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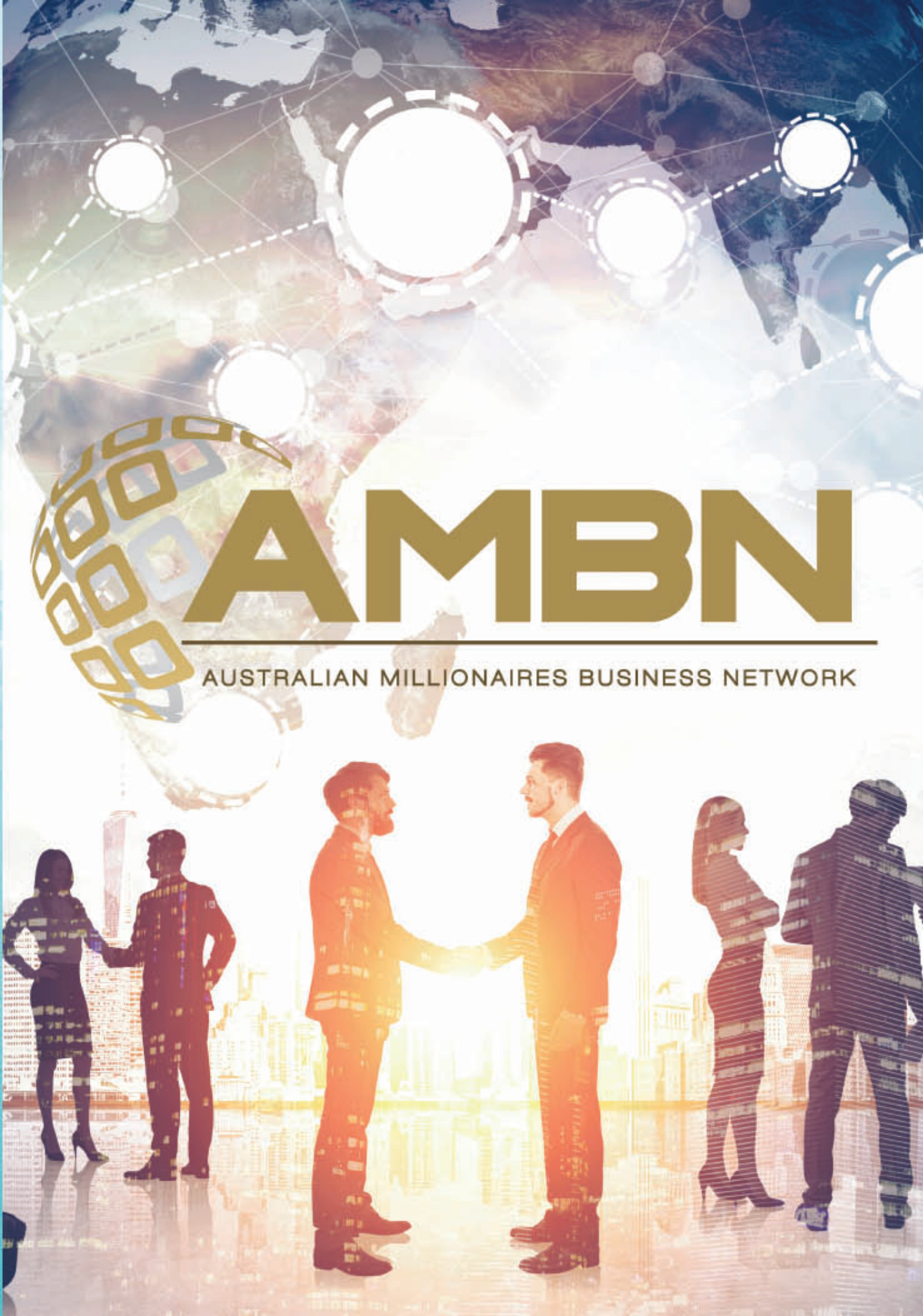
ENTREPRENEUR

OCTOBER 2022

HEATING UP

THE RUNWAY

Introducing Rising Entertainer Of The Year Kristin Venae, Mrs. Universe Australia 2022 Joanna Gunay
Seasoned Model Gwen Barcenas and Model To Watch Out For Tariq Muhammed



AMBN

AUSTRALIAN MILLIONAIRES BUSINESS NETWORK

GLOBAL ELITE ENTREPRENEUR

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OPENING REMARKS

It's hard to believe we're already in October of the "New Year" 2022. It is easy to be discouraged when the plans we have for our year are overturned with uncertainty. This issue will inspire you with stories of how these entrepreneurs overcame the most extraordinary challenges - with sheer willpower, good old-fashioned grit, sweat, and tears. Learn how to navigate your business through the pandemic that feels like it's here to stay, plus read practical tips about how to market your business in this day and age.

Sue Turner
Editor-In-Chief

GLOBAL ELITE ENTREPRENEUR

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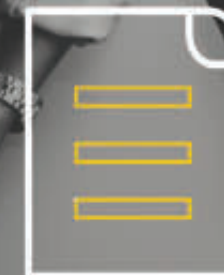
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ELITE SUCCESS BUSINESS CONSULTING

At Elite Success, we believe the first step to achieving success is understanding 'you.' We are dedicated to supporting startups and small businesses all over the world. We take the time to listen because every entrepreneur has different needs. You know your business better than anyone else so we want to hear from you.



• Website



• Roi

Danielyan

DESIGNER SPOTLIGHT: HASMIK

Hasmik Danielyan has always been interested in harmony and in finding ways to weave looks together, blending and enhancing styles until the result elicits an emotional reaction. Her passion is to design timeless, feminine, and elegant looks for women who want to turn heads.

Hasmik feels that every woman should feel that her clothes elevate her refinement, allure, and confidence and she has this in mind as she is designing every piece. She likes to envision that the clothes she makes might be passed down through generations like people have done throughout history with truly special attire that carries a memory. She prefers clothes that defy trends and whose style and quality possess longevity. She hopes that her customers see the purchase of one of her garments as an investment rather than an impulse buy. She designs each unique piece from her sunlit atelier in Alicante, on the beautiful Mediterranean coast of Spain. There, she feels comfortable and free to release her ideas and inspirations, and transform them into Analogias designs. She considers all steps significant in the production of her products. She is in close communication with her sewers and trust that each piece will be made with the attention and tenderness it deserves.

Global Elite Entrepreneur magazine recently caught up with Hasmik to discuss her journey in the fashion industry and here's what went down:

Can you tell us more about what inspires you to be creative?

With the birth of my daughter came my greatest inspiration. Her entrance into the world gave me a newfound sense of connection and the desire to express it through fashion. I grew up in an artistic household, surrounded by all manners of art and expression and this formation can be seen in my designs.

The new presence of my beautiful daughter acted as the ignition of my vision. I suddenly felt impelled to design special clothes for her and for me, clothes that knitted us together even further. In the beginning, I did it just for us, to represent the intimate bond we shared externally, through color and texture. Clothes that I hope express my artistic vision of luxuriousness, sweetness, and the joy of having my little girl.

Seeing my daughter beside me, dressed as my little twin, gave me a sense of playfulness and joy. As we walked down the street or went about our day in our matching frocks, I noticed the charming looks of strangers. I saw smiles and looks of curiosity. People would approach us with tenderness and tell me how lovely and united we appeared. My designs even struck a chord with women who weren't mothers. That is when I had the idea to make the experience available to everyone, and Analogias was born.

What do you like most about being a designer?

The creative process ...every time I start to work on a new collection, the inspiration, and the final results seems so compelling...when you start on the mood board you yourself don't know what will come out, the flow of the ideas seems extremely exciting.

"Fashion is a chain work, we can't function by ourselves because there are so many people behind every project."

Downside to being a fashion designer?

There isn't. I adore my work and I put all my passion into it.

What has been the most memorable experience of being in the fashion industry so far?

I highly appreciate highly human relations so for me the most memorable experience is the privilege of meeting GREAT people.

Who have been the most interesting people you've met so far?

Fashion is a chain work, we can't function by ourselves because there are so many people behind every project so I can't single out one person, I have met so many professionals in different fields that have continuously been the source of inspiration for me. It's the people I work daily with.

What has been the most valuable lesson you've learned while in the fashion industry. This can be about the industry or about yourself.

I suppose in every field to make your own way you need to have consistency and perseverance.

Is your family supportive of you being a fashion designer?

My family has been supportive throughout the whole journey. I think without their support I wouldn't have reached where I'm now.

If you could go back in a time machine to the time when you were just getting started, what would you do differently?

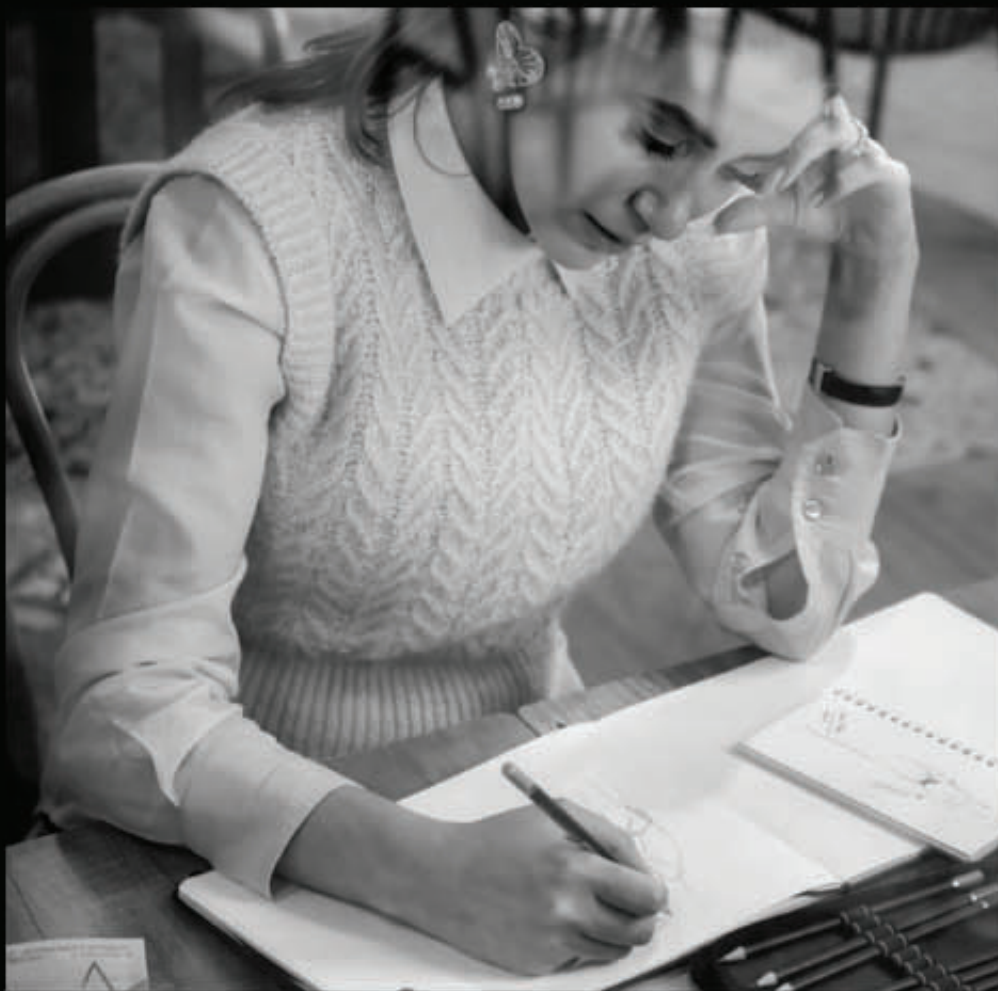
Obviously, you make a lot of errors along the way but that's the only way you LEARN...so I wouldn't change anything. I appreciate my life lessons.

What is the best advice you have ever been given?

From my mother: To achieve something, you need to wake up early and go to be late. Hard work is the key to success.

What are your future plans? Inside your career or out of it.

Obviously to expand my brand Analogias internationally.





**PEDRO
VIRGIL**
P H O T O G R A P H Y

DESIGNER SPOTLIGHT: MEIYU Song

Meiyu Song was originally born in China, but grew up in Japan – she's Korean Chinese. She moved to London in 2012, studied for 6 years in Central Saint Martins and she just graduated from University. She's an emerging designer to watch out for in 2021.

Global Elite Entrepreneur recently caught up with Meiyu to discuss her brand and here's what went down:

How did you get into the fashion industry?

My mum was a fashion designer. So since I was young, I was always interested in fashion and arts. She recommended that I go and study in Central Saint Martins which I think was the best decision I ever made.

What do you like most about being a designer?

I think being a designer means you can express your feeling and conviction not just by words also by work. Often, I found it's difficult to tell everything by words to other people so I think this is the best way to express who I am.

Also, of course, I'm simply just enjoying the making and designing process. All of my stuff is hand made so the process itself will take a really long time. It could be physically very tiring but mentally feeling good once it's done.

The downside to being a fashion designer?

Long work hours. I think it will depend on what kind of designer you want to be. Personally, I like designing both textiles and silhouettes by myself. I don't really like using already existing designs. So I make everything from scratch which will be a long process.

I understand why fast fashion exists but I want to create the trend, be a real designer not just copy other people's work. So although it's a long process, I believe it's worth it. I also believe that each collection's concept is very important. Of course, fashion is about the visual so I need to make it visually beautiful and interesting but at the same time, if there is no meaning (concept) behind it, it will be so shallow and meaningless. We, designers can use our collection to send other people messages so why not do so?

Another downside will be the people. Honestly speaking not everyone in this industry is nice. It's a very competitive industry so sometimes you have to deal with mean people. When I was a young teenager I thought "The Devil Wears Prada" was just a film so they over-exaggerated the fashion industry but soon I realised that they really didn't. Actually, the director was being very generous.

What has been the most memorable experience of being in the fashion industry so far?

My whole time in CSM. I saw how much people work. How passionate people are. It's quite scary to know that it's so normal to work 3 days without sleep before the deadline. Also, during my BA course (3years) except for a long vacation, I only went out with my friends or family about 5 times? I spent every single minute on my textiles and fashion.



Another thing will be London Fashion Week. I was an intern for APUJAN a few years ago. On the actual show, that was so busy and so many things going on. That was definitely a great experience.

Who have been the most interesting people you've met so far?

Alice Wellbeloved. She was my tutor for the short course and foundation course. She works for high-end fashion brands such as Sonia Rykiel. She is a super energetic, lovely, and clever person. At the same time, she is very honest and says things in a very straightforward way. Some people say she is harsh but I absolutely loved it because she is always on point and it's very easy to understand. Also, I didn't pay for going to school to make friends with my tutors. What I needed was someone who could push me and make me learn things. I completely trust her; even when I did my Master's course I used to contact her.

Although she wasn't my tutor anymore she did give me so many important suggestions, opinions and helped me mentally. I was also her assistant tutor for Central Saint Martins' summer course. She was a really nice boss as well. I just simply learned so much from her.

Another person will be Derek Lawlor. I did an internship for him. Although, we have totally different styles. I love colours. My collection is always full of colours but he tends to use black and white only.

However, I learned a lot of things from him and he was a very nice and kind boss. Not only did I learn a lot of skills from him, but he also did answer all of the questions I was curious about.

Right before the fashion show, I had to do a bit of overtime working but I was very happy to do it. He is kind of the boss who makes you feel you want to be part of his team and make the collection better and better.

What has been the most valuable lesson you've learned while in the fashion industry. This can be about the industry or about yourself.

DIY skills. Not sure about other schools but CSM is definitely not the place to learn "skills/ techniques". They make you think. Make you learn by yourself.

In this industry, I learned that nothing is impossible. Just DO it.

Is your family supportive of you being a fashion designer?

As I mentioned before because my mum was a fashion designer, my family is very supportive. I also have a lovely supportive husband. Without their support, I couldn't do it.

If you could go back in a time machine to the time when you were just getting started, what would you do differently?

Probably, I will do more internships. Unfortunately, most of the UK fashion brands don't pay intern students but you will learn a lot from them so I think it's definitely worth trying.

What is the best advice you have ever been given?

Never give up. Nothing is impossible.

What are your future plans? Inside your career or out of it.

I want to work for few high-end fashion brands for a few years first then make my own fashion brands.



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MEET THE 4 MODELS TO WATCH OUT FOR ON THE RUNWAYS

Photographed by: Jay B. Gaerlan (@bilgaer25)

Makeup by: Contessa El-Kazzi

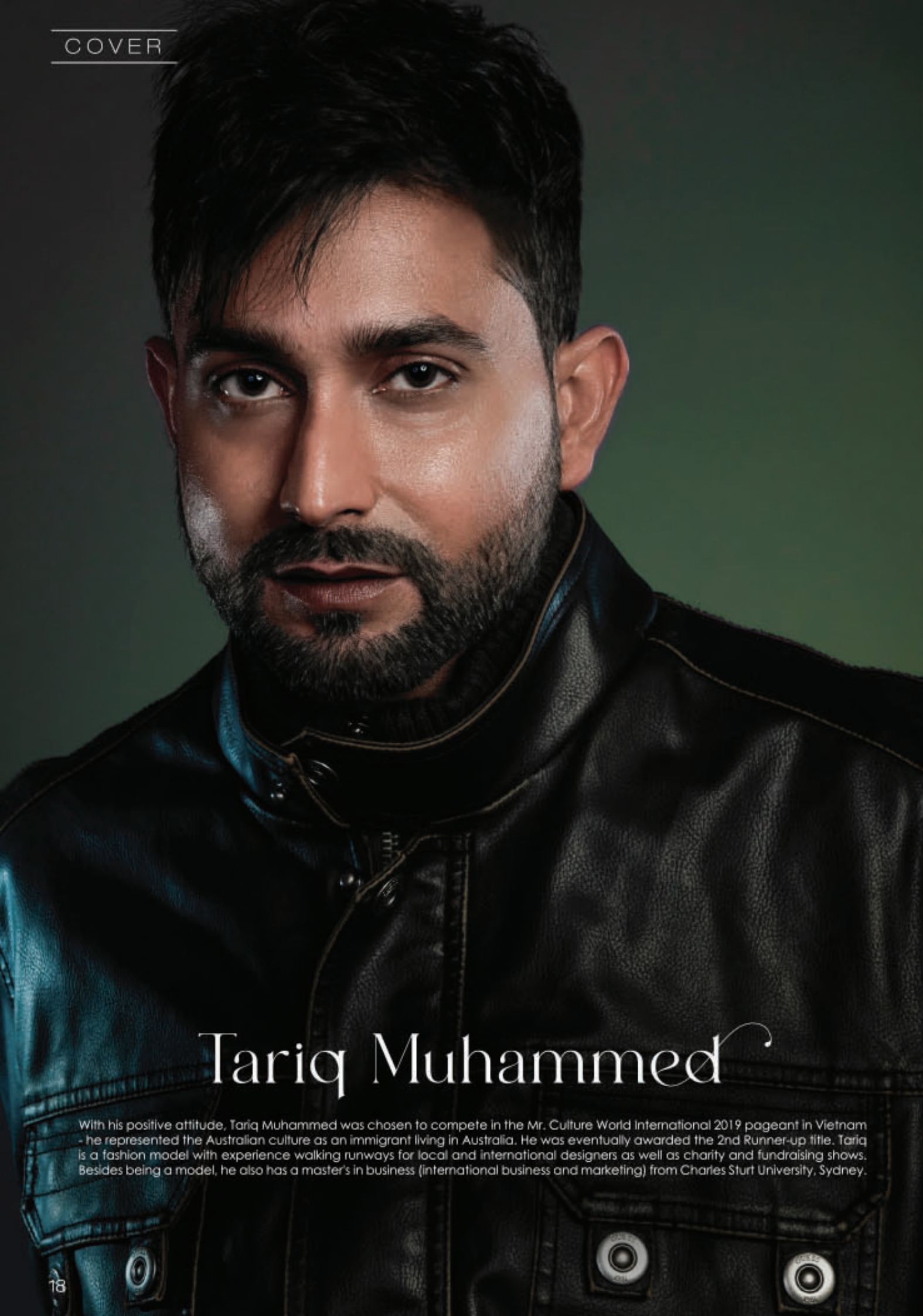
Featured Models:

Kristin Venae
Joanna Gunay
Gwen Barcnas
Tariq Muhammed

Kristin Venae

Kristin Venae is an Australian actor, singer, songwriter, and model – she graduated from the Sydney Academy of Film and Television. She was a host of the documentary series 'Topical Punch,' and she's due to appear in the upcoming Kyle Lovett feature film 'Lickerish.' Kristin also happens to be a triple threat performer with soulful and rhythmic vocal tonality. Starting her live performance tours and artist development as a member of various bands such as the Latin group 'Ritmo De Tropical', 'Loose minds', and The Magnificent Companeros. She launched her debut album 'Black Widow' last year – a nostalgic and refreshing blend of Pop/RNB/Rock & soul.

Her debut single 'Still Here' has been described as an 'ode to love.' Its first review described Venae as having 'the same gripping and soulful vocal eminence as Shania Twain, Celine Dion, and Mariah Carey. Keep an eye out for her next single release, 'I am Woman', 'Still Here' and 'Lullaby' which are available now on all streaming platforms.



Tariq Muhammed

With his positive attitude, Tariq Muhammed was chosen to compete in the Mr. Culture World International 2019 pageant in Vietnam - he represented the Australian culture as an immigrant living in Australia. He was eventually awarded the 2nd Runner-up title. Tariq is a fashion model with experience walking runways for local and international designers as well as charity and fundraising shows. Besides being a model, he also has a master's in business (international business and marketing) from Charles Sturt University, Sydney.

Joanna Gunay

Joanna Gunay is a 34-year-old wife and proud mother of two beautiful children, a 6-year-old daughter and a 3-year-old son. She was born in the Philippines and raised here in Sydney, Australia. She graduated with a Bachelor's in Oral health from the University of Sydney in 2008 and currently works at a specialist Orthodontic practice.

Joanna enjoys an active lifestyle, being outdoors, and spending time with her family. Some of her passions include fitness, fashion, health, and well-being. She started modelling after being scouted by an agency and since then has worked with different photographers and walked the runway for various well-renowned designers.

Her pageantry journey started ten years ago when she won the Miss Philippines-Australia 2012 crown. She is the current Mrs. Universe Australia official 2022, and her advocacy promotes awareness of women and children suffering domestic violence and to help create change. She believes that true beauty radiates from within and would like to use this platform to inspire, uplift, and empower other women to value their self-worth and reach their full potential.





Gwen Barcenas

Gwen Barcenas was born and raised in the Philippines. She went to University in Cebu, where she graduated with a double degree in Physical Therapy and Nursing. Gwen immigrated to Australia in 2017 to pursue a career in Nursing. She continues to explore new horizons in her interests. Fashion has always been a passion of hers. Gwen's creativity is not only in fashion; she also has a flair for interior design. These days, she struts her stuff on both the runway and the hallways of healthcare, taking care of people in style.

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INTRODUCING *Oogii* FLOWER

Oyuntsetseg Olonbayar aka 'Oogii' has been living in Australia since 2012. She runs several businesses and has also been working in an Australian Information Technology company in a senior position.

It never ceases to amaze us how much precious time most people waste trying to find that imaginary shortcut that'll lead to massive wealth and entrepreneurial success when the only real way is staring them right in the face: genuine entrepreneurs who want to be successful in business needs to put in a lot of careful planning, research, and hard work - and that's what Oyuntsetseg Olonbayar aka OOGII Flower has done over the years.

OOGII started her career at the age of 20, by getting a degree in Journalism. She then entered a competition that was searching for someone who would be a newsreader on Mongolian National TV. After a lot of effort and perseverance, she eventually won the contest, which is held every 14 years. Eventually, though, she realized that her passion was not really in being a newscaster but in fashion. So, she left journalism to focus more on fashion. This risky move has eventually paid off, as she has built one of the fastest rising fashion empires. She went from creating glamorous and comfortable shoes to making exquisite handbags and now accessories. She has also expanded from an online business to a retail store in Japan and just recently in Mongolia.

Like many successful high-profile fashion designers, OOGil's career has had a lot of highlights. For example, she got the chance to collaborate with Germani Jewelry to create a range of products for weddings. In addition, her high-quality designs have received positive comments from several customers. One of the most memorable feedback she has ever received was from footballer named Robbie Farah. Robbie gave her a really good review because he was impressed by the comfort of the shoes she makes. Fashion has also paved the way for her to meet a range of interesting people. For example, at a function celebrating International Women's Day, she got to meet influential designer Carla Zampatti which is still one of the highlights of her career in fashion.

OOGil believes that the fashion industry can be difficult for people to get into. There are several things that designers need to learn before they can actually start making money from their designs such as learning to limit their production costs. You also need to have a realistic idea of how many products you'll be able to sell while using the best materials. For example, OOGil uses sustainably farmed snake skins to create her shoes. By mastering this aspect in her business, OOGil has made it easier for her to produce more high-quality shoes at a comfortable pace. Despite her rapid rise to success, she hasn't lost sight of the most important things in life. OOGil admits that she has been fortunate enough to get plenty of support from her friends and family. Her family and fiancé help keep her grounded and ensure that she continues to stay true to her values and beliefs.

Crossing from journalism to fashion has enabled OOGil to travel to many new places and meet inspiring people. Now that she's on a roll - she has no intention of slowing down. She wants to start designing her own clothing label soon, as well as creating multiple new products. Brace yourself Australia, because OOGil is soon to take the Australian fashion scene by storm!



Artist Credit: Zol Ame

THE FOUR MOST ESSENTIAL MARKETING ELEMENTS FOR 2022

Let's face it, online marketing is always evolving. There will always be changes in the manner that people make transactions through the Internet, which means that online marketing can also change along with it.

In order to go along well with the possible changes in the virtual marketing procedures, you must know the essential elements that are guaranteed to lead you to a successful business endeavor online. The following are the most vital elements to know about online marketing for an efficient business venture online.

Market knowledge

Prior to endeavor online, you should first know your target audience. The moment you have effectively learned who your target market is, it will be easier to start for you at that point. Once you already identified the market that you will deal with, it will improve your chance of learning about the marketing strategy that you will use in your business. Market knowledge is the foundation of any marketing technique whether doing an online or physical transaction.

Responsive website

A responsive website is composed of images, videos, and other important elements of an operational website. Your site should have a series of capturing leads that can help you gain potential customers that you might not be expecting at first. A website can be compared to a virtual brochure wherein you will have a catalog of your products and services. Having your own website will surely help in establishing a good business identity for your business.

Content

Your content means a lot in online marketing. In most cases, a business can easily be identified through its content which is why it is necessary for you to come up with high-quality content. Internet marketing is a broad area in the virtual world wherein you are most likely to encounter a series of competitors in the same niche as yours. A business has a higher possibility of getting known in the market because the content is easier to contribute online.

Quality design

Aside from the fact that you need to have quality content for your site, it is as well essential for it to have a creative design to attract potential customers. A good design for your website is a great investment that will give you higher chances of increasing the number of your audience. You should make it to a point that you invested in quality design to make it more comfortable for your customers to deal effectively with you. Paying attention to great design is a way for you to arrive at the best results for your business.

Learning about these elements of online marketing is the first step towards a successful marketing plan over the Internet. Making money online goes on a careful procedure in order to increase your sales at the end of the day. When you work on each of these elements, you will be able to produce more sales and revenue by the end of the year. In this case, you can call your business truly a success.

FIVE BUSINESS CHALLENGES IN THE WORK ENVIRONMENT OF COVID-19

The world continually challenges us to be our best possible selves, but how can entrepreneurs best ensure that they are prepared for these challenges?

From company conduct to company communication and the impact imposed by COVID-19, let's discuss the best responses for entrepreneurs to take in these difficult times.

Company Communication

The COVID-19 pandemic has revolutionised the way that we work. We have begun to take to our desks at home to get the job done, which has severely impacted a company's ability to communicate with each other. As workers are no longer in a concentrated area in their offices, entrepreneurs are becoming increasingly worried about how best to meet company targets.

A great way to boost communication methods is through video streaming services such as Zoom. This allows your team's concentration into one area once again and, assuming no technical difficulties, enables clear communication re-establishment.

Company Conduct

Consumers are becoming increasingly interested in a company's position on social issues, which is a crucial challenge to entrepreneurship. If you cannot understand what your consumers want, it might be difficult for your company to appear reliable.

As an entrepreneur, by gauging an understanding of consumer wants in your approaches to things, you may be able to implement more environmentally friendly initiatives. For example, showing consumers that you are a company that cares about the broader issues and not just about business.

Company Competitiveness

As an entrepreneur, you will always be competing against the next best person, but COVID-19 has severely changed how we do business. It is not worth targeting your marketing strategies to things that people will only see if they enter your stores, as online purchasing has skyrocketed.

For this reason, you must develop your social media presence and begin creating a presence on there that your consumers can interact with, allowing you to remain more competitive in a much more complicated world.

Company Health

While doing business is the primary goal of any entrepreneur, considering that your workers, and yourself, need to take care at such a critical time is also crucial to productivity and overall happiness. This can actually damage internal relations if people are dissatisfied, making this a top priority matter.

Taking frequent breaks is a great way to look after yourself. Understanding that some workers may be more affected than others shows your willingness to be considerate and caring of your workforce as an entrepreneur.

Company Finances

Finally, money may be tight at the moment due to the impositions of the pandemic, and it is essential to realise that asking for help is necessary at this time.

If you have loans, speak to your bank about potential extensions, and tap into your network to see if they are willing to support you in any way possible.





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Co-founded by the StarCentral Media Group and the Australian Millionaire Business Network, the TV1 channel is the home for independent Australian Screen content. We very much welcome our local screen practitioners from emerging through to the established to make TV1 their home. By streaming your content on TV1, you join a family of rising stars, entrepreneurs, celebrities, and various artists.

MISSION: Our mission is to present the most unique and compelling original Australian content by tapping into the hottest local talents and events.





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