

Beat: Lifestyle

## Made by Erika Shoots in Perth

### Natasha Lay advocates tourism WA

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**USPA NEWS** - Women all over Australia are always looking for value, style as well as a head turner to make them feel confident, empowered and very sexy. The latest trend according to respected 'Fashion Blogger' and model Natasha Lay is the 'Convertible'...Not a topless sports car but a very practical dress.

Designer Erika Coyle explained that her motivation for the one dress which could be worn in many styles was motivated purely by fashion models needing a dress that would change in seconds for a different look and still make them feel sexy and empowered. Model Natasha Lay Flew to Perth from the Gold Coast this week to shoot with myself is a brand model for "Made by Erika" and the perfect advocate for this product creating "Iconic" Images all week with help from the reliable "Fremantle Doctor" (the name given to the regular wind gust from Fremantle across the Swan River and Perth from the Southern Indian Ocean) lifting and blowing Lays "Silk-like" dress makes for the perfect picture. Designer Coyle said "The fabric is a polyester spandex blend which has a silky touch and slight metallic finish. The Gold dress is a Slim Fit Convertible Wrap Dress and the Silver Pearl dress is a Maxi Convertible Wrap dress. They can be worn over 27 ways and are 100% Australian Made."

Constance Jablonski once said , "I have a huge breakfast every morning because I never know if I'll have time for lunch, especially during Fashion Week. It keeps my mood positive all day. And my parents taught me to have tons of fruit and vegetables, which I think helps my skin." This too is the ethos of fashion model Natasha Lay who just won the Queensland title for "Australian Swimsuit Model of the Year 2016". Lay who this week signed a very confidential and lucrative contract involving tourist destination Margaret River with a leading Perth "Advertising Agency" will become a familiar face and Perthanality with even more labels approaching her constantly. Lay believes that focus and education and the correct mindset can change a models perception and life opportunities in the modelling world from "Mediocre" and disappointing to "Spectacular" and fruitful. Lay a former registered nurse and successful model herself has spent many years developing positive mind training and has specialized in helping many models focus on goals as she is very aware of the industry and pitfalls. "One huge thing many models serious about getting paid work in Australia or overseas can do is "Clean Up" their social media accounts," smiled Lay. She went on to say , " the most important thing clients want to see is their brand advertised outside 'Facebook' to a wider audience. To them this is everything." Lay meets with Deputy Mayor of Perth James Linnios to discuss opportunities of a more symbiotic relationship between 'social media' , how fashion models can influence tourism through social media' and 'Global Goals' focusing on 'Good Health and Well-Being'. For those who don't understand the power of social media perhaps follow her on Instagram @natashalay.

#### Article online:

<https://www.uspa24.com/bericht-8787/made-by-erika-shoots-in-perth.html>

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