# No. 1 | 2020

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# THE WOMEN

SPECIAL EDITION

CAROL CARMEL SHARIFA MURDOCK **SANDFLOWER** NIGELLA MILLER STACIA MAC MANUELA AGUDELO JENNIFER FROMMER MADELINE NELSON BRYANA JASMINE NOIR VALENTINA EUSSE YESENIA VALENCIA YAINE ELLEN DONG JESSICA YOUNG

**SPRAYGROUND®** 

# WHAT'S IN YOUR BAG?

DIRECTOR / SANDFLOWER
STORY / PAULETTE ELY + KOKO NTUEN
PHOTOS / JENNIFER MEDINAA
STYLING / BIANCA ARIELLE BAILEY
MAKEUP / DENEY ADAM
HAIR / NIGELLA
ILLUSTRATIONS / MADDY BROOKES
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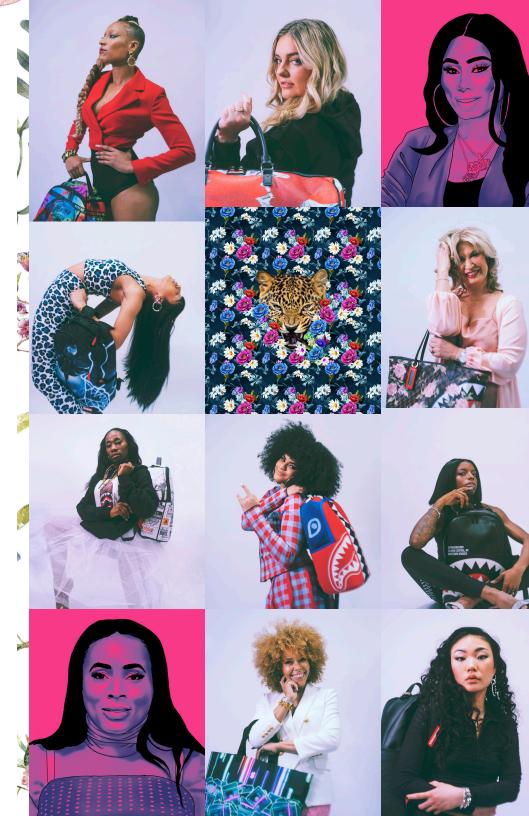
Through art, sculpture, photography and film, men have created the common narrative that women are to be shown off, yet shall never be the ones showing off. But...what happens when a woman throws her own celebration? What happens when the woman sculpts her own life and captures her power through her own lens? Thankfully, as we circle the sun each and every year, the answers to these questions begin to shine brighter and brighter. As we dive into this new decade, we have become diligent and dedicated to celebrating women as the creator of their own art. From CEO's to choreographers to creative directors to daughters, women in every role of every industry are using their experience of oppression as tools to inspire others. In this Women's Month of 2020, women are the subject on the canvas, the artist, and the one getting paid for it all.

To honor the movement toward universal female empowerment, LADYGUNN has teamed up with Sprayground, the world's most innovative accessory and backpack brand, to unzip the truth of what life as a woman is all about. For the fourteen women we interviewed, the weight they carry in their backpack of knowledge is heavy on their shoulders, as they feel they must foster self love and liberation within all of the women that their work may touch. We asked them about women's rights in the here and now and what they're carrying in their toolkit of tenacity. Some spoke to the unjust fate of a woman in the workplace, and some spoke about the unparalleled feeling of self made power. That said, one thing stood out as a common thread throughout all of the insight gathered from these badass women: they all have love for themselves.

When women are not afraid to speak out about the successes of their lives that make them genuinely smile when they look in the mirror, the unified power produced is otherworldly.

Maybe men were right in one thing: women ARE a prize. No, not a prize to be objectified and unwrapped like a gift that is only meant to gaze at. Women are a prize for themselves and other women. They each innately own golden trophies that celebrate the power that they had to prove purely because they live life as a woman. As we interviewed totally different personalities, all united in their self professed pussy power, we uncovered a cosmic energy that is seemingly reserved only for entrepreneurial women.

This month, we celebrate the creativity, connectivity and capability that makes women a wonderful breed of their own. As we explored the lives of Sandflower, Jessica Young, Nigella Miller, Madeline Nelson-Small, Yaine Ellen Dong, Bryanna, Jennifer Frommer, Manuela Agudelo, Jasmine Noir, Stacia Mac, Sharifa Murdock, Yesenia Valencia, Valentina Eusse and Carol Carmel, we see that women do not need common ground of industry or office to be so very intertwined. With this interview series, we wish everyone a wonderful Women's Month, and we remind you all to accessorize with self love, community connectedness and a backpack filled with tools to break the glass ceiling and see the sun shining through on the other side.





# NAME: **SANDFLOWER**OCCUPATION: MULTIDISCIPLINARY ARTIST SUPERPOWER: TURNING IMAGINATION INTO REALITY

### WHAT DOES BEING EMPOWERED MEAN TO YOU?

Empowerment to me = harnessing the gifts you have inside and giving them to the world without fear.

Empowerment is knowing what you want to achieve is not only possible but necessary. Empowerment is unapologetic love and belief in yourself.

# WHAT IS YOUR DEFINITION OF WOMEN'S RIGHTS?

My definition of Women's rights hasn't happened yet - but to me it's when we don't need a fight for and categorize our rights because it will be ingrained not only in our culture and government - but also in our collective psyche that we are equal beings.

#### WHAT IS SOMETHING IN YOUR LIFE THAT HAS HAPPENED TO CHANGE YOUR PERSPECTIVE ON WOMEN'S RIGHTS IN THE WORLD?

I grew up in a household where I saw my mother being hit by my biological father. Witnessing domestic violence and being a survivor of that situation shaped my view on Women's Rights when I saw my mother fighting in the courts for legal protection and not getting it. Seeing my mother survive that situation and then watching her use her music and skills to become a champion for other victims of domestic violence shows me that we are not only fighting for ourselves. We are fighting for our sisters.

#### WHAT DO YOU LOVE ABOUT YOUR-SELF?

I love that I don't give up! My grandmother used to say I was hard headed little kid but sometimes that's a good thing. Being able to tune out other people's opinion of your life is a skill. I didn't realize I had that skill until I found my journal from summer camp and saw that I had decided I would be a multidisciplinary artist that makes music, visual art, and meaningful content when I was ten - and that's what I am doing now.

#### WHY DO YOU DO WHAT YOU DO?

I do, what I do because I don t want to do anything else. All I want to do is to tap into creativity and share that spirit in every way I can to everyone I can. Music, fashion, art... whatever the medium I have something to say and it's my purpose on the planet to use my skills to bring good energy into the world.

## WHAT IS IN YOUR LIFE TOOLKIT THAT YOU WANT EVERY WOMAN TO HAVE?

I want every woman to have the ability to tune into their inner voice. I'm lucky to have been raised in a family where meditation was a requirement as far back as I can remember. Being able to find that safe space within that gives you shelter from this stormy world. Tuning into your inner voice also protects your imagination and gives you the opportunity to manifest your goals.

#### LEAVE US WITH THREE WORDS THAT DESCRIBE WHAT BEING A WOMAN IS LIKE FOR YOU RIGHT NOW?:

Fire, Flying, Badass



# NAME: NIGELLA MILLER

OCCUPATION: CELEBRITY HAIRSTYLIST | BARBER | CREATIVE DIRECTOR FF HAIR | NATURAL HAIR EXPERT | ARTIST

SUPERPOWER: BEING ABLE TO SEE PEOPLE'S REAL BEAUTY, AND PULLING THAT OUT WITHIN BEAUTY OR CREATIVELY.

### WHAT DOES BEING EMPOWERED MEAN TO YOU?

It means to embody who you truly are. To believe in yourself first and letting that guide you in whatever drives your passion.

### WHAT IS YOUR DEFINITION OF WOMEN'S RIGHTS?

My definition of women's rights is when women have more opportunities, especially black women. The opportunity to get equal pay in the work space, opportunities to get the jobs we deserve. It's important to be expected and given the credit we deserve. All women and especially as a black women we deserve that!

# WHAT IS SOMETHING IN YOUR LIFE THAT HAS HAPPENED TO CHANGE YOUR PERSPECTIVE ON WOMEN'S RIGHTS IN THE WORLD?

What's changed my perspective on women's rights. I think once the numbers were released to the public about how fast black women black women thriving as entrepreneurs. How we are the fastest growing entrepreneurs in the U.S. that's when I realized that we deserve more. That alone showed me a lot

#### WHY DO YOU DO WHAT YOU DO?

I do what I do because I love seeing people happy in their own skin. To be able to show someone what I see is amazing! My job is to show my clients how beautiful they are everyday. It can be challenging at times, but it makes me happy.

#### WHAT IS IN YOUR LIFE TOOL KIT THAT YOU WANT EVERY WOMAN TO HAVE?

I want every woman to put your dreams first & put everything else second.

# WHAT DO YOU LOVE ABOUT YOURSELF?

I love that I am a black woman first! I love that I take chances. I push myself every day to be my best self. I'm extremely hard working and I love every bit of it, because I'm doing what I love unapologetically.

#### LEAVE US WITH THREE WORDS THAT DESCRIBE WHAT BEING A WOMAN IS LIKE FOR YOU RIGHT NOW?

Fearless, Remarkable, Unstoppable!



SUPERPOWER: HEALING SPIRIT THE ABILITY TO HELP OTHERS FEEL EMPOWERED AND GREAT ABOUT THEMSELVES. ESPECIALLY MY DANCE STUDENTS BECAUSE THEY ARE CHILDREN WHO ASPIRE TO LIVE

THEIR DREAM.

#### WHAT DOES BEING EMPOWERED MEAN TO YOU?

Being empowered means that I can be great at all things I do along with evolving and learning to be better with amazing people around me.

#### WHAT IS YOUR DEFINITION OF WOMEN'S RIGHTS?

My definition of women's rights are women having the freedom to live however it makes them feel BEST and always fall into what women are "supposed" to do. It is ok for a women to be and feel liberated- not controlled by others, her control shall come from herself.

WHAT IS SOMETHING IN YOUR LIFE THAT HAS HAPPENED TO CHANGE YOUR PERSPECTIVE ON WOMEN'S RIGHTS IN THE WORLD?

My mom is a Physical Therapist and a Health Trainer who runs her own business so just watching her I was influenced by the power and strength of a woman.

LEAVE US WITH THREE WORDS THAT DESCRIBE WHAT BEING A WOMAN IS LIKE FOR YOU RIGHT NOW? :

Manifest Positivity and Happiness.



Being empowered to me means that I can accomplish anything I set my mind to. If I have an idea or want to meet someone, or create something, the only thing in my way is me not doing it.

#### WHAT IS YOUR DEFINITION OF WOMEN'S RIGHTS?

My definition of women's rights is that we have a seat at every table right at the beginning of any meeting, decision, opportunity. That we aren't an after thought, but instrumental all!

# WHAT IS SOMETHING IN YOUR LIFE THAT HAS HAPPENED TO CHANGE YOUR PERSPECTIVE ON WOMEN'S RIGHTS IN THE WORLD?

My mom was a professor and author – watching her make a name for herself was very inspiring as she challenged the status quo to produce her art and make sure her voice was heard.

I love that I'm a people person and love connecting people – I also love that I'm multi-faceted, a shape shifter – can do and be many things at once.

Necklace, Third Crown. Top+Bag, SPRAYGOUND.

#### WHY DO YOU DO WHAT YOU DO?

I love doing what I do because I get to mentor amazing women on my team. I love putting partnerships together with artists and brands and thinking very creatively and out of the box – anything we can dream up, we can make happen.

### WHAT IS IN YOUR LIFE TOOLKIT THAT YOU WANT EVERY WOMAN TO HAVE?

Know to be nice to yourself -- don't give yourself a hard time, be patient. It will all come.

LEAVE US WITH THREE WORDS THAT DESCRIBE WHAT BEING A WOMAN IS LIKE FOR YOU RIGHT NOW? :

Open, Possible, Dynamic







# NAME: MADELINE NELSON-SMALL

OCCUPATION: CEO

SUPERPOWER: FASTER THAN THE AVERAGE INDIE LABEL HEAD, ABLE TO LEAP CORPORATE POLITICS IN A SINGLE BOUND.

### WHAT DOES BEING EMPOWERED MEAN TO YOU?

To me, being empowered means having the confidence, the ability and the control to carry out my work and my mission. My work is to build an all Woman staffed music brand. My mission is, through my work, to ensure every Woman I cross paths with, feels empowered and powerful.

## WHAT IS YOUR DEFINITION OF WOMEN'S RIGHTS?

My definition of Women's rights is very simply having ALL of the same fundamental human rights as Men, all over the World.

# WHAT IS SOMETHING IN YOUR LIFE THAT HAS HAPPENED TO CHANGE YOUR PERSPECTIVE ON WOMEN'S RIGHTS IN THE WORLD?

As a very young Woman, I was molested repeatedly and eventually raped by my oppressor. As an adult, in one particular job, I was told many times by my superior to stop being vocal about that part of my past. He said it was a waste of time and no one wants to be around a victim. It was then that I realized the expectation for Women to accept, hide and often continue to allow unchecked sexual aggression at home, at work and in social settings.

#### WHAT DO YOU LOVE ABOUT YOURSELF?

I love that I have grown to understand my own power to manifest.

#### WHY DO YOU DO WHAT YOU DO?

I do what I do because whenever there is unchartered territory, someone has to be first. I am the first Woman to own a full on music digital distribution company. I am the first to have an all Woman staffed boutique music company. I am the first because I want young Women to know there is no ceiling, especially if you have to build the house, yourself.



LEAVE US WITH THREE WORDS THAT
DESCRIBE WHAT BEING A WOMAN IS LIKE
FOR YOU RIGHT NOW?

Worthy, Powerful, Valuable

### WHAT IS IN YOUR LIFE TOOLKIT THAT YOU WANT EVERY WOMAN TO HAVE?

The Power of Yes. By this, I mean, the power to say **YES** to knowing what they deserve, **YES** to being a powerful leading edge creator, **YES** to breaking down barriers, **YES** to Loving themselves and expressing their true selves, unapologetically.



# NAME: YESENIA VALENCIA OCCUPATION: ACTRESS AND SMARTFILMS, FILM FESTIVAL MADE WITH MOBILE PHONES CEO SUPERPOWER: DO THE IMPOSSIBLE

What does being empowered mean to you?

To feel that I can do everything. To feel that the fight is of the valuable ones and of the defeats also to feel that if there is discipline and impeccability in everything I do, everything can be done.

What is your definition of women's rights?

believe that they do not exist, or not officially that I know, but believe that it is fundamental to insistuctionalize them in the whole world. I believe that women are beginning to win important spaces in the company, but we are yet years old to achieve the rights that have been granted to the men from the beginning of humanity.

That means that it is key to watch for women to have the same opportunities that men have, and we can level the initiators in the policy, entrepreneurship, in the corporate world, etc.

Now, I have had the luck of being born in a society that cares for women but everytime I think of the cultures in which the woman is an object, I believe that I still have a lot to do and to achieve in this lifetime.

What is in your life toolkit that you want every woman to have?

We are "three parts" beings, we are soul, body and spirit, and I believe that we should feed these three parts at the same level of percentages: 33.3%

What does this mean? that the body is important, it is the house where your feelings and emotions live, it is your first image, it is what you see in the mirror and you should like it, you must accept it. The soul is where all the feelings, the good and the bad ones are inhabited, where the wars are between the environment and the love, the raby and the terms to do the good and the evil, and only when you identify the feeling that is attacking you, you can resolve it.

And the spirit, which is the pure part and the one that saves you, to whom you should listen carefully when he speaks

# NAME: STACIA MAC OCCUPATION: TALENT MANAGER SUPERPOWER: THE ABILITY TO SUCCESSFULLY ADAPT TO ANY SETTING - PERSONALLY OR PROFESSIONALLY

What does being empowered mean to you?

Being empowered to me means to purposefully strengthen yourself and others; through positive affirmations and actions.

What is something in your life that has happened to change your perspective on women's rights in the world?

My experience in corporate America changed my perspective of women's rights. Previously I felt we had made generous stride towards equality in the work place. My personal experiences

revealed women's rights wasn't

a "resolved matter" so to speak. In that space, to the contrary, I witnessed the need for further advancements and room for healthy ongoing conversations. I outperformed my male counterparts, despite this fact I had to work harder for promotions.

By nature I never give up on any thing or being that I am committed to.

What is in your life toolkit that you want every woman to have?

My life toolkit I want every woman to have is confidence, strength, unapologetic individuality and wisdom.

# NAME: SHARIFA MURDOCK OCCUPATION: CEO OF ENVSN FESTIVAL 8 CO-FOUNDER OF LIBERTY FAIRS SUPERPOWER: TO CONNECT

What does being empowered mean to vou?

Being empowered means being in control of my own destiny and thoughts. It means feeling completely comfortable within my own skin

What do you love about yourself?

What I love about myself is that I am hardworking and determined. I always know what I want and how Why do you do what vou do?

I do what I do because I love to inspire people to do better

What is in your life toolkit that you want every woman to have?

In my toolkit is time for meditation and wellness, A mentor and a mentee and a strong relationship with family and friends.

Leave us with three words that describe what being a woman is like for you right now?

Motivated, Agile and

# NAME: VALENTINA EUSSE OCCUPATION: INTERIOR DESIGNER, STYLING, CREATIVE DIRECTOR FOR @SPRAYGROUND COLOMBIA SUPERPOWER: CREATIVE CHILD

What does being empowered mean to you?

I believe in my qualities and talents to pursue Everything I want to achieve.

What is your definition of women's rights?

We are all equal and should have the same rights and opportunities in any Situation no matter gender or race.

What do you love about vourself?

l love my ability to solve problems. And how I always have a good attitude when there's hard times. Why do you do what you

Because it makes me feel alive, motivates me everyday day to be better.

What is in your life toolkit that you want everyone woman to have?

My life toolkit is confidence and kindness, both are perfect combination that will make you succeed.

Leave us with three words that describe what being a woman is like for you right now?:

EMPOWERED+STRONG+

# NAME: YAINE ELLEN DONG OCCUPATION: ACTOR-WRITER/DIRECTOR STORYTELLER SUPERPOWER: TOUCHING & MOVING HEARTS

#### WHAT DOES BEING EMPOWERED MEAN TO YOU?

To be abundant with love - love for/from myself and others. When I am abundant with love. I am able to give to and receive from the world with courage and grace.

awoke to witness my own strength and came to understand just how resilient, powerful and special women are. Women are a source and force of life and we are MORE THAN WORTHY of equal rights!

tory of mankind. In the heat of battle, I also

**ABOUT** 

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lot with wa-

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quote I came

me. "She is

water, pow-

erful enough

to drown you,

soft enough to

WHY DO YOU DO WHAT

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onates

strength.



YOUR CHANGE **PERSPECTIVE** ON WOMEN'S RIGHTS IN THE

WORLD?

One event definitely triggered me to cultivate my mind and soul's eyes and I awoke to gain clarity on what it's like to be a woman in the world. I was sexually assaulted when I was 16, and through my experience of surviving, dissecting, understanding and healing from my trauma, I came to understand how toxic masculinity and patriarchy is an insidious disease that's been plaguing the spirits and livelihoods of women (and even other men as well as non-binary and trans individuals) for far too long in the his-

I am committed to walking my path as an actor because I find tremendous value in exploring how the craft of acting is an active practice of empathy. It requires a deep sense of self-awareness as well as the awareness of others and ultimately the human condition. Through acting, I'm able to exercise my muscle and share my intimate journey of finding myself in the stories of others who are seemingly different. With that journey comes astounding growth, connection

and fulfillment. What a joy and a blessing!

YOU DO?

Earrings, Third Crown. Top + Pants, Adam Selman Sport. Shoes, Kenneth Cole. Bag, SPRAGROUND.

# NAME: CAROL CARMEL OCCUPATION: REAL ESTATE BROKER SUPERPOWER: INVINCIBLE

#### WHAT DOES BEING EMPOWERED MEAN TO YOU?

To me being empowered means I have the ability to face with courage whatever life throws way. This feeling of strength did not come easy but took many years to develop.

#### WHAT IS YOUR DEFINITION OF WOMEN'S RIGHTS?

I have the ability to make my own choices, without being afraid or apologetic when it comes to decisions about my life, my career or my body.

#### What is something in your life that has happened to change your perspective on women's riahts in the world?

Sadly in my life I saw my mother and grandmother remain in an abusive relationship because the stigma against a woman seeking divorce was so great they were embarrassed for anyone to know. Because of that they suffered and their children suffered. Today women have made great strides in improving t heir lives and their children's lives, if need be on their own, without being judged by society. However throughout the world there is still much work to be done.

#### WHAT DO YOU LOVE ABOUT YOUR-SELF?

I love that in spite of the mist akes I made. I am blessed with wonderful children and grandchildren. I have worked very hard and am respected in my profession and my community.

#### WHY DO YOU DO WHAT

After my divorce I became a real estate broker. It was a way to support my family and have a flexible work schedule so I could drive my five children to and from school etc. I have been doing this for over twenty five years now and I love the opportunity to meet new people, help them find a hom e they will love to raise their family in and yes, it still gives me the flexibility to spend time with my wonderful family and friends

#### WHAT IS IN YOUR LIFE TOOLKIT YOU **WANT EVERY WOMAN TO HAVE?**

I want every woman to feel that she is worthy of being treated with respect at all times.

#### LEAVE US WITH THREE WORDS THAT DE-SCRIBE WHAT BEING A WOMAN IS LIKE FOR YOU RIGHT NOW.

Confident Inspiring Thankful.



# NAME: JESSICA YOUNG OCCUPATION: CEO AND FOUNDER OF BUBBLE SUPERPOWER: HAVING GOOD TASTE... BUT LITERALLY

#### WHAT DOES BEING EMPOWERED **MEAN TO YOU?**

Having the confidence to know that you deserve what you deserve if you work hard to get it and truly believe in your right to do so. All this while empowering those around you to have the same belief and ability to make those power moves!

WHAT IS YOUR DEFINITION OF **WOMEN'S RIGHTS?** 

Equal opportunity and a seat at the board table!!

What is something in your life that has happened to change your perspective on women's rights in the world?

Most recently fundraising for my company, was pretty eye opening for it being 2020. Walking into board rooms of all men at the table and seeing the gender gap in the investment community made me want to be more vocal about not only becoming an investor some day but seeking out more women investors for my own company

WHAT DO YOU LOVE **ABOUT YOURSELF?** 

Everything!

WHY DO YOU DO WHAT YOU DO?

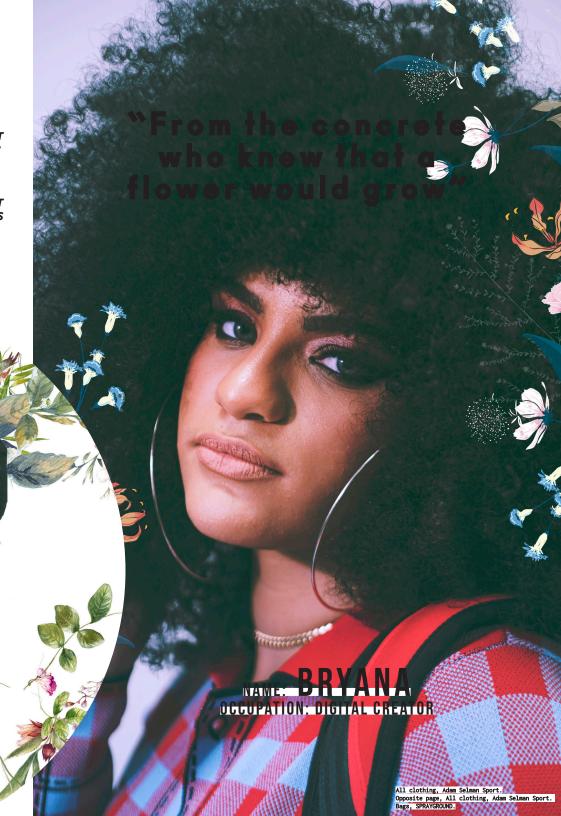
I really do it for my family and wanting to see better quality food become the norm.

WHAT IS IN YOUR LIFE TOOLKIT THAT YOU WANT EVERY WOMAN TO HAVE?

A strong solid network.

LEAVE US WITH THREE WORDTHAT DESCRIBE WHAT BEING A WOMAN IS LIKE FOR YOU RIGHT NOW?

Present, responsible, and satisfied!



# NAME: MANUELA AGUDELO

OCCUPATION: DANCER, CHOREOGRAPHER MODEL, RESTORATIVE JUSTICE COORDINATOR, DANCE EDUCATOR.
SUPERPOWER: KALEIDOSCOPIC MOVEMENT ART

### WHAT DOES BEING EMPOWERED MEAN TO YOU?

Being empowered means that I have freedom, agency and autonomy to BE.

### WHAT IS YOUR DEFINITION OF WOMEN'S RIGHTS?

I believe in justice more profoundly than "rights", where all people and government are collectively seeking equity for the glorious variations within womanity. Justice for women comes from the people and a government that looks like US and experiences our struggles.

#### WHAT IS SOMETHING IN YOUR LIFE THAT HAS HAPPENED TO CHANGE YOUR PERSPECTIVE ON WOMEN'S RIGHTS IN THE WORLD?

The wage gap for Latinx women of color is the largest when comparing to white men.

We make between .79 and .83 cents to the dollar. I grew up in a single parent household to an Afro-Latina mother who had to work 3 jobs to survive. Seeing the gargantuan amount of obstacles she faced to make enough for our family to get by made me realize that we need more action to support women like us. I think of how this narrative is present cross culturally and cross nationally, how there is a girl somewhere facing my struggle or worse. None of us are free until all of us are.

#### WHAT DO YOU LOVE ABOUT YOUR-SELF?

My ability to inundate sunshine into any space I enter. I love that I love to love. I love my effervescence and colorful personality. I love my strength and my testimony of hard work and resilience. I love my style and my artistic skills. I love my colorful mind my glittery soul and the glorious vessel God gave me.

#### WHY DO YOU DO WHAT YOU DO?

COMMUNITY COMMUNITY COMMUNITY!

My goal is to uplift everyone to BE there best for each other for the planet and all living things and for themselves. My work is especially concerned with honoring women of color; telling our stories and giving others the chance to learn from us and our power. My work changes the culture. My success is what young children of color look to, I hope they see me and realize that they too can be successful happy and impactful.

#### WHAT IS IN YOUR LIFE TOOLKIT THAT YOU WANT EVERY WOMAN TO HAVE?

Faith. For me personally, my relationship with Jesus has empowered me within every area of my life.

Community is everything without love and support from one another we got nothin! "Love others as well as you love yourself." Mark 12:31

Invest heavily in loving yourself, taking care of your soul and body

LEAVE US WITH THREE WORDS THAT DESCRIBE WHAT BEING A WOMAN IS LIKE FOR YOU RIGHT NOW?:

Magical, Scary, Exciting



