

PRIDE JA

MAGAZINE

Issue 4

A group of four people, three men and one woman, are posed in front of a wall covered in green vines. The man on the left is standing, wearing a black suit and a red headband. The man in the center is standing, wearing a black tuxedo with a white shirt and a black bow tie. The man on the right is kneeling, wearing a black suit and a white shirt with a black tie. The woman is sitting in the foreground, wearing a black dress and a gold necklace. The background is a wall with green vines and a tree trunk on the left.

Creating A Legacy
of Courage and Justice: 2018 and Beyond






A Message From Equality Youth Jamaica

On behalf of Equality Youth, I extend heartiest congratulations to JFLAG on completing 19 glorious years of success. You have always been on top of the list for serving the LGBT community through innovative programmes and services.

Organizations like JFLAG, with a brilliant team of dedicated workers, can only aim for high results and motivate people within the community to continue to strive towards reaching their fullest potential. Your work continues to impact the community in a positive way, especially youth in rural communities for whom special efforts are being made, so they too can partake in making their world more ideal through advocacy.

With your commitment and sincerity to Social Justice Advocacy and Public Policy, the community has seen advancements and milestones reached that were thought to be impossible. This is inspiring! We wish you all the success for many more years to come. Continue to inspire the youth of Jamaica as we continue to work with you in making Jamaica the place of choice to work, raise families and do business.

Chevelle Campbelle
Youth Project Manager
Equality Youth Jamaica

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WE Congratulates J-FLAG on 19 Years of Leadership

Since its inception in 1998, J-FLAG has become the unequivocal voice of the local LGBT community, advocating for the protection and promotion of the rights of LGBT Jamaicans. Within the past five years, J-FLAG has done amazing work in broadening its wings while simultaneously deepening its focus within its advocacy to look closely at issues affecting women, youth and persons of trans experience. This act of expansion has led to the birth of WE and the other affiliate organizations TransWave Jamaica, Equality Youth and PrideJA Magazine which all have mandates within and beyond service to and advocacy for LGBT Jamaicans.

Thank you Jamaica for fearlessly leading the charge for the past 19 years and making significant progress in moving Jamaica forward through your visibility campaigns, lobbying and strategic partnerships. A special thank you for recognizing your role in nurturing younger organizations to do this important work alongside you. WE will continue to lean on you for guidance and partnership in the years.

HAPPY 19TH ANNIVERSARY!!!

Glenroy Murray,
Associate Director of Policy and Advocacy

 WEChangeJa

 WEChangeJa

 WEChangeJa

Financial Resolutions

2018 is almost upon us and soon it will be time for the annual “New Year, New Me” IG posts, the “I haven’t slept since last year” tweets and of course the “uncool” people will post long lists of resolutions on Facebook. One resolution we all should be making but most won’t is a resolution to better our financial situation. Let me see if I can help you with this by listing a few things you could do differently to make 2018 your best financial year yet!

1. Know The Battlefield

If you don’t know the lay of the land, you cannot plan. Your first task is to know what your present financial situation is. Now (December) is a good time to do a review of your finances. Get a clear picture of assets and liabilities and expenses. From there you can discern your good & bad habits when it comes to spending and saving. I promise you that what you find will surprise you.

2. Know Your Goal

Now that you have the lay of the land, set a clear financial goal for the year, don’t just say “I want to save”, say something like “I want to save 10% of my annual income” or “I want to pay off all my credit card debt”. The conciseness of the goal will help in the achievement of the goal.

3. Budgeteeett!!!!

No, I’m not giving a shout out to Tanto Blacks, I am highlighting something that too many of us fail to do. It’s a sad fact that most of us do not have even a semi accurate idea of our daily, weekly, monthly spending. A budget is a MUST and in the age of technology, there is no excuse. Several budgeting applications now exist that will enable you to keep a proper track of income & expenditure. There’s no need to spend an hour every day working on a budget when the best personal finance apps automate much of it and help you to quickly learn habits and alert you to costly money mistakes before they happen. Four good ones are: Wally, BUDGT, HomeBudget & PocketGuard.. all work on both iPhone & Android.

4. Prioritize Debt

Most people owe something to some financial institution or the other. We tend to treat them all the same but best believe not all debts are created equal. Credit Cards tend to carry the highest interest rates so it would be in one’s best interest to get rid of them first. Controversial as this might sound, it might mean you breaking an investment or two to pay off a

credit card or any other high interest debt. It makes no sense to have money locked away earning 6% whilst carry CC debt with rates in the 40% and up. Paying off the debt rapidly will actually “earn” you more money than you are making from the closed investment

5. Avoid Debt

So now that you have paid off or are paying off debts, ensure to avoid further debt as much as possible!!! Too many of us spend what we don’t have for things that are really unnecessary. Credit Cards are a useful tool but as grandma say, “wah sweet yu can sour yu”. Be very careful with your credit card use; be aware that it’s a loan and not a gift. It has to be paid back and usually at a very high interest rate.

6. Let Passion Pay

Find ways to boost your income. One way would be to look at monetizing your hobbies if possible. If you are actually good at the things you do, people will pay for the service, be it the pastries you make or the makeup that you always have to be doing for your friends. Whatever it is, try to make some money from it.

7. Reading Maketh A Full Person

I cannot say it enough... read, read, read up on finance. Learn as much as you can. Check out the various journals, buy some books, learn from those who’ve done it successfully before.



Marlon Campbell
Financial Advisor



A Message From Transwave Jamaica

Neish McLean,
Co-Founder and
Executive Director
TransWave Jamaica

On behalf of the Executive Body of TransWave Jamaica, we extend hearty congratulations to J-FLAG on their tremendous milestone of 19 years of advocacy. 2017 was another year of impactful, innovative programmes and increased community involvement. J-FLAG remains as the gold standard in LGBT advocacy and leadership and continues to undertake various initiatives aimed at improving the lives of LGBT Jamaicans.

We take particular note of J-FLAG's role in increasing awareness around Trans issues. We commend them on their strides and applaud their inclusivity. We look forward to 2018 as we continue to work together to make Jamaica a safe and just society for all, regardless of their sexual orientation or gender identity.



The Hand Behind The Visuals

Kre8tivstudio JA

Romaine is an artist in every sense of the word. This multifaceted young artist captivates the interests of so many with her unique blend of art and music. Her flair for the arts led her to pursue an education at the Edna Manley College of the Visual and Performing Arts, where she studied a wide array of artistic disciplines. As someone who is classically trained, she is able to fuse both traditional techniques with contemporary musical forms making her style idiosyncratic. When she isn't making music, Romaine resigns herself to her comfort of her studio; this is where the real magic happens. Where art and music come together in perfect unison, and give life to exceptional pieces like 'Brokwn Melody IV', a piece that reflects how deeply ingrained music is in her life.

As attentive as she is to her work, Romaine still makes it her solemn duty to share her craft with the world she has come see as her muse. She has taken part in JCDC competitions and has since had two solo exhibitions, the first of which was held in Negril in 2012 and the second most successful took place in St. Maarten where her work received great recognition and widespread reception. As an upcoming artist, however, life is not without its challenges. She is faced with the test of generating recognition by galleries afraid to embrace change.

Finding motivation in the world around her, she uses her work to tackle controversial topics in life. Taking wildly debated issues and turning them into provocative and thought-provoking masterpieces like 'The Nurturing',

another wave making piece to be found in her collection. It was done in response to the theory of nurture versus nature and features a baby being held upside down, by what appears to be a hand, but on deeper observation is revealed as the roots of a tree. It goes without saying that Surrealism forms the framework for all her pieces a technique that enables the audience to take a glimpse of the world through her eyes.

This go-getter artist redefines the word flexibility. Her most recent ventures include photography, cinematography, and the production of promotional videos. She aims to supersede ritualistic advertisement by combing innovative camera work with self-made musical tracks. When we asked what she has planned

for the future, she spoke excitedly about arranging her next solo exhibition which she plans to include poetry and a wide array of other art forms. The hope is to make the exposition more interactive so audiences will have the chance to fully submerge themselves in the art and become a part of the finished product.

This conscious and ambitious young artist is truly passionate about her craft. Her pieces are not meant to merely be observed and overlooked but to be used as a form of social commentary, to evoke awareness and stimulate the minds of the public. She is paving the way for unconventional talents to follow in her footsteps and push the boundaries of art as we know it.





Food

Soup. Crab. Corn.

Have you ever had cow skin soup with pumpkin seed so good, your soul felt as if it was refreshed? When was the last time you had boiled corn with dry coconut? Yuh mouth start water yet? How about some hot, run-nose peppa crab? If your answer was no to all the questions above, Yuh nah live! As Jamaicans would say.

We dare you to venture to Heroes Circle, spend an hour and eat your heart out. A popular spot for tourists, returning residents who long for tastes of their childhood and other Jamaicans, you cannot visit and leave wanting. Expect to be greeted by vibrant authentic smiles, excellent customer service and affordable prices by the Jamaican culinary experts. A total of 8 stalls, all operated by women, furnished with their mouth-watering display of crab claws, corns and big pots filled nourishing soup. From as early as 7 am to the last sight of smoke from the coal fire at 7 pm, you can expect to always be satisfied and filled.

PrideJa Magazine visited the local hot spot where we spoke to Alice Waugh, who is popular and highly recommended by returning customers. Always ready to start lively conversations with her customers, she explained how she has been a vendor at the spot for over 30 years and a proud resident of Fletchers Land. Her stall has become a legacy where her children also benefit from employment opportunities - as she introduced us to her daughter who occupied the immediate stall to her right. We were invited to sit on her wooden bench as she served our order of crab,





corn and soup emphasising on her strong belief of using only natural farm fresh products from her regular vendors downtown and crabs from St Mary. We asked her about the economic feasibility of business to which she explained that business increases on month end and on weekends but she has a steady flow of customers.

With all the history and laughs being shared, Alice did highlight that she would appreciate the government providing streetlights for the area and proper garbage disposal mechanism as she has been the victim of numerous robberies of both personal items and garbage drums. As I had my soup I made the mistake and spat the pumpkin seeds out only to get scolded by Alice on the health benefits of eating pumpkin seeds. How I was transported back to the days of being scolded by my grandmother for not eating the ground provisions in my soup bowl, ha!

This to say, Alice has become more than just a vendor at Heroes Circle, but a friend to the PrideJa Magazine team. The crab vendors, continue to bring much-needed liveliness and maintain economic vibrancy to the community. Creating their own realities of entrepreneurship and women empowerment, the women of Heroes Circle open the gateway to the delectable and gastronomical experience Downtown Kingston offers.

If you ever need a great way fi full yuh belly and chill,
contact Alice at 294 - 4252

Soup prices range from \$150 - \$ 300

Boiled corn: \$150

Roast corn: \$150

Crab: \$200 - \$ 500

Maintaining Flawless Skin



Skincare can be one of the most complex parts of a person's beauty routine. This is so as there are so many variables when it comes to taking care of the skin, especially the face. Especially if you wear makeup skincare becomes even more important, and if you like to be all natural having beautiful glowing skin will be a pleasure for yourself and for others to look at. Though skincare differs vastly for everyone here are some tips that should create brighter and more beautiful skin.

Identifying your skin type

If you don't know what you have then you may be treating your skin with the wrong products. Broadly a person can have dry, oily, combination, sensitive, along with skin ailments like eczema or psoriasis. If you don't identify what skin type you have or any skin issues then you may be using products that will stop you from the skin you desire. So don't just buy something that someone else uses, make sure to get products that are made for you.

Cleanse

We are way past the days of using bathing soap on our faces. Ensure to get a face cleanser that will remove all the dirt and oils from being out in the world all day. Especially for makeup wearers those pores need to have a proper cleanse. Also, never go to bed with makeup on.

Tone

Once you have cleansed your skin it is best to use a toner. This will remove more oil, dirt and makeup that the cleansing liquid was not able to remove. This also helps to shrink your pores and is great for acne prone skin.

Moisturize

Never go to bed or apply makeup without moisturizing. Dry skin leads to early wrinkles and a dull complexion. Ensure to add back moisture to the face, which enriches the skin and fuels its elasticity to look plump and healthy. Even if you have oily skin you must moisturize as well, by using a less heavy or gel moisturizer.

Additional steps

If you have acne treatment ensures to use as directed. It is also great to use a weekly mask or intense face scrub at the end of the week. You can even make your own natural face scrubs using food like yogurt, honey, aloe Vera, cornmeal, oats and more.

The most important thing is to develop a routine. It has to become a daily step where you feel strange even going to bed without following your skincare routine.



#Prideja2017





In Photos



— Rebel Women Lit —

Rebel With a Cause



PrideJa Magazine caught up with #BlackGirlMagic Jherane to chat about her bookclub, Rebel Women Lit. We had a very insightful discussion about the importance of promoting black queer women authors among other things.

Let's dive right in to the magic!

How did the idea of a black feminist book club come about? I wanted to read more deliberately for 2017. Before Rebel Women Lit, I'd walk into a bookstore and pick a book based on the summary or whatever was a bestseller at the time, but then I noticed my bookshelves are filled with white cis-men telling very privileged stories. I wanted to change that so I bought myself a copy of Audre Lorde's 'I Am Your Sister' for my birthday, and when I started reading I wanted to share her work with other women I knew. The first 'book club meeting' was never an official 'book club' meeting. It was just to discuss Audre's essays, but by the end of the meeting everyone was asking "so what's next?"

What would you say are the main objectives of the book club?

The main objective is to provide a safe space for persons who like reading diverse literature. I was weary of it becoming

an 'activist space' because those can be emotionally tiring, but I still wanted to keep a very black feminist tone to our meeting. So from the beginning we decided to make the book club "trans inclusive and black as fuck; this tends to ward off problematic people.

Since being established, what would you say are your top three accomplishments?

Haha, this is kind of a weird question I've never thought of. I'd say, 1. Being able to provide online discourse on literature. A lot of discussions tend to happen in universities, and I love that online spaces allow us to have even more fun public conversations through memes. 2. Connecting readers with their favourite writers. We've been able to host Nicole Dennis-Benn, Olive Senior, Lorna Goodison, Nalo Hopkinson and few other brilliant writers in casual hangouts. Sadly, opportunities like these aren't very common for readers outside of Calabash or Kingston Book Festival. 3. Finally, and perhaps most importantly, a public space that is deliberately carved out to celebrate women and non-binary people. We're not all friends, but I think being in a non-activist space where you're not constantly worried about someone

being misogynistic, transphobic etc. is something we all appreciate

Is the club membership driven or is it open to any woman who is interested?

It's open to everyone who's interested, not just women. Though most of the members are women and we're fine with this.

Where do you see initiatives regarding black literacy in the feminist movement in Jamaica?

I think literature has had a great impact on the feminist movement and vice-versa. For example in the 1920s and 30s Una Marson, a queer feminist and racial activist, wrote plays, poems and editorials about race, gender and sexuality. In the 1960s a controversial play was commissioned to raise awareness of birth control in Jamaica at a time where many conservatives debated if its legality. Michelle Cliff challenged local universities and publishers when she refused to censor her work when there were any attempts to erase her sexuality. So Jamaica does have strong history of feminist writers who understood intersectionality long before the word existed. Today, we have unapologetic feminists such as Nalo Hopkinson and Nicole Dennis-Benn challenging Jamaican rape culture, homophobia and classism. However, there are challenges surrounding local impact. Poor documentation practices result in the erasure of feminist activists, especially those who are queer. This erasure limits access to their work, and can leave young activists feeling like there is no place for literature in the movement. Even moreso, if it were to be included, we'd be starting from scratch. However, the National Library or Bookophilia are great (starting) resource centres for explicitly intersectional feminist books. That said, there is a lot of work to be done on all fronts.

How does the book selection process work? Is a new book randomly selected? Are they only written by black authors?

I pick themes for the months and everyone suggests books that match the theme and we vote. We've read mostly black women so far. We do plan on maybe reading one or two men of colour next year but I don't see us reading a book by a white cis man anytime soon.

Would you say the space inclusive to black trans women?

YES x100. Next question. Lol, seriously though. I've been in women's only book clubs where there is a bizarre focus on being "womban" and it's absolutely ridiculous. Celebrating diversity must include celebrating all our different experiences with gender, especially in a country like Jamaica where strict gender binaries are the norm.

How important is reading for you in self-care? Sooo important to my self-care and awareness. Not being enthused about



reading is usually an early warning sign that my depression is spiralling out of control. I also find books to be very therapeutic, so I try to read

What are Jherane's top three books and authors?

I feel you're asking me to pick my favourite children. LOL. Umm... I think three books that have stuck with me over the years have been:

Fear of Stones (and Other Stories) by Kei Miller *Homegoing* by Yaa Gyasi *A Small Place* by Jamaica Kincaid

Three authors that I stan for: Kei Miller, Roxane Gay, and Chimamanda Adiche Ngozi. (I don't always agree with them but I love them) I've read everything they've ever published, even down to their last social media update.

What would be two book recommendations for beginners or people who would not normally read every day?

I'd recommend a fun and emotive poetry collection such as Rupi Kaur's *The Sun and All Its Flowers* or Morgan Parker's *There Are More Beautiful Things Than Beyoncé*. If poetry isn't your thing, try *Whispers from the Cotton Tree Root: Caribbean Fabulist Fiction* edited by Nalo Hopkin.

Where do you see Rebel Women Lit in 3-5 years?

I'd love for us to be able to have at least two chapters outside of Kingston (I really want to move from Kingston so this may happen soon) and I'd love for us to be able to plan overseas trips for members to attend book festivals around the world.

Follow Rebel Women Lit on Instagram and twitter @rebelwomenlit

Creating a of Courage and Justice:

On Human Rights Day - December 10, 2017 J-FLAG will celebrate 19 years of service to the Jamaican LGBT community. For 19 years we have been, and continue to be the flagbearers of human rights and justice, and have become a household name in the local, regional and international social justice movements. The organisation has been guided by a vision of freedom and equality for LGBT citizens, driven by a focus on our five key strategic objectives: (i) increase LGBT tolerance in Jamaica, (ii) transform J-FLAG into an effective umbrella organisation that provides technical and support services to the community, (iii) advance a legislative reform agenda, (iv) undertake initiatives to increase access to resources aimed at sustaining the organisation's work, and (v) increasing our engagement with the LGBT community.

As we come to the end of the 2012-2017 five-year strategic period we are pleased to report that we have made significant strides under each strategic objective. We have hosted three successful Annual PRiDE Jamaica celebrations; we have significantly increased our access to resources that enable us to undertake scores of initiatives each year; we have exponentially increased our engagement with the LGBT community; we provide hundreds of LGBT people with critical support services each year; we are seeing more support for LGBT people from multiple sectors within the society; and we now service and provide technical support to four independent affiliates: PRiDE JA

Magazine, WE-Change, Trans Wave Jamaica and Equality Youth Jamaica. While these strides augur well for the organisation and the LGBT community, and indeed Jamaica, there is still much more that we need to do to ensure that all LGBT people living in Jamaica are free from discrimination and our rights are respected, protected and guaranteed by law. We also have more work to do to ensure that the cultural attitudes toward our LGBT family will continue to change as we envision a friendly Jamaican society for LGBT Jamaicans to live and thrive.

In 2018, we will begin a new strategic agenda, which will be a revision and an enhancement of our current priorities. We now have a team of young, pragmatic, strategic thinkers who have recognised that the work we do must, by necessity evolve with new emerging social, political, environmental and financial climates. We have also recognised that LGBT youth must be at the centre and take leadership of the organisation as part of its growth, relevance and sustainability. To this end we have begun an internal leadership programme aimed at strengthening the capacity of youth leaders within the organisation who are expected to 'glow up' J-FLAG to sustain this legacy of courage and justice that has been built by the founding mothers and fathers of the Jamaican LGBT movement.

And as we recognise the leadership of many stalwarts on whose shoulders we now stand, we are acknowledging the emerging leaders who are expected to continue

Legacy

2018 and Beyond

this excellent tradition of service and transformation in Jamaica. They are the new generation of leaders, and their brilliance, skillset, energy, vision and commitment are just the qualities we need to take J-FLAG to the next level and meet and exceed the needs of our LGBT family.

We are journeying onto a new path that will see us focusing on the economic empowerment and financial independence of LGBT people; increased participation of LGBT people in political organising and governance; diversifying our legislative advocacy agenda; promoting a safe, healthy and equitable society for LGBT people; partnership building in business, entertainment, politics and with the Jamaican LGBT Diaspora; creating LGBT friendly spaces in rural Jamaica; addressing internalised homophobia, transphobia and queerphobia; creating positive narratives for, and about LGBT Jamaicans; revolutionising our digital and traditional media engagement; holding our social services and essential services providers accountable to ensure that no LGBT Jamaican is left behind; advancing youth, community and rural development as essential to the acceptance of LGBT people in Jamaica; and promoting Jamaica's National Development Plan – Vision 2030 - for all.

J-FLAG has been criticised in the past for being insular in its advocacy and appearing to care only for LGBT people to the exclusion of all others. We have also been criticised in the past for ignoring the full 360° needs of our LGBT family. Therefore, under the leadership of

our young leaders, the fullness of who we are and want to be as Jamaican LGBT citizens, and the greatness we want to see for Jamaica will guide the new path of the organisation. And as we journey on this new path, we will remain grounded in the solid foundation built for us by our LGBT Jamaican social justice heroes and heroines.

Our young leaders are keen on information and knowledge sharing that will enable every single LGBT Jamaican to demand the rights and services to which they are entitled. Our young leaders are keen on partnership building across all sectors to ensure that identifying as LGBT will not be a barrier to their full development. And our young leaders are fierce, resolute, and committed to a brand-new Jamaica for the LGBT family. We are excited about the revolution they will lead to ensure that Jamaica will be the place of choice to be. Under their leadership LGBT people will be inspired to 'stay and slay' while some may 'leave to achieve', and we will all be one Jamaican LGBT family at home or abroad. Because our young leaders recognise that the Jamaican LGBT community does not start and stop at our borders. And this vision is for our Jamaican LGBT family - our LGBT family that was built for greatness within and beyond our borders.

We are excited about this new journey and what it will mean for the Jamaican LGBT community!

Heirs To The Agenda



Suelle Anglin,
Media and Community Mobilization Manager

“ A crucial part of expanding our reach and impact is to connect with as much members of the community as possible. Community engagement and partnership building will be the underlying factors in the agenda being most impactful. In using strategic communication and visibility, both on and offline I intend to incorporate the core of our advocacy in ways people can understand and relate to; stimulate change one step at a time. ”

Glenroy Murray,
Policy and Advocacy Manager

“ I intend to use the Gay Agenda as a tool to reshape the narratives around the LGBT community as well as develop ties with the business community and expand our relationships to other Ministries within Government. Equality needs more champions outside of Health & Youth and that can only be achieved through expanding the spaces we enter into and being ready to build new relationships ”





Elton McDuffus,
Senior Procurement Officer

“ To pick start 2018, I will be doing a second procurement training for all staff. This will allow for greater efficiency and knowledge management in executing our programmatic activities. I will also be creating a procurement calendar and plan so that procurements are processed timely and orderly. Finally, I will share the newly updated database with all suppliers we have been working with over the years so that we can continue to build these relationships and foster new ones. ”



Neish McLean,
Health Project Manager

“ The health team's focus in 2018 will be centered on strengthening partnerships with civil society partners along with the Ministry of Health and the Regional Health Authorities (RHAs). Additionally, we intend to work more closely with pharmacy managers and cashiers to discuss access to condoms and lubricants. Another area of focus will be increasing social media engagement through hosting events, producing posters and providing technical assistance to NGOs and Regional Health Authorities. ”

Fall Fashion Trends

Fall Is My favorite season in fashion, you get to play in your closet and dress up because the weather is cooler and it's holiday season so it's all about style and glamour. I'll be sharing my favorite trends that I love for this season.

This is the time of year for coats, layering, stocking, boots, sweater etc. I was able to catch up on the runway shows at Paris, London, New York and Milan Fashion Week And Saw All The Designers Collection so i could find the top trends.

I've Create Some Style Sets To Use As Style Inspiration When Shopping And Especially for us living in Jamaica and the Caribbean, Check Them Out Below:

1. RED ON RED



2. PINSTRIPE



3. VINTAGE FLORAL



4. METALLIC



5. BLAZER DRESS



6. RED BOOTS



7. SLIP DRESS



Thanks for checking out my style feature for fall and if you like any of the items in anyone of the style sets you can visit the blog website www.Ashslay.Blogspot.Com to find the direct link for purchase and on instagram @_ashslayblog_.

Ashley Gordon
Editor In Chief
Ashslay Blogspot

The Perfect Evening Look

When we think of parties we think of a time to enjoy ourselves, good food, fun, dancing, fashionable clothes and good company. Makeup has always been used over the millennia to enhance the beauty of women as well as men. Especially, now there is a great increase in the amount of persons using makeup to express themselves and enhance their looks for events.

Preparation is Key

If you want the best results time is what you will need to achieve them. Rushing your look within fifteen minutes usually will not give the desired results, if you want to have a flawless finish that will last all night. Getting ready for an event at least two hours before is a safe time to get the most out of your look. This time will allow you to apply all the products you need, as well and correct any mistakes that may occur during the process.

Foundation is Key

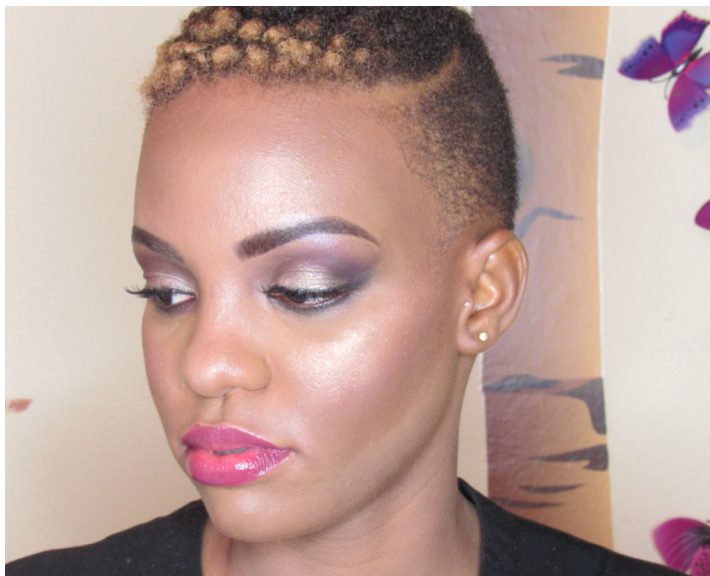
The biggest issues that people experience when doing their makeup for an evening out is that by the end of the night the look will fade; eyeshadow will disappear, foundation will crack and separate and mascara will be flaky. Makeup is only made to last a while, but there are proven ways to have your face looking flawless throughout the night. Whether it is that you are dancing the night away or having dinner at a classy restaurant. Ensure to prepare the skin with a primer as this helps the makeup to cling to the skin and last way longer

throughout the evening. Once your foundation is applied, and with foundation don't be afraid to mix them to achieve your shade often times a single shade will not match your skin tone perfectly. Once you have your foundation done to make it last all night a setting powder is a must, and will greatly help to finish off with a setting spray. Ensure to look for products that have long hour claims if you want it to last longer.

Exaggerate

The main part of an evening look is to look bolder than you normally would and just have fun with makeup. As such, choose your favorite feature you like on your face and exaggerate that feature with some bold makeup application. If you love your eyes; using a wing liner, dark liner, mascara and bold eyeshadow will intensify them. If you have a love for blush and highlight you can always go in with a heavy hand and really make that cheekbones pop. If you have luscious lips don't just go for a nude lip; get a bold color on them and even further intensify with a lip topper. This really pulls your look together and brings attention to what you want attention to be brought to.

In the end of it all makeup is an amazing way of expression and just a way to make one feel good. So for those evenings out ensure to start early, choose your best feature and just play with makeup.





CrochetNation

Crochet has always been a popular and valuable skill in Jamaica, whether as a means of income or hobby. Your mind might flashback to that one old lady who's hands danced skilfully as an vibrant unexpected pattern emerged or that rastaman who made the beautiful tams, shirts or other well designed items. CrochetNation has taken the art and revolutionised it, making fashionable pieces such as swimsuits, cover-up crop tops, dresses and pretty much anything you imagine is possible with that needle and yarn.

Foluke Abdalla (C.E.O and Founder), Kimone Snape (Sale Manager) and Neena Albarus (Brand ambassador) are the brilliant minds behind CrotchetNation. Established in February 2016 and based in Kingston, they manufacture unique, handmade, authentic, Jamaican clothing and accessories. "We supply both the local and international market. Nevertheless, our trendy and fashionable products mostly target the younger Jamaicans and the tourist industry." CEO Foluke Abdalla.

“The business undertakes manufacturing and designing of all the products produced. All raw materials are purchased locally, as we support the notion “buy Jamaican, build Jamaica”.



PrideJa Magazine had a chat with the CrotchetNation, and here's what we learned.

How did the idea of a crochet business came about?

“Ever since I was a child, I have always enjoyed drawing designs. When I got older, I ventured into the designing world as a model, however as time progressed, I went on to College. While I was there, I stayed by my sister's place where I met my sister's friend. She is a prominent designer who express her design/art using crochet. I then became fascinated by the fact that you can use your hand to transform yarn/thread into beautiful designs. I taught myself this skill and continue to do more complex designs.

I enjoy crocheting, its an art and it is always exciting.”

Are all of your products handmade and what's the process (how do you get the design, materials, and how long does a piece normally take to make?

“The business undertakes manufacturing and designing of all the products produced. All raw materials are purchased locally, as we support the notion “buy Jamaican, build Jamaica”. All of the pieces are handmade. Some of the designs come from my head, while others are designs requested by customers. Our most popular pieces are products from our swimwear collection. We have participated in a few fashion/ display shows including the Pride Jamaica Trade show 2017 and we are looking forward to participate in a lot more next year”

How would you describe you the crochet industry in Jamaica, is it profitable?

The crochet industry in Jamaica is small and challenging. With that being said, lot of Jamaicans are not appreciative of handmade products. They do not value the art, effort and uniqueness of hand made products. However, the Tourist industry and more

and more Jamaicans are becoming aware of the value of crochet products.

What has been your most valuable lesson as an entrepreneur?

The most valuable lesson I have learnt as an entrepreneur thus far, is the willingness to take risk and making your plans a reality. As the famous author, Napoleon Hill would say, 'whatever the mind can conceive and believe, the mind can achieve'.

What are three most important advice you would give young entrepreneurs and how important is it for them to understand and value entrepreneurship?

i. Do your research before venturing into a particular market...

ii. Be willing to take risk. Sensible risk that is, do a risk assessment then be open to take it if it seem feasible. Jeff Bezos said, it helped to know that he wouldn't regret failure, but he would regret not trying.

iii. Understand that change is inevitable. As Reid Hoffman, co-founder of LinkedIn said that the fastest way to change yourself is to hangout with people who are already the way you want to be.

Young people have to understand and value the importance of entrepreneurship, as it is one of the driving force of the economy. It provides jobs and equip you with skills that are useful in the working world, that may not have been attained at school.

Where do you see yourself and business in the next five years?

Our main objective is to become the leader in the crochet industry by providing enhanced customer service, unique designs and authentic products. I see my business growing steadily to a medium-large size business with outlets both locally and internationally. Improving on our customer service and quality products as well as expanding in workforce.

Ensure you follow CrochetNation on Instagram @crochetnation_ja



Give Yourself the Gift of Fitness



It's coming to the end of 2017 and around this time, many of us evaluate our lives and reflect on our goals and achievements. It's been a year of struggle but also one of triumph and we're all ready to spend the last of it drinking, eating and being merry. While doing so, many of us will resolve to snatch our health in 2018. Each year it's the big resolution that we make that starting January 3 (because January 1 is a Holiday and we're going to need January 2 to recover) we will do several things to get our bodies right. We begin to think about the summer and if you're like me, you're going to do the most at the PRiDE Ja Beach Party so you're ready to put in some work.

But before we even get to the new year, why not give your 2018 fitness goals a test run in December. Let's walk into 2018 with a renewed commitment and determination to improving our diet and level of physical activity. It doesn't have to be anything huge – but little steps along the way will strengthen your commitment and put your mind in the right place when 2018 rolls around.

Here are some simple exercises you can do around your house during the Holidays. It might be the Holidays but there's always space for Soca – throw some on and knock these workouts out to get a quick sweat and pump. (Let YouTube be your secret Santa and find you a nice mixtape to play).

Run through these – 3 sets if you can, 10 reps each.

- 1.umping Jacks – these are a great way to warm up and get your body moving.
2. High Knees – high energy way to get your heart rate up. Alternate by lifting your knee as high as you can towards your chest and wave a flag if you have one.
3. Jump Squat – elevate just a little, land lightly on your feet, keep your chest up, arch your back, push your butt out and sit on that imaginary...chair.
4. Push-ups – great for your back, chest and core – hands firmly planted, body in one straight line while lowering yourself to the floor and up again. You can substitute here and do planks instead – same form, but holding it for 30 seconds to a minute instead of lowering yourself to the floor.
5. Crunches – do it for the abs and for the likes – there are many variations to choose from but ensure you don't use your hands to help you crunch. Tighten your stomach and work that core.

Bonus – Burpees are awesome! They are my absolutely favourite workout. It's a full body routine that hits all your major muscles. YouTube it and thank me later.

May you be fit, fabulous and fierce the rest of the year, in 2018 and beyond!

A tall, clear glass filled with a vibrant green juice. The glass has a thin slice of cucumber perched on its rim. In the foreground, a whole cucumber and a single slice are resting on a light-colored wooden surface. The background is a soft, out-of-focus grey.

Neish's Quickie Juice

1 cup Cucumber
1/2 cup Spinach
1 cup Pineapple
1/2 cup Coconut Water
1 inch Ginger

Blend it and drink it up!

Happy
19th
Anniversary

J-Flag

