

# LA PLUS BELLE

PHOTOGRAPHY, FASHION, BEAUTY & ART

featured model  
*Gaby Guha*

social world  
*Instagram Revolution?*  
by Adele Loguasto

cover model

*Eva  
Cavecchi*

photographed by Antonio Guzzardo

ISSUE THIRTEEN - MAY-JUNE 2019



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*publisher:*

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**TRANSLATIONS** Marco Stefano Doria

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cover model **Eva Cavecchi @Wonderwall**  
photographed by **Antonio Guzzardo**  
(see the editorial on page 8)

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*La Plus Belle Magazine become a two-monthly periodic from May 2017.*

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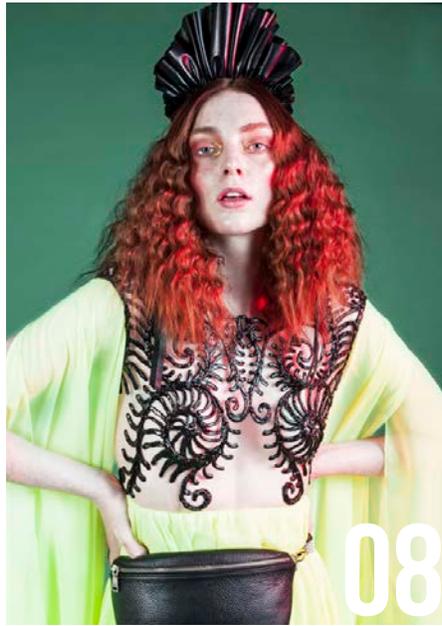
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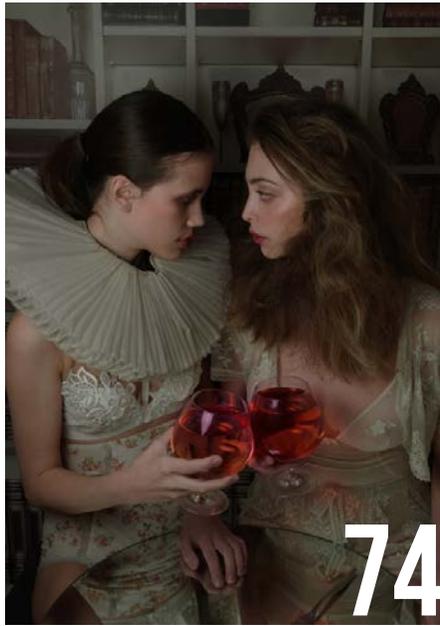
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116



124

# *editor's letter*

Dear Readers,

Here we are with a new Issue of La Plus Belle Magazine, right in time for the beginning of Summer!

I don't know about your place, but here in Sicily, the weather was quite unusual, directly shifting from Winter to Summer, totally neglecting Spring.

On the Issue you're going to read, you'll find two little additions to the usual and wonderful photo-editorials.

The first one is the new "Featured Model" section, where we'll showcase both emerging and established models we deem very interesting and talented. In this Issue, on page 86, we're going to introduce the French model Gaby Guha.

The second one relates to an interesting article written by Adele Loguasto, a young and brilliant Sicilian copywriter. In her article, on page 50, Adele analyzes the possible scenarios that may have a future impact on Instagram, the referential social network for the "insiders" of the Photography, Fashions and Beauty industries like us.

Not just pictures, then, but as I already mentioned in the previous Issue, also text contents that I hope you'll enjoy. Don't hesitate to send your feedback about it.

As usual, I recommend you to follow us on Instagram and Facebook to stay up to date with the upcoming news.

Stay tuned!

That's all. See you next July.

Have an outstanding Summer and enjoy your reading!

***Gaetano Pavano***

*@gaetanopavano*



drawing by **Keepha Kee**  
@keepha

# *In Moda Veritas*

by **ANTONIO GUZZARDO**  
model **EVA CAVECCHI @WONDERWALL**  
stylist **STEFANO GUERRINI**  
make-up & hair **RODRIGO SOUZA**  
assistants **DAVIDE SPINELLA, FABIANA GUIGLI**  
thanks to **PATRICK JENDRUSCH, DANIELE ARCANGELI**



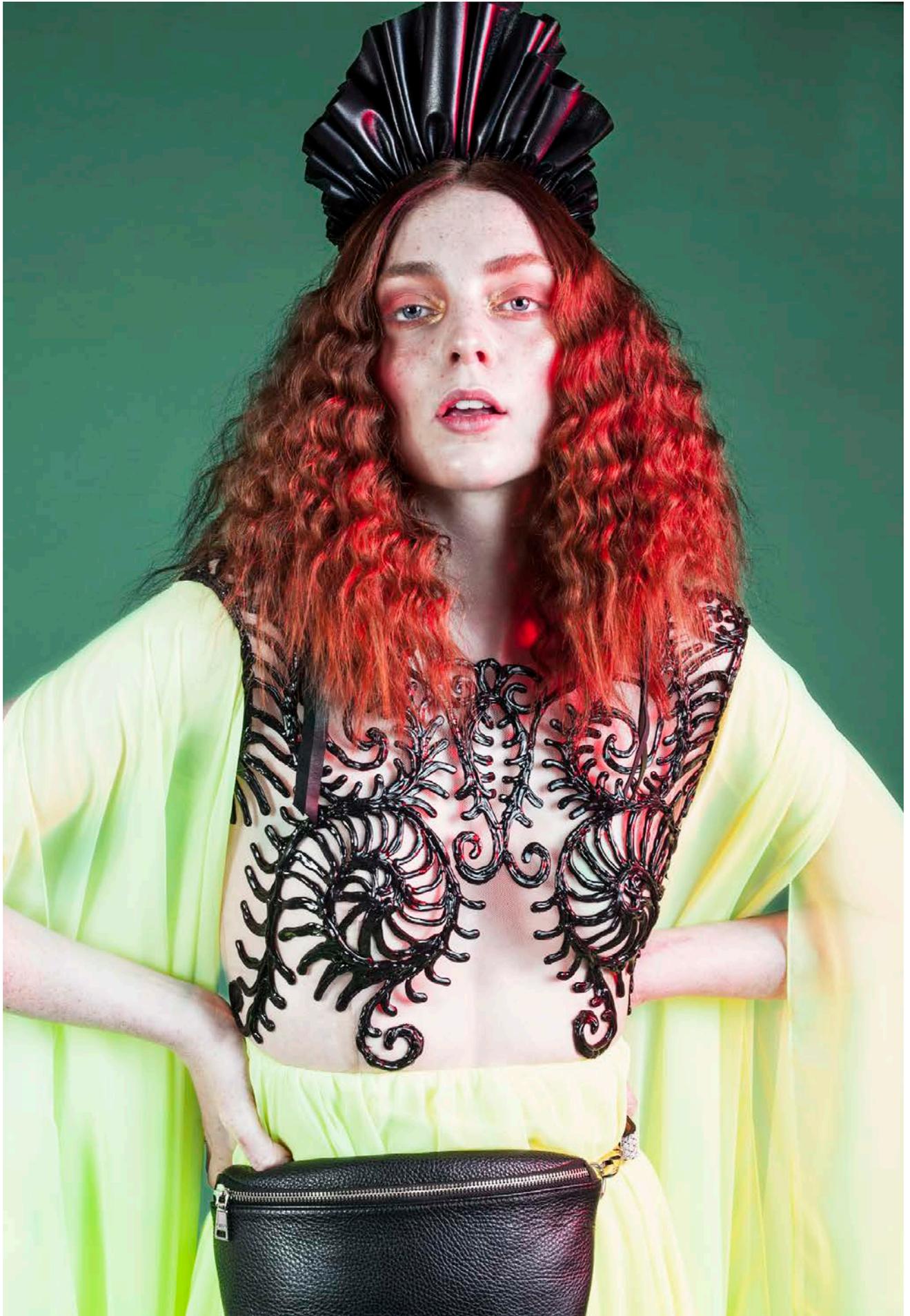




*total look SALVATORE VIGNOLA  
shoes FABIO RUSCONI*

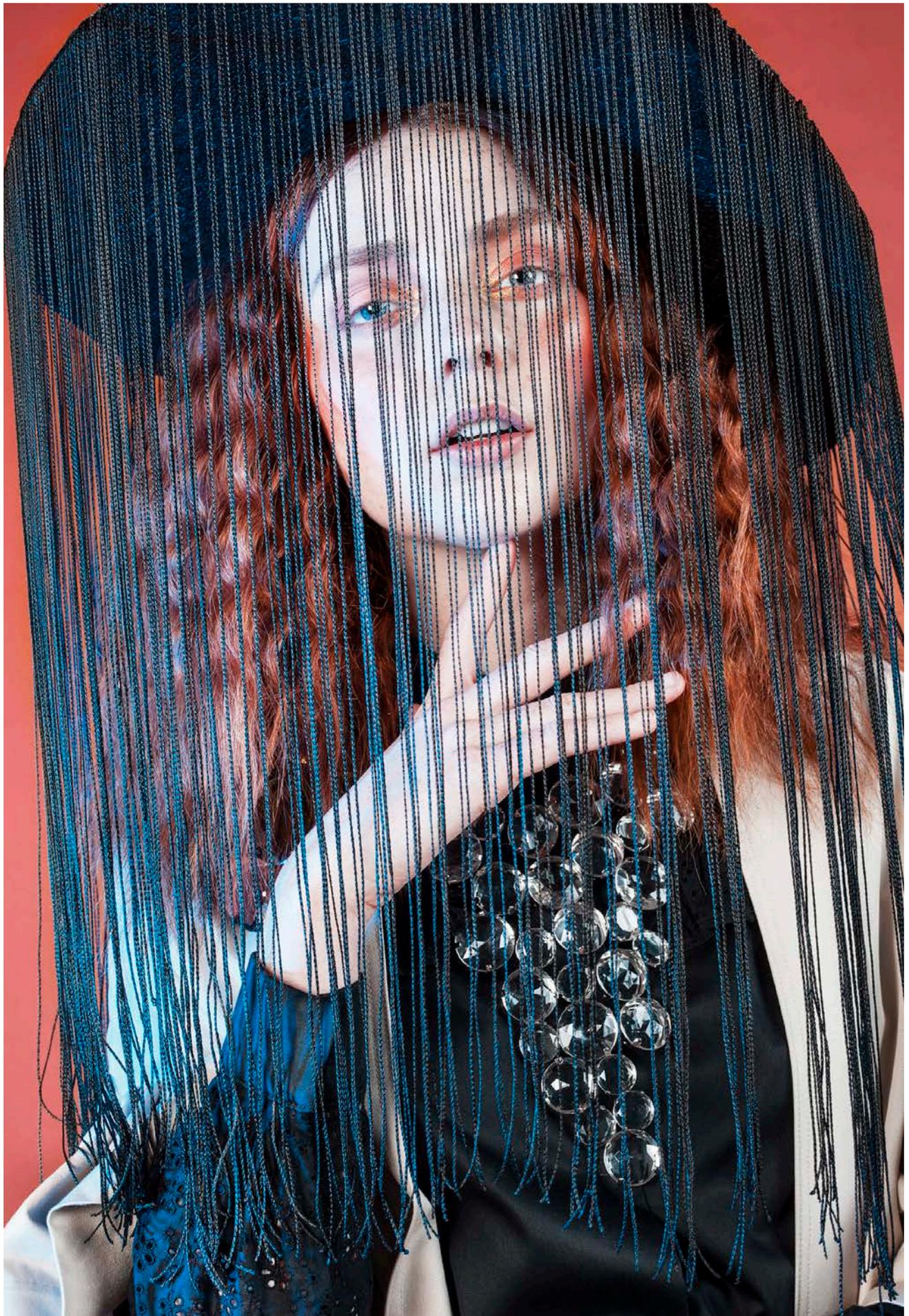


*dress BARTOLOTTA&MARTORANA  
necklace used as headpiece GIULIA BOCCAFGLI  
bag RIPANI  
shoes FABIO RUSCONI*





*total look SAN ANDRÈS MILANO  
cap BIBI ESPOSITO CHROMOSOME 6  
necklace SHARRA PAGANO  
shoes FABIO RUSCONI*





*dress DROME  
shirt MELAMPO  
long dress worn under everything LUIGI VECCIA  
shoes JF LONDON*







*cape and coat* GIORGIA ARCIDIACONO





*dress ALBERTO ZAMBELLI  
helmet with pearls BIBI ESPOSITO CHROMOSOME 6  
necklace and bangles SHARRA PAGANO*

# *White Miami*

by **UMUT KIRAN**  
model **EMILY JANE @NEXT MODELS MIAMI**  
stylist **UMUT KIRAN**  
make-up & hair **LUCIA ABUIN**  
assistant **BJÖRN KARNAPKE**





hoodie ZARA  
sunglasses FENDI  
pants FOREVER21  
shoes NIKE

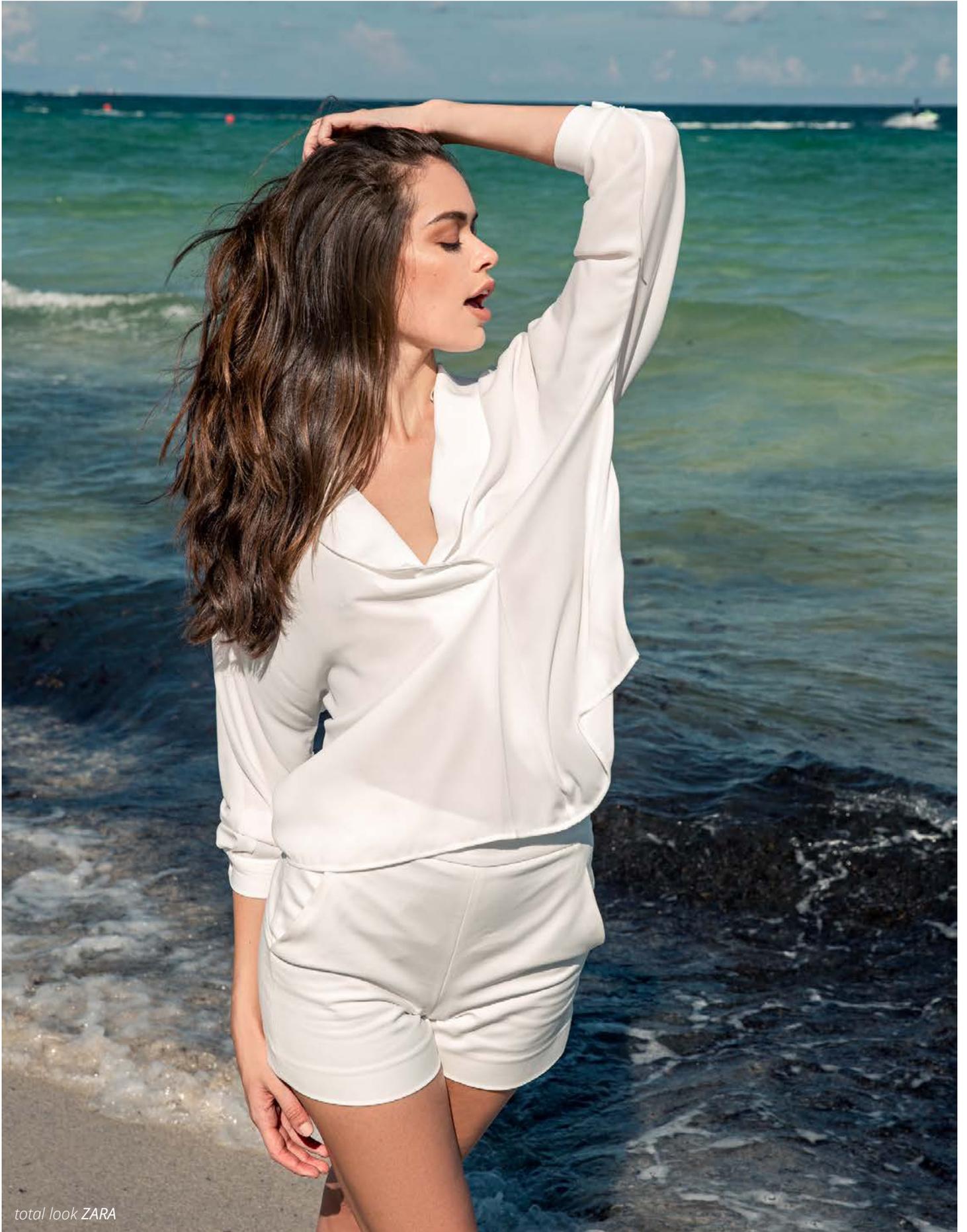


hoodie H&M  
pants ZARA



total look ZARA  
shoes ZARA

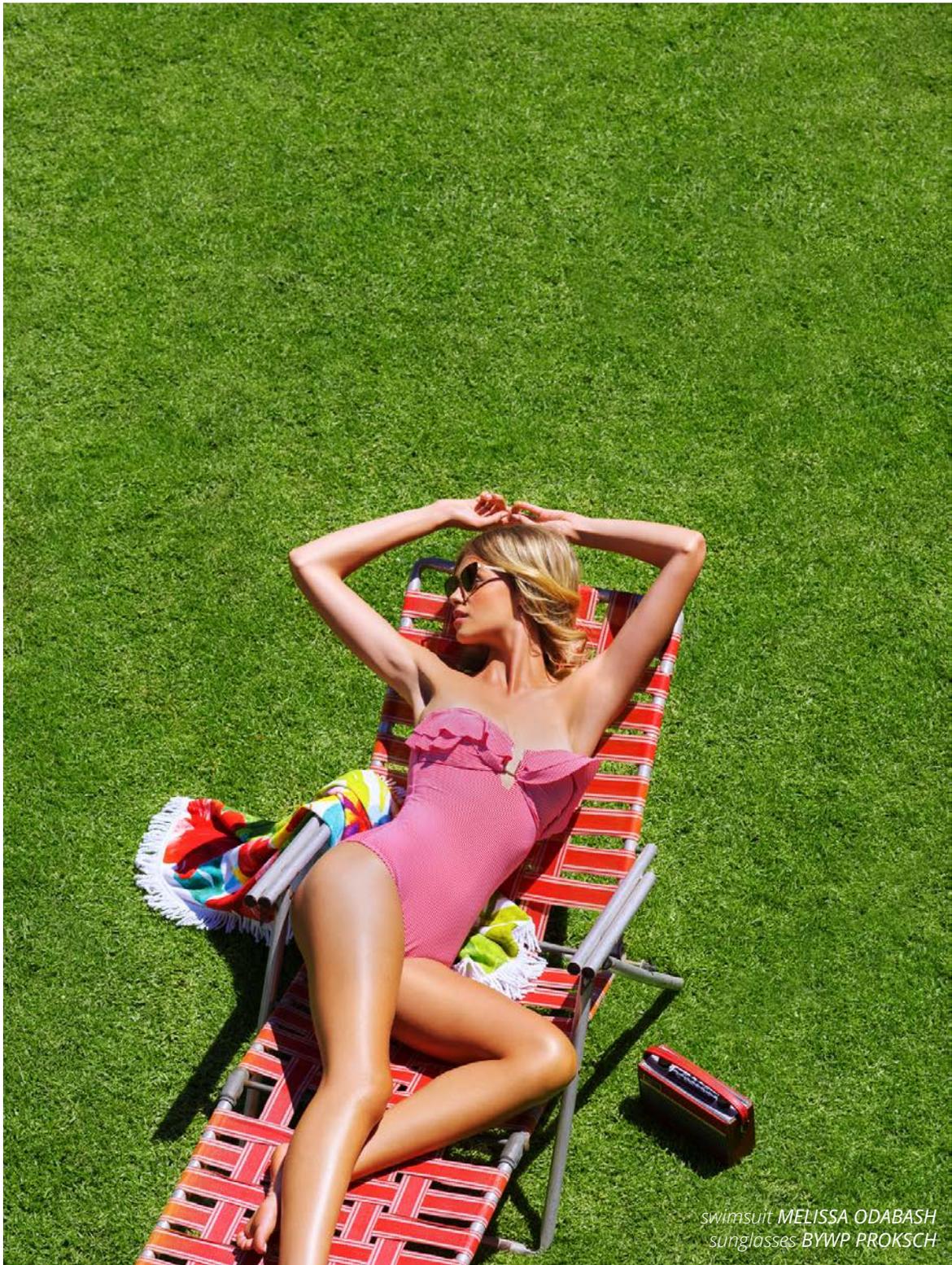




*total look ZARA*

# *Poolhouse*

*by* **PASCAL TRIPONEZ**  
*model* **LUNA LUBBE @ICE MODELS**  
*fashion editor* **PETRA TIELMANN**  
*make-up & hair* **JULIA HEIERMANN**  
*retoucher* **KONSTANTIN KLIMIN**



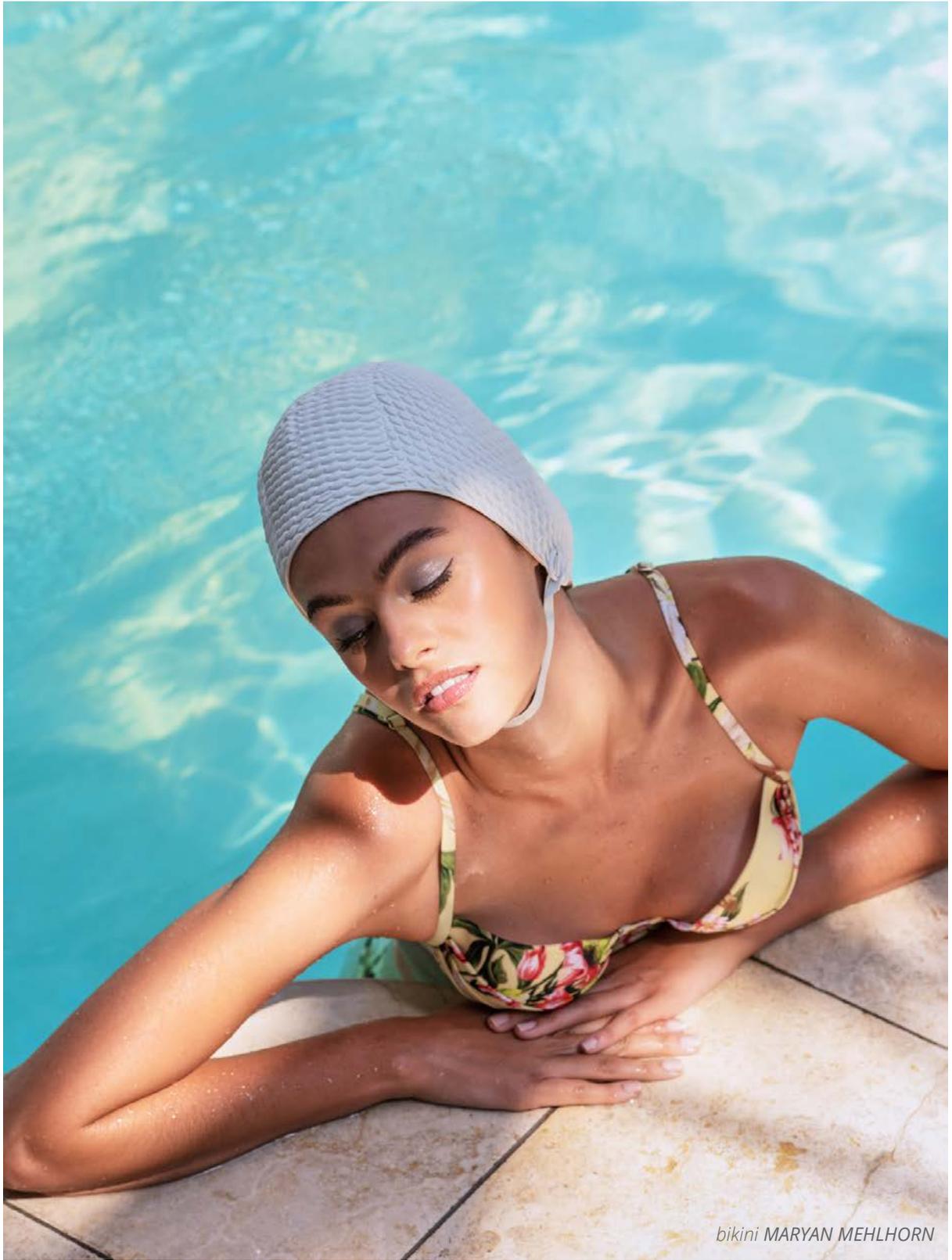
*swimsuit MELISSA ODABASH  
sunglasses BYWP PROKSCH*



*bikini SEAFOLLY  
hat SPATZ HUTDESIGN  
bangles PROPELLER*



*bikini WATERCULT  
bangles PROPELLER*



*bikini MARYAN MEHLHORN*



*bikini SEAFOLLY  
bangles vintage*







# *Debbie's Summer Fashion*

by **OLIVER KELLER**

model **DEBORAH SCHLENGER @FAVORITE MODELS ET ACTORS**

make-up & hair **ISABEL STRATMANN**

post producer **OLIVER KELLER**

assistant **SUSANNE KELLER**



*dress RESERVED  
boots VERA MODA  
earrings and bracelet BIJOU BRIGITTE*

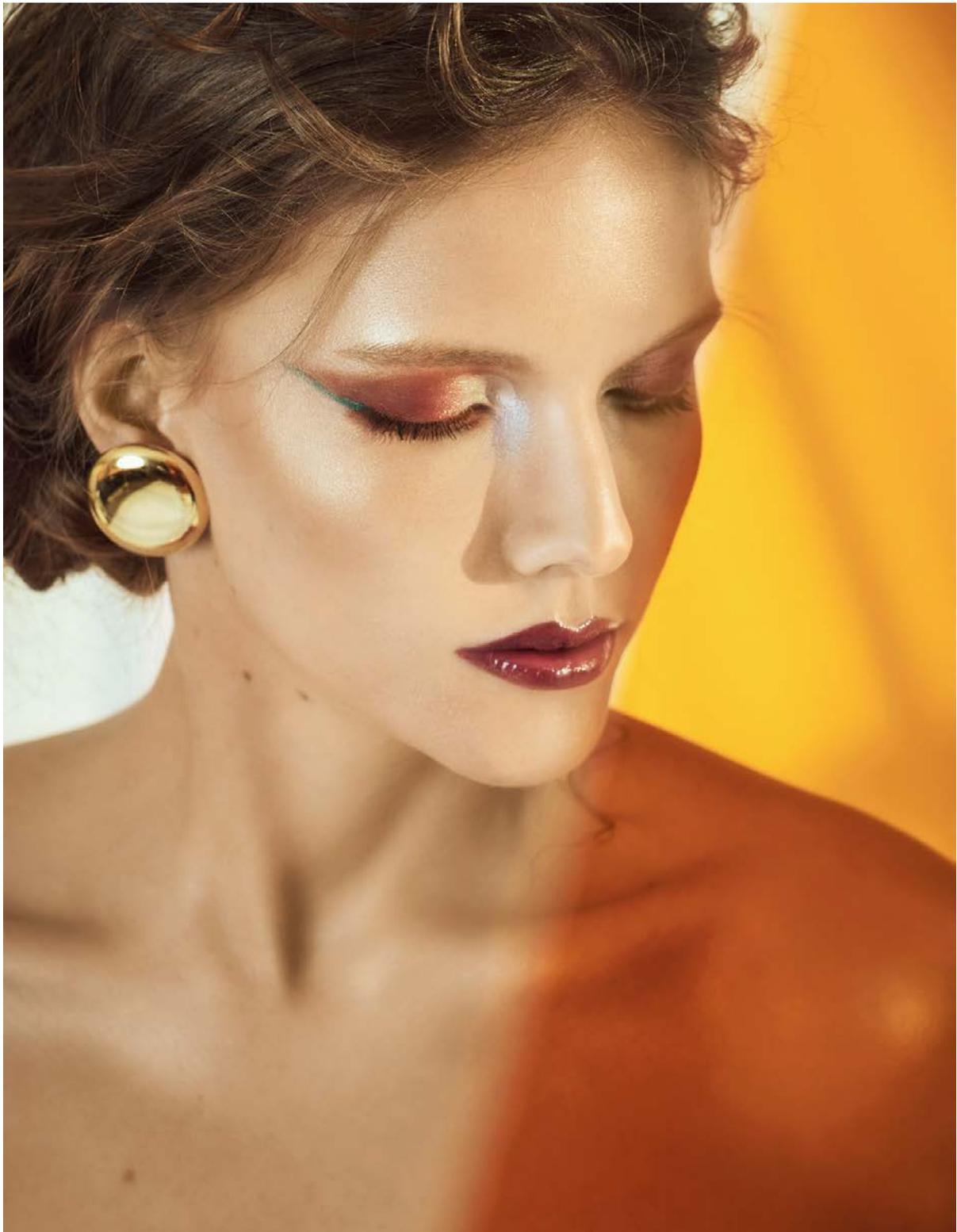


*dress ASOS  
bag DUNE LONDON  
bracelet INDIAN SHOP*





jumpsuit MARC O POLO  
shoes HALLHUBER  
sunglasses UVES  
earrings CHRIST





*dress HALLHUBER  
clutch CALVIN KLEIN  
shoes PAUL GREEN  
earrings SECOND HAND*





# *Lara*

*by* **PAMELA AGUAYO**  
*model* **LARA FUENTES @NEW MODELS**  
*stylist* **OLAYA DE LOS PALOS**  
*make-up artist* **ADRIANA**  
*creative director* **PAMELA AGUAYO**



*dress OLAYA DE LOS PALOS  
coat SOLEDAD GALLARDO*



*dress MARIA BARROS*







*dress* JAVIER QUINTELA



shirt SOLEDAD GALLARDO





## SOCIAL WORLD

by Adele Loguasto

### *Instagram Revolution? Why Instagram is going to hide the like count*

Instagram is reportedly testing the removal of likes count, making it visible only to the user who made the post. This is just an assumption and we can exclude that such an update would be imminent. However, it does seem plausible that Instagram is really at work to reduce the focus over vanity metrics. With 'vanity metrics' we mean the number of followers, likes and comments received across our social presence.

**A fair question is:** do we really need all these followers and likes counts? It depends!

Just think of the much debated and misunderstood the role of influencers. The huge visibility, as well as the ability to achieve high value certainly make the difference in their case.

The Influencer Marketing industry is aware of that, so much so that is consistently growing, also being the key resource to build human relationships among clients and brands.

A CAVEAT: on the one hand, if it is true that brands will keep on investing in influencers, on the other analytics confirm that in 2019, the trend is all about micro-influencers, e.g. influencers with low vanity metrics (likes, followers and comments) but higher engagement rates. This is happening because they are seen as normal people, more reliable and closer to the users.

**Why Instagram would be going in the opposite direction, then? Are we really going to kiss likes goodbye?**

From the stage of the developer-focused F8, Mark Zuckerberg

announced that Instagram is implementing some tests in Canada, where they're hiding the Post Like count.

This would help the users to focus on the content quality, without being influenced by engagement. The Likes to a post, in fact, are impacted by our "instinctive" tendency to double-tap those with a high count of likes. Therefore, we are more influenced by the "hearts count" rather than the content quality.

Last but not least: Instagram is considered as the social network with the worst impact on mental health. Negative effects mainly impact young women who get to a wrong perception of their own body and develop a sense of inadequacy with respect to their lives and careers.

Removing likes will not mean solving the problem, but it may impact the users well being, since they will feel a lesser "Like anxiety".

**Why hiding likes will no affect the popularity of the post.**

Likes are the measurement of post popularity. Such a feature will still be in place and crucial despite being hidden because the Instagram algorithm will keep on establishing the related visibility. Popularity will be set by the content quality, as acknowledged by users, who will not double-tap anymore because of the likes count.

**The psychological power of a like.**

Social networks certainly changed our behaviour (and our brain). We spend almost 2 hours a day (1

hour and 51 to be precise, according to Global Digital Report 2019 data) on social media, and it would be unrealistic to think we get unharmed by that. It is proven that likes have measurable effects on the brain in terms of releasing dopamine, a neuro-mediator which is released every time we experience gratification. Likes seem to create an addiction because they are satisfying. Hiding them would result in a direct attack against "social validation" both for individual users and brands, but it would effectively represent the right move to show the real value of vanity metrics in our lives... and also in terms of the substance for marketing: **zero!**



*Adele Loguasto is a copywriting expert. Born in Sicily and out of the comfort zone by her own choice, she wanders with a keyboard, irony and curiosity as her sole weapons. Adele is currently working as Social Media Manager and Digital Strategist for AlterErgo Factory (Caltanissetta).*

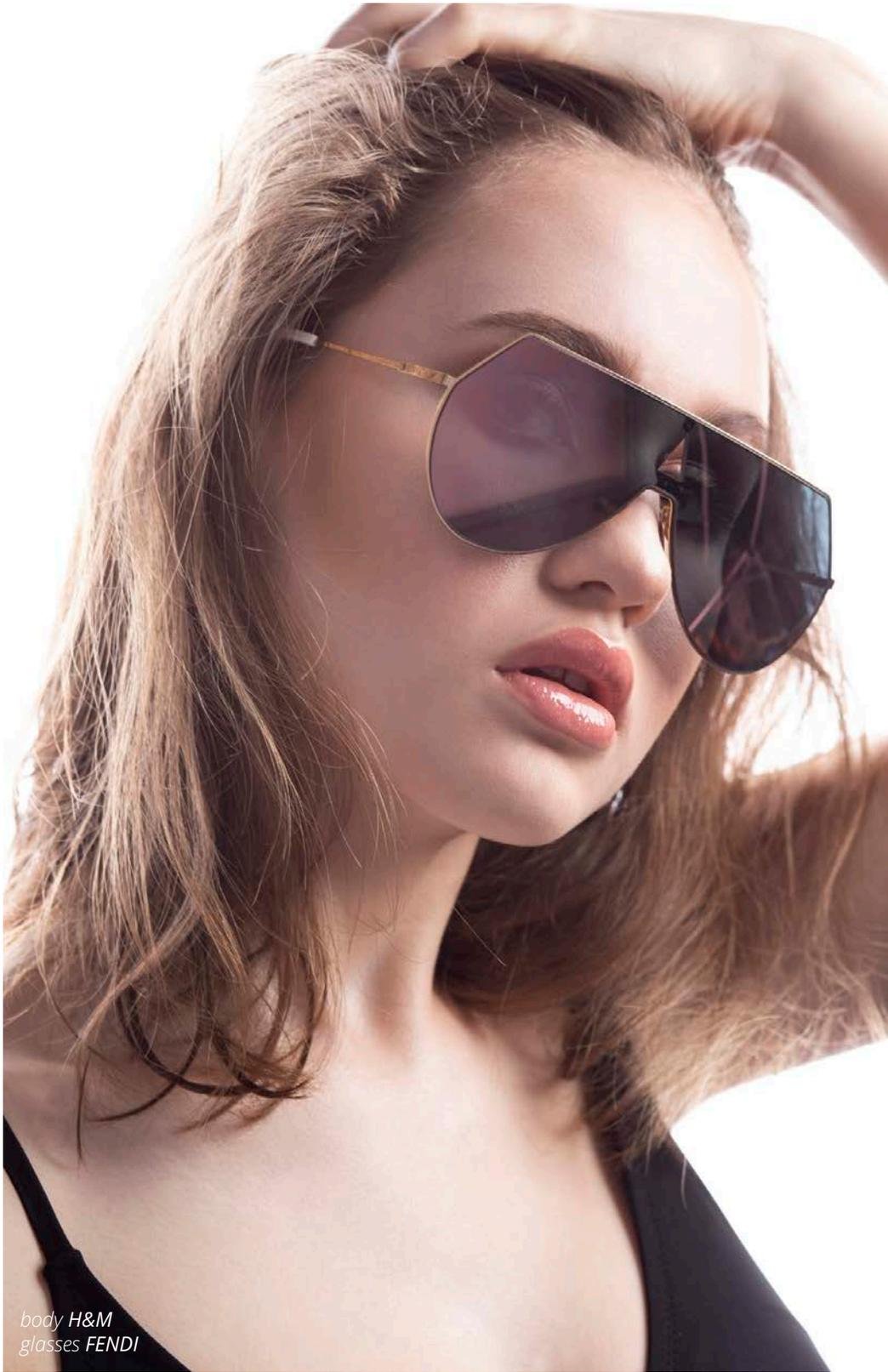


# *Glassy*

by **PAULINA WOJEWODZIC**  
model **NIKOLA DĄBROWSKA @NOBLESSE MODELS**  
make-up artist **PATRYCJA PALIWODA**



*bra H&M  
glasses TOM FORD*



*body H&M  
glasses FENDI*



shirt H&M  
glasses MIU MIU



*body H&M  
glasses MIU MIU*





*swimsuit H&M  
glasses PRADA*

# *The Things We Want*

*by* **DARIA MIVA**  
*model* **ALEKSANDRA MILJANIC @SOPHIE MODELS**  
*stylist* **ELISA VISSANI**  
*make-up artist* **ROSSANO FASANO**  
*hair stylist* **MATTEO SUSINI**



trench coat MASSIMO CRIVELLI  
boots ANCA STETCO  
purse REBECCA REBELLE



*plastic trench coat and pants MASSIMO CRIVELLI  
boots ANCA STETCO  
gloves REBECCA REBELLE*



*plastic jacket MASSIMO CRIVELLI  
pants REBECCA REBELLE  
harness STYLIST'S OWN*





*total look REBECCA REBELLE*



*total look REBECCA REBELLE*





*— faux fur REBECCA REBELLE  
skirt FORNARINA  
stockings CALZEDONIA  
faux fur shoes NCUB  
earrings FRATELLI BROCHE*

# *Snake Hips*

by **CLARA RICE**

models **ANNE THERESE BENGTTSSON, YUE ZHANG**  
creative director, accessory designer & stylist **ANNA DANILOVA**  
make-up artist **MAGGIE OMEGA**  
hair stylist **KAYLA VAN SKYHAWK**

















# *Last Supper*

by **NICHOLAS FOLS @SIERMOND & FOLS**  
models **GIOVANNA & CHIARA @FASHION ART WISE MANAGEMENT**  
stylist & story telling **VALENTINA FEULA**  
make-up & hair **CINZIA CARLETTI @MAKING BEAUTY MANAGEMENT**  
graphic designer **SILVER SIERMOND @SIERMOND & FOLS**  
producer **FASHION ART WISE MANAGEMENT**  
assistant **SILVER SIERMOND**



hat *PATRIZIA FABBRI*  
sunglasses *GUCCI*  
body *LA PERLA*  
dress *MIMI CHIPAILA*

platforms *STUDIOS 32 BY FLAVIA TOMASSI*







*sunglasses* *STYLIST'S OWN*  
*dress* *MIMI CHIPAILA*  
*belt* *VICOLO*  
*socks* *CALZEDONIA*  
*platforms* *STUDIOS 32 BY FLAVIA TOMASSI*



*gloves DUECCI  
dress JIL SENDER  
shoes CHURCH'S  
head cuff MEDIEVAL DESIGN  
top KATERINA RUTMAN  
ankle boots BALENCIAGA*







*dresses MIMI CHIPAILA*



headbands *PATRIZIA FABBRI*  
dress *ERDEM*  
collants *CALZEDONIA*





body LA PERLA  
lace jacket INTIMISSIMI  
gorget STUDIO 32 BY FLAVIA TOMASSI  
bra FOR LOVE AND LEMONS  
coulotte INTIMISSIMI



FEATURED MODEL

# *Gaby Guha*



photo by Martin Lagardère

GABY GUHA is an international model from France, and pageant title-holder.

### **FASHION**

She has been scouted and signed up in an agency from her hometown (South of France) at the age of 17 years old. After she finished highschool, the booking team encouraged her to move to Paris, France. Gaby studied languages and french literature. After one year of work and book development, she flew to Asia for her first international agency contract.

She is represented by several leading modeling agencies across the world like Asia, Europe and Middle East. She has been doing modeling since 2015 and have worked for brands like Chaumet jewellery, Jean Louis David, Saint Algue, GAP, Bossini, Triumph Lingerie etc.. She also did lookbooks, magazine cover shoots, editorials magazines and interviews (Prestige Magazine, ICON Magazine, LUI Magazine).

At the same time, being interested by the broadcasting world, she took acting courses with the French actor Xavier Laurent in 2016. Then she made appearances in shorts films and videos on Fashion TV, Canal + and M6 (french TV channels).

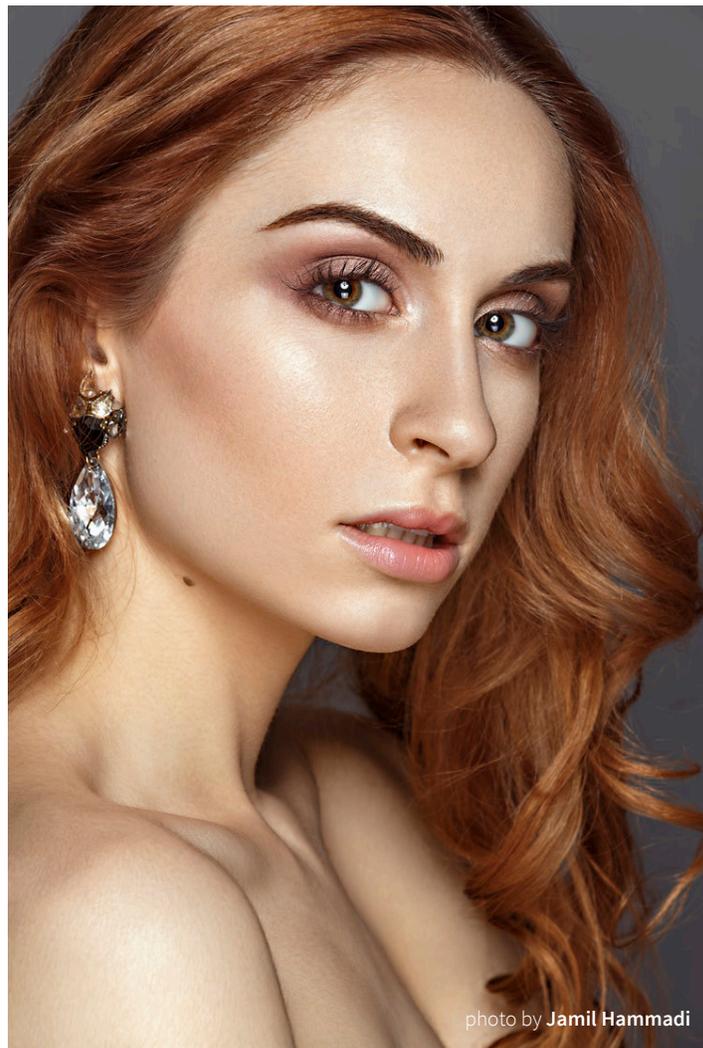


photo by **Jamil Hammadi**



photo by **Jamil Hammadi**

### **BEAUTY PAGEANT**

In 2018, Gaby got the beauty pageant title of «MISS SUPERMODEL WORLDWIDE France 2019» and represented France on the Grand Finale of MISS SUPERMODEL WORLDWIDE in May 2019, in New Delhi, India. Miss Supermodel Worldwide is an international beauty contest founded in 2016 by RUBARU Group. The concept of the contest is to choose not only a beautiful woman but also a strong spirit and intelligence. Representatives of 50 countries from around the world participated in the competition and more than 500,000 girls came on the casting. Her evening gowns was designed by the serbian fashion designers Vlor&Kaltrina and Morilee by Madeline Gardner. During her reign she has been guest for the Paris Fashion Week and magazine insider.

Due to her pageant success in 2018, Gaby has been also approached by the prestigious Miss Europe Intercontinental organisation, to represent Monaco on their next edition.

### **PERSONAL LIFE**

In her personal life Gaby is very implicated in girl child protection and woman self-development issues. According to her frequent social media posts, Gaby is passionate about travels, beauty and fashion.

(follow Gaby Guha on Instagram: **@gabyguha**)

***52.536555N-13.338065E***

*by* **SABINE GRODD**  
*models* **ALEXANDRA ATYPI, CLARA RUPP @VIVA MODELS,**  
**RICARDA KAISER @VOLTA MODELS**  
*wardrobe stylist* **OLIVIER MOHRIÑGE**  
*make-up artist* **RACHEL SHEPHERD**  
*assistant* **EVE GERLACH**





suit DANNY REINKE  
hat THOMAS HANISCH





earrings *HOUSE OF DANAË*  
ring *TIFFANY & CO.*  
dress *DANNY REINKE*



earrings TOPSHOP  
nose ring HOUSE OF DANAË  
top STEINROHNER  
skirt MARINA HOERMANSIEDER



necklace STRADIVARIUS  
beret RUTHLESS VIA ISLA BERLIN  
dress top DANNY REINKE



long sleeve URBAN OUTFITTERS  
bag belt LIEBESKIND BERLIN  
dress MAISONNOÉE  
socks ONYGO  
shoes GRACELAND

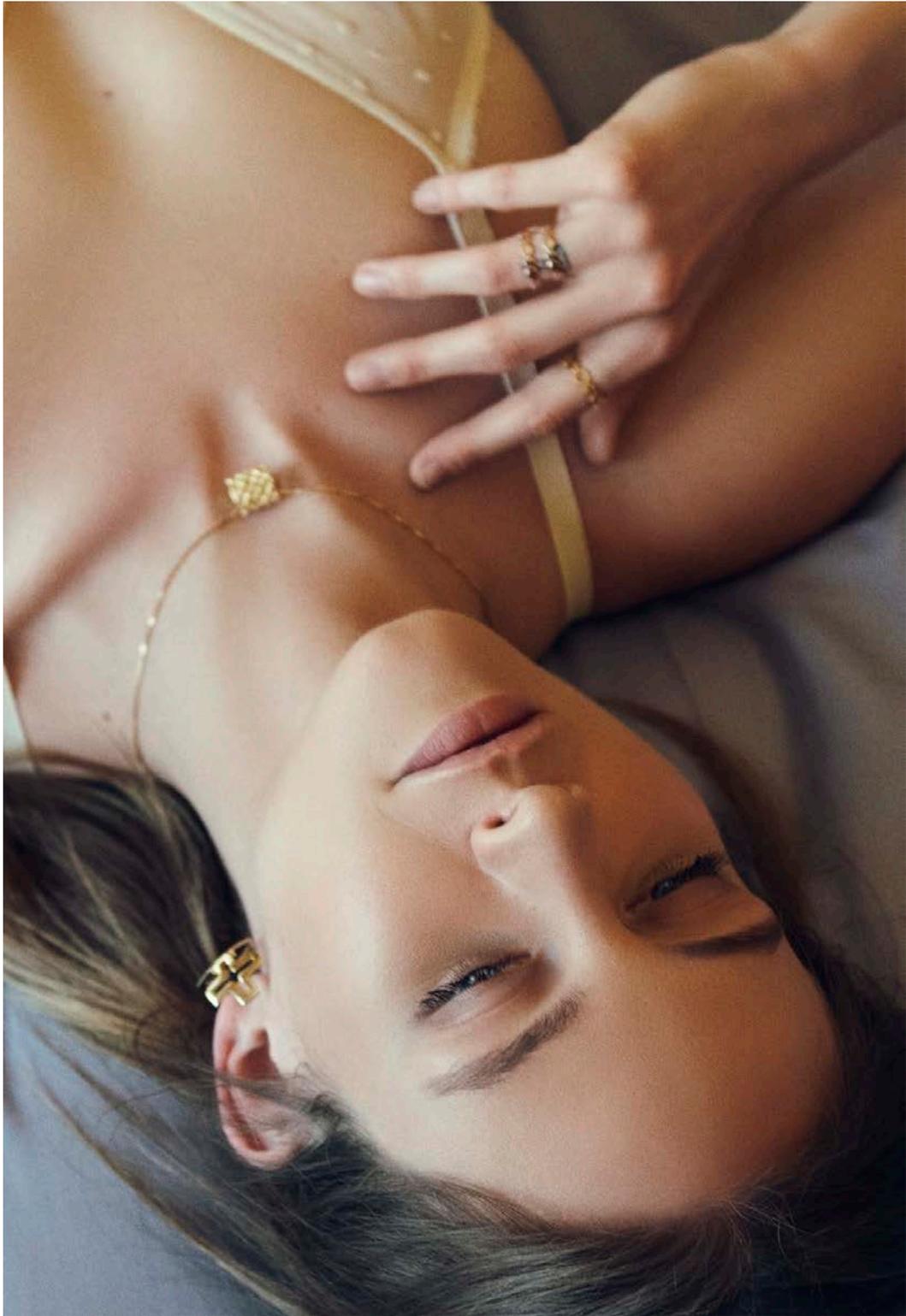


# *Roman Apartment*

*by* DANIEL DEMUNTER  
*model* ALESSA @FASHION ART WISE MANAGEMENT  
*stylist* ILARIA CORSARO









body LA PERLA  
jewels CO.RO  
gloves DUECCI



*underwear YAMAMAY  
dress NADIA DZYAK  
jewels CO.RO*



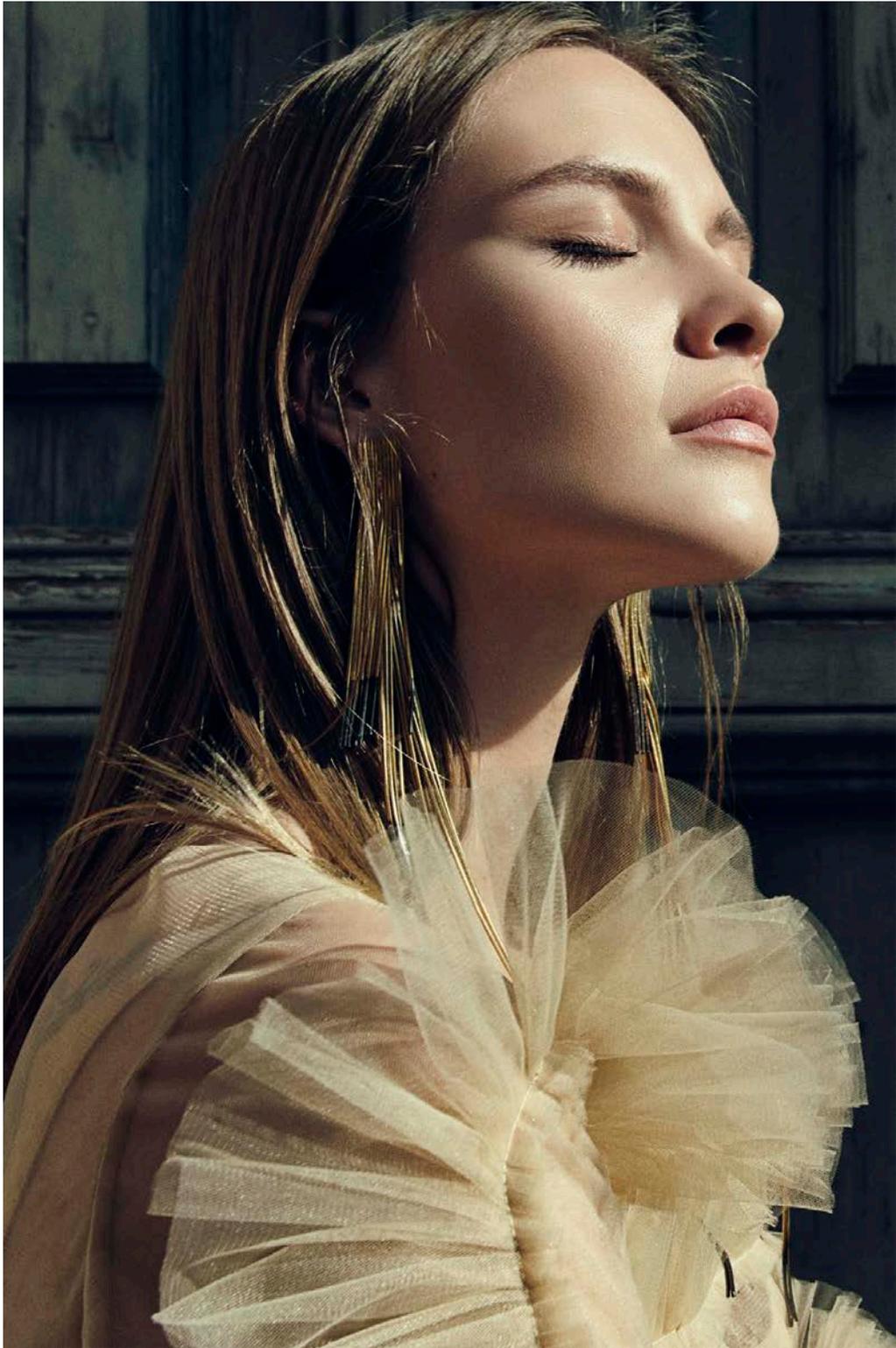
*top LILY VON SCHATTEN  
skirt ATELIER SETA  
jewels IOSSELLIANI*



sweater MALVA FLOREA  
jewels CO.RO



*jacket LILY VON SCHATTEN  
necklace EMMA SOFIA STUDIO  
ring CO.RO*







*dress MALVA FLOREA  
earrings IOSSELLIANI  
shoes VALENTINO*

# *Summer Vibes*

by **TANIA BETTI**

model **MATILDE CARIDI**

stylists & art directors **ELISA REPETTO, JEANIE LOCHHEAD, LUGIA SCIPIONE**

make-up & hair **FRANCESCA CALARESU, MARA GIANNINI**

assistants **CLAUDIO TURETTA, MARIKA TOMASELLI**

















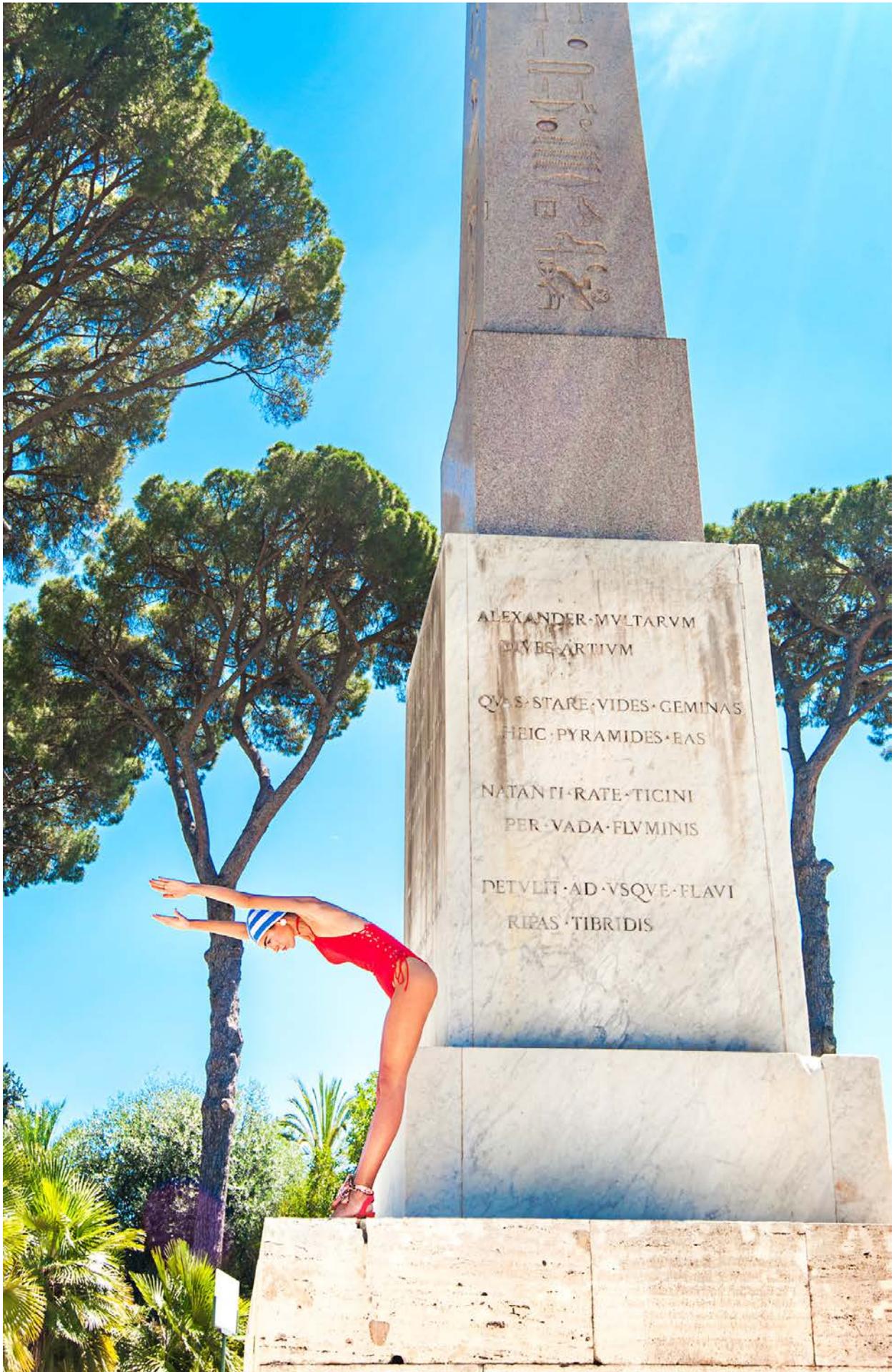


DOMVS · OBSEQVIA · MERITAE

GRATVS · DEDICAT

QVAM · DE · IVCVNDAE · NOMINE

MATRIS · NVNCVPAT



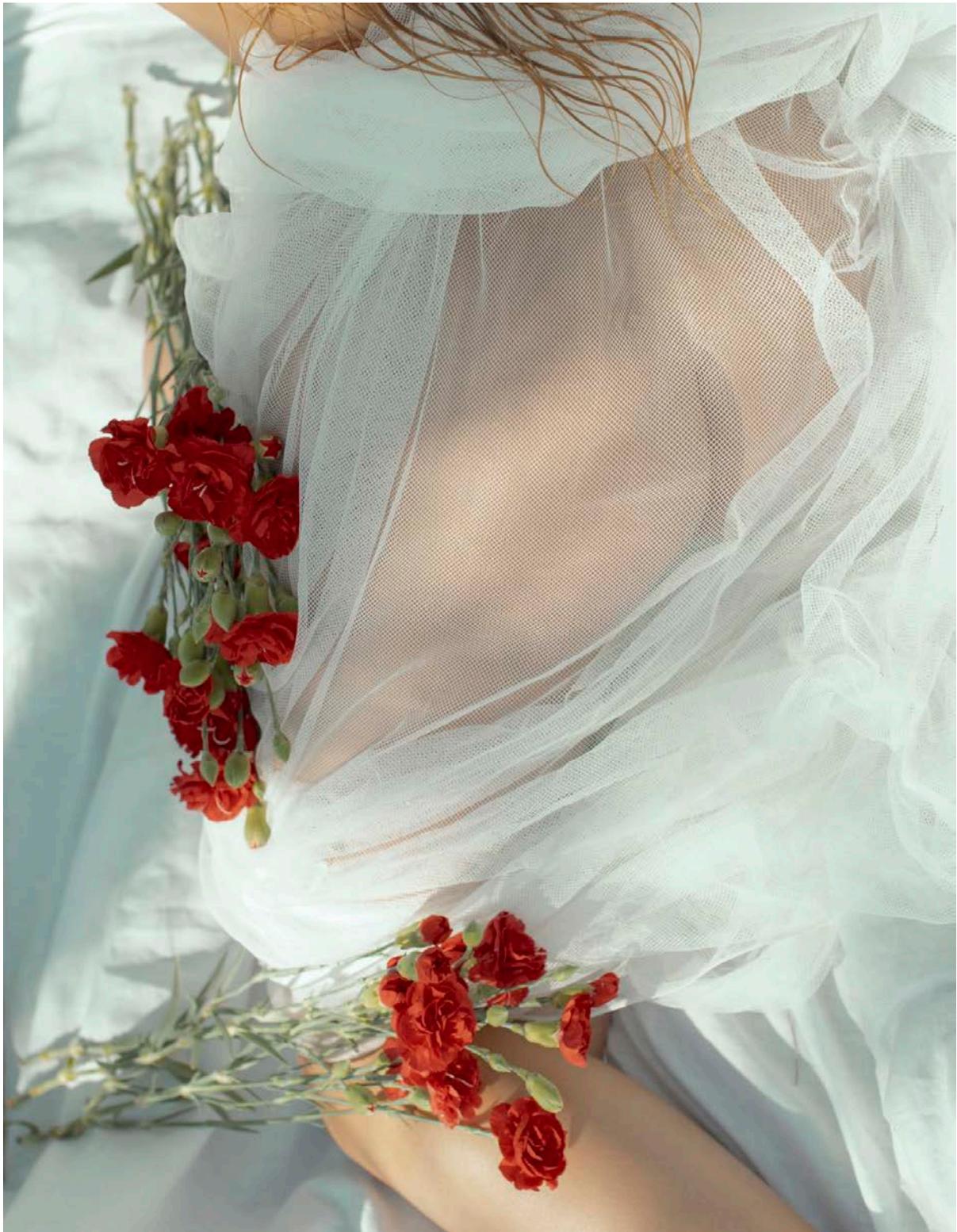
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DVBVS·ARTIVM  
QV·S·STARE·VIDES·GEMINAS  
HEIC·PYRAMIDES·EAS  
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PER·VADA·FLVMINIS  
DETVLIT·AD·VSQVE·FLAVI  
RIAS·TIBRIDIS

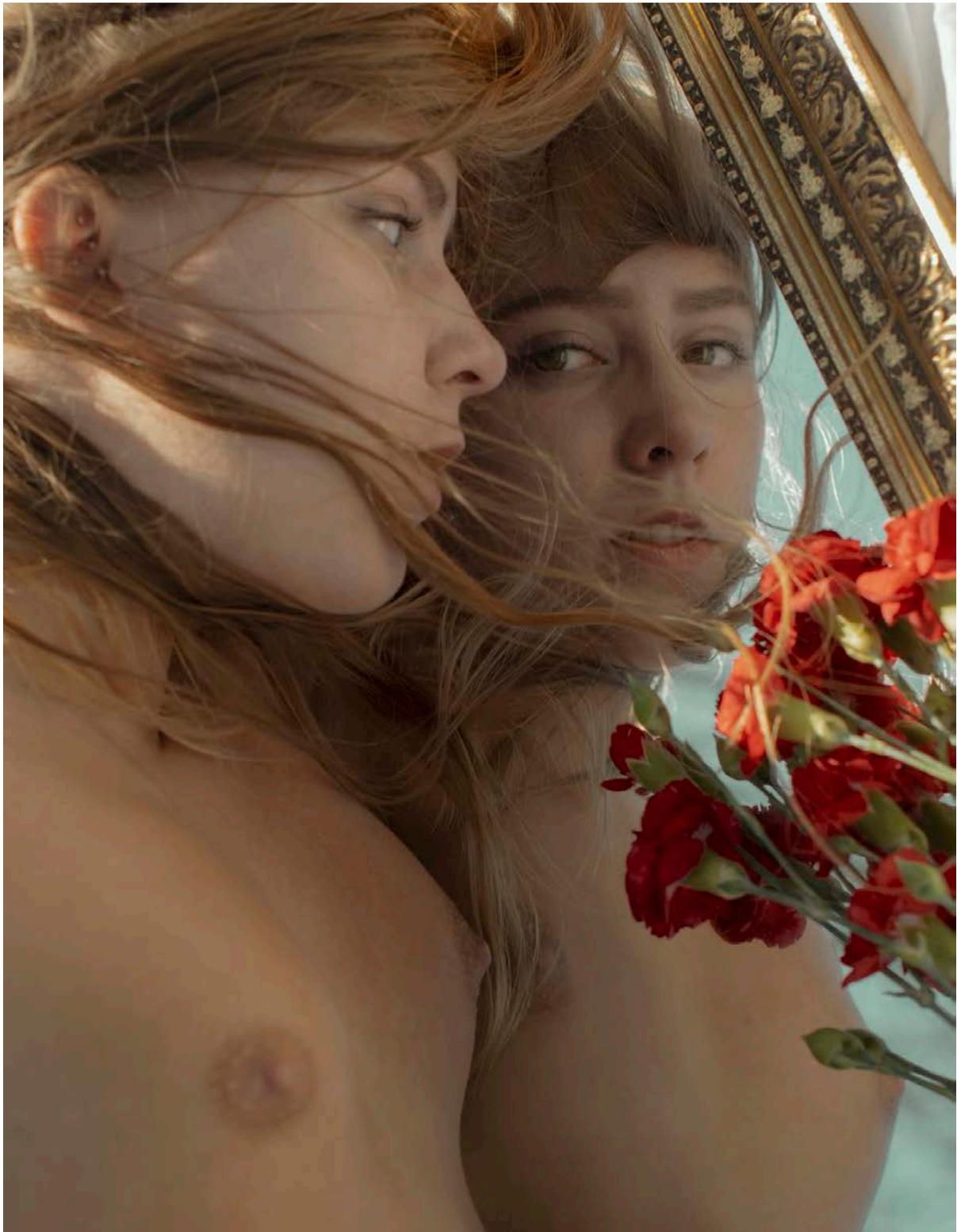
# *Andromeda*

by *EGLE ELLERMAN*  
model *CATJA SØRENSEN*





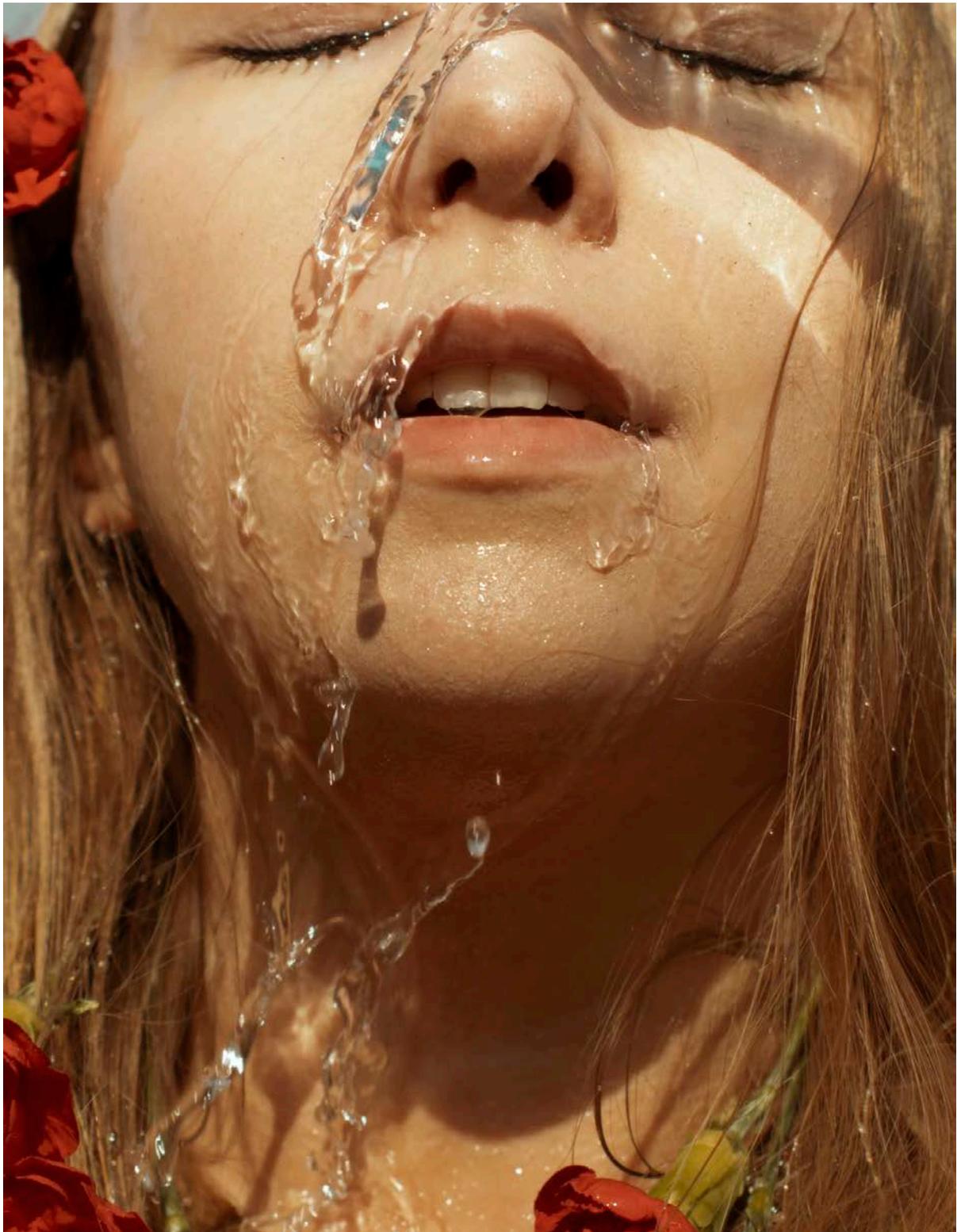












# *Did you get lost?*

*by* **CHIARA FILIPPI**  
*model* **BEATRICE SIMION**  
*stylist* **GIULIA DI GIAMBERARDINO**  
*make-up artist* **MARTA RICCI**



necklace IOSELLIANI  
shirt WEILI ZHENG  
belt MAX&CO vintage  
trousers vintage  
boots STYLIST'S OWN





*jewels IOSELLIANI  
jumpsuit WEILI ZHENG  
boots STYLIST'S OWN*









*Jewels IOSSELLIANI  
blazer ZEGNA vintage  
belt STYLIST'S OWN  
jeans TRUSSARDI vintage  
boots STYLIST'S OWN*





rings IOSSELLIANI  
blazer and lingerie ARIANNA PACCHIAROTTI  
trousers vintage  
flappers STYLIST'S OWN



earrings *IOSSELLIANI*  
trench *WEILI ZHENG*  
lingerie *ARIANNA PACCHIAROTTI*  
jeans *TRUSSARDI vintage*  
boots *STYLIST'S OWN*





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