

ALINA VELICA

EXCLUSIVITY

03





A MAGAZINE BY THE ALINA VELICA BRAND



Contents

- 02 Editor's Note & our **You-th Booster**
- 05 Brands in Zurich: Personal Training
- 07 Brands in Zurich: Style Up
- 11 Brands in Zurich: DVP Resin Art
- 13 **#LETSSTYLE**
- 15 **#LETSSWISS**

EDITOR'S NOTE

ISSUE 03

To my dear community: a year has already passed since we launched the first edition of our inside Beauty Magazine **#letsbeauty** and here comes Nr. 3!!!



I am beyond grateful for your interest in reading our inside magazine, and getting to know our beauty AV community.

I encourage you to continue to send us invaluable feedbacks and ideas, own business descriptions, articles about original Swiss traditions & specialities, for our next editions, launched every Spring and Fall season.

Enjoy finding out more about: our latest organic **You-th Booster** unisex skincare line, worthy business of our AV community, new **#letsstyle** fashion rubric - with useful fashion tips & tricks, and tasty autumny original Swiss recipes!

Love,
Alina

New Skincare Line

ALINA VELICA SKINCARE

Restore, heal and nourish your skin with our latest unisex ALINA VELICA **YOU-TH BOOSTER** organic skincare line:



COOL-AGEN! - It is the new collagen! Why cool?! Because its oil-textured formula encompasses all the capabilities of nourishing the epidermis with the effect of collagen regeneration.

Collagen is highly recommended by dermatologists after the age of 25, as the process of synthesizing Collagen slows down in our bodies. As highly concentrated use 2 max. 3 drops, for one use.

GOOD TO GLOW! - your "go to" Hyaluronic serum to get your skin hydrated, bright and glowing all day long. As the Collagen, the Hyaluronic it's a must have in our skin care routine according to the dermatologist, especially after 25yo.



SKIN MEETS HEALING! - the vitamin C activator, recommended to be used together with each of our **"You-th booster"** serums, for amazing results. Vitamin C is an essential ingredient that makes our skin stronger and able to fight, heal and less vulnerable against day to day exposure.

Our full Organic Skincare line **YOU-TH BOOSTER** is exclusively available at our **AV Beauty Institute**, for our community only. Get until 30% loyalty discount for a purchase of an entire line!



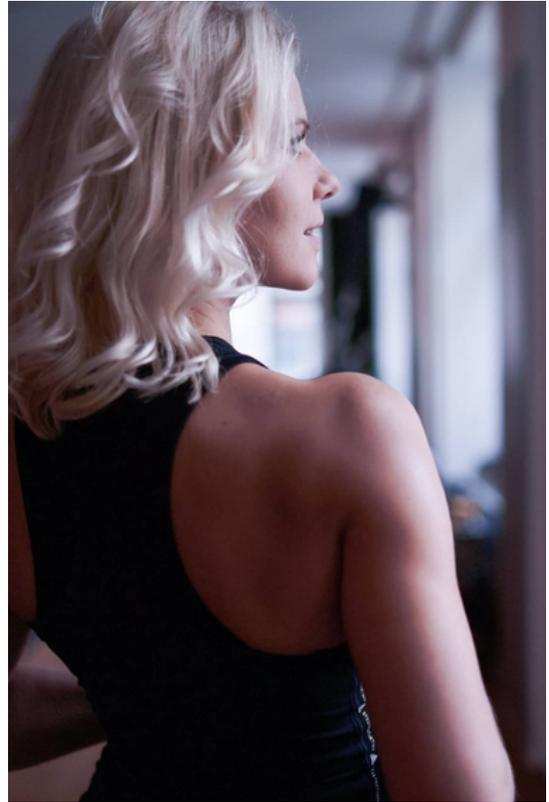
Olga Izguska

PERSONAL TRAINER AND GROUP CLASS INSTRUCTOR

Introducing our beloved Olga Izguska, who has been part of our beautiful community for over 5 years.

Raised in a family of a professional football player, Olga took a path of achievement to a strong and healthy mind and body since she was 14 years old.

Combining work in the financial sector and working out regularly helps to keep herself highly motivated. As a personal trainer, she offers Functional Training, a combination of core and cardio training, as well as weight control. Improvement of the client's health, giving positive emotions and great motivation during training are the goals.





Olga in her element, taking care of her body and mind with training.

She also brings to your attention a unique product - morning exercises from Monday to Friday at 6:30AM online in zoom or in a telegram or YouTube recording in Russian. You will learn to control your body, manage it in everyday life, learn how to breathe correctly and get a boost of energy for the whole day.

She has been working in Latvia and studies at the fitness teacher-training college in Sankt Petersburg. She teaches in Russian, Latvian and English.

Personal Trainings on demand before work, after work and on the weekends.

Please request and book sessions with her directly:

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Style Up by Stasya

BY STASYA KAKARAKIS, FASHION STYLIST



My name is Stasya Kakarakis. I'm a fashion stylist and wardrobe consultant, providing style management and consulting services in the field of fashion, style and personal appearance.

I help my clients transform their wardrobe into a perfectly balanced capsule where all staples are versatile, flatter their shapes and lift up their mood. Every wardrobe is unique but the formula for a successful wardrobe is always the same!

The perfect personal style equation = inner and outer balance + impeccable taste.

Applying this perfect personal style equation, I would like my clients to only buy items that suit them and their lifestyle perfectly, and that they feel comfortable in, looking stunning and stylish every day.

By now you are probably wondering, do I need a stylist?

“ I help my clients transform their wardrobe into a perfectly balanced capsule. ”

“ A personal style tailored to your individual needs, personality, desires, resources, and lifestyle is a unique recipe. ”

Impeccable taste is made of a few key ingredients.

Let's answer the questions below:

- Can you confidently match any colors and shades in your outfits?
- Do you know which fits enhance your body shape and which ones spoil it?
- Can you choose a stylish handbag, shoes, accessories, or jewelry with your eyes closed?
- Are you fashion-savvy?
- Have you identified your personal style DNA?
- Do you have a wardrobe strategy?
- Are you able to unmistakably distinguish outdated styles from the latest, and timeless from trendy?
- Can you create a total look with casual items?
- Can you create a capsule wardrobe where all of the staples and accessories suit you and fit together?

How many times have you answered NO?

If more than twice, you could use the help of a personal stylist.





Style is the harmonic combination of persona, clothing and accessories. A personal style tailored to your individual needs, personality, desires, resources, and lifestyle is a unique recipe. Together with my clients, we write these recipes.

Many wardrobes run into the same issue: so much potential to be

unleashed. In many cases, a wardrobe is only working at 20% of its potential capacity with the rest of its sets and combinations going unnoticed.

I offer a full range of styling services to maximise your wardrobe and ensure a maximum amount of outfits created from a minimum number of clothing and

accessories staples starting from creating a Personal Style guide, followed by a Wardrobe Review and a Personal Shopping. All services can be purchased individually, or together as a package.

PERSONAL STYLE GUIDE

A document consisting of recommendations on a client's style, suitable apparel fit and cuts, accessories and other elements. The purpose of this document is to clearly demonstrate the client's style direction and what the client's style looks like in terms of colours, silhouettes, combinations, sets, brands, etc. The guide is a unique opportunity to provide you with concise advice on what your personal styling is from A to Z.

WARDROBE REVIEW

The process of sorting out a client's existing garments in order to optimise space and create a vision for a functional wardrobe. We remove what you don't need, add what you miss, and create new looks.

PERSONAL SHOPPING

the process of purchasing clothes and/or accessories and other essentials with the help of a stylist,

who selects the required items based on the client's preferences and the vision of client's personal style. The service is performed based on the pre-defined goals and a shopping list. After shopping is complete, outfits with newly bought and already owned items in the wardrobe are created.

You can find more details on my services on **styleupstasya.com**.

To get in touch, drop me a line via **stasya@styleupstasya.com**.

Don't forget to follow me on insta **[@styleupstasya](https://www.instagram.com/styleupstasya)**.



DVP Resin Art

BRANDS IN ZURICH

As our second brand feature from Zurich, we have brought back the lovely Diana V. Pereira, the inspiring and creative entrepreneur from our last Edition.

Diana has expanded her business and has included a new service: giving you the opportunity to cherish beautiful memories from your flower arrangements by preserving flowers in a unique and modern way.





Unique resin pieces handmade by Diana.

"Remember your beautiful moments - be it from a wedding, anniversary, birthday, funeral or any other special event. I only take a limited number of orders for floral preservations each month, so early reservations are recommended."

All ALINA VELICA customers receive a **10% discount** until 31.12.2022. You can also already reserve your date for 2023 to benefit from the discount! You can find all information and prices on www.dvpresinart.ch.

"Please don't hesitate to contact me if you have any questions.

Love, Diana"

For unique resin pieces to give cherish any memories or beautiful flower arrangement, check out her products on:

www.dvpresinart.ch

[@dvpresinart](https://www.instagram.com/dvpresinart)



A strategy focused on accessories keeping the wardrobe casual.

When talking about accessories, we mean everything ranging from bags, shoes, hats, belts, scarves to, of course, jewellery. Accessories are what make everyday clothes look stylish and chic.

Focusing on complex tailoring and a certain style.

Romantic, Feminine, Drama, Minimalistic, Retro, Jockey, Boho, etc. – you name it!

A foundation of basic casual

staples with a fifth in different styles. Which ones? Depends on your wardrobe DNA.

Super trendy strategy. This one

requires a passion for fashion, a lot of time and, frankly, an endless budget. The emphasis in this case is on trends that change from season to season. A wardrobe like this must be updated on a regular basis in order to stay on top of the latest-and-greatest.

Sophisticated minimalism. This is for the connoisseurs of fashion.

Asymmetrical lines with a simple cut. Versatility with seeming simplicity, unusual heels, mono-earrings...with a touch of avant-garde.

Let's use the entire potential of our wardrobes, play around with it and enjoy it to the fullest. If you are in doubt how – drop me a line

@styleupstasya.

#LETSSWISS

APPENZELLEN KÄSFLADE*

INGREDIENTS : For a round baking tray (Ø 26 - 28 cm)

BREAD DOUGH: 1/3 cube of yeast, 1/2 tsp sugar, 300 g white or semi-white flour, 1 tsp salt, approx. 2 dl water

MOLDING: 3 tablespoons white or semi-white flour, 1 dl milk, 2.5dl cream, 2 eggs, a pinch of salt, some ground anise and coriander

TOPPING: 1 medium onion, 200 g Appenzeller



- Mix flour and salt in a bowl.
- Add the yeast dissolved in the sugar and the water.
- Work all the ingredients into a firm dough, cover and leave to rise in the heat for an hour.
- Peel the onion, halve and cut into fine strips.
- Grate the cheese on the grater.
- For the glaze, mix the flour with the milk until smooth. Add the cream and the eggs, season the mixture and stir.
- Preheat the oven to 200°C. Grease the baking sheet.
- Roll out the dough on a little flour and place it on the tray, making a border of about 2 cm.
- Prick the base of the dough with a fork.
- Scatter the onions first, then the cheese. Pour the icing over it.
- Bake the flatbread in the lower third of the oven for 40 to 50 minutes until golden.
- Serve the warm Appenzell cheese flatbread with a green salad.

Tip: Cut into small pieces and serve with an aperitif

Source: Bio Suisse / Appenzellerland

*Recipe recommended by our Erika H.

#LETSSWISS

AUTUMN DESSERT: RHUBARB PIE*

INGREDIENTS : A round puff pastry, 800 g frozen rhubarb, 1 whole egg, and some cream. Optional: granulated sugar, breadcrumbs

- Place the batter in a baking tray and sprinkle with breadcrumbs (for frozen rhubarb only)
- Spread the rhubarb evenly over the dough.
- Crack the egg, whisk well and pour over the rhubarb. At the end, sprinkle with granulated sugar.
- Bake in the preheated oven for 30 minutes at 180 degrees, plus 10 minutes at 180 degrees for bottom heat only.



Enjoy it!

*Recommended recipe by our Mrs. Katharina Gothuey.

FREIBURGER FONDUE



INGREDIENTS : Vacherin Fribourgeois and Gruyere cheese, garlic, Fendant, Maizea, kirsch.

- 150 g per person of half Vacherin, half Gruyere in the pot, add finely chopped clove of garlic and the Fendant wine. Serve 1/2 deciliter per person.
- Add a heaping teaspoon of cornflour and some kirsch and stir vigorously until the mixture is creamy.
- Immediately put on the stove and stir.

Enjoy it!

If you would like to publish an article, share your story, promote your business (at no cost of course), feel free to reach out to us on **contact@alinaavelica.com**. Our Beauty Mag is a place for our community to share, support, and enjoy each other's stories.

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