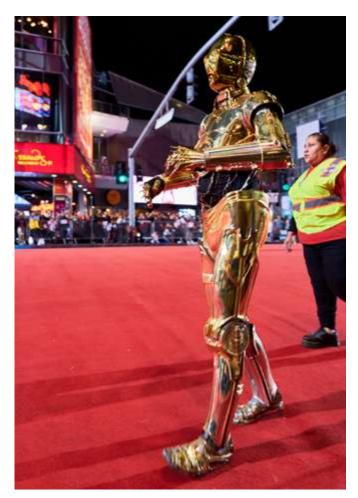


Photo Credit: Claudia Hoag

Actor Andrew Walker and Actresses appearing on the Hallmark Channel **Photo Credit:** NTD TV



Dancers and musicians from China, Korea, Mexico and South America dazzled in their colorful costumes as they danced their way down the street, followed by lavishly decorated floats. Elaborate designs depicting winter wonderlands, Santa's workshop, and scenes from beloved holiday stories captured the imagination of onlookers, transporting them to a world of festive enchantment.

Marching bands and trumpet players moved in perfect unison, captivating the crowds with their skilful display of outstanding talent. The twinkling bright Christmas lights that adorned the floats, cars and costumes were dazzling. The grand finale was a sight to behold! A majestic float adorned with twinkling lights carried Santa Claus himself, waving cheerfully to the crowd as he heralded the arrival of the holiday season. The excitement and elation of children reached fever pitch as Santa's presence reaffirmed the spirit of giving and joy that defines this magical time of year.

This unforgettable Christmas extravaganza lifted the spirits of the crowd and united the community in a celebration of togetherness, joy, and the true meaning of the festive season.

# Get ready for Christmas!

Heart Of Hollywood Magazine CEO at the Hollywood Christmas Parade. Photo Credit: Claudia Hoag

# BEAUTY IS MORE THAN SKIN DEEP

VioGene Aesthetics Seeks to Understand Individual Motivations for Looking Better



### By Dr. Ike Arene

y background is in Emergency Medicine. I am a Board-certified ER physician and I have practiced Emergency Medicine for the past 18 years.

Let me tell you a story. On a chilly evening in January 2015, I began my ER shift. My very first patient was a pleasant 42-year-old lady who came to the ER because she had noticed a small lump on her left chest. Unfortunately, a chest CT revealed multiple metastatic lesions to both lungs from previously undiagnosed breast cancer. Because she had only a few months to live, she opted to have only limited treatment. She was concerned about the severe and unpleasant side effects of chemotherapy or radiation treatment, and wanted to spend her last few months at home with her family.

A few months later she was back in the ER. This time she was quite sick with pneumonia, she had lost quite a bit of weight, and she looked pale and dehydrated. She had also lost all her hair from chemotherapy. As I sat beside her bed, doing my best to reassure her that all would be well, she said to me: "Doctor, may I please ask you for a favor?" I replied: "Of course, Ms. T, what can I help you with?"

She then proceeded to ask me to help her put on her wig and apply her makeup. She said, and I remember it so clearly: "I want to look beautiful for my daughter when she comes in an hour to visit me."

So it struck me how even someone who is dying is still focused on looking beautiful and still concerned about doing what it takes to approximate that beauty.

Thus, to us at VioGene Aesthetics, beauty is more than skin deep. It is a spiritual energy that involves a deep connection between aesthetics and a deeper, transcendent experience. We look beyond the technical aspects of creating beauty, such as cheek fillers versus Morpheus8 versus lip fillers versus laser treatments. We also look to the *why* of beauty... what does the change in aesthetic appearance *mean* to the individual? How does that change impact their life in a positive way?

At VioGene Aesthetics, we have the revelation that a beauty or anti-aging procedure is not an end in itself but rather a means to an end.

### CONNECT WITH IKE ARENE

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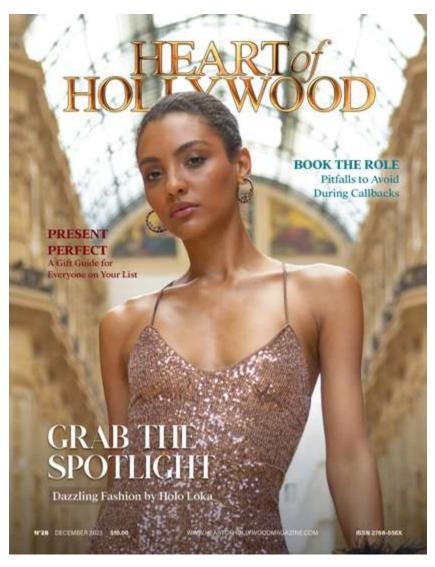
# JOIN THE CLUB

## www.heartofhollywoodmagazine.com/club





# Holidays Discover our gift list



Heart Of Hollywood Magazine Holiday Issue December 2023

Cover Model: Lana Zambelli @lanazambeli Cover Model Photographer: Edoardo Marino Executive Producer, Publisher: Giovanna Salas Magazine Editor: Sandy Rodriguez Fashion Brand: Holo Loka





# ITALIAN STYLE

#### Edoardo Marino, Co-founder of Fashion Company Holo Loka, Discusses the Vision behind the Brand

ntrepreneurs Edoardo Marino and Laura Yang are the forces behind Itallian clothing company Holo Loka. Edoardo took some time out of his busy schedule to share his insights. We look forward to witnessing the continued success and impact of the brand.

#### How was the brand created?

My co-founder, Laura, has been in the fashion industry for most of her life. She had the opportunity to experience various kinds, types, and brands of clothing. After moving to Italy and transitioning from her career as a model, she utilized her intimate knowledge of clothing and fashion to start designing her own line. She makes sure that all aspects of her pieces—quality, comfort, details, and bold, flattering styles—are never compromised in any way.

Having met Laura and listened to her story, as an Italian born and raised individual, I was invigorated by her vision. Now, as the head of the foreign platform, I ensure that this brand and its ideals reach many people.

Your collections are known for encapsulating the essence of the Italian locations where you

#### shoot. How do these locations influence your designs and the overall aesthetic of Holo Loka?

Italy has numerous beautiful locations near the beach, in the city, in the hills—everywhere. What inspires us is visiting these diverse places and observing the unique styles of individuals. Each collection we create is intimately connected to the location where we shoot, both visually and in terms of production. For instance, our Milano collection showcases dresses inspired by the Galleria Vittorio Emanuele II, where women often adorn themselves in luxurious dresses, embodying the shop-



ping center's atmosphere of glamour. Similarly, the Riviera collection aims to capture the warmth of the port and the casual yet flirty nature of the location.

#### Holo Loka has evolved and now provides a fusion of striking visuals and an unwavering commitment to detail. How do you balance these elements to create a distinct and captivating style? The best way to achieve balance is, honestly, through the dynamic that exists between my partner and myself. We both possess completely opposite mindsets and skill sets—

hers with attention to details and style, mine focused on practicality and logistics. What unites us is our shared stubbornness. When two strong-minded individuals come together to create Holo Loka's designs, nothing is compromised.

#### The name of your company is quite unique. What does it mean to you personally, and how does it reflect the brand's identity?

Holo means "whole," and loka means "world/universe" in Sanskrit. To me, these two words hold immense power. They align perfectly with my passion. My goal is to embody the values of Holo Loka in the realms of fashion and beauty. This means that clothing should not only prioritize comfort and quality but also carry the essence of empowerment. Our mission is to help women feel beautiful, regardless of any circumstances.

#### With the fashion industry constantly evolving, what challenges do you face in keeping your designs on the cutting edge of trends?

While fashion trends change daily, we aim to consistently capture and create timeless looks that







endure beyond the transient nature of trends. Achieving this goal, however, presents the challenge of defining and designing pieces that stand the test of time. This endeavor typically begins with simplicity and concludes with meticulous attention to design details.

#### Holo Loka seems to emphasize collaboration and diversity. How do these values impact your team and the creative process?

For starters, Holo Loka is an international team. While this poses challenges related to time zones, cultural values, and communication styles, I believe that through our diverse team, we have been able to create a whole that is greater than the sum of its parts. Everyone's unique input, whether it's different beauty standards across the world or trend styles that vary between Los Angeles and Italy, contributes to the richness of our team. This diversity allows us to integrate these perspectives and create something both unique and universally familiar. This, I believe, is what gives our brand its timeless and universal appeal.

#### Looking ahead, what are your expectations for Holo Loka in terms of growth and impact?

As we chart the course for Holo Loka, we anticipate substantial growth and meaningful impact. Our vision includes expanding our footprint in the fashion realm, increasing customer engagement, and establishing a strong brand presence. Beyond metrics, we are committed to influencing women's empowerment and self-expression. Holo Loka aspires to redefine standards and leave an indelible mark on the global fashion landscape. The fashion industry is increasingly embracing sustainability. How do you incorporate environmentally conscious practices into your designs and production?

We take pride in creating designs tailored for individuals who value enduring quality. Our commitment to sustainability goes hand in hand with this, and ensures that our creations not only meet high standards but also contribute to a more sustainable and responsible fashion industry. Holo Loka does not align with the principles of fast fashion. Our clothing is crafted on demand and by collection. We believe in providing you with not just stylish pieces, but ones that stand the test of time, aligning with our core values of quality and sustainability.

Lastly, considering the success of Holo Loka so far, what are your expectations for the brand in the coming years, and what mark do you hope it leaves on the world? I hope that Holo Loka, as a company, will continue to empower women-starting with fashion as a tool for self-expression and a confidence booster. As Holo Loka grows, my aspiration is for it to evolve into a powerful company that consistently inspires and empowers women through employment. As a male co-founder, I've had the privilege of hiring and working with many strong women characterized by power and drive. The invisible force driving Holo Loka lies in the passion of my co-founder, Laura, and the women we employ and aim to empower.





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## **Cast and Hire!**



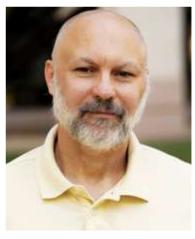
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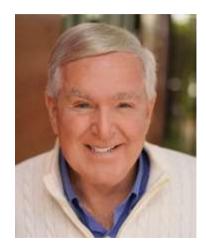
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#### **By Aaron Marcus**

he first thing actors need to know is what a callback actually is. This term refers to when a director, producer, or other person involved with deciding which actor is booked for a role shows interest after watching someone's audition and wants to see them again. When that happens, they call the actor back for another read.

When you receive a callback, you are not booked for the job. You are not even close to booking the job. You simply gave an audition that interested people and they want to see you again. A number of people can be called back after the initial audition.

The first mistake some actors make at the callback is to look different than they did at the initial audition. You have to remember, they liked your look and thought that it was right for the character. So, look the same way you did for the initial audition. I always wear the same clothes to the callback as I did for the audition.

# Mistakes Actors Make at Callbacks and How to Avoid Them

Don't make any drastic physical changes to your look. Keep your hair the same. Don't comb your hair differently for the callback. Don't make any drastic makeup changes. Give them the same look that they liked and expect to see.

The second mistake actors make at callbacks is to let their ego get in the way. Some actors like to show off during a callback. They want others to see that they are so talented and have such a wide range that they read their lines in a completely different way than at the initial audition. *Don't do that!* They brought you back because they liked how you read the lines. They found something interesting in your audition. So, read it the same way that you initially read it.

I understand that we are not robots and can't simply read things the exact same way in which we initially read them. But you will remember things about your character, what your character wants to get out of the scene, whether there are any obstacles blocking the character from fulfilling their needs, and so on.

So do the best you can at reading things the same way. The third mistake actors make is not understanding the reason for getting directions at the callback, which sometimes happens. It is easy for some actors to get upset or distracted when receiving an audition note, and think that the casting director or the director didn't like their read. Keep in mind, you would not have been invited to a callback if they didn't like your performance at the audition. The casting director and the director know much more about the storyline than you do. They can share this information with you to see what you do with this additional information.

You are able to make some great decisions with the initial information, which might only be a page or two. But others involved in the project know a lot more. So, don't take their notes as criticism. It is just the opposite. View them as people who are rooting for you and want you to be great. That is why they are sharing the additional information with you.

Another reason for giving you a performance note is to make sure you have the ability to make changes in your performance. It is not unusual for a director to ask an actor on the set to make slight adjustments to their performance. Even though they might have loved how you read at the callback and believe this would be the way they will have you read during the shoot, they just want to make sure you do have the skills to make changes if needed.

So, just like at the audition, your goal for the callback should not be booking the job. Instead, set simply having a good time as your goal. At the callback, you will have the opportunity to act and play. What a fun thing to do. Watch Aaron's quick-tip video about 3 Mistakes Actors Make at Callbacks – and How to Avoid Them: https://youtu.be/PP5OTfG7Qmg

You can watch this and over 300 other videos on the channel.

**Subscribe** and click the notification bell so you always know when a new video has been uploaded. **Share** the link with fellow actors so we can build a great community of actors helping each other.

#### **CONNECT WITH AARON**

Book: How to Become a Successful Actor and Model WS: www.howtoactandmodel.com FB: www.facebook.com/howtomodel IG: @aaronrmarcus X: twitter.com/aaronrmarcus Mentoring Program: http://howtoactandmodel.com/ mentoringprogram IMDb: http://www.imdb.me/aaronmarcus YT: youtube.com/c/aaronmarcusactingandmodelingquicktips



ABOUT AARON MARCUS Actor, Model, Author & Coach

Aaron has been a full-time actor for over 38 years with nearly 1,300 bookings. He had a scene with Tom Hanks (being saved at the train station) in the feature **A Man Called Otto**, had a week contract in the Netflix feature **White Noise**, was in the HBO mini-series **We Own This City**, and was cast in the ABC pilot **Heart of Life**. He also worked on the Steve Carell feature **Irresistible**, the Amazon show **Thespian** (recurring), the Netflix show **House of Cards** (recurring), **Gotham**, **Mr. Robot**, **Do No Harm**, **Law & Order: CI**, and **The Wire**, to name a few examples.

#### YouTube Channel

Subscribe and learn from Aaron's 300+ free acting and modeling quick-tip video library. youtube.com/c/aaronmarcusactingandmodelingquicktips

#### Book

Aaron Marcus has written **How to Become a Suc**cessful Actor and Model. This book is considered by many to be the most important book for the industry and has more than 100 five-star ratings on Amazon.

#### **Private Online Mentoring**

Aaron saves five days each month to help actors and models have success with his private online mentoring programs. http://howtomodel.com/mentoringprogram

Also, you can get on Aaron's mailing list and receive acting and modeling information (including auditions and jobs).

www.howtoactandmodel.com

#### EMBELLISHED AND IMPACTFUL

If you want to make an impression during the upcoming holiday season, consider wearing designs created by Maria Venturini, who recenly won our Heart Of Hollywood Fashion Design Contest.

Model: Nicole Eisman Fashion Designer: Venturini Couture Photographer: David M. Bailey Hair stylist: Caitlin Murphy Makeup Artist: Natalie Johnson Location: Europa at Court in the Square

venturinicouture.com

conic shoe brand Impo hosted an evening of luxury, style, and sustainability in Los Angeles to celebrate LA Fashion Week. This one-of-a-kind red carpet event, titled "Secret's Out Soiree" was held on the always exciting Melrose Avenue.

Impo had quietly been worn by While House politicians, celebrities such as Britney Spears, and women in the know who need comfort but demand shoes that are glamorous, on trend, and environmentally sustainable.

The brand has been a trusted choice since 1969, and yet it was a secret known mainly to the stylish, savvy few. Now, Impo kicks off a new era, with exciting new social media accounts to showcase spectacular shoe collections that are comfortable enough for work, for dancing, or even for acrobatic leaps through the air. Yes, the secret is out now! Check out @imposhoes on Insta.

The event was attended by influencers as far as the eye could see. Model Io (@kalothe1); executive film producer Erick Stryker (@erickstryker); photographer, model, and actor @yungssfe; actress and filmmaker Maria Soccor (@iammariasoccor); fashion inspiration Alexandra Owen (@thealexowen); tattoo, lash, and toothgem expert Olivia Ross (@inkedupmala); film director Claire Chubbuck (@ claire\_chubbuck); model Calvin Thomas (@ iam\_calvinn); film producer, production manager, digital content producer and music video director @taylordatoms; public figure and Netflix reality star Calvin Crooks (@kiingcrooks); young mogul Versatile G (@versatileg1), and icon Emily (@emilyy1501).

In attendance were Winnie Stackz, a celebrity producer and stylist, Nick Antonyan, an influencer, and Vola (@thisisvola).

These and many other beautiful and fabulously-attired guests were gifted Impo shoes to complement their personal style. They enjoyed a live DJ set and a performance by singer Kettie Munroe (kettiemunroemusic) while sipping specialty cocktails featuring Tequila Cabal (@tequilacabal).



# Successful Socressful Hosted by Impo Shoes



Red carpet interviews for Heart Of Hollywood Magazine (@Heartofhollywoodmagazine), an industry publication with international reach, were carried out by Taylor Jackson (@tayisonmars) and Sandy Rodriguez (@choosetoprevail).

At the event, attendees had the opportunity to network with the Executive Vice President, Jim Maloney, to discuss collaboration opportunities.

After their walk down the red carpet, guests were able to examine a commissioned art installation by local artist Jared Andrew Hughes (@jaredandrewhughes), featuring extraordinary shoes and sketches that have shaped Impo's legacy.

VIPs were able to view unreleased shoes to be launched the upcoming season.

Capturing a moment of inspiration with Jim Maloney, Impo Executive Vice President. **Photo Credit:** Claudia Hoag



Capturing a moment of inspiration with Jim Maloney, Impo Executive Vice President. **Photo Credit:** Claudia Hoag



Photo Credit: Loyde Cordero



Photo Credit: Loyde Cordero

# TALENT AND CREATIVITY

Wen Cheng's Journey from General Art Major to Aspiring Writer and Fashion Designer en Cheng, a graduate in General Art from California State University, has had quite the journey in the world of art and creativity. With a background in Abstract Sculpture and Abstract Figure Drawing, Wen's walk down this path began with a strong foundation. What's remarkable is that English is her second language, making her accomplishments even more impressive.

Wen's desire to learn how to write stories led her to take a writing program, which was offered as part of the Santa Monica Public Library Literacy project, just before the pandemic started. During this challenging period, Wen found inspiration in an unexpected place-Cintya Gonzalez's Zumba class. In fact, it was there that she wrote a captivating story titled **Cintya's Zumba Class**, which was published on the California State Library's COVID Diaries website on January 21, 2021.



The Zumba teacher, incidentally, has 2,500 followers on social media.

Wen's passion for storytelling didn't stop there. Her dedication to becoming a writer made her explore various forms of writing, including playwriting and screenwriting. She even took a storytelling class with Brian Allman, the Geffen Playhouse Director of the community program. One of her notable works is the story **Kiss Me Muffin**, which delves into the topics of climate change and pandemic-time loneliness.

Wen's creative spirit extends far beyond the realm of writing. She also decided to study fashion design with the goal of designing her own dresses and jeans, and she wished to add her own art to jean jackets. With the encouragement of her peers, Chrissy and Soledad,



both involved in the fashion business, she aspires to open her own fashion business soon.

Her journey as a writer continued with the publication of four more stories on welearnwomen.org, where she explored the impact of covid on women's lives. Titles like **Molly**, **My Pandemic Adventure**, **My Tiny Roses Garden**, and **Positive Thinking Women** showcase her diverse storytelling abilities and deep understanding of the human experience.

Currently, Wen is a student at Santa Monica College (SMC) where she continues to pursue her passion for fashion and art. Her fashion design professor, Sofi Khachmanyan, is a source of inspiration and guidance. Wen is also in good company, interacting with talented students such as Luke, who is already selling his jeans designs online.

Wen's journey doesn't end there. Her Figure Anatomy class, taught by highly-acclaimed artist Marc Trujillo, has been a source of valuable knowledge and artistic growth. Her classmates, equally dedicated and talented, make the learning experience even more enriching.

For Wen, art is not just a subject or a career path; it's a way of life. She envisions putting her art on clothing, designing T-shirts, and creating eco-friendly tote bags. Her passion to combine art and fashion is aimed not only at expressing herself, but also toward providing unique options for others, especially for Asian and Latino girls.

Wen plans to launch her line of bakery products in 2024, starting off with a new and innovative muffin flavor. With her determination and diverse skills, she is undoubtedly creative and inspiring, and is sure to have a lasting impact on the world.

You can read Wen's story **Cintya's Zumba Class** here: <u>https://coviddiaries.library.ca.gov/2021/01/21/Cintya-Zumba-class/</u>. She has also written four additional thought-provoking stories about how covid changed lives. Written from a woman's perspective, they can be found at <u>www.welearnwomen.org</u>.

Wen's vision for the future is to merge art and fashion, producing one-of-a-kind clothing and accessories that reflect her creativity and her commitment to environmental sustainability. The strides she has made so far show the power of talent fueled by the creative impulse.

# CRITIC'S<br/>CORNERImage: Constant of the second secon

have learned so many things from movies throughout history, but 2023 was an exceptional year in film. Following the pandemic, people are finally going back to actual theaters. In 2022, this was thanks to **Top Gun** and Tom Cruise, but now, his airplanes seem small compared to a much bigger toy, Barbie.

From 2020 to 2022, we thought that maybe streaming was winning the competition, that TV was reigning, and that people would prefer to stay home than go and enjoy the big screen experience. Then, producers were going crazy. They thought we would only want to go back out there if they used nostalgia (remakes or sequels) or the proven formulas of the same old superheroes and princesses.



Yes, **Top Gun** was playing the nostalgia card, and we fell for it (it was the good kind of nostalgia, and it was respectful), but then audiences started to get bored with Hollywood's lack of creativity. The box office didn't lie when **Indiana Jones**, for instance, wasn't as successful as they thought it would be, and there were many similar cases.

Then along comes Greta Gerwig, an independent filmmaker who

was ignored by the Academy when she presented **Little Women** in 2019, and she dispelled all of the industry myths about female directors. Let's not forget that there was a belief that movies with female protagonists were just not that successful. So, those people who thought Barbie was just a "dumb blonde" had to shut up. And then there was the apparent box office fight against Christopher Nolan and his **Oppenheimer**, which was titled *Barbenheimer*. The truth was that both of these movies were winners. What did they have in common? They are not sequels nor remakes. They are original stories, and they confront people.

So they confront people, then? What about **Sound of Freedom**? Same traits, same success. The dark horse that nobody saw coming. The revolution it started has been so significant that one of its



producers, Eduardo Verástegui, will run for President in his native country, Mexico. Yes, it's getting very political, but that's another story.

The three films, which apparently have nothing in common, show the industry that the audience is hungry for creativity, new stories, profound messages, and social critique. We want to answer questions; we're feeling philosophical; and we wish to be treated as active viewers, not passive ones. Marvel is falling behind. D.C. is trying to launch a new **Superman** (Already? Really?). Is **Star Wars** still **Star Wars**? Is Disney panicking and trying to win back the audience that is starting to look elsewhere? And what about the actors' and writers' strike? They are also clamoring for more creativity and for being considered some of the most essential factors for the success of a movie.

Remember, **Everything Every**where All at Once won so many prizes at the Academy Awards. Isn't it obvious yet? Let's hope that Hollywood really gets the message that we want movies that shine a light on big, philosophical human topics, not something written by artificial intelligence. It is scary that they think that real success will come simply from making more movies about toys. It seems like an algorithm is making that decision. Right, *Polly Pocket*?

The author is a bestselling author and a professional film and TV critic.

#### **CONNECT WITH DOLY**

IG: @dolymallet

# WILDDOGSChapter 4: The Walk of Wonder

#### A Serial Novel of Hope and Resilience Told from a Young Girl's Perspective

Author Delia Noble is back with the fourth installment of **Wild Dogs**, a story centered on a child finding moments of beauty, joy, and love in a difficult world. To read previous installments, please log on to

nttps://www.heartofhollywoodmagazine.com/blog/ categories/wild-dogs-novel

A Novel by Delia Noble | Edited by R. A. Stermer

oday is a special day, I can hear the fireworks close and far away. The night did not go like I was thinking it would. I guess I really was feeling to be around people but if that were the case I would probably not be writing right now. I have not been writing for a while, so I think perhaps I needed to be on this page.

I close my eyes and softly say "Delia, go back". The first thing I see is myself, at around ten years old, carrying a newborn baby in my arms and going down a set of seemingly endless precarious wooden stairs leading to another house in a barranco (ravine) where my mom is with my aunt making food. I call out to my mom and she reprimands me in shock, because I took the baby and went down these stairs without her permission. She tells me about the possible danger and not to do it again. I listen to her but in my head I'm thinking that I was hungry and tired of taking care of the baby in the room by myself. I stay quiet because I know that no explanation will do.

I don't want to get too serious about this incident, but I will say that the relationship between my mom and my aunt was not so good. We were staying in a very small room; four kids, a newborn, and my mom. I do remember seeing my father enter that room, going to see the baby and holding it in his arms. I was very happy to see him, but once again he disappeared into the mist.

I was not sure if us coming to the North had been a good idea. None of us were going to school, there was no food at home, and my mom was upset most of the day.

One day I was playing outside and I saw a spider crawling in the wall covered in dirt. After a while I became tired of putting these spiders in my hands and playing with them, so I decided to wander around. I was not sure where I was going, I just wanted to walk, so I did. After a while I realized that I had walked farther than I had intended. By that time I had reached a park that was at least twenty minutes away from where we were living. The park was full of people carrying bags, coming and going. I remembered being at the same park, years earlier, happily playing with my father. I did not know those days would never come again.

As I continued walking I saw the main street and a market covered with tents. I could tell that was where the people were coming from. I crossed the busy street with cars going to and fro. (I felt like I was doing something exciting and adventurous). I did not have any money to buy anything and I did not know how I had ended up there.

I was watching the men and women picking up their tents, carrying things to be put in cars, and cars moving around with various items in them, when something caught my eye. I saw a girl with worn out clothes, maybe a few years older than me. She was handing empty plastic grocery bags to three other younger kids. I walked toward her and she looked at me and asked "Are you new?" I am not sure what she was referring to, but I took a bag from her hand and then she walked toward the tents of food and waited along with the other kids, and then she said "Go!". The kids started running and grabbing everything that was left on the floor. There was smashed fruit, as well as clothing and aluminum cans. Anything that was on the ground was a "Go!". For a moment, I was in shock, but then my body reacted and I began running quickly and doing what all the other kids were doing. I was completely exhilarated!

I was ecstatic! I had a bag full of canned food, lots of lemons, tomatoes, and fruits. I believe that I even



got some candies and gummies! I thought to myself that this was a good day as I started to walk back home.

I didn't know how much time had passed but when I returned home my mother was beside herself. The door was open and she was on the bed at the other side of the room. She put the baby down and came dashing towards me screaming "Delia, where on God's earth have you been?" I was paralyzed and the only thing I thought to do was to open the bag and show her what I had brought. She held me, cried, and told me that I should never do that again. But, a week later she decided that we should all go together and we did.

I learned how to be fast and furious. My curiosity had been awakened. Often, while digging in trash cans, I would find unique things. I was especially attracted to beautiful things. Anything with carvings or other decorations caught my eye. One day I found a small, broken musical carousel that I kept as my most prized possession. That market served as our oasis for quite some time. We picked up clothes and food. From time to time, a vendor would run us off or tell us not to take anything until they had finished packing up. I thought this was reasonable, but there were a lot of kids who would not listen and the vendors became angry and called us names. I could go on and on about this circus but suffice it to say that's what it was. My brothers and I would obey and wait. Mom was not always able to come with us because she was continually trying to find a job, without any luck.

I love people. And when I think about people, I think about Ana, the girl at the market who handed me a bag and looked into my soul. I think about her and her brothers and I wonder where they are now. They became my friends and we foraged for food together in that marketplace. At times we were rivals, fighting each other for a box of cereal, especially if it was a box of Lucky Charms or Frosted Flakes.

Not every week at the market was good. Sometimes, if you were not quick enough another kid would grab your goodies. I became something of a wild child and I made sure that my bag always had something in it, whether it was potatoes, dry pasta, beans, or smashed fruits. I was determined to take something home.

I wish I could go back in time and stop the motion of my hands and let go of the box of cereal for the other kids. I see the cardboard box being torn apart, the bag of cereal being ripped open and the frosted flakes flying in the air. This was a battle and the marketplace was our battlefield.

Blurry memories intertwine and time passes...

I see my mom moving, cooking, tears falling from her eyes and I see her efforts of trying to find a job by knocking on people's doors and being turned away. One image overlaps another image, in my head, and then I see her sitting in a chair making flower arrangements and dressing us in school uniforms.

I'm going back to school! I have a big smile on my face but there is sweat on my head and neck. It must be summer, because the sweat is all over me from walking on concrete streets, dirt side roads, and even over the hills in order to go to school. But it doesn't matter because I have a new friend named Rosa and I like to play with her.

Rosa has beautiful long black hair that's tied with a big blue ribbon bow. She looks like Snow White and her clothes are clean. She brings some of her toys and she does not have to walk to the school because her dad or mom drop her off and she is a very nice person and shares her lunch with me and I'm very happy to have a friend like Rosa.

But Rosa will fade away.

Back at the marketplace, my friend Ana asked me what it was like going to school. I learned then that Ana and her brothers did not go to school and they did not have parents and there were no plans for them to attend school in the future. I felt sad for Ana because in some respects she was my hero and the leader commanding other kids to help themselves. Ana had a mysterious strength. Sometimes she would be very rough and would pull your hair, and other times she would sit next to you and ask you how you were doing. Ana was happy that I was able to attend school sometimes. She gave me notebooks, crayons, and pencils she found and would tell me to "do good" so that someday I could become a teacher or something else. I would nod my head to say yes, but at that time I didn't have a clue about what I wanted to become. I just wanted to run around and play with other kids.

Ana will always live in me and I will always think of her.

#### More Gift-Giving Options for the Coming Holiday Season



**PURCHASE AT:** www.heartofhollywoodmagazine.com/barogco

#### **Vision in White**

This chic bridal.gown has a silhouette that is now also used for red carpet dresses. This classic style is understated yet sexy.

Milan Fashion Week by Gentiana Dervishi Model: Monica Meneguzzi Fashion Designer: Elsida Pepa de Monica Hair Stylist: @icostanzoparrucchieri @bizzarricapricci Makeup Artist: Mua Daniela Zeqo @danielazeqo Assistant: Luigi Iacono @luiji.mua





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