

LACK ALLURE

Features

5 Let's talk about self-**10** 100 YouTube stars of 2016

Fashion

40 Autum/Winter look book buys

44 Finds under £60

51 Elegant wear for Men

56 Plus size Hacks

60 Up & Coming Fash-

ion Designer Kelly

62 Ask Chanel

Beauty

76 Pastel

Playbool

63 Top 10

69 Secret behind Lipo

72 Put a Stop to your

74 Best match for Melanin tones.

Hot & Heathly NOV 2016

78 Fitness Buzz

81 Body News

83 I have Diebetes and it Sucks"

87 Caribbean chicken & dumpling soup

Love, Lust & Other Stuff

90 Top 5 Romance Novels

94 Agony Aunt

96 "I am HIV Postive"

100 Putting my Career over Starting a Family **103** Sex Q&A

Features

108 Benny Bangz Interview

111 Break through acts 115 Aspiring Talent

Live It Up!

Farmers' Market

Nature

month

128 Fresh Tips for the

135 Step out into the

Game Plan

137 20 Things to this

144 Design an Environment

133 Feel better with less stuff

15 It's a Black Allure World **34** From the Editor **36** Religion

201 Black Allure Quiz: Are you under Pressure?

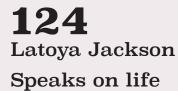
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Fearless Confessions

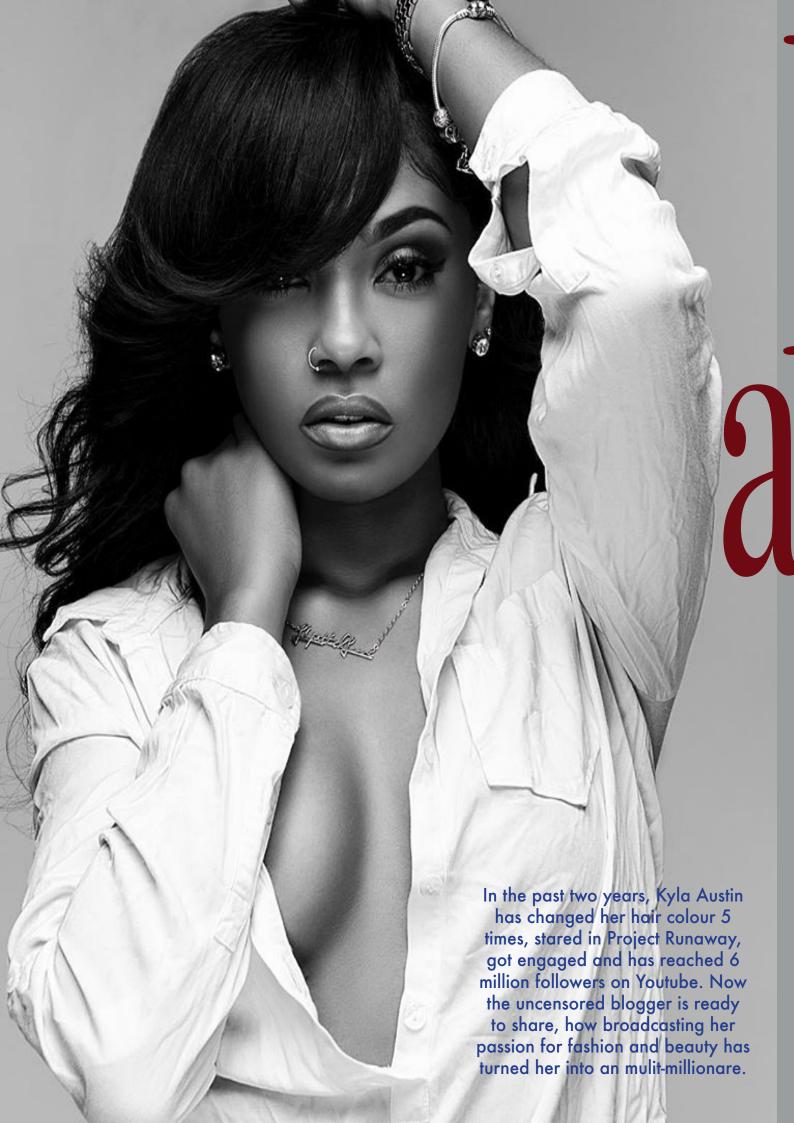
120 Confessions **24** Life the Army













unieasnea

ayla has come a long way from the whispered videos she used to make in the bathroom of her shared university house. 'A 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 photoshot.

"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

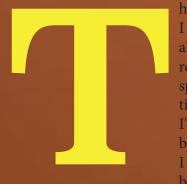
Shirley stumbled across the world of vlogging while searching for a beauty product online, and was instantly hooked. Being a bit of a beauty obsessive herself, she decided to start up her self-named YouTube channel in 2009 and launched with make-up tutorials, tag videos (thanks to BeautyCrush) and shopping 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

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

NOVEMBER 2016 BLACKALLURE / 12





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 village in Wiltshire is, at 24, the current

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 but on screen is

looped in a simple pony eyes pale without their high-definition black ey While a simple tailored jacket, cream circle skir velvet flats are doing litt diffuse the magnificent that adds an outlandish to her tiny frame (on ca it is disguised). She is n much the girl next door fresh-faced beauty

But it is the extraordinal ordinariness that Zoe p as Zindella the sensible sister (albeit a very pret dia-savvy older sister), been core to her success command large fees for with beauty and fashion (be it Simple, Boohoo of shop). Now there is a cowith Radio 1, a deal for (Girl Online - its protagis a teen blogger), and a of Zoe products. Not for twerking, belfies (botto ies, a Kardashian favour iced-water bucket slosh

rtail, usual eliner. black t and tle to cleavage sexiness mera ot so

asa

ry

"IT'S ALL ABOUT SELF LOVE AT THE END OF THE DAY. TO LOVE YOURSELF AND BE COM-FORTABLE IN YOUR SKIN IS CRUICAL. I WASN'T THIS CONFINDENT WHEN SHOT MY FIRST YOU-TUBE VIDEO."

no red-carpet lifestyle. Rather some, attainable and apmessages in the comment box under each of her posts are not unusual - no detail is too banal for discussion.

rojects older ty, methat has s, able to projects brands r Topontract a novel

mility, while engaging in an homeware, fashion, lipsticks, or recovering from her first break-up - or (skin) breakout. Her fans are on average aged between 11 and 17, and Hong Kong, Singapore and





I WISH I COULD BE WHO JAM AND GAIN THE

He's the most talked about motivional rapper of the moment, with a viural video and most talked about fire in the booth. No one can scroll through their timeline without Elmo Bangz sensentional 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 here 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 thing that I do.



Black Allure Confession

I MARRIED MY MOTHERS EX





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 stepmom 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.



