

B ALLURE

**GENTLEMEN,
PUT YOUR
PANTS
BACK ON**

**10 WAYS
TO LOOK
SOPHISTICATED
& ELEGANT**

**THE
100
YOUTUBE
STARS
OF 2016**

**STARTING
WITH
KAYLA**

**FRESH
FASHION!**

405

**GENIUS
NEW-SEASONS
BUYS**

*Love
yourself*
Why it's time to put you first



BLACK ALLURE

NOV 2016

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THIS TOPSHOP BAG, FILLED WITH THE SEASONS LATEST BEAUTY PRODUCTS, COULD BE YOURS!

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Latoya Jackson

Speaks on life after the army and how she got her life back on track.



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In the past two years, Kyla Austin has changed her hair colour 5 times, starred in Project Runaway, got engaged and has reached 6 million followers on Youtube. Now the uncensored blogger is ready to share, how broadcasting her passion for fashion and beauty has turned her into an multi-millionaire.

K

unleashed

Y

a

Kayla has come a long way from the whispered videos she used to make in the bathroom of her shared university house. 'It felt weird filming myself, so I'd be really quiet so the other girls couldn't hear me!' she says. Kayla continued to keep her YouTube channel a secret when she left university to start a career in investment

banking. Then someone at work let the cat out of the bag and circulated her videos around the office. 'At first, I cried,' she says, 'but then I thought, "I love doing this and I'm going to keep doing it. They can laugh all they like."' Eighteen months ago, Kayla left banking for good and now has more than 625,000 subscribers, three full-time staff and doesn't have to slog it out at a desk all day. Who's laughing now?

The Instagram says Kayla Bright, the YouTube handle says BritPopPrincess – Kayla started YouTubing in 2010, and while she might have outgrown the Princess title (Kayla is now a married career woman), the channel is still full of the same quality content: how-to curly hair tutorials, life advice and enviable hauls. 591k subscribers follow her every post, including interviews with mega-celebrities – Kayla chatting to Khloe Kardashian, anyone?

Even though she doesn't quite get the concept of vlogging ("She's taking pictures, she's talking, I don't understand"), Kayla's Mum Victoria has made a few appearances in her daughter's videos. Younger sister Maureen is also in on the act – she's more comfortable behind the camera, but after years of begging from subscribers, Kayla finally got little sis into a tag video. As for husband Mike, he's bought her make-up, put it on and even put a ring on it – Kayla posted their wedding video to her channel after the couple tied the knot in 2012.

Shirley at her Black Allure photoshoot.

"I REMEMBER BEING

TURNED DOWN FROM

JOBS BECAUSE OF MY DREADLOCKS.

NOW NOT ONLY DO THE SAME

COMPAINES WANT TO SPONSOR ME .

YOUTUBE HAS BEEN A HUGE,

PLATFORM TO INTERACT

WITH YOUNG GIRLS GOING

THROUGH THE SAME ISSUE

Shirley stumbled across the world of vlogging while searching for a beauty product online, and was instantly hooked. Being a bit of a beauty obsessive herself, she decided to start up her self-named YouTube channel in 2009 and launched with make-up tutorials, tag videos (thanks to BeautyCrush) and shopping hauls. From watching videos to being one of the UK's top beauty vloggers, Shirley now boasts over 580k subscribers. Still, Shirley's motto is that everyone should allow their true beauty to shine from within

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As well as beauty, Shirley runs a fashion and lifestyles blog that showcases her impeccable outfits, inspirational lookbooks and envy inducing wish lists. We are dreaming of those gorgeous vay-cays too, caught by Shirley's eye for photography. She loves to read, too, and posts book recommendations and reviews we're adding to our list of must-reads

Rather than studying fashion, Shirley actually has a degree in Mathematics and has told her followers that she'd love to be a pilot. Shirley has huge ambitions and dreams, and with motivation like this, we're sure she'll achieve them

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*BOLO DOCE
BY ERICA*



T

here is little I don't know about Zoe as recently we have spent a lot of time together. I've watched her brush her teeth; I know what her bedroom looks

like (or so I think) and even sat awkwardly as she cried great gulping, gasping sobs, a tidal wave of tears washing away her carefully applied make-up. I've joined her goofing about with her boyfriend, Alfie (all teeth, quiff and easy charm), and joined in "chummy chats" with her best friend, the perennially bubbly and blonde Louise Pentland.

I have also observed her early-morning make-up routine, oohed over the cute guinea pigs Pippin and Percy, and rifled through her wardrobe favourites - high Peter Pan collars are a staple. Today she is riffing on everything from troublesome skin to new hairstyles, her manner casual, chatty, soothing and intimate, big pretty blue eyes drawn wide. "Day before yesterday, I decided to put some blonde streaks through my fringe," she says. "But then when I got home I decided I didn't like it. Yesterday I got it changed back - just thought that I'd tell you that!"

Zoe chatters on. But our friendship is far from exclusive. Rather, I share her and these bedside confessionals with 5.9 million subscribers on Youtube.

They can't get enough of this diminutive star. She posts about two films a week on her two Youtube channels, each on average 12 minutes long, and ranging in theme from My Everyday Makeup Routine (5 million views) to Little Ways To Change Your Life (2.4 million views).

If you are reading this, burrowed solely in your Instagram account, and have never heard of a vlogger, it's probably because you are over 30. For the uninitiated, vloggers are video bloggers - instead of a written blog, they chat straight to a hand-held camera or smartphone, holding a make-up tutorial, sharing a fashion haul, or just filling you in on their day. After a rough edit, all done on a home computer, the film is uploaded on to their personal Youtube channel. Postings are frequent and intimate, the content is highly subjective and revels in the minutiae of the everyday, the DIY character of their output is purposeful. And Zoe whose real name is Zoe Sammuel and who hails from a small village in Wiltshire is, at 24, the current cyberspace queen.

After ingesting so much of the chirpy charisma she radiates on camera, in person she appears low-key, even a little withdrawn, as she arrives for the Vogue shoot in the Brighton studio, one of the rare days we could pinpoint in her hectic schedule. The long brunette dip-dyed hair, often drawn into a high scrunched bun on screen, is

looped in a simple pony eyes pale without their high-definition black eyeliner. While a simple tailored jacket, cream circle skirt and velvet flats are doing little to diffuse the magnificent that adds an outlandish to her tiny frame (on camera it is disguised). She is not much the girl next door fresh-faced beauty

But it is the extraordinary ordinariness that Zoe possesses as Zindella the sensible sister (albeit a very pretty media-savvy older sister), has been core to her success. She commands large fees for her work with beauty and fashion brands (be it Simple, Boohoo or Topshop). Now there is a contract with Radio 1, a deal for a TV show (Girl Online - its protagonist is a teen blogger), and a line of Zoe products. Not forgetting her twerking, belfies (bottom selfies), a Kardashian favourite, and her iced-water bucket slosh

"IT'S ALL ABOUT SELF LOVE AT THE END OF THE DAY. TO LOVE YOURSELF AND BE COMFORTABLE IN YOUR SKIN IS CRUCIAL. I WASN'T THIS CONFIDENT WHEN SHOT MY FIRST YOUTUBE VIDEO."

no red-carpet lifestyle. Rather she is 100 per cent wholesome, attainable and approachable. Twenty thousand messages in the comment box under each of her posts are not unusual - no detail is too banal for discussion.

She maintains a natural humility, while engaging in an essentially narcissistic, egotistic endeavour - the constant sharing of her opinions, tastes and obsessions, be that homeware, fashion, lipsticks, or recovering from her first break-up - or (skin) break-out. Her fans are on average aged between 11 and 17, and the sacks of fanmail attest to their ardent involvement in the everyday intricacies of her life. The letters arrive from Hong Kong, Singapore and New York, often stuffed with sweets or scribbled with doodles. An increasing number of followers now hang around outside her seafront apartment in Hove, posting letters through her door, shouting up to her window even as she files her latest blog/tweet/Instagram/Facebook update



Inspired by the A/W16 catwalks

The tomboy retro edgy look, is the hottest trend this autumn. Work a print or go all out in head-to-toe retro



Choker
£4
Accessorize

Dress
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Necklace
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Matalan



Faux fur Clutch
£8.99
Matalan



Heels
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Crop Top
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Boots
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Next



Leather Jacket
£50
Topshop



Ripped Jeans
£39
RiverIsland



UniTard
£15
Prettylittlethings



Camo Top
£15
Bershka



Jumpsuit
£27
Revolt



Shorts
£20
H&M



Bag
£210
Burberry



Trainers
£300
Micheal Kors

WHAT'S FRESH NOW
Fashion

Urban Power!

From toasted pastel shades to sugary colours, these are perfect for A/W16

Rihanna is smokin' in her camo crop top



Ashanti rocking edgy leggings with a black leather jacket.



C-Millian pretty in her unitard



Rita Ora rocking the Tomboy look like no other.



1 Giorgio Armani,
£37,
Silky, lightweight
fluid foundation for
seamless application



BLACK ALLURE
LOVES

2 Ever-Matte
Poreless Priming
Perfector
A targeted mattifying primer
that controls oil



3 Miss Dior Eau de
Parfum 50ml,
Romantic by nature, Miss
Dior inspires an intense and
playful love.



4 Urban Decay
Eye palette eye
shadow, Vice



BEAUTY DIRECTOR'S top 10



5 ESO
Fruitpunch Lip balm,
giving the perfect moisture.

6 Lash Sensational
Mascara from
Maybelline
Our first Layer-Reveal brush
with 6 lengths of bristles



7 Taupe By Mac,
Perfect nude for,
dark skin tone



8 Beauty Blender
Ordinal beauty
blender



9 NYX,
MATTE BRONZER
Give your skin the
perfect glow.



10 Real Techniques
Sculpting Brush
features a flat, wide
head to sculpt your
cheekbones



‘ I WISH I COULD BE WHO I AM AND **GAIN** THE *Fame* ’

He's the most talked about motivational rapper of the moment, with a viral video and most talked about fire in the booth. No one can scroll through their timeline without Elmo Bangz's sensational speech popping up. BlackAllure finds out

Parlé: I was listening to the mixtapes, especially Progression 2, and it seems to me you sort of write about things that are maybe a little deeper than the average mixtape that people are putting out. Is that conscious, or is that just how you are when you're writing lyrics?

Kirko Bangz: It's just me, man ... it's way more than what people get when they first hear my songs on the radio. All of my music is stuff that I actually go through in my life, or stuff that I see people around me going through.

Parlé: Tell me a little bit about Progression 2. I know you hit 25,000 already over there on Datpiff. Did you expect to move that much, did you expect to move more? How do you feel about that tape?

Kirko Bangz: Really, I don't pay attention, I never pay attention, to no numbers, no views, comments ... I just try to keep on going, keep on living my life so I can continue to put out music that's real. As far as the mixtape we got tracks like "Drank In My Cup" ... then I got stuff that I rap on ... we just try to mix a lot of things that I do.



Parlé: What's up man? What are you guys up to right now?

Elmo Bangz: I'm just chillin' man, jamming some music, just chillin'.

Parlé: I have a question for you. I don't know if your a football fan, but I know with the Texans and the Cougars having big years, it was a big year for Houston. Are you a fan of the game, being in Texas and all?

Kirko Bangz: Yeah, most definitely man. I get out there sometimes with my homies ... actually, I got a homeboy that I went to high

school [with], he started on the offensive line for the Texans, and I got a little homie that went to high school with me starting on D for the Cougars. So yeah, most definitely showing love for the city man.

Parlé: I was doing the research, and I read how the Procrastination series of mixtapes started in school. You went to Prairie View, right? How did your time there effect you as a person and an artist?

Elmo Bangz: You know, I'm from Houston, and Prairie View is predominantly Houston and Dallas. And even though Houston and Dallas are close to each other, they are real different ... if you could make it in Prairie View, you could make it anywhere. There's ... a lot of competing, stuff like that ... they'll boo you at talent shows ... it's real hard to make it out of



I MARRIED MY MOTHERS EX



MY MUMS
EX AND I

My ex and I have been divorced for a number of years now. About 6 months ago my mother informed me that she and my ex have had a relationship for "a couple of years now." Over the years I'd had suspicions, but when I asked about it I was assured that I was wrong. As it turns out, that "couple of years" has been a heck of a lot longer. They apparently started their relationship almost the minute he and I split up! Just a few weeks after we all learned about this, they got married.

Now wait, this gets even better. I have kids. Now their grandmother is their step-mother and their dad is their step-grandfather. How's that for a screwed up family?!! My youngest child still sees his dad and grandma. He's angry and confused by the whole thing, but just pushes it to the back of his mind so he can see his dad -- he's very much "daddy's boy." The older kids want nothing to do with dad or grandma. They are sickened by the whole thing.

t me tell you just how sick and twisted this whole family is -- it seems everyone in the family besides me and my children think this whole scenario is just hunky dory. My mother's youngest sister has jumped all over me for basically disowning my mother telling me to stop acting like a spoiled brat and get over it. And today I get a letter from her cousin telling me how great this is because my children's step-mom won't be bad mouthing me to my kids. My siblings say it's "weird" but that's about it.

If it weren't for the fact that a couple of friends of mine and a few other people who know about this situation think it's totally screwed up and disgusting, I'd begin to think I was crazy. Before you tell me to get therapy for myself and my children, let me assure you that I've already done this.

