



the

MUSE

HAVANA
BROWN

the MUSE

Magazine

EDITORS NOTE



"After 27 years of working in the industry, I'm proud and blessed to have achieved a lot of my dreams. Now at 46, in a very different industry landscape, whether it's film making, fashion, digital, advertising, entertainment, education, lack of opportunity or social media, the industry has been forced to change, I honestly fell out of love and this is my love letter to where it began... and where I hope it ends.

The last dream and the most important, was to provide a platform that would create opportunities for young, enthusiastic creatives, like I was at 15.

I was lucky enough to develop my skills through amazing industry peers and mentors, during a groundbreaking time in London, the 2000's shaped me into the creative entrepreneur I am today.

Some of the iconic memories that will forever stay in my heart and are more relevant than ever, were seeing Alexander McQueen's shows, working with "The Spice Girls" on their first project, booking my first major Editorial and directing creative projects with STORM management. On that note I'd like to give a special nod to Sarah Doukas, who always encouraged young, emerging talent and Melinda Collette, my peer and mentor in Australia.

A female boss with an amazing vision and immense drive.

Now in my 15th year working within the Australian Industry, this first cover is dedicated to another female, who is also an undeniable trailblazer, who, thinks outside the box, is timeless, talented, fought for her place at the table and is now inspiring an army of next generation female artists.

IT'S MUSE will hopefully become your destination to enjoy established artists stories, whilst reflecting on some of the new era of emerging talent who are making an impact in the industry

- "Undiscovered and Unappreciated Treasures!"

I hope you enjoy my muses as much as I've enjoyed discovering them."

Benji Hart

HAVANA BROWN

Interview By Benji Hart

BENJI: Welcome Havana and congrats on the new single - 'FOREVER YOUNG'. You're sounding and looking better than ever!

As you know 'IT'S MUSE' is dedicated to the guidance of emerging young talent. As one of the first Aussie female Artist/Dj to break internationally, can you remember those breakthrough moments?

HB: Looking back there were so many tiny little moments that in retrospect were critical to my whole career, For example working with my manager Vince Deltito, Signing to Universal Music where I got to release compilation CD's, and all the tiny breakthroughs, dreams and aspirations that happened, which now I look back at and am so grateful for.

Of course 'WE RUN THE NIGHT' will always be the most recognisable moment. But even before that I toured with the PussyCat Dolls and Britney Spears and these all led to the big opportunities, the major one releasing my own work. It's so hard to say one moment in time was the most important as so many people / moments have helped and collaborated to create my success.

BENJI: 'WE RUN THE NIGHT' actually has some really cool facts associated that a lot of people might not know . Tell us about them.

HB: Yes, so in the U.S at that point the only other female aussies to go platinum, before myself, were Olivia Newton John and Kylie Minogue. The collab with Pitbull and that type of track, really was a first, especially from an Australian artist perspective.

BENJI: Have you always been ambitious? What drove you?

HB: Absolutely! And meeting Vince, my manager, helped me put all that drive into perspective. Like what are my goals? How am I going to achieve them? Back then there were not many DJ's performing their own songs, so it was new territory.

I wanted to record music, DJ, break the U.S, be taken seriously as an artists and achieve so many things. Vince and I made a list and it wasn't until the other day we reflected on that moment and said, how manifestation is so important. Know your goals, be determined and stick to it no matter what.

Captured By Julian Rinaldi

Styled By Zakk Allan



“I COPPED A LOT OF **HATE**
AS THE BOYS HAD NEVER COMPETED



IN THE BEGINNING
WITH A **FEMALE DJ.**”





“FOREVER YOUNG IS ABOUT APPRECIATING THE MOMENT & BEING GRATEFUL...”

BENJI: Was it mainly male dominated when you began as a DJ / Artist?

HB: Yes and I was unapologetically female I wore a dress, was not a tom boy and kept thinking, what would I want to hear on a night out with the girls and not try to fit in or be 'too cool' to play certain things.

It was about reading the crowd and making people happy! At that time the DJ scene was all about being 'cool', but Cool to other DJ's and not necessarily catering for what the crowd wanted.

I copped a lot of hate in the beginning, as the boys had never

competed against a female DJ before.

BENJI: What Artists/ Tracks changed your life?

HB: That's so hard, obviously I love so much music, from so many periods.

Without a doubt, QUEEN'S 'BOHEMIAN RHAPSODY' is the greatest pop track ever written... Still today nothing can touch it.

I would also say "TRY AGAIN" by AALIYAH and "IF" by JANET JACKSON, Lots of strong female artists [with] legendary videos,

I remember saying

to my Mum - "That's what I want to be".

BENJI: In regards to style, who are your heroes ?

HB: I love so many. Strong femininity in style and shapes like 'BALMAIN', represented my fight. I want to be strong, but still girly and sexy at the same time.

A great memory of mine is when I received two ARIA nominations for 'WE RUN THE NIGHT'. I was in Paris at the time and thought right, I'm going to go into 'BALMAIN' and buy my dream look!

BENJI: Tell us more about your current

single 'FOREVER YOUNG' and what it's about.

HB: 'FOREVER YOUNG' is about appreciating the moment and being grateful. It's not about the way you look, its how you feel! It's about a time in your life when you were fearless. Your first crush, first roller coaster or adventure, before the reality of everyday life responsibilities kick in, Growing up is inevitable for all of us, I wrote this song trying to hold onto the idea of whatever makes you happy or gives you joy. That is -

FOREVER YOUNG!

“It's about a time in your life when you were fearless... [& about] trying to hold on to whatever makes you happy or gives you joy. That is - FOREVER YOUNG!”

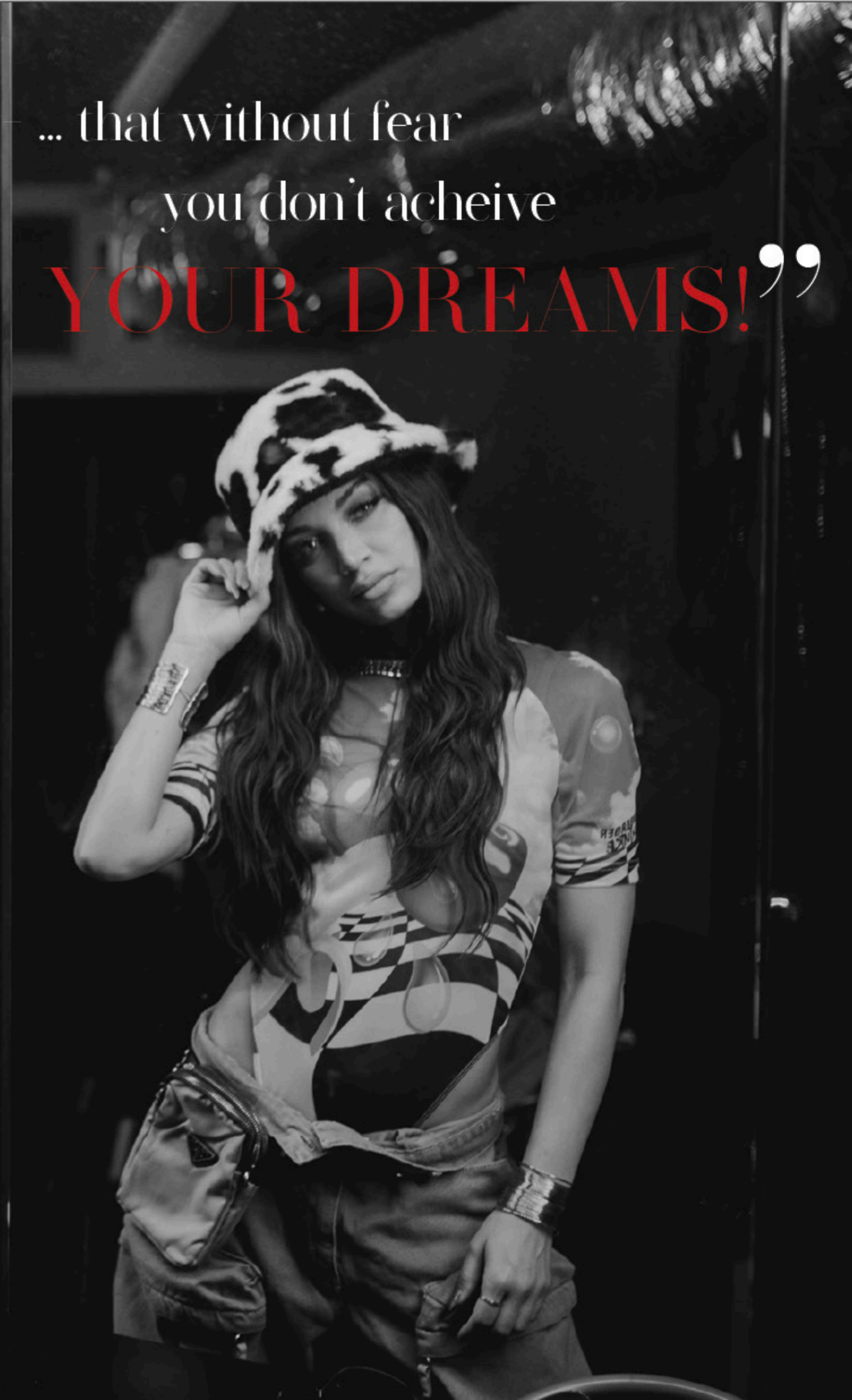




“Parts of me are
FEARLESS.
But I've learnt to accept...

... that without fear
you don't achieve

YOUR DREAMS!”



BENJI: I want to ask you about Covid lock down. It affected everyone's mental health badly, especially in Australia. Other artists obviously went into very dark spaces and had no way to connect, you still found a way to create though, didn't you?

HB: A big part of who I am is live shows, its connecting with people of course like other artists and everyone else. There were moments I felt it would never be the same again. But I found great therapy in going over my vast music collection and mashing it up live on social media. It was great as it brought me and so many people joy to live happy memories through music. Reflecting back on that period it reminds me why I do what I do. I love making people happy with my music and DJ sets. Appreciation and gratitude have become the running theme in my life now.

BENJI: What advice would you give for any artists who don't want to go on reality TV and are struggling to break through without a Vince or good team of mentors?

HB: You've got to be unashamedly you! Obviously social media is a big part of how we discover things now but just do it your way because if your work is original and from the heart and you work hard, no matter how long, someone will get it! It's not always the most talented that make it, it's the most focused and determined that often break through. Don't be afraid to take chances or make mistakes, as long as you try!

BENJI: There's a lot of trolling and darkness on the web. How do you block out the noise?

HB: In the early days of course I took it personally and it hurt. But then Vince would remind me that if you are being talked about you are relevant, block out any negativity and with time I learned to let it become background noise.

BENJI: What do you do to protect your mental health?

HB: Streamline your tribe, keep your true friends close and concentrate on any positives in your life, even if they are little wins. Also in relation to my career, I've always said - "No one who is doing better than you, will ever speak badly of you".

BENJI: Would you call yourself fearless?

HB: Parts of me are fearless. But I've learned to accept that, without fear you don't reach your dreams... You need to use it.

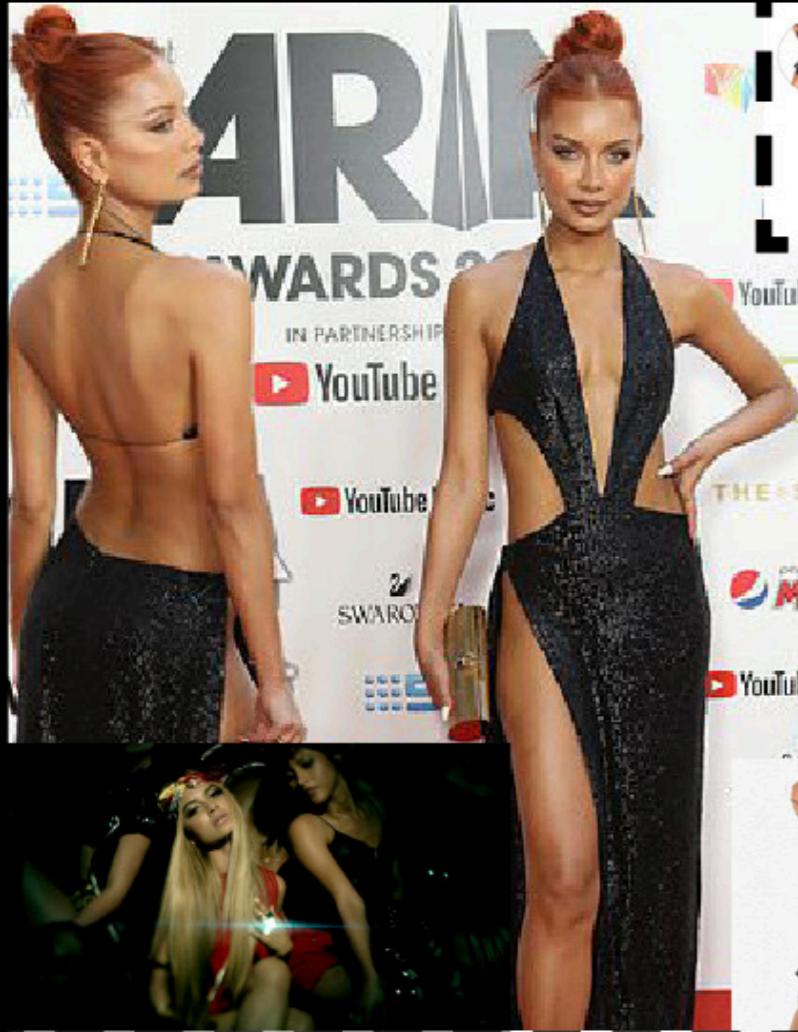
BENJI: Following the success of 'FOREVER YOUNG', what's the plan for 2024 ?

HB: An Album!! Very excited to release more music. I've been writing a lot with [Australian producers] DNA, and we have so much more good stuff to come. Not all dance, but a running theme of Joy!

BENJI: Love that ,Thanks for being my muse over the years and we are so glad to have you as our OG Cover ! #greatexample

Havana Brown
Interviewed By Benji Hart





djhavanabrown 🌟 'SONGS THAT MAKE GIRLS DANCE ON TABLES' Spotify playlist link is now up in my bio.. It's a mood and it's a good one.. All I've ever wanted to do is make you want to dance and feel sexy. I hope this helps 😊
171 w



SONGS THAT MAKE GIRLS DANCE ON TABLES



djhavanabrown 🌟 Seriously, I have been DJing for 12 years and still having so much fun! 🎉 Who has been with me since the 'CRAVE' CD compilation days?? 😊

djhavanabrown 🌟 The boldest day of the races - Derby Day
Styled by @the.benjihart 🎨
Outfit by @mariamseddiq 👗
Fedora by @ezaraj 🎩
Photo by @ladydrewniak 📸
♥️ Thankyou @the.benjihart for encouraging me to be me! ♥️



djhavanabrown 🌟 OVER 50 MILLION VIEWS!!!
#WERUNTHENIGHT Thank you to my fans for letting me know 🙏🙏🙏. This song changed my life. Special big thanks to @pitbull, you helped make this a worldwide smash 💖 I can not

VINCE DELITO

INDUSTRY EXPERT / MUSIC AND ARTIST MANAGEMENT

Interview By Benji Hart

BENJI: Havana mentions your guidance as such a key part of her career trajectory. Can you tell us about your career and help new artists with some advice?

VD: Personally, nurturing talent has been a passion of mine since my early days in television in Australia. I've always felt a sense of purpose in contributing to artists' development. Working with Havana was a natural fit, as our ideas and concepts about an artist's journey and performance aligned seamlessly from the start. This shared vision, coupled with my experience, played a crucial role in propelling her career to new heights. While differences exist, they've proven instrumental in driving us towards achieving better results.

My advice for all you up-and-comers: when you're on the path to stardom, finding a manager or partner who's totally in sync with your vision is key. Havana and I clicked from day one, and that compatibility played a huge role in the success we've seen.

BENJI: Where did it all begin for you?

VD: It all began at a young age—around 4 or 5 years old. I found myself regularly taking centre stage, singing and performing for guests who frequented our home. It sort of became a household tradition; whenever people dropped by, I was the entertainment. Strangely, I don't have vivid memories of those performances, but my parents thought it was a good idea to channel that energy into something more structured. So, off I went to singing and dancing lessons for years.. As I continued to explore my passion, I started landing roles in school plays and musicals. The momentum picked up when I entered the world of TV commercials, eventually leading me to an audition for "Young Talent Time" in the early '80's. I secured a spot on the show as an official member, marking the beginning of a 5 to 6-year stint with the program. This period was a profound learning experience, providing me with invaluable insights into the business and

entertainment industry at the highest level. Working on "Young Talent Time" exposed me to the intricacies of the trade and laid the foundation for my understanding of the entertainment world.

BENJI: What drove you to manage artists?

VD: My journey into artist management was driven by a deep-seated passion for the behind-the-scenes workings of entertainment. Even during my days as a TV personality and performer, I was fascinated by the mechanics that brought a performance, a movie, or a piece of music to life. After my stint in the limelight, I made a deliberate shift into music production and songwriting for other artists. People and fellow artists in the industry often sought my advice and assistance, and I was always ready to lend a helping hand. It was a natural progression for me to venture into artist management—it was almost like stumbling into it. But once I started, I found immense joy and fulfilment in the role. Managing artists became

not just a profession but a rewarding journey that allowed me to contribute to the growth and success of talented individuals.

Having walked in the shoes of a music producer, I could empathise with the artist. I knew how to navigate the creative process, anticipate potential hurdles, and provide meaningful support. This experience not only enhanced my skills but also fostered a deeper connection with the artists I worked with, as we shared a common language and appreciation for the artistry behind the music.

BENJI: What are the three things any artists should do when starting out?

VD: Define Your Unique Identity: Take the time to discover and articulate what sets you apart as an artist. Whether it's a distinctive sound, a unique visual aesthetic, or a particular storytelling approach, having a clear and authentic identity will make you more memorable in a crowded industry.

Establish a Solid Online Presence: In today's dig-

ital age, having a strong online footprint is crucial. Dive into relevant social media platforms for your target audience, and genuinely engage with your followers. Consistent online interaction can help you connect with fans and industry professionals alike.

Expand Your Crew: Don't be shy about making connections and teaming up with other artists. Hit up local events, meet fellow musicians, and industry peeps. Your network can open doors to cool opportunities, collaborations, and some solid advice. Plus, collaborating with others can bring in fresh vibes and amp up your creative game.

BENJI: We hope to provide advice for the kids that don't have

access to a great mentors or information, Do you think you have to go on reality TV to make it?

VD: Not at all. While reality TV can be a platform for exposure, success in the industry doesn't hinge solely on that path. Many artists have built their careers through alternative routes—social media, independent releases, and live performances. It's about finding the approach that aligns with your style and goals. Reality TV can be a launchpad, but it's not the only one.

BENJI: Is there anything you think new artists should watch / listen / read to help their development?

VD: New artists can benefit immensely from

exploring a mix of sources. First off, keep an ear out for emerging artists in your genre—it's crucial to stay current with trends. Platforms like Spotify, SoundCloud, or local music scenes are goldmines. Also, absorb industry insights from podcasts like 'Music Business Daily' or 'The DIY Musician.' And don't forget to dive into the wisdom of books like 'All You Need to Know About the Music Business' by Donald S. Passman. The key is to soak up knowledge from various avenues to shape a well-rounded understanding of the industry. Here's a little inspiration for upcoming artists: Your journey is uniquely yours, and there's no one-size-fits-all formula for success. Embrace your individuality, be persistent, and always stay true

to your passion. Learn from every experience, whether it's a high note or a hiccup. Surround yourself with positivity, be open to collaboration, and, most importantly, enjoy the ride. The music industry is a vast canvas—paint your story with authenticity, and the world will tune in. Oh, and never forget, the journey is just as important as the destination.

Now go, make some magic!



Dannii Minogue and Vince Delito Young Talent Time



photo by sage

PARTIGIRL

Interview By Contributor Zakk Allan

Zakk: How long have you been involved in the DJ and nightlife scene and how did you start out?

PG: I will never forget my roots. I most definitely started out as a mere club rat. I was going to events every night of the week from Wednesday to Sunday. When I was in school I had followed all of the event pages on Facebook and knew a few local DJ's in my area who were playing events like STARFVCKERS at Club 77 and The Wall and what was The World Bar. I was obsessed with the freedom of expression through the colourful fashion and energy captured on the dancefloor. So it wasn't long before I was going out. So it wasn't long before I was going out and meeting people running the events. I ended up in an echo chamber of people in the industry which was when I had access to DJ equipment that I started to learn on. Your Shot was my ticket to autonomy over my DJ career. Having access to a structured course and equipment for a few months I was able to make consistent progress and showcase my talent for prospective gigs on the event day. Since then I've been a DJ for 7 years now!

Zakk: Was there a defining moment that made you realise - this is what I want to pursue?

PG: I have always known I wanted to do music. When I was 14 I asked for decks for my birthday. This was before we had the controllers that are significantly more affordable than the 2 x CDJ and Mixer set up

(Which can start around \$10,000 AUD). I've always had a deep passion for music, and it's been this introspective test with myself on when and how much I commit to it. Every time I've gone all in, I've only been met with positive results.

Zakk: Week to week, what inspires you and keeps your passion for music and nightlife alive?

PG: What inspires me is seeing all of my friends and peers in the industry continuing to show up. I go to so many events every week and am fortunate to have a lot of really good conversations (over quality music to match) and so I know how much this space means to people. People pay a lot of money to live in this beautiful city, and aside from working they need spaces to connect with others and express themselves. This is what motivates me. I feel like Australia has been significantly lacking cultural identity, and spaces around music and nightlife are the breeding ground for these echelons to thrive and exist.

Zakk: Who would you consider to be some of your all time biggest creative influences and inspirations?

PG: My friends! I love seeing people make their creativity their life. The support of projects like Itsmuse and your support Zakk have shown me people who are really passionate aren't hired purely for a statistic. They are just great! Completely engrossed in their passion. At the end of lockdown ...



“You never know who is watching you, who is touched by your work.”

laws, I went up to Byron on a few solo trips and was able to connect with a friend up there. Going with them to their gigs and filming content for them, I learned a lot from that POV. It encouraged me to get out of my head, flow with mistakes (as they have the potential to create human moments) and also just to stay grounded at gigs without an ego. You never know who is watching you, who is touched by your work. Removing ego allows you to connect on a deeper level. Hell Mycroft had a really early influence on me with her brand RATLIFE - she was producing her own streetwear drops and doing her own thing as a team with her partner Mark Dipe (Hotcaller) another person who was very influ-

ential through his Acid For Blood mixes and original production.

Zakk: What would you say are some of your top career highlights so far?

PG: Successfully running SAFEROOM our livestream initiative with a grant from NSW govt. Launching 4AM CLUB playing a secret rave with Midstreet

Zakk: Do you feel that the Australian industry fully embraces values like culture and community too? Or would you say overall, there is a lack of respect and support to embrace change that could encourage more opportunity and the expansion of our culture?

PG: This country has an obvious issue with success.

I highly encourage our people to see Aussies getting international opportunities to be an example for what they too can achieve. Rather than a threat causing jealousy. We need more international representation. At the moment I feel like this current icons from Australia are Fisher and Dom Dollar. We are seeing them putting more artists on in the international scene, but that has not come without a lot of people dismissing or watering down their success back home. When we advocate for Australian representation it's a win for everyone. We have a strong pool of talent to pull from, it's time to foster

that platform and get it showcased across the world.

Zakk: How do you think we can overcome that. What actions/events would you like to see implemented to create a more supportive and engaged community for local artists.

PG: It's challenging because once you blow up, everything becomes fast paced. I admire what Fisher has achieved with Hard Fizz. I see them sponsoring a lot of local events which is facilitating and supporting a lot of local artists. Working with brands to make that link is felt by local communities. Improving the accessibility for government grants is also really

important for people who cannot afford to fund it themselves, and have strong community links. We need to improve the education around grant application writing. Transport access in Sydney is another challenge. There is definitely still a strong divide between the CBD and the western suburbs which is not helped by the lack of public transport available at later hours of the evening when events and nightlife thrive.

Zakk: You've mentioned we are in the midst of a "Sydney Night Life Renaissance" in what ways do you see, or hope to see, this nightlife revival take place?

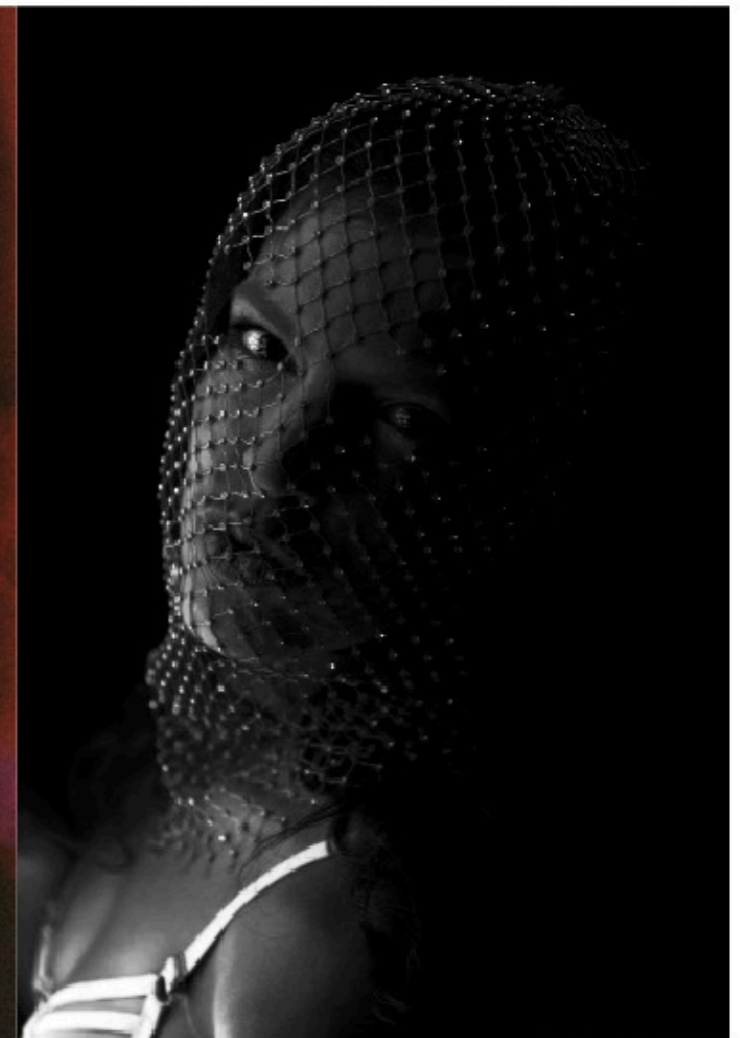
PG: I see a young generation

who didn't know lockout laws and were held back from those core experiences of entering adulthood due to lockdown laws in Sydney. Everyone is eager to go out. This new generation coming through has a lot to learn but what makes me smile is that they carry with them a sense of gratitude. Grateful to be included and in the venues they've heard so much about. The opening of the Abercrombie really helped reassert Sydney as a place to be and welcomes everyone in. This is the kind of culture we need to advocate for across all venues in a city that is still building itself back up after a decade of neglect.



MUSE

Partigert





Zakk: what advice would you give to young female artists wanting to step into the industry?

And what advice would you give artists to help them stay inspired and motivated, in what is often an exhausting and demanding industry?

PG: Stay true to yourself - if you put as much effort into what you love over a career with perceived societal merit, you will have success and longevity! Trust me, I learnt the hard way! Work on your craft. At the end of the day this is the service you offer. It's how you create an audience, it's how you build your brand. It always comes back to the art. The next thing is branding. You do not need a logo, but you need online presence. Whether that is posting videos or audio of mixes/songs, making fun reels,

Zakk: The best piece of advice or wisdom you've ever been given?

PG: Be yourself. This what makes you unique. You're perspective isn't more special or better than anyone else, but it is true to you. That authenticity is rich in fueling your creative flow state.

Also another quote I saw recently was something along the lines of " You're crazy until you are successful, and then you are a genius" - with that in mind, always embrace your cringe. It's part of the process. You don't have to post everything, but don't be afraid to go to that place so you can elevate to one with more experience and perspective.

Zakk: What are some of

the ultimate career goals For PARTIGIRL?

PG: Release original music within the next two years. Tour the world tour rural Australia Create an event and platform that showcases authentic artists.

Collaborate with my friends across all fields of art, fashion, design, music, production, media to create meaningful projects Host interactive workshops to inspire and educate aspiring musicians. Create a supportive community that shows up and is grounded in collaboration create spaces for young people that are accessible, affordable and focused in

self expression and connection.

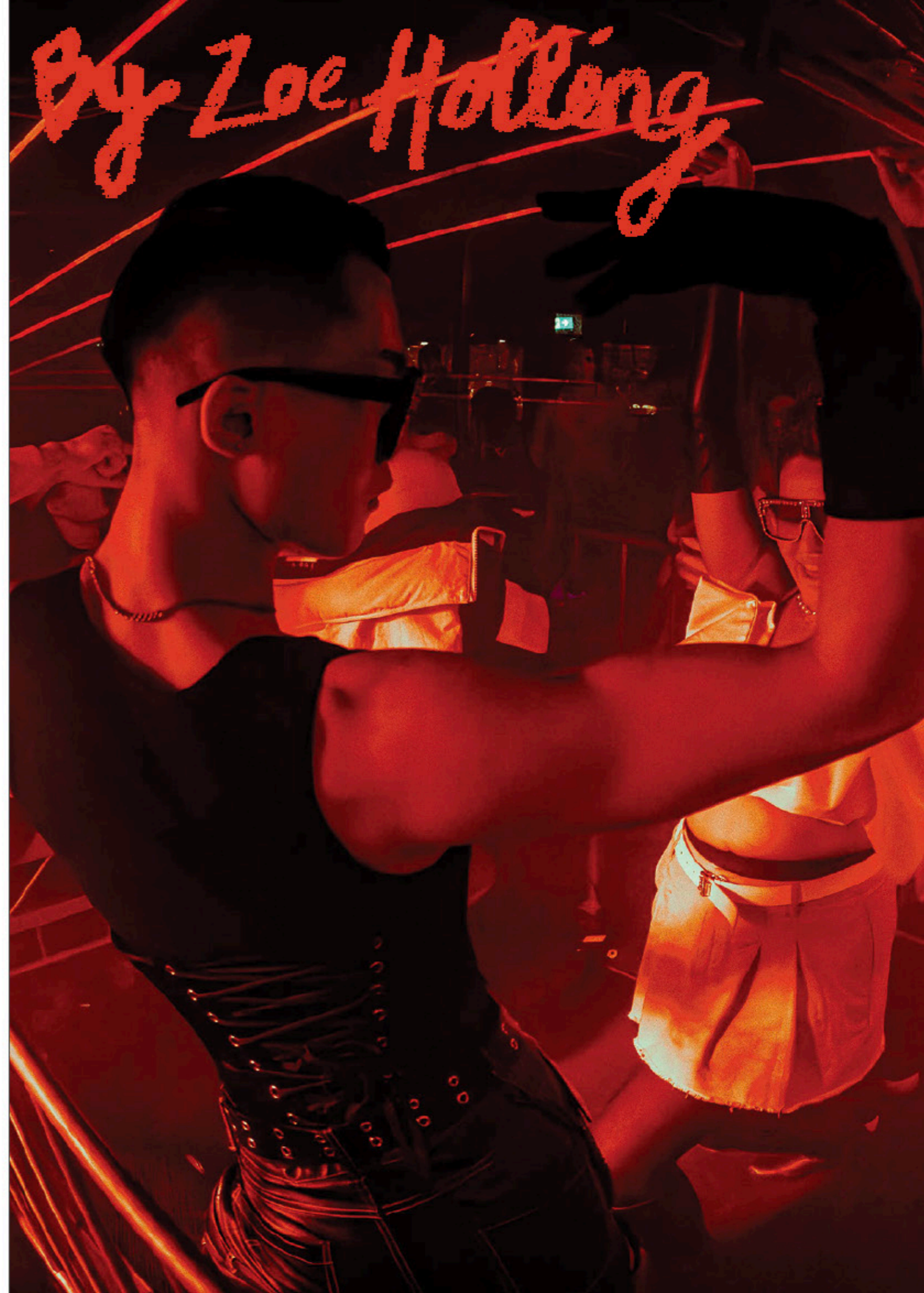
Empower local communities by providing access to music production tools and knowledge. Spend time with children listening and encouraging them to pursue their dreams.

Zakk: So what's coming up next for PARTIGIRL? Where can we catch you next?

PG: Starting to run my own events and taking my PARTIGIRL Project to the next level with touring!



4AMI
CLUB



“

THE NEW EARLY MORNING CLUB USHERING IN A RENAISSANCE OF SYDNEY CLUB CULTURE.

”



HOSTED BY PARTIGIRL





ZAKK ALLAN

CREATIVE DIRECTOR & STYLIST / ARTIST DEVELOPMENT

Interview By Benji Hart

BENJI: It's been a really magical experience for me to watch you grow. When I started THE.mgmt you were the first creative that I met who was truly themselves, original, inventive, ambitious and unapologetically Zakk, were you always that way?

ZA: Thank you! I have always been a little left of center with my approach to life and from a very young age I was constantly finding ways to be creative and express myself. I have always been very much my own person, I am now more unapologetically myself than ever, and I think that's because of how hard I've fought to be who I am and do what I do with confidence and passion. I knew what I wanted to do with my life from a very young age but the path is never clear, so I've been willing to learn and tried to stay true to myself and as both person and as a creative.

BENJI: Who have been your inspirations growing up and who are your mentors now?

ZA: I grew up on a farm in rural NSW, so there were not many ways to express yourself creatively, so I would create my own or find the few avenues that were available to inspire me. I think I have continued that same attitude through out my career, constantly finding new ways to learn, grow, create and challenge myself, so that I'm never standing still and always one step closer to the things I want to achieve in my life.

Some of my biggest inspirations growing up were things like "Video Hits" & "Rage" - I would watch them religiously every weekend and learn all the video choreography and recreate the videos at home! Artists like Missy Elliot, Janet Jackson, Britney Spears, Backstreet Boys and Dannii Minogue were constant inspirations!

like you I have many muses. I'm constantly inspired, for example introducing Partigirl to Muse inc. who I think is very inspirational but of course in fashion, film, and music many legends have touched me.

(Check out Zakk's interview with Partigirl later in the issue)

BENJI: Itsmuse is about under utilised creatives like yourself, what does "mentor" mean to you?

ZA: A mentor is someone who should guide you, inspire you, share skills and knowledge, helping you become the best person you can be! In our case, you encouraging me to keep on doing

what I love, until somebody gets it!!

I feel this industry needs more mentors and leaders that are truly passionate about the future of our industry and what that actually looks like for those creatives trying to make an impact.

BENJI: As a founder of Itsmuse and 'The Style Entity' We will be seeing you contribute throughout other issues but this issue you styled Havana for both editorials tell us the inspo and then moods behind them?

ZA: The inspirations behind Havana's shoots for me, is always simply her energy! Havana has the ability to transform and bring to life any look ("a true camillion.")

More recently the cover shoot and the promotional material for Havana's single 'Fover Young' We kept referring and being inspired by the feeling she explains in the article and her heroes Like Aalyah.

BENJI: You and Julian the original contributors to Itsmuse, have been a big part of my growth as a creative and industry voice in Australia. I have asked you both the million dollar question, any project, any genre, any where?

ZA: Wow that's hard because I feel there is so much I want to get done! I want to travel the world working with other artists/creatives. Hopefully continue to inspire other people but dream projects ... Would love to do a project with Kanye, produce a fashion show for a major brand, Continue developing my own fashion Brand.

(Zakk Allan's fashion brand is @houseofnomorals itsmuse loves and will be featuring in future issues)

@ZAZAKKREATIVE





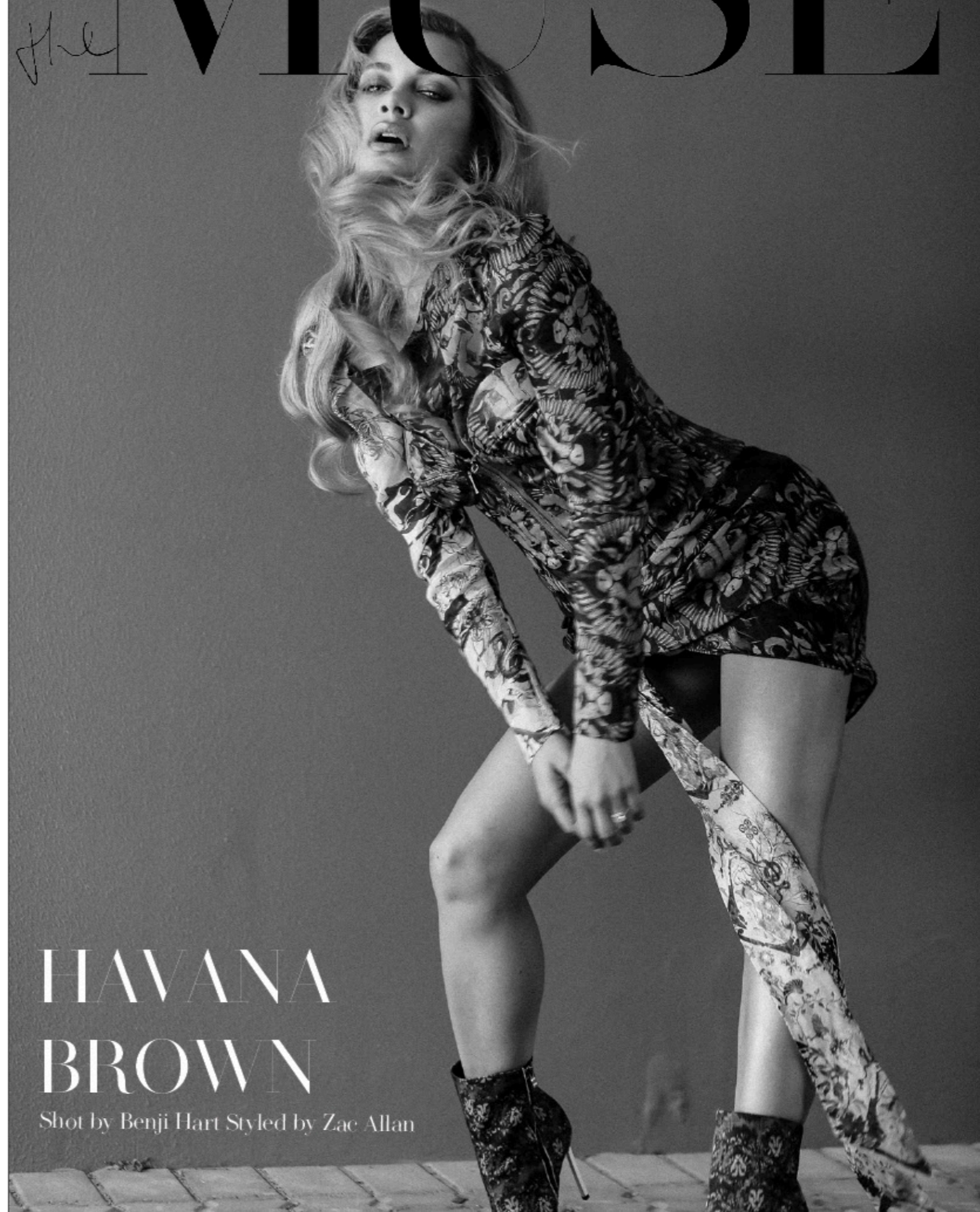
ZAKK ALLAN



“You were the first creative that I met who was truly themselves, original, inventive, ambitious and unapologetically Zakk

Benji Hart”

the MUSE



HAVANA
BROWN

Shot by Benji Hart Styled by Zac Allan





Shot by Benji Hart Styled by Zac Allan

JULIAN RINALDI

EDITORIAL PHOTOGRAPHER

Interview By Benji Hart

BENJI: Hey Julian This is abit of 360 momen , Describe the day we met ?

JR: Haha! The day we met! Talk about winding back the clock. I had been doing a bit of fashion work with a friend of mine who owned a suit tailoring company at the time. He got me real excited mentioning that we were shooting “Benji Hart” and how big you were in the industry. I had no idea at the time. We walked into Sydney Park hotel, I shook your hand and everything made sense. It felt like the spark of something I had never been a part of before. We created magic that day and it’s a day I will never forget.

BENJI: What were your aspirations then compared to what they are now ?

JR: I guess I didn’t really have many aspirations back then. I was always the type to learn as much as I could and see where photography could take me. At the time I was shooting anything — no niche, no target audience... just shooting because I enjoyed it.

Now I guess I have found a love for wedding & event photography — bringing my fashion background

to the forefront of what I do. I now aspire to see the art in everything I shoot.

BENJI: Have you always been ambitious and focused ?

JR: Not at all. Naturally I’m a very lazy person. I went to university and got my degree in Commerce, but naturally I am very lazy. I am fortunate enough to have amazing people around me that support me and push me to be the best version of myself.

BENJI: The photographer / Icon that made you say ‘I want to do that’

JR: This is a tough one! There are so many talented and creative photographers out there that have inspired my journey along the way.

If I had to pick a few favourites, I would say Alessio Albi, Chris Colls, Pierre Toussaint, Steven Chee and of course... Mario Testino.

BENJI: What do you advise any budding photographers who don’t have a clue where to start ? Especially fashion / editorial

JR: Put the ego aside and learn. I see so many young photographers

jump in and want to charge through the roof on their first gig. My advice would be to not rush it. Learn your skill & refine your craft. I was fortunate enough to work alongside you for years where I soaked up as much as I could and honestly that was the best thing for me.

BENJI: You have been a big part of my journey in Australia, a key member of the MUSE family that shaped all the brands into what they are now, million dollar question if you could shoot anyone, anywhere, any decade dead or alive ... who, what, why ? publication / platform.

JR: Mate, there is only one answer to this question... David Beckham

Beckham has been a massive inspiration for me coming from a football background. He changed football forever, bringing the football world and the fashion world together.

If I had a choice, David Beckham for Vogue.

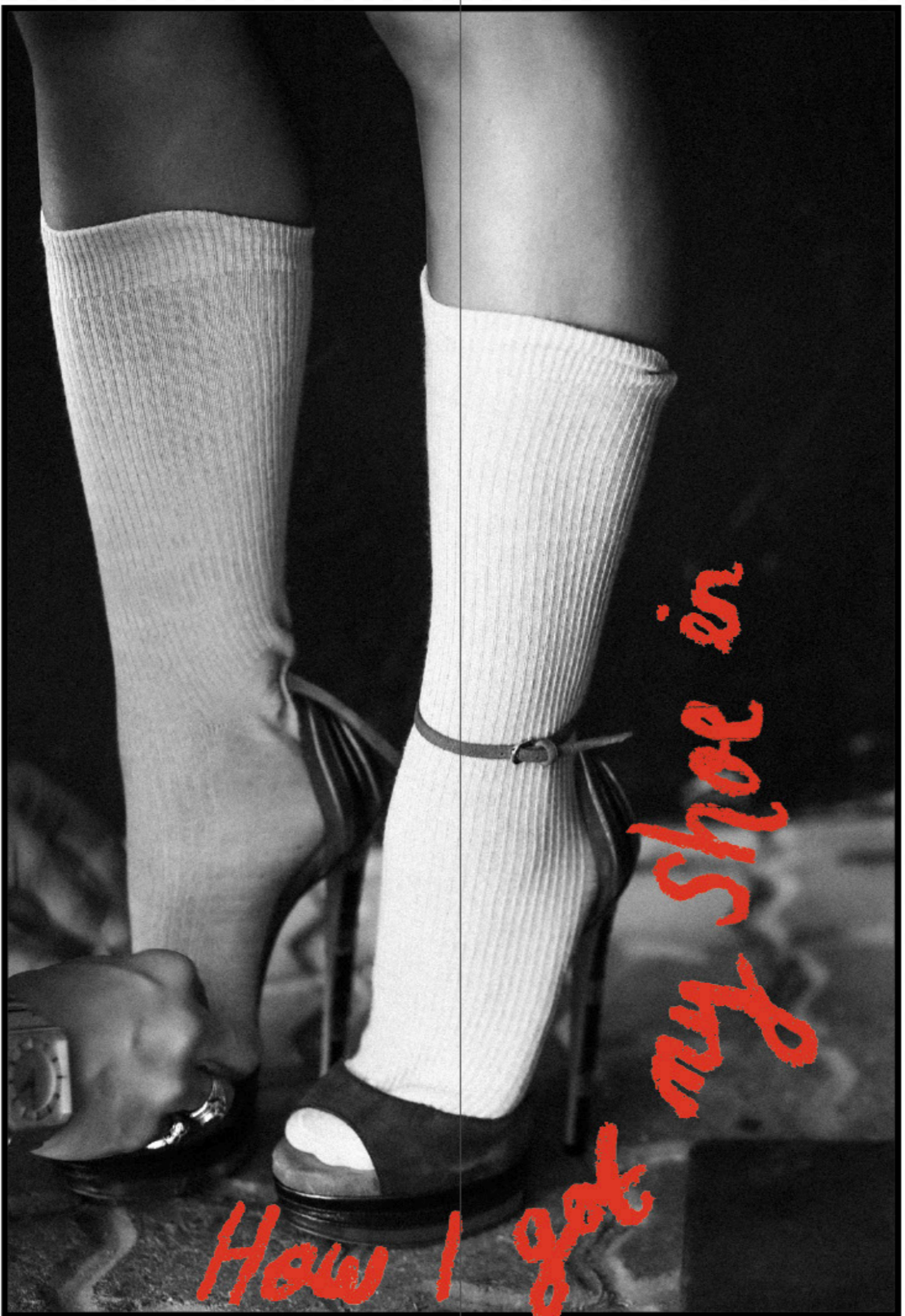
@JULIANRRINALDI
www.julianrrinaldi.com



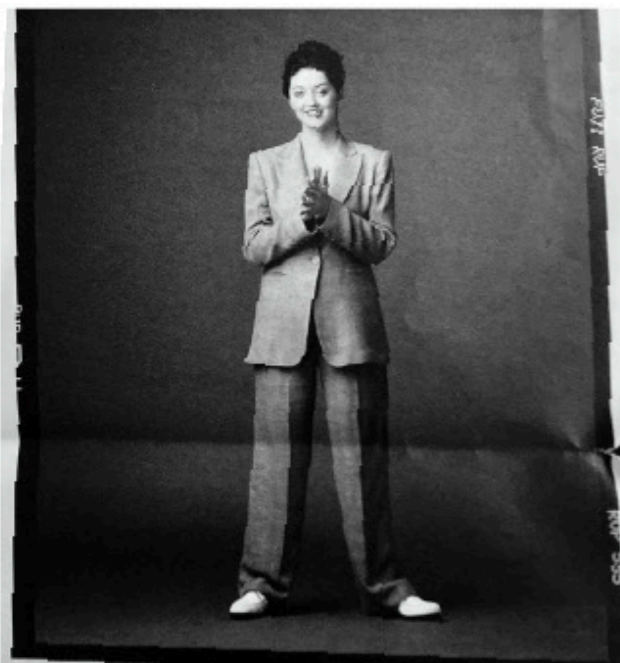
“
Have you always been ambitious and focused ?

Benji Hart

MY MENTORS



MELINDA COLETTE



'I grew up loving all forms of art , My mother made her own clothes and so I learnt too which led to my own boutique and becoming involved with the 80's fashion scene in Melbourne. It was a great time I met wonderful creatives that were, more individual and like punk which was big at the time had something to say , This was a big influence in my early years'

My first job as an agent / booker I was hungry, ambitious and wanted to learn so by the time I worked for CAMERON'S I had the practical experience but

the knowledge of all my peers. What I enjoyed most was seeing the beauty in imperfection which back then was not popular.

The 90's was about perfection but gradually we managed to break ground with some new faces shot by Paris and NYC photographers and that is what then became part of the 2000's shift in what was the beauty standard. I was always enthusiastic to see fresh talent get their big break . And really no matter how you look at it today I still say without enthusiasm, empathy and skill you will not succeed .

In the years I have worked with Benji and other industry experts their success has been driven by passion and the willingness to think outside the box , diversify , take risks and listen to their peers / Mentors .

“ love you, you're my rock! how did you survive the industry without social media

Benji Hart”



SARAH DOUKAS



SIMON CHAMBERS

You can't just be 'beautiful' it's more than that. We ask lots of questions about what they're interested in, ask if they've got other talents, and when we recognize their unique qualities, we start to do some very strategic training & PR. We've done it with so many Icons Kate [Moss], Jourdan Dunn, Lily Cole, Cara [Delevingne]—we work hand in hand with branding, licensing, and our PR teams to build something. It takes a long time, but the investment is worth it.”

“Brands have been especially receptive to the emergence of this new breed of socially engaged spokesperson. “The brands are so savvy now; before it was about who has the biggest numbers, and now they want to know: ‘Is their follower base relevant to me? Is the way they engage and the things they say relevant to me?’ They would rather have someone with 50K followers who are absolutely on the money than try to get someone with 5 million who actually could be the completely wrong demographic.”

“Anything is achievable. Be positive, be enthusiastic, and project confidence. Sarah Doukas’

“You can't just take someone who isn't right; they have to have those intrinsic qualities: a really strong individual personal identity, authenticity,”

“There is a process of educating not only our agents to quote properly, but also helping our clients,” says Doukas, “to explain to them the relevance of digital over other traditional advertising.”



Sarah Doukas

www.stormmanagement.com



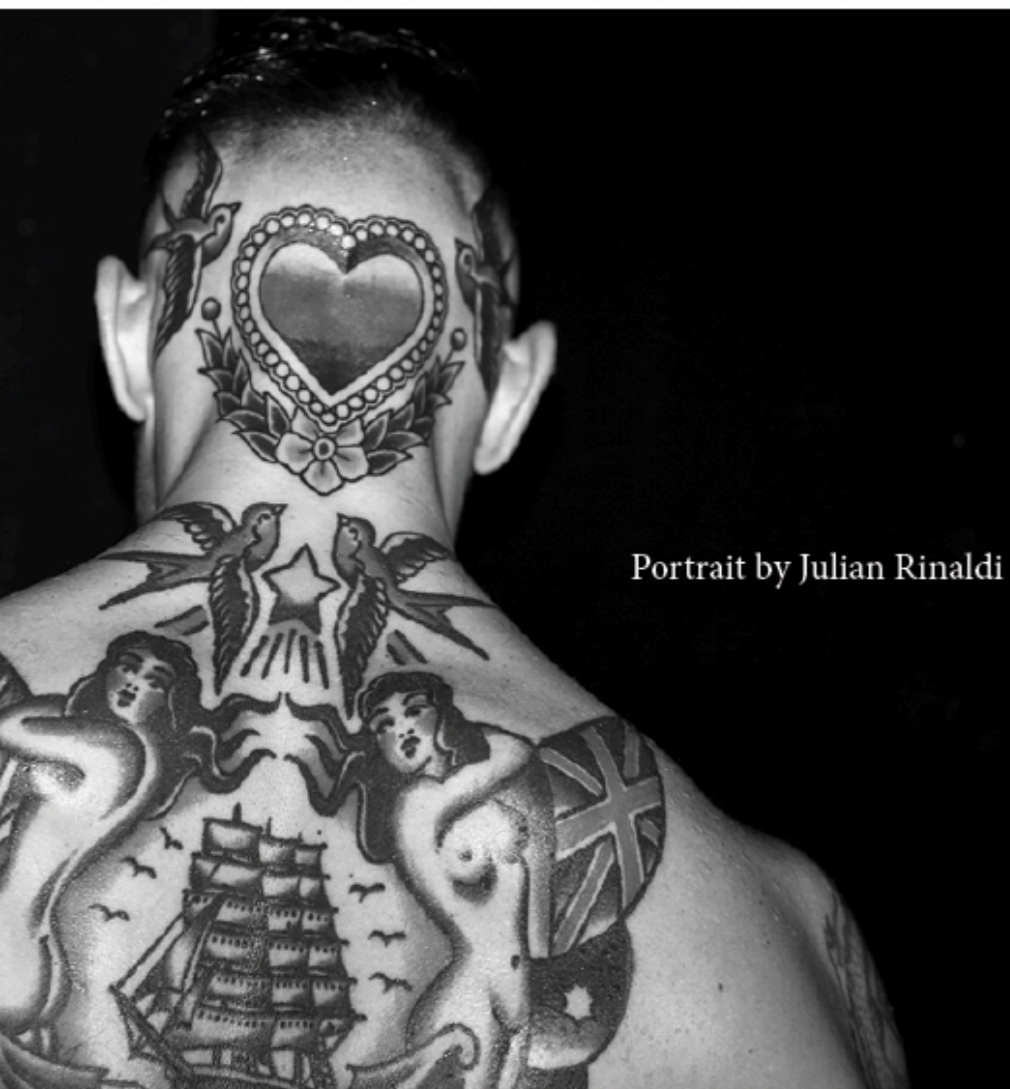
“I am fascinated by people and I loved the client/Talent interaction of the job and also developing Talents career. Seeing them grow and achieve their potential has always been something that drives me, even more so today”

THANKING

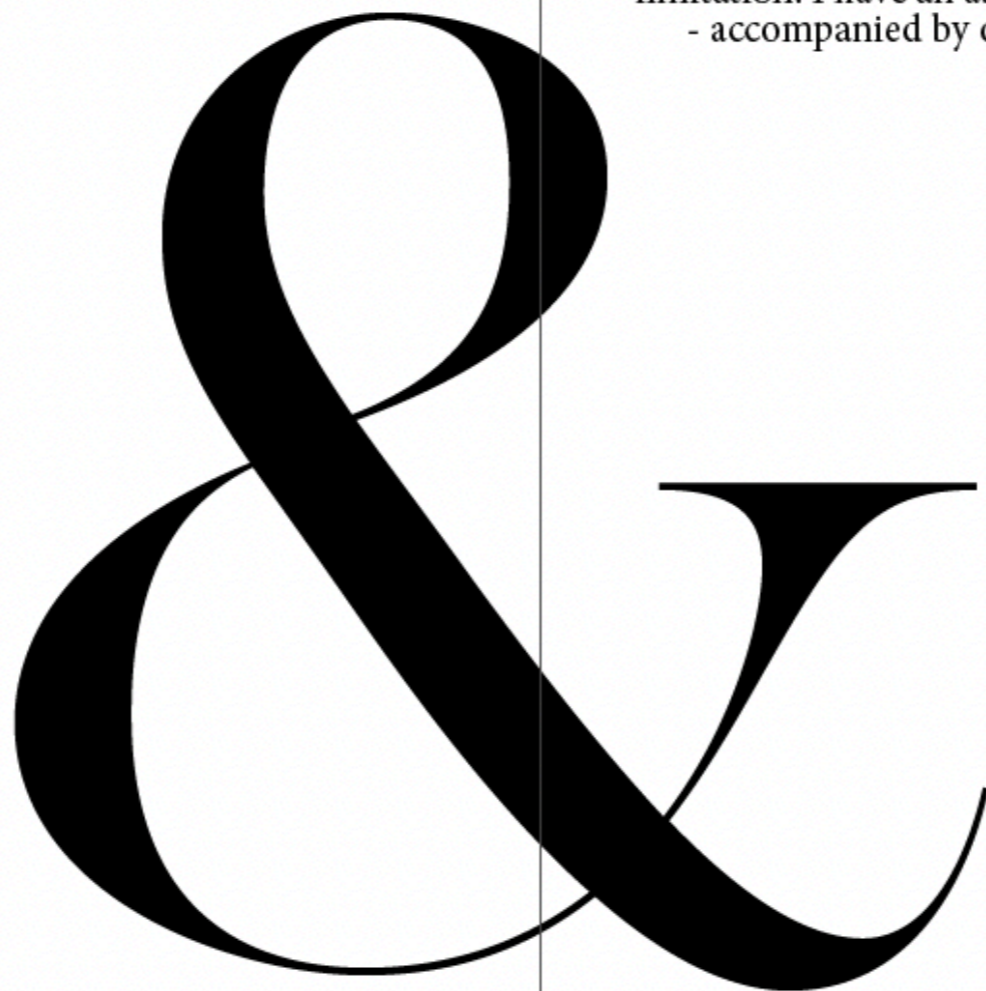
A minute means a lot, a minute can change your life, and in a minute you can meet a muse. Minutes, hours, days, dedication, and love has been shown by all involved in realizing my dreams. It would take a lifetime to thank everyone who has changed my life in a minute. Special thanks to the original itsmuse team Zakk Allan, Julian Rinaldi, Saskia Selleck, Melinda Collette Havana Brown, Vince Dalito, Partigirl, and Sage.

I'm Sage, a Sydney-based photographer originally from the small coastal town of Orewa, New Zealand. Raised by incredible grandparents, a camera found its way into my hands, shaping me into a photographer long before I knew it. Now based in Sydney, my multifaceted journey is fuelled by a relentless curiosity and creativity - drawing inspiration from diverse experiences. I am guided by the creative flow and genuinely fascinated by what defines my muses. I aspire to work in spaces that encourage me to create without limitation. I have an abundance of ideas and my appetite for creativity knows no bounds - accompanied by dreams that are expanding exponentially with each experience.

Check out @climbingsage__



Portrait by Julian Rinaldi



special thank you to mentored muse and multi talented creative

@saskia.selleck

Whatever you do, do it with convictions

Benji Hart

INTRODUCING

be my muse

the end.