

# USL

Magazine

ISSUE 2 VOL. 6



**SHOW  
URE**  
FUN-SIDE  
CAMPAIGN

**DONNELL  
MORRIS**

PHOTOS BY  
**HYUN  
GU  
KIM**

INTERNATIONAL  
SUPERMODEL  
**DJ**

**SKY  
NELLOR**

**MAGNED07**  
GRAMMY WINING PRODUCER

**DARIN EPSILON**  
PRODUCER, DJ, REMIXER

**FAME**  
MBK ENT.

**POWERPRENEUR**  
MEDIA & ENTERTAINMENT

**DANI SCARCELLA**  
HAIR/MUA

USLMAG.COM \$6.99 JUNE 2012



9 772164 195007 >

**THE DJ+PRODUCER ISSUE | ATLANTA MUSIC**

PRINCESS CUT, K SWISS, BEESTROH & BACKBONE - DUNGEON FAMILY'S GENERATION X

# Styles

by SWAIN

*Photography By David Walden*  
*Model Erica Little*  
*Make Up Mel Hunter*  
*Hair Patrice Bisiot*  
*Wardrobe Styling & Art*  
*Direction Jordan Anthony*  
*Swain of Styles By Swain*

*Dress: Tube Gallery*





*High Waisted Pant Ohara*



*Fur Vest Stylist  
High Waisted Pant Ohara  
Jewelry Ouroboros Designs*



*Zipper Body Skirt YAY Designs*

*Black Sheer Blouse & Pant  
Leggings Ohara*



*Pant Leggings Ohara*





**A USL BRANDS INITIATIVE**

*Editor-In-Chief* PATRICK KELLY     *Art Director* ANNA HAJIYEV  
*Assistant Editors* Karen Alise, Michelle Bach

**ONLINE**

*Web Editor* HorizonTech  
*Production Manager* IAMMEDIA  
*Video Content* George Anghelescu  
*Tech Review* Christopher Mobley

**MUSIC**

*Music Coordinators* Ra-Fael Blanco,  
Tamiko Hope, Lillie Mae, C.J. Carter  
*Music Reviews* Producer Papa

**FASHION**

*Wardrobe* Ken Barber Signature, Yay Designs, Ohara, Tube Gallery, Ouroboros Designs  
*Wardrobe Assistants:* Yusuf Yagci and Amanda Marie Johnson  
*Stylists* Jordan Anthony Swain, Patrick Kelly  
*Make-Up* Patrice Story, Dani Scarcella, Mel Hunter  
*Hair* CJ, Dani Scarcella, Patrice Bisiot  
*Marketing* Presley Morgan Agency, Kim Lewis  
*Coordinator* August Mapp

**ART & DESIGN**

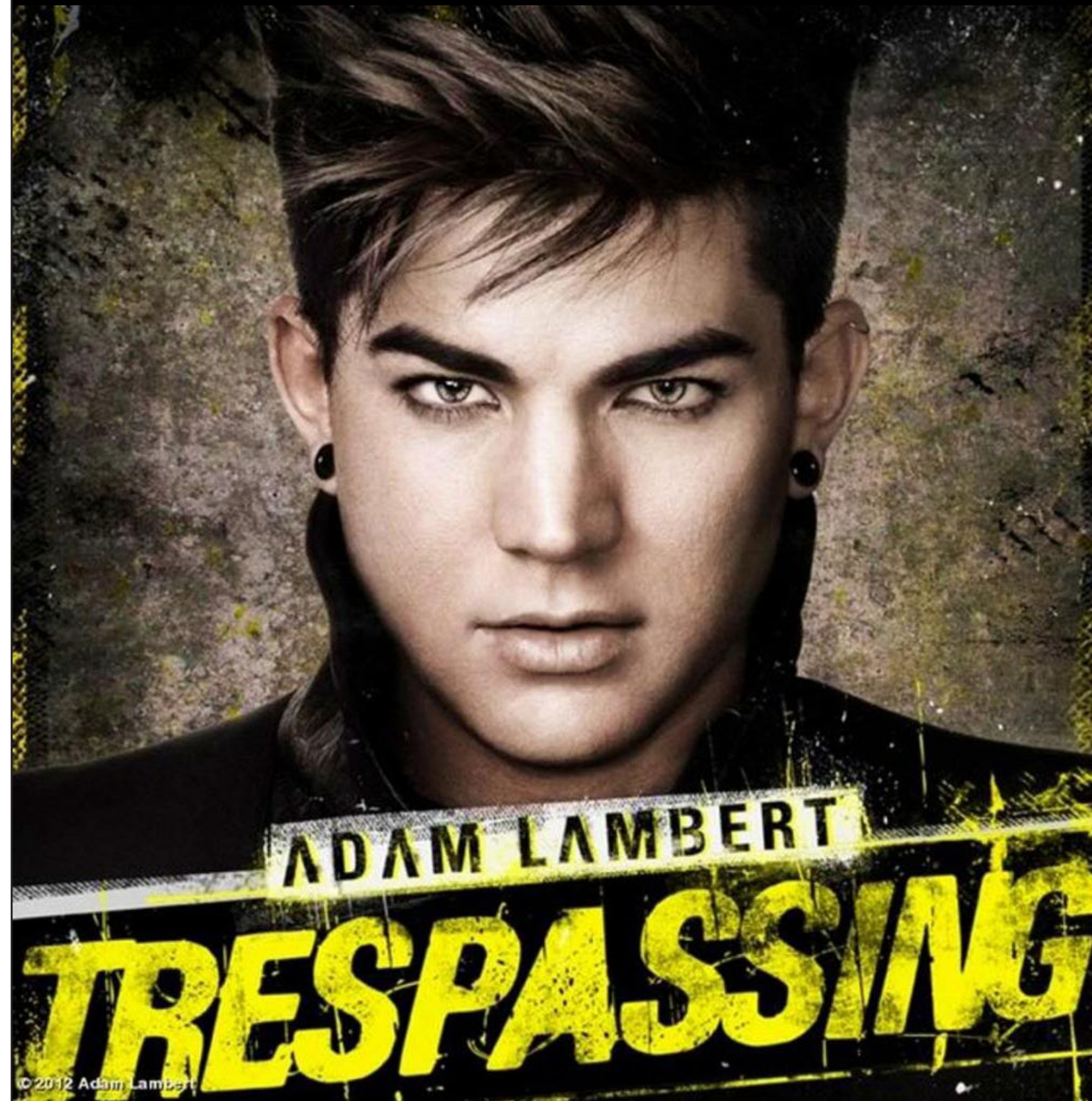
*Photography Direction & Editor* Anna Hajiyev  
*Contributing Artists* IAMMEDIA, Fumiaki Odaka, Josh Gary  
*Contributing Photographers* Anna Hajiyev Photography,  
Stan Redfearn Photography, Hyun Gu Kim, David Walden,  
Josue Pena, Gregory Presscott

*Contributing Writers* Arabia Karriem, Patrick Kelly, Christopher Mobley, August Mapp, Producer  
Papa of PapaRoc, Darin Epsilon, Backbone, K Swiss, Princess Cut, Hyun Gu Kim, Dani Scarcella

*Special Thanks:* Sky Nellor, Magnedo7, Jordan Anthony Swain, Ra-Fael Blanco, Tamiko Hope, Lillie Mae PR,  
Ihsan Shareef, August Mapp, Producer Papa, Anna Hajiyev, Sam Isaac, Frank, Errol, Fame, Backbone, Prin-  
cess Cut, Darin Epsilon, Josh Gary, Big Von, Dani Scarcella, Hyun Gu Kim, Undefeatedonez, Hakeem West,  
Diana Kelly, and everyone for their support.

USL Magazine is a USL Brands initiative owned by SEIDEMG/KDS, LLC.  
For customer service, change of address, and subscription inquiries, please call 1(678) 278-9710.

USLMAG.COM



**NOW AVAILABLE!**

*USL Magazine*  
ISSUE 2 VOL. 6

INTERNATIONAL SUPERMODEL AND CELEBRITY DJ  
**SKY NELLOR**



ON THE COVER: INTERNATIONAL SUPERMODEL AND CELEBRITY DJ SKY NELLOR. FEATURES INCLUDE GRAMMY WINNING PRODUCER MAGNEDO7, INTERNATIONAL PRODUCER, REMIXER AND DJ DARIN EPSILON, MBK ARTIST FAME, POWERPRENEUR ATLANTA AND SHOW URE FUN-SIDE CAMPAIGN.

**16/THE UM CHOICE LIST ARTISTS ON THE UM CHOICE LIST**

**17/THE UM CHOICE LIST DJ+PRODUCERS ON THE UM CHOICE LIST**

**20/MUSIC REVIEW WITH PAPAROC**

**22/MAGNEDO7 GRAMMY WINNING PRODUCER ON RECOVERY**

**25/DJ PRINCESS CUT**

**27/DARIN EPSILON INTERNATIONAL DJ**

**29/DJ K SWISS MASSIVE ALLSTARS**

**30/BACKBONE OF THE DUNGEON FAMILY**

**35/POWERPRENEUR**  
**36/FAME**  
MBK ENTERTAINMENT

**39/SKY NELLOR**  
FROM INTERNATIONAL SUPERMODEL TO CELEBRITY DJ

**50/HYUN GU KIM**  
FASHION PHOTOGRAPHER  
**52/DANI SCARCELLA**  
HAIRSTYLIST/MUA

**54/SHOW URE FUN-SIDE**  
AD CAMPAIGN  
PROMOTING STYLE,  
DIVERSITY & INDIVIDUALITY  
IN YOUNG MEN

**73/JORDAN ANTHONY SWAIN**

**91/ PERCY SAY!**  
IS IT REALLY THAT SERIOUS?  
GAY VS. STRAIGHT PRT 1:  
WHY YOU SO SCARED?

**92/LET'S TALK ABOUT SEX**  
NO PITY FOR THE  
FRIEND ZONED!

**LOG ON TO USLMAG.COM**

EXCLUSIVE MUSIC / INTERVIEWS / LOCAL ARTISTS / PHOTOS FROM SINGLE RELEASE PARTIES / LATEST IN ATLANTA'S MUSIC AND ENT / FASHION EVENTS / FASHION SENSE CONTEST / PERCY SAYS! / VANI-TEASE BEAUTY OF THE WEEK



# TOSH YANEZ

International Supermodel Tosh Yanez work has appeared in the following publications: People Magazine, Marie Claire, Harper's Bazaar (Russia), The Advocate, US Weekly, Teen, Parade Magazine, Chicago Magazine, FHM, Zink, Intouch Weekly, Genre, Estylo, Wedding and Travel Magazine, Brentwood, Stuff, L.A. Confidential, Playboy, GQ, T.V.Guide, Oxygen Magazine...

**ANNA Hajiyev, Art Director**

*"Having been fortunate enough to travel to and live in many countries, i've always looked for inspiration in new experiences, BE THEY AESTHETIC OR PERSONAL."*

*>See more of ANNAHajiyev's photography on [annahajiyev.com](http://annahajiyev.com)*

*She is fascinated with bold colors and unusual shapes and attempts to translate feelings they invoke into photography.*

Born and raised in Belarus (a former Soviet Republic), she moved to the U.S. in 2006 to pursue a doctoral degree in Communication. Both a student and a photographer, she combines her two greatest passions - the rigor of academia and the free flow of creativity. She enjoys enormous support from her parents (her father is a professional photographer), husband and friends on her exciting life journey.



**THE DJ  
+  
PRODUCER  
ISSUE  
FEATURING  
DJ SKY NELLOR**

**PATRICK Kelly**  
*Editor-In-Chief*



*This month we place focus on the incredible mix-masters and composers who single-handedly creates a musical environment where we all can dance our troubles away. Whether it's at a house party, at a rave or a luxurious nightclub such as The Opera Nightclub in Atlanta, these awesome individuals personify their own individual connection with music, beat and sound; interpreting their love through our movements on the dance floor.*

*DJ's and producers like international super-model and DJ Sky Nellor, internationally known producer, re-mixer and DJ Darin Epsilon, dance music czar Block & Crown and Atlanta's own DJ Princess Cut, DJ K-Swiss, DJ Beestroh and many others are all apart of this issue.*

*A house-head hailing from Baltimore, Maryland and crowned "dancing machine," I can attest to the out-of-body experience one can get when there's a really good DJ on "the wheels of steel." And this is why DJ Sky Nellor is this month's cover feature. First experiencing her vibrant cross-mixes at The W Hotel's 14th Street Grand Opening, in Atlanta GA, her DJing left an unforgettable impression and an even deeper love for her talents.*

*Patrick Kelly, Editor-In-Chief*





**ARTISTS  
ON THE  
UM CHOICE LIST**

**THE UM CHOICE LIST**

is USL Magazine's selection of what's hot, relevant and deserves attention in Atlanta's music and entertainment lifestyles. From restaurants and nightclubs to personalities, DJ's, music artists, producers, dancers, photographers, stylist and designers; who will make The UM Choice list?

Selection for The UM Choice List takes into account ones stature, personality, personal style, business savvy as well as personal and professional reviews from known and unknown sources. Congratulations to all who have made this list and also made an impression worth talking about.

L-R: Amanda Leigh (Release: Worthy Of Love), Cristina Quinones (Singer), Backbone (Release: Generation X - Global Warning), Curt Yagi (Release: Sweep Me), Pharoh (Release: Jungle Fever) and Lajon (Release: Definition of Lovers Lost)



**The UM Choice List**

USL Magazine's choice of what's hot, relevant and deserves attention!

**DARIN EPSILON PRESENTS**

**PERSPECTIVES DIGITAL VOL.3**

INCLUDES ORIGINAL PRODUCTIONS AND REMIXES FROM  
AD BROWN, ALESSANDRO DIGA, DARIN EPSILON, DAVE SHTORN, DAVI, DEEPFUNK, EELKE KLEIJN, GOSH & KANOV, IAN O'DONOVAN, JULIAN MARAZUELA, LUIS JUNIOR, SATOSHI FUMI, SILINDER, SOUNDPRANK, TOM GLASS, AND TOM SELA.

**OUT NOW!**  
darinepsilon.com

**DJ'S & PRODUCERS ON THE  
UM CHOICE LIST**

MORE FEATURES at [www.uslmag.com](http://www.uslmag.com)

Each month USL Magazine chooses 7 artists to be a part of "The UM Choice List." For the June issue, Darin Epsilon is chosen as one of the seven. Selection for "The UM Choice List" takes into account ones stature, personality, personal style, business savvy as well as personal and professional reviews from known and unknown sources.

Um Choice List" because of their tensity to be relevant, to make good music and to be competitive in an already swamped industry of new and established talent struggling to stay relevant!

These DJ's and producers were chosen to be apart of "The



**HOT 107.9 PERSONALITY  
DJ BEESTROH**



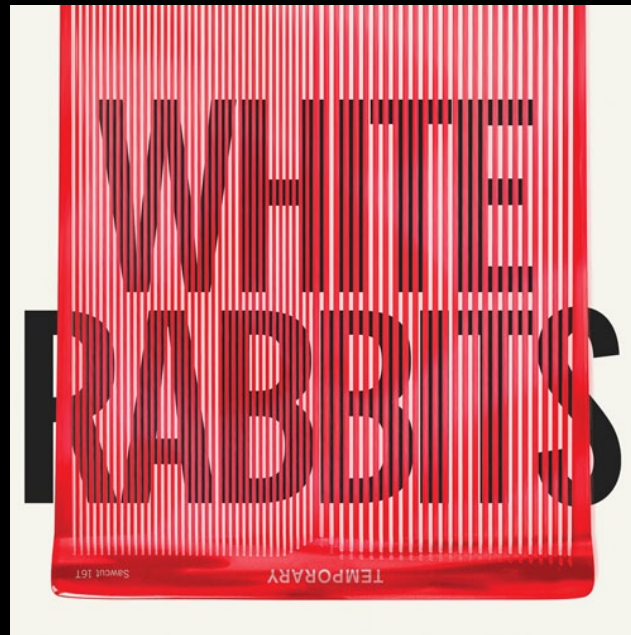
Out Now!  
**"DO IT"**  
STREETCORNER  
GANGSTAS  
MIXTAPE  
MYKKO  
MONTANA FEAT.  
DJ BEESTROH

**BLOCK & CROWN**

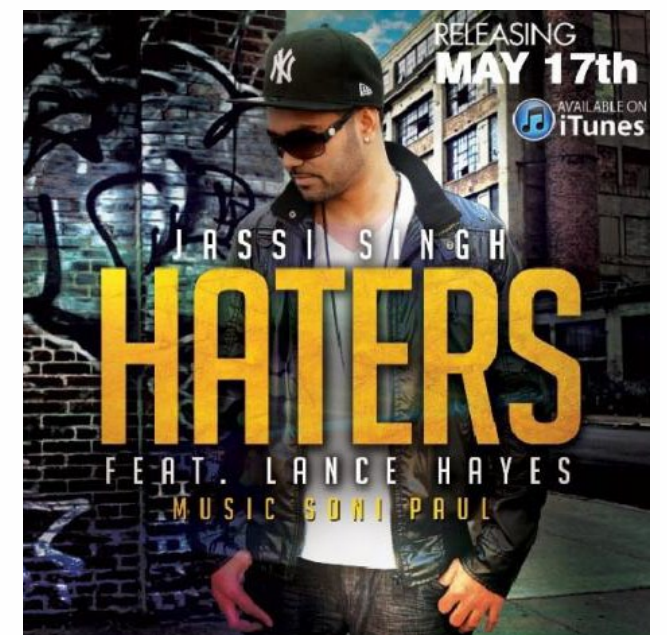
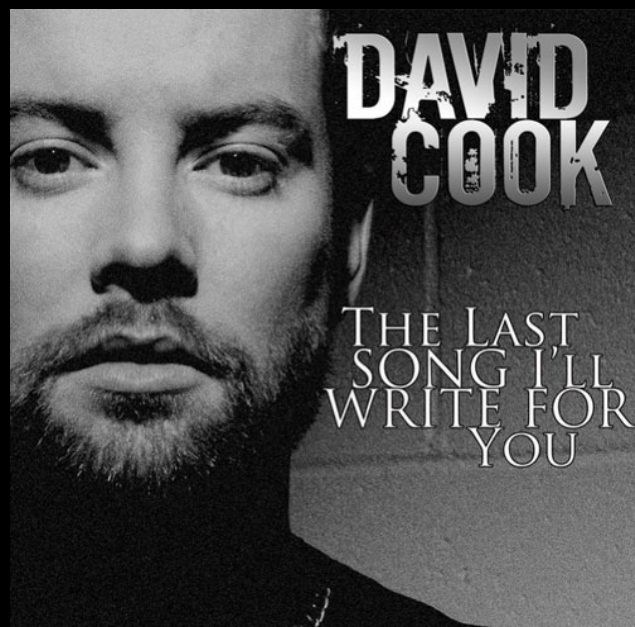
Block & Crown currently has a new remix release entitled "World Go Round" on Jackers Revenge. And you can check it out on Beatport.com.



**DJ FX & DJ CALVERTON  
DUB COMBINATION**



THE UM  
MUSIC  
CHOICE  
INDIES



USLMAGAZINE'S HOT MUSIC LIST!

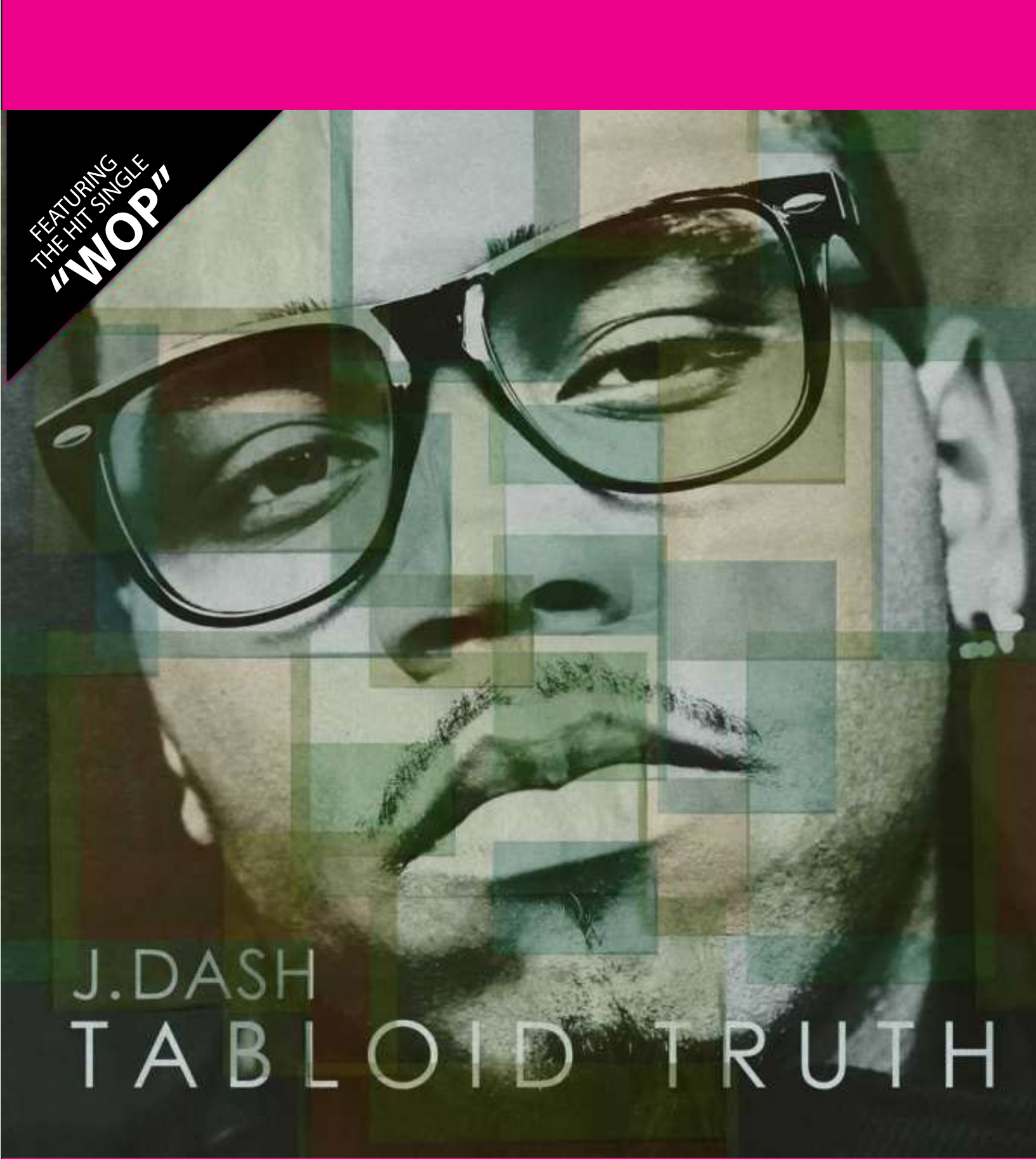
USLMAGAZINE'S HOT MUSIC LIST!



**KELLY CLARKSON**  
*STRONGER*

I love the uplifting message behind this compelling, mind-blowing and energetic song. The topic "STRONGER" is alone a symbol of triumph from the trials and tribulations of life. "What doesn't kill you makes you stronger;" as cliché as it may sound, is unarguably the most motivating metaphor. Kelly Clarkson makes it more ideal by refining it with melodic tunes. I can honestly say that this song has been my favorite from Kelly Clarkson's body of works.

Look out for the new single "I Know You Wanna Party" written, produced and performed by PapaRoc.  
>Soon to be available on iTunes and all major online distributors.

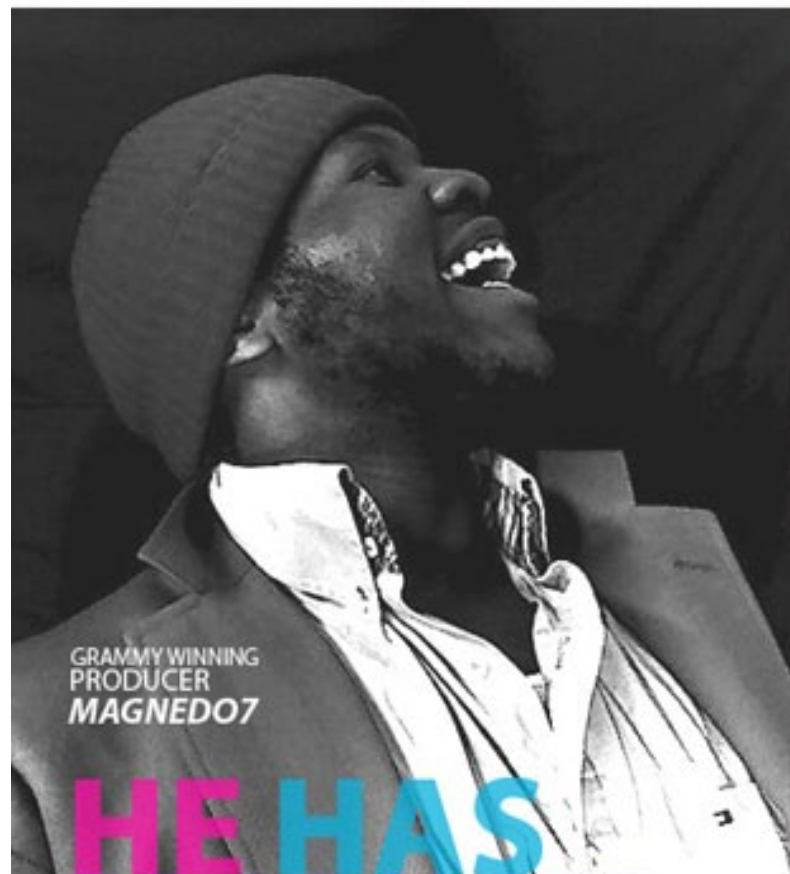


FEATURING  
THE HIT SINGLE  
"WOP"

J. DASH  
TABLOID TRUTH

[STEREOFAME.COM/JDASHMUSIC](http://STEREOFAME.COM/JDASHMUSIC)

Style & BEATS  
TV Show



GRAMMY WINNING  
PRODUCER  
MAGNEDO7

HE HAS  
PRODUCED  
FOR



&

## MAGNEDO7

WOULD THE REAL MAGNEDO7  
PLEASE STAND UP?

*If I said the name Michael Crawford, most people in the Atlanta Metropolitan Area wouldn't know who this guy is. But if I said Magnedo7, the producer, many hip hop heads would probably be like, "oh that's the Kat who did that Eminem track with Havoc of Mobb Deep. Well, you are about to experience, through this interview, the one and only" Magnedo7 also known as "Nedo;" a Grammy Award winning producer. In an interview with "Style & Beats TV for USL Magazine, Magnedo7 was asked about his inspiration and love for music, how he got on Eminem's album "Recovery" and much, much more.*

**Is there a big different between the producer Magnedo7 and Michael Crawford?**

Yes, there's a big different between Magnedo7, the producer, and Michael Crawford. Magnedo7 is a guy who is very aggressive and I take this business very seriously. I don't like taking a decade to get things done. A lot of people know me for getting it done. Michael Crawford is more laid back, the family guy, taking care of my house and just enjoying life. So that's the two differences between Magnedo7 and the real Michael Crawford.

**How important is it to be able to play an instrument as a producer?**

It's very important for me to play the piano and know what I'm actually doing behind the piano. I think when "you do beats" and don't really get a chance to learn everything else, you're limited. No disrespect to all "the Beat-makers," "I love what ya'll do, but when you wanna really try to get further into your career, you gotta really know how to play a little bit, especially when you wanna get into film scoring. It takes some kinda skill to play the piano.

**What is your biggest let down thus far, since you've been in the business?**

I'm not gonna say the artist or the label's name, but one big let-down for me was when a particular artist put a song out and I didn't get paid for it. We went to the artist to get paid for the song and he said, "no, we ain't paying for nothing. We make records; we break producers, so we don't have to pay." So, what I did was, I did a whole bunch of blogging and emailed everybody on that particular record I produced to generate more business. And although it was a big let down, it was still something I learned from, learned to live with and capitalize off the situation.

**How did you get to work with Jim Jones?**

The situation with Jim Jones came up when with the Christmas record "Mike Epps Present Dipset Christmas," which I had a song placement. That brought me to the relationship with Jim on the "Pray For Rain" album. The record I did on that album was "Blow The Bank," featuring Oshy Star. It was a third single, MTV picked it up and it did pretty well. "So that was my first big break as a producer."

**What did you do with your first big check?**

Well, the money for that Jim Jones record was good. It was more along the lines of \$5000. Around that time, that was pretty much the going rate for producers, \$3500-\$5000. It was good money, but of course I charge a lot more now; it was a good start.

**So, what did you do with the \$5000 you made from the Jim Jones record?**

With that first little nice amount of money, I think I bought a keyboard cause I'm all about the flip. I don't believe in buying no whole bunch of clothes, jewelry, cars and all that kind of stuff. And \$5000 ain't nothing, you can't buy a car, you know. I think I also bought a computer and something else which was real small. I think I spend \$500 on shoes, if that, but I really didn't buy a lot.

**Who are some of your musical influences?**

Me being the musical guy that I am, I have a whole bunch of musical influences. I'll choose different artists from different musical genres because that's how I make my sound. For hip-hop, I have to always go back to one of the originators, Slick Rick. I love how he told stories. He was animated in his raps, and he pushed the envelope for that time period. He was pretty dope. Progressing forward, Busta Rhymes, Leaders of The New School, and of course I respect a lot of the stuff that Jay (Jay-Z) does. In other genres, I love John Coltrane and Baum from 20th century music. I just like a whole bunch of influences at one time.

**How important is spirituality in the music industry?**

I think it is very important to have some spiritual guidance and I'm definitely a devote Christian. You know, I'll say that on camera. I also think that when you have difficult times, cause this business is like a roller-coaster; it's ups and downs all the time. When you're not hot for a season, you really have to have God or whatever you believe in to go to for that encouragement. You can't half-step it and say you don't believe in nothing because you're shorting yourself. You really need something! My spiritual belief is very important as a producer and Michael Crawford, the husband.

**How did you get your placement with Eminem?**

The placement with Eminem was a big deal, a very big deal. I started working with my big brother, which is Havoc. Big ups to the infamous Mobb Deep! We kinda had a sit down and he was telling me if I was gonna be in this business (the music business) there were certain

things you gotta do and certain people you had to go through. He really opened that door to let me get in good with the Shady/Aftermath Camp and Eminem. That's pretty much how it happened, Havoc helped that situation; he helped a little bra out.

**How did you and Big Von of Make It Happen Management link up?**

Big Von and me linked up at an EMI conference last year and he was telling how he was looking for some other producer. We had a sit down, he listened to some of my beats and he was like "wow;" his exact words. When the time was right, I moved down to Atlanta and we've been working ever since. So, shouts out to Make It Happen Management!

**What inspires you while you're creating a record?**

While I'm creating a record, it could be something small like a chord or a "synth" I'm running across, while I'm in the middle of making a beat. If I hear it, normally I'm out of my chair like "oh man, that's crazy." I'm like that if I'm in the studio working by myself or with somebody. If I'm by myself, it's probably worst. Everything influences me and everything is that "It" thing and I'm like I need that in that beat.

**What are some future projects you're working on?**

How can I say this without saying it? I know a lot of people are definitely expecting some Eminem stuff; maybe, maybe not. Shouts out to "Yea Yea" (Ice Cube). It's gonna be a good year. Put it this way, since 2012, I have 25 placements, so you gonna have to look out for the albums that the placements are on. Listen to the radio. **I little birdie told me you're doing some stuff with Ice Cube. So that new Friday movie, do you have some placements on that?**

I mean, I'm thankful for good management and them being able to place some good stuff cause as a new producer, you got through management off and on. Shouts out to Big Von; "Yea, Yea!" I don't know if "Strange Clouds" mean anything, but shouts out to everybody album that I'm gonna be on.

**How do you give back?**

I'm a good person and I like to share knowledge so people don't make a lot of the mistakes I made. I know it sounds like a cliché, but how this business is, you really gotta have a mentor to be able to say "don't do that cause you gonna get jacked." So, I share my knowledge with anybody who asks. I cut deals on beats, everybody don't get charged \$20,000. I just like good people. If people respect me, I'll look out for them; however I can help!



## DJ PRINCESS CUT

MRS. SWEETBOX JONES

*Owner of Atlanta's own Sweet Box Music, DJ Princess Cut came a long way from spinning at the infamous Magic City. With ties to The Dream, Goddie Mob and winner of the coveted Southern Entertainment Awards for female DJ of the year, it's no wonder DJ Princess Cut was chosen to be included in this month's DJ+Producer Issue. To know DJ Princess Cut is to love her style, mixes and creativity*

### **How did you get the name Princess Cut?**

I came up with "Princess Cut" from brainstorming with my brother, the artist Guatemala Shawty. He actually hit me with the name and I dug it right away.

### **How did you get your start as a DJ?**

I started DJing by trying it on a humbug one day at a bar by my house. Ever since that day I was addicted and couldn't let it go.

### **Being a DJ, do you ever feel restricted by the music you have to play?**

There are times when restrictions are definitely in effect. Whether that be sticking to clean music or sticking to certain genres for a particular crowd or event. Please believe "I love when there are no restrictions."

### **Who inspired you to become a DJ?**

My inspiration came from music and not necessarily someone. I have a deep love for music and wanted to be able to control what people listened to, in a sense. I would be the one at the house or the party controlling the CD player. As I got older, I'd be the person sitting in the club analyzing the music and wanting to be the one playing it. After I started DJing, I would see DJ Kid Capri live in Atlanta and his set was really motivating and inspiring, once I began DJing.

### **Anyone you would like to thank for your success at this point?**

There are many people I'd like to thank and I know that I couldn't mention them all right now. But I'd start with the people that have truly followed me and that dig my campaign and brand. I give thanks to my team Hoodrich as well as the DJ's who have helped me in any way, since I started. Thanks ATL!

### **What do you do to give back to the community to show your support?**

I do volunteerism at community events and high schools, as well as speak to the youth on career days.

### **What are some of the pitfalls you have encountered on your way to being one of the top DJ's in Atlanta?**

Mainly I have just had to show and prove. Once that happened, I've remained consistence with my talent and providing good business practices.

### **I see that you are a GSU graduate, but are you originally from Atlanta?**

Yes I'm a proud ATLien!

### **What projects are you most proud of accomplishing, to date?**

Projects I'm most proud of accomplishing, to date, are he Goodie Mob Reunion Tour which included an appearance on Jimmy Fallon, and touring with the Outlawz as well as the Dream. I've also Deeplayed for Neiman Marcus at Lenox Square Mall as their Official DJ, competed as the only female on BET's Master of the Mix ATL and was selected as a Vibe Vixen.

### **For all the aspiring female DJ's out there, what advice do you have?**

The classic "practice makes perfect" quote is about the best when it comes to mixing. Learn your self and really develop your own musical style as a DJ.

### **Where are you currently spinning and what are your upcoming projects?**

I spin the 1st Saturday of every month at the Drink Shop W Hotel Downtown as well as various events at Neiman Marcus Lenox Square and throughout Atlanta at various clubs, lounges and boutiques. My current mix-tapes are "Early Morning Tap" and "Bad Azz Yella Gul." Look out for my new TV show In the Sweetbox featuring your favorite artists, indie artists, and DJ's.

PRODUCER REMIXER DJ  
**DARIN EPSILON**  
 KING OF PROGRESSIVE HOUSE MUSIC

*Internationally acclaimed DJ, producer, radio host, and label owner Darin Epsilon is often referred to as a leader of the Progressive & Tech House scene. His Perspectives radio show and podcast, along with his frequent guest appearances on Sirius/XM Satellite Radio, allow him to reach tens of thousands of listeners on a regular basis. His Soundcloud page alone has over 400,000 total plays and receives a whopping 10,000 plays per month. He recently launched his record label Perspectives Digital as an extension of the brand, further solidifying his influence and presence within the global dance community. To top it all, he was named one of the winners in John Digweed & Beatport's DJ Competition during the summer of 2011. -darinepsilon.com*

*Why was Darin Epsilon chosen to be a part of USL Magazine's DJ+Producer Issue? The writing is on the wall, don't you think?! Plus, Darin has always been a house favorite since he was first featured on "The Ultimate Spotlight CMV TV Show."*

**How do you stay humble after playing in all the biggest nightclubs, traveling the world, and winning awards for something you can basically do in your sleep?**

I keep reminding myself that I'm here for the music and the artform, and not for any other reason. Some people assume it's a glamorous lifestyle with huge rewards, but just like any other profession in the entertainment industry, it requires a grueling amount of work to turn your hobby into an actual career.

**How did you get your start as a DJ?**

Becoming a DJ was a very natural progres-

sion for me. I've been a musician for as long as I can even remember.

**When I was growing up, I lived about 45 minutes away from Northwestern University, and my first real exposure to dance music came from their local station, WNUR FM.**

It didn't take long before I was bitten by the "DJing" bug, so to speak, and I saved up enough money to buy my first pair of turntables. This was when I was around 17 or so. Fast forward to my senior year of college, and I released my first remix in stores at age 22.

**Your first gig, how did that feel?**

It felt extremely nerve-wracking but exhilarating at the same time!

**What were some sacrifices made to get to where you are right now?**

There've been plenty along the way, but probably the biggest sacrifice I've had to make was leaving a very comfortable office job. This was absolutely necessary in order to have as much time as possible to work on music. I took an extreme pay cut and it placed me under extreme financial risk. Becoming successful in this field requires a commitment, there's no doubt about that.

**I'd also have to say that moving halfway across the country from Chicago to Los Angeles was a sacrifice because I left behind lots of family and friends to pursue my dream.**

**Why are you considered a leader of the Progressive & Tech House scene?**

Besides being an actively touring DJ, I'm also a producer, radio host, and label owner. I wear many hats in order to have an edge against my competition.

**Where did you get the name of your label (Perspectives Digital)?**

Perspectives Digital was named after my radio show Perspectives, which has been on the air for over 5 years. I added the word "Digital" to indicate that it's a digital record label. I've signed artists from literally all over the world, including ones from Japan, Russia, Argentina, Holland, Israel, Malta, Armenia, and Australia.

Currently, you can tune into Perspectives every 3rd Wednesday on [www.friskyradio.com](http://www.friskyradio.com), or download all previous episodes for free on SoundCloud and iTunes.

**When creating new music, where do you pull your inspiration from?**

Song ideas can come from just about anywhere. Sometimes they happen when I'm doing normal everyday things such as showering, running errands, or walking down the street. Usually I have to write my ideas down as quickly as possible before forgetting them, so I actually came up with my own system of notating music for when I'm away from the studio.

**Of all the people you have worked with, who have you enjoyed working with the most?**

That's really difficult to say. Everyone I've worked with has had a unique perspective (no pun intended!) and brought something new and fresh to the table.

**What are your plans for the future and where do you see yourself and your label 10 years from now?**

I hope to continue reaching more ears and expanding the label's influence. I want to share the music I love with as many people as possible. Ten years from now, I would be happy to hear that my work made a lasting impact on the scene and enriched people's lives.

**Do you have any advice for upcoming DJ's and producers?**

Be patient and have confidence in what you're doing. Don't expect to blow up overnight. You need to be prepared to put in as much time and energy into your craft.

Catch-up with Darin at [www.darinepsilon.com](http://www.darinepsilon.com).



# DJ K SWISS

MASSIVE ALLSTARS

*So, is it a coincidence that DJ K Swiss was chosen to be a part of this month's DJ+Producer Issue? I don't think so. K-Swiss was introduced to us by Producer Papa of PapaRoc and we've been supporting him ever since. Finding out he's a fellow Jamaican only validated his coolness and the reason why I've taken a liking to him in the first place. Get to know DJ K Swiss of Massive Allstars!*

**What are some challenges you face while running the day-to-day operations of Massive Allstars?**

Some of the challenges I face in running my own business are never having enough time in a day and finding people with good work ethics and moral standards to do business with.

**How did you get started as a DJ?**

Well I'm a second generation DJ. My father was also a DJ, but not professionally. I grew up listening to music and I guess I subconsciously learned how to do transitions, fades and blends. There were never any formal lessons. At the age of 10, the Hip Hop culture was just starting to develop and I knew I wanted to be apart of it so I started buying my own records, turntables, etc. And began Djing for family and friends first, then small neighborhood parties and worked my way up from there.

**How do you bridge the culture gap when spinning, considering you're from Jamaica, but live in the states?**

Honestly, I think I'm given a little more latitude than most DJ's. Because it is a well known fact that I was born in Jamaica when I'm being booked, my clients typically request that reggae is included in the nights play-list.

**When working with artist, what are some words of wisdom?**

I would say be receptive to the opinions

of others, have a good support system and understand that no star is born overnight so be willing to put in work with no time limits.

**Where do you see the state of music in Atlanta?**

Music is constantly evolving, and it seems to be happening a lot faster now than it ever had before. I believe this a result of technology and today's social networks. Music has become more accessible and as a result you have great producers and artist alike putting out new sounds that the music audience is able to access. So the sound that was trendy last year becomes just that, last year. Now as it relates to Atlanta, well, the Atlanta music culture and audience is changing at a feverish pace due to the large number of people moving into Georgia. I remember when you went to a music shop or Mix-tape store and asked for an R&B CD or Mix-tape and folks would look at you like you were crazy. Now-a-days, you can find everything from east coast rap, west coast rap, r&b and even techno in any given store.

**When mixing where do you pull your inspiration?**

I pull my inspiration from the audience; my supporters. Every good DJ knows that you have to get an idea of where the majority of your audience is from and to play the type of music that would be most appealing to them, within the first 15-20 minutes of your set.

**Of all the people you have worked with, who have you enjoyed working with the most?**

Of all the people I've worked with I would say Amanda Leigh (iamamandaleigh.com). She is a great person inside and out and an extremely talented young lady. She is truly passionate about her craft and is willing to perform at a moments request, even if it were for an audience of one;

you've gotta love that.

**What are your plans for the future and where do you see yourself and your business 10 years from now?**

My plans for the future is to make Massive Allstars and Massiveallstars.com the number one A&R, Record label, Promotion/Marketing company and website in the world. Technology and social media is a huge part of our brand and I see us ten years from now as the new Bad Boy entertainment with a Google or Facebook twist.

**Any advice for upcoming DJ's, producers and artists?**

My advice to upcoming producers, artists, and DJs would be to make sure that the music business is the business you want to be in and prepare to work like you've never worked before, if you truly want to be successful.

Checkout new music from DJ K Swiss at [www.massiveallstars.com](http://www.massiveallstars.com)



## BACKBONE

A NEW GENERATION WITH  
ATLANTA'S OWN DUNGEON FAMILY

As one of the original members of The Dungeon Family, which includes Cool Breeze, Witchdoctor, Organized Noize, Sleepy Brown, Rico Wade, Outkast, Ceelo Green, Society of Soul, Goodie Mob, Big Rube and Mr DJ, Backbone is venturing off into an "ultra collective powerfully known as Dungeon Family Generation X" and a new entertainment company called Plateau Entertainment Group. His mission with Plateau is to "give future artists a platform to express their talents under the tutelage of a seasoned veteran."

With so many artists vying for attention and struggling to get their names out there, a seasoned veteran, willing to share his insight and knowledge, is just what many artist need. And, while many of these same artists are very talented, some of them do come with the stigma of "a poor mouth with talent." Meaning, they rather not spend their own money on themselves, in fear of not making it and having to deal with the monetary lost. Not to demoralize the up-and-coming talent, but many of them, who are very talented, do not believe in themselves enough to spend their own money. They would rather spend yours; that is why the first thing that comes out their mouths when you meet them is, "I'm looking for management." However, there are a few talented professionals out there who have a dream, a vision and the talent to back it up. Hopefully, they will appreciate the tutelage of a seasoned veteran and are willing to reciprocate.

Sit down and take notice that Backbone is very seasoned, very intelligent and a no-nonsense type of guy. So, if you're ready, you better come prepared because he's having no foolishness! – Patrick Kelly

**Backbone, that's an interesting name. Where did it come from?**

Literally, it represents strength and structure, my unscripted persona exactly. **A lot of people are claiming to be rappers now-a-days. What sets you apart from the rest?** I understand that this a business first. I lean more towards the term "entertainer", it's a better fit. I believe in giving the people my all when it comes to live performance.

**All artist draw from other artist, past or present. Who are some of your inspirations?**

When I saw Run (RUN DMC) perform live, I knew at that moment I wanted to be an MC. His stage presence and antics were so pure.

**There are now new genres of rap music. So, where would you place your music?**

Like I stated, I am not just under the umbrella of "rap music". I was blessed with the gift to read music and play several brass instruments. I reach beyond the norm musically, though rhyming is the essence of my gift, I am boundless musically.

**How important is it as an artist/producer to be able to play a musical instrument?**

Music is an art form, simply.

**Your debut album was Concrete Law, how did the release of the album help your career?**

With the release of Concrete Law, it gave me a sense of fulfillment. I was like "I did it". That emotion has come and gone, I'm stamped, so now I must share my knowledge of the business with new talent and sort of nurture their careers accordingly. I am preparing to launch Plateau Entertainment Group to give them that platform.

**You have a subsidiary to Dungeon family called Generation X, give us some details on this new venture?**

The Dungeon Family's own Backbone Presents: Generation X. Generation X is the grandchild of a vibration and that vibration is the Dungeon Family 1st Generation. We (GX) are "the reinforcers" of culture, lifestyle and a consciousness in music. ([www.dfgenerationx.com](http://www.dfgenerationx.com)).

**As one of the founding members of The Dungeon Family, what are you looking for when scouting for new talent?**

There are a lot of "rappers" claiming affiliation to the Dungeon Family. If you aren't bleeding the blood of Conrad St. "you ain't D.F." GXsters claim GX and NOT D.F. out of respect for the elders, which is official protocol. I make sure your essence is pure before I endorse and bestow the name upon thee.

**Great production is sometimes hard to find. Who were some of the producers on Concrete Law and which producers will be on your upcoming project?**

Of course Concrete Law was produced mostly by Organized Noize (Rico Wade, Sleepy Brown and Ray Murray). It also featured production by Ceelo Green, Outkast (Earthtone 3) and a few other producers I was working with at that

time. As far as the projects I'm constructing now, I work closely with Bobby Whitfield. One word that describes his sound, "amazing". He produced 90% of the Dungeon Family Generation X Global Warning album (available on iTunes now).

**What are some pitfalls you encountered in the past and are those same pitfalls a happenstance now with new talent you decide to work with?**

The game has changed. To be honest, I've noticed many artist don't take this business as serious as they should. I am big on deadlines and punctuality. I run a formatted system, I tend to move on quickly when I notice people slugging. An artist must realize that they are the sku; sell yourself, but not your soul.

**Being a part of the infamous Dungeon Family, with the likes of Goodie Mob, Big Boi and Andre 3000 of Outkast, how do you keep yourself grounded and down to earth?**

We are a band of brothers in D.F. Success of another has never come into play amongst us. We can directly credit that to Rico Wade for allowing us to be our entities under the brand. We were never bound as a collective to any situation which gave us the freedom to express.

**How did you all arrive at the name "Dungeon Family" and what is the history of how you all came together?**

The name Dungeon Family stemmed from the look and feel of Rico Wade's basement studio. We were surrounded by red clay dirt walls and freehand graffiti. The name was first written by Big Boi in the "thank you" of one of the Outkast albums and first spoken into existence by the Witchdoctor on his single "Holiday." We were carefully pieced together by a higher source of reception. "We Are Dungeon Family!"

**It seems as though you've been in the rap game for quite some time. Who are some of your major musical influences and what stars have you worked with, thus far?**

Well we basically break bread and fellowship with each other in the Dungeon Family. If you noticed on most of our releases, the features were kind of kept in house. I am not opposed to working with other producers/artist outside of the family though.

**Are there any shout-outs or thank you's you would like to make?**

I'd like to thank my Dungeon Family brothers and my extended D.F. Generation X fam. Special thanks goes out to you guys for giving me this platform to inform.



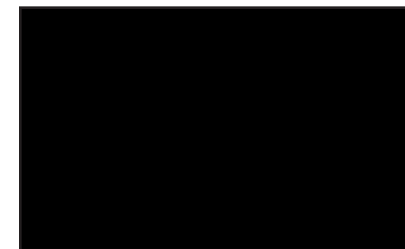




WWW.INFAMOUSBOUTIQUE.COM



## BLOCK & CROWN



To lead our DJ+Producer Issue, we take you all the way to the Netherlands where you have two music impresario's leading the cause for good music; that break your back kinda sound. A fusion of mulatto proportion, Adri Block and Eddie Crown are like a two flavored swizzle stick; they blend well for business and have the recipe for success.

With a combined 30+ years in the business, the duo have championed such hits as "Disco Ivory," "Summer Madness," "Hiphouse Junkee," and the more recent "I'm Alive" with International Dance Star Kevin Bryant (Atlanta). They have also worked with the likes of "Ministry of Sound, Café Mambo Ibiza and Bora Bora." -fektive.com

Adri being of German, Portuguese and Czech heritage serves as A&R for their label Fektive Records, while Eddie (a Zimbabwe national) bangs out the beats with his "new sounds that redefined not only genres but also parties." -Fektive.com

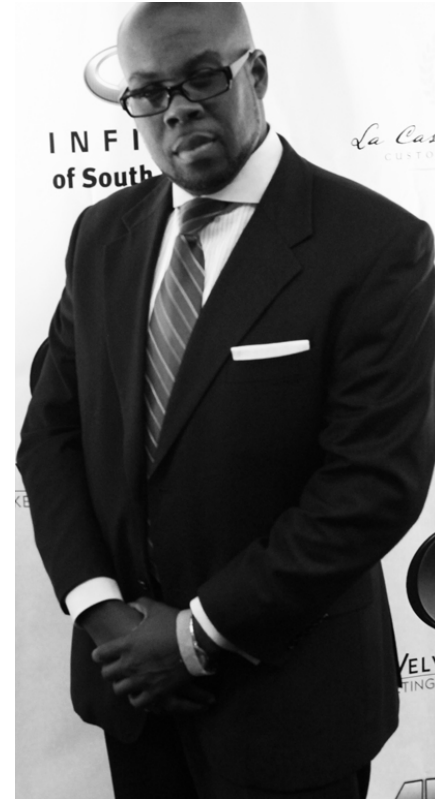
Block & Crown currently has a new remix release entitled "World Go Round" on Jackers Revenge. And you can check it out [www.Beatport.com](http://www.Beatport.com).

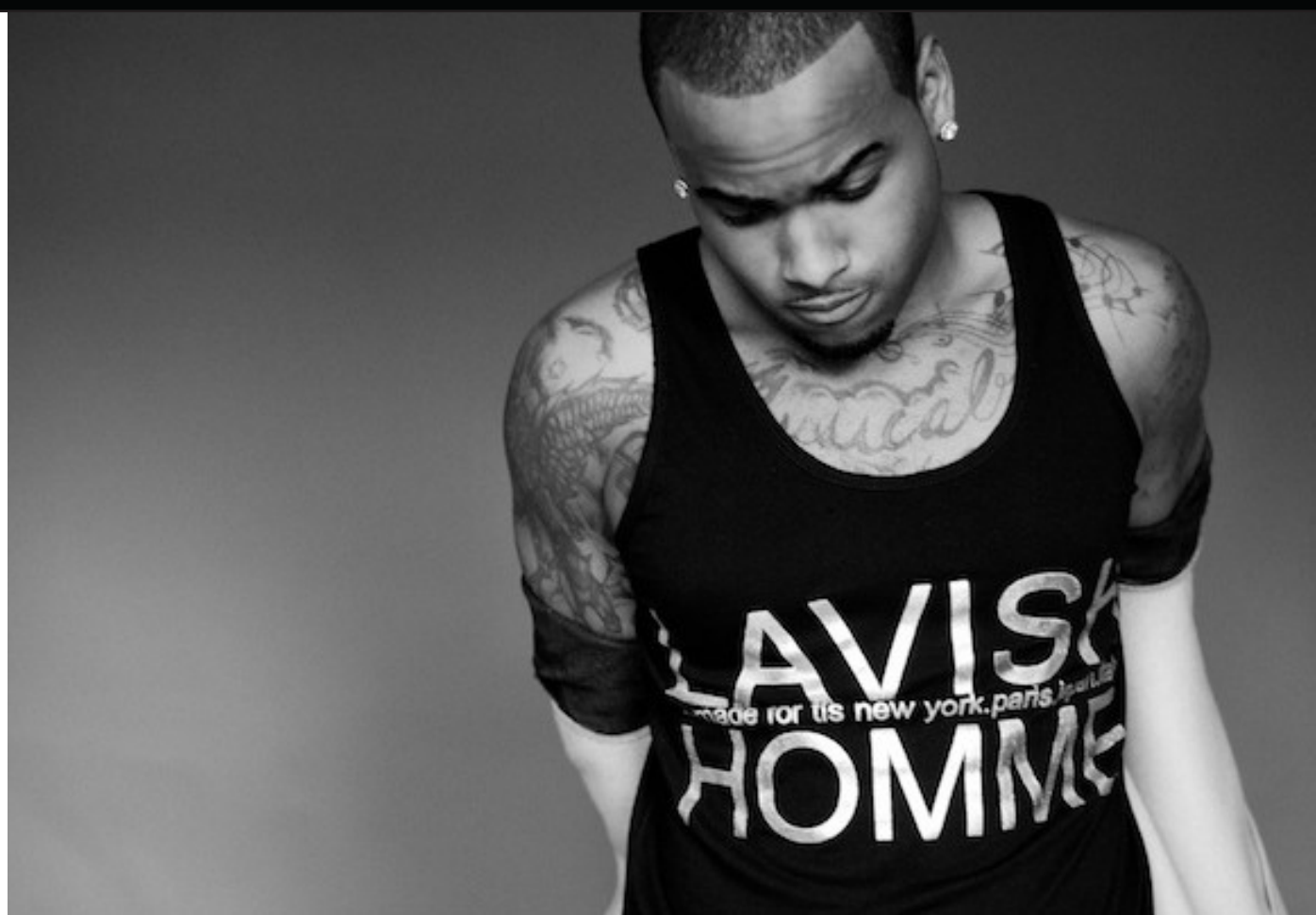
**POWERPRENEUR**  
TRAILBLAZERS IN MEDIA  
& ENTERTAINMENT

Written By Chris Mobley  
Photography By Patrick Kelly

(March 21-22, 2012) People have been saying for a while that Atlanta is one of the best places in the country for entrepreneurs. And this year touted that acclaim even more with the two day Powerpreneur event held at 201 17th Street in Atlantic Station. On March 21 and 22, 2012, Atlanta experienced the first annual Powerpreneur event. Powerpreneur is a new platform recognizing and honoring innovative leaders who are shaping the future of business in Atlanta and other hotspots. With companies such as Infiniti of South Atlanta, Belvedere Vodka, Hennessy and HP, it is easy to tell that this movement is making major moves in business. The Powerpreneur event featured many leaders in the industry as well as new entrepreneurs who have recently found success. These amazing professionals were the headliners for the two day event honoring the 2012 Trailblazers in Media and Entertainment.

Continue reading online at [www.uslmag.com](http://www.uslmag.com)





## FAME

WHAT IS FAME  
AND IS THERE A  
PRICE FOR IT?

*There's a huge misconception that to get out of the ghetto or to change ones status or position in life, rapping is the way to go. While in some instances this may be true, but for most people who have such a dream, hope is often lost with the confines of reality. The true nature in success is to be able to be more than one thing, to have more than one job or to be multifaceted. To be multifaceted in the sense of creating opportunities (having a plan b) so that you can sustain when life suddenly takes an unexpected turn. Well, I had the opportunity to interview a young New York rapper who has gone against the odds and quite frankly has a better chance of being a major success story than most young African American men who grasp at stardom through diluted lyrics and false pretenses.*

*Fame isn't always about notoriety. It could be a nice looking young African American male with the talents to rhyme, the tone to hold a note and the life experience to make you take him seriously. I caught up with the MBK Entertainment recording artist Fame one afternoon, after his vocal lessons of course, to talk to him about his music, life with MBK and his future plans.*

**How did you get started with MBK entertainment? How did they find out about you and was it through a relationship you had with someone else?**

I've been involved with MBK since I was a kid from just being around certain individuals in the office. I kind of grew up around the company. I got to see Alicia Keys develop as an artist there. I knew that once I started taking my music seriously and got it to a level where I knew I could make something happen, MBK was the first place I wanted to go. Once I got my music together, I was able to get a meeting through a friend. I played a couple of records for Jeff Robertson and the whole staff there and they loved it. We've been moving forward ever since.

**With the current state of the music industry, where do you see your music progressing?**

I'm trying to be an icon, and I want people to talk about me years from now. That's why MBK was the first place I wanted to go, because we shared the same vision about longevity as an artist. The money's great, but it doesn't guarantee longevity. The money isn't why I'm making music. I genuinely have a love for the music. It's all I know. I've been making music since I was a kid and it's been in my family. My grandfather is a doo-wop singer and my mom sings in church. I want to be a game-changer, not a fly-by-night artist. I also want to be great in this industry and make a statement. I know that MBK is the perfect place to make that happen.

**What statement do you want to make? What is it that will separate you from other artist where you will be bigger and better than what is out there now?**

I rely on the stories I have to tell. I'm a young kid having fun. I never want to put on the air that I have everything figured out or that I'm this "golden child" artist that was mystically beamed here. I'm from Brooklyn, and a lot of my records are based on my experiences growing up. I'm genuine, and I like to keep myself transparent. I like to relay experiences and memories, even those of going to parties, on my records. I want to show my youth on my tracks, because I want my audience to grow with me. I may be saying "never call" now, but in a few months I may grow to have a new perception about that.

**I love the song "Never Call" but there is a line that you said in there that struck me. It says, "I take your b#tch, I give her d#ck, and then I never call." We are all responsible for the kind of music or message we put out, so what do you think your peers and the fans within your age group will draw from lyrics like that?**

I think lines like that make hip-hop what it is. It's authentic, and I do pride myself on being honest. If I say it on a record, I'm not literally telling people what they need to do. I'm telling them what I do. You have to be real in your music. This is what kids are talking about, anyway. It sounds blunt and in your face, because it's the honest truth. Sometimes the honest truth will cause a little stir inside of you. Sometimes you have to make bold statements. Music is a business and you do have to impress your listeners. As a new artist you have to make compromises in order to be successful. That's why I put together my mix-tape with songs like "Never Call", and then there are others where I talk about falling in love. As a young adult, our emotions are everywhere. Even on Twitter, you'll see a girl talk about how she can't stand men, and by the end of the day she'll say she wishes she were in love. People have different emotions and I like to just put all my stuff out there, the good, the bad, and the ugly. I think that's what is going to draw people into my artistry. I'm so honest and there's nothing that is off limits to me. I want to be a vessel and a voice for my generation, because it is so misunderstood. I want to show people that there's so much more to us. Yeah, we're a wild generation, but there are a lot of things that affect us.

**You previously lost the use of your jaw and were unable to speak. Typically such a debilitation of one's art leads to new innovation in their craft. How did that experience affect you and where is your path now?**

I was wild'n out on the streets in Brooklyn and, when that happened, I came to a halt in my life. I realized, the life I was living in the streets wasn't the best thing for me to be doing and I saw the consequences. I lost my speech, as you said. I think everything comes in a message and that was God's message to me. I began to question whether or not I wanted to continue to focus on music, and God silenced me in that moment. He took my voice and, with it, the only thing that I knew how to do well. He took it away from me so I could realize what my life would be like without it. Once the wires were removed, there was no shutting me up. That's why I emphasize being a vessel and allowing music to pour out of me; whatever. That was the transition in my artistry from a hobby to a career. From that point on, when the wires came off, I was recording like a monster.

**Do you feel that you lived a wild lifestyle, as you described, and was it a result of your growing up without a father in the home?**

It was more so about me finding myself, just like any teenager. Every child goes through a

rebellious stage. Some are more reckless than others. Some kids will watch TV when their parents say don't or stay up later than they are supposed to. My mom raised me well. She's incredible. She basically did it on her own, and she's incredible for that, but once I got to a certain age, I decided I wanted to be outside. Growing up in Brooklyn, there's a lot going on out there. Sometimes people submit to it and become part of that, and then you have cases, like mine. I came to a point in my life where I could wise up. I knew that that lifestyle wasn't particularly for me. I'm just glad that I had older people around me. A lot of my friends were older, I never hung around guys my age. I had a lot of older friends around me where I could watch and learn from their mistakes.

**Let's talk about your first mixtape called "A Hybrid Season." Where did the name come from? What are the mission and story behind it?**

The name came from Jeff Robertson. He calls me "The Hybrid," because I rap and sing. In hip-hop, right now, there are a number of artists who do both in their music. It's the season for the sound, so I called it Hybrid Season because it was my time to shine. On this mixtape I wanted to show people who I am. I open the mixtape talking about my experience in LA. I went out there with the expectation that my life was about to change, and was met with the rude reality of it. The second record talks about my dreams of making it in this game. The rest of the record focuses on love and losing love and what was going on in my life, including my transition from being a hobbyist to an artist. It describes being on a label and when my girl starts acting funny.. I documented all of those transitions on "Hybrid Season." Hopefully, the people can relate.

**Since you've signed with MBK, how has your life changed and what is your daily preparation for your career?**

Life has changed tremendously. Other than music, fitness is now the second most important thing. I'm in the gym all the time.

**And why is that?**

When I perform I like to make sure my wind is up, and we all know that sex sells. It doesn't hurt to have a six-pack (laughs). **You're absolutely right, image is important. And contrary to what some may say, it is everything when it comes to the music business.**

Aside from fitness, it's important to network and get my face out there. My days consist of a lot more movement than when I was just hanging out in Brooklyn. They're more productive with longer

studio hours, and I've realized that this is no longer a hobby; it's a career. It was almost weird, at first, to hear people talking about shooting videos and that sort of thing in such a professional manner, because to me that was all fun. During the MBK meetings was when I began to realize that this is really happening.

**Let's talk about vocal lessons. How important is that for you? Is singing a natural thing for you?**

Yeah, singing is definitely natural. Vocal lessons are like doing your little push-ups in the morning. They're meant to strengthen what you already have and to keep you sharp. A lot of times you'll lose your voice on the road, but with voice lessons you learn different techniques to keep your voice healthy. As a singer, the voice is the moneymaker so we have to take special care of it. I'm taking vocal lessons with Ankara, who has worked with countless artists. He was on "Making The Band" show with Diddy. He's incredible, and he's more than a vocal teacher. He's like a life coach and he believes that a good person produces a good voice.

**Who is Fame?**

Fame is witty. Fame is a jokester. Fame is smooth, definitely all about the ladies. Fame is someone who loves to have a good time; someone who loves his family. Fame is a little bit out there at times and he's a little bit much at times.

**What makes you tick? What moves you?**

I'm moved by my family. I love seeing my friends have the time of their lives, or seeing my mom smile while we're doing a red carpet event. I run on success. The more success I gain, the more I want. Coming from the hood, we didn't see a lot of that. So, to see my family and friends taking in these new experiences, has a moving impact. I'm all about my family. I'm all about my peoples, and I'm all about my friends. The music is for them, so that we can be entertained and to get them through life situations. If the world loves it, then that's cool. But as long as my peoples love it, then we're good.

**For someone coming up who wants to be where you are right now, what do you tell them?**

It's all about consistency, man. Consistency is the key to everything. I know guys who are horrible, but they manage to have music careers based solely on their consistency. You have to follow your own path. You can't get caught up in what people are saying. You have to do what makes you happy. At the end of the day, you only have yourself.

**What are future collaborations that you're looking to do? Who do you have in mind?**

I'm looking to work with whoever is willing to work. I have my favorites: Jay-Z, Fabolous, R. Kelly and Usher. I have a lot of artist who I look up to and would love to work with, but I'm willing to work with whomever. I like to just get together and vibe out in the studio and see what happens.



*SKY*  
**NELLOR:**  
*FROM SUPERMODEL TO CELEBRITY DJ*

By Patrick Kelly & Arabia Karriem





*There aren't too many people I'm impressed by, but I must say that Sky got a hold of me a few years back and I've been hanging on ever since. So I decided she would be the first celebrity on the cover of USL Magazine for just that reason.*

*I first experienced her djing skills at the grand opening of The Atlanta W Midtown, some years back and was blown away. Picture this! There's a beautiful hotel opening it's doors to a chic list of clientele for the first time. Anyone who's anyone posed about while you hear a melodic assortment of old school icons with funky djing techniques. What would you do? I'll tell you what I did. I turned around to see who the hell it was in the DJ booth. To my surprise, it was a fine ass white chick wildn' out. My first thought was, where the hell did she come from and what is her name? So, I began asking everyone until I just went up to her and said, "Damn girl you're hot. What is your name and do you have a business card?" Hey, that's how I am. When I see something that intrigues me, I gotta know more about it. So, the next day I began to google this new found DJ called DJ Sky Nellor. So, here we are. DJ Sky is one of my top 5 DJ's in the world and she's the first to make the cover of my magazine. "Sky, thank you for that moment and I now let the people experience you for themselves and get out of the bucket." -Patrick Kelly*

***Sky, when was it that you realized you had the qualities to be a successful model and what were some of your challenges in the early parts of your career?***

Well, I didn't think when I was a teenage, I wanted to be a model. Actually, that was probably the last think I wanted to do since my mother was a model and I wasn't really interested, but a lot of people told me I should do it. Finally, a photographer just took me straight to an agency and they signed me on the spot. A few weeks later they shipped me off to Japan and it was an experience I still look back on and was like "how did that happen? And, how did my parents just say okay? But that was my training ground and it basically proved to me that I could do it, make a lot of money at it, become financially independent and also get to see the world. All I basically had to do was stand around and smile as well as be on time. Obviously, it's more to the story, but that was basically it.

***Quite often than not many young people getting into the industry only see the glitz and glamor and not the reality of it all. There's a very slim chance someone is offered the same opportunities you had.***

That's true. It wasn't something I thought about doing. They basically offered me the opportunity and my first shoot definitely made me question whether I was up for the challenge because you're working with these professionals and they're like "come on shoot this, do that"

## HANGING WITH STEVIE WONDER

***"It was a moment and definitely something I won't forget!"***

and you're like, what... So Japan helped, because in Japan, they just through you into two to three jobs a day and you're booked for 6 weeks straight. It was like going to school for modeling, at least it was for me. Literally, I was 17 and I came back to Australia and had made more money in those 6 weeks than the average person made in an entire year. So, I was like, "what do you want me to do next?"

***So you basically had your first professional photo shoot before your first go-see?***

Yeah, I mean, the agency definitely believed in me. They took me without any professional photos, booked me on a shoot with one of the teen magazines in Australia and I was like terrified, but each day got easier. When you're that young, most of the time they just want you to be young, happy, smiling and cute all the time. It wasn't until I got to Europe when they transformed me into not looking eighteen.

***So it's basically like a lot of the things you see on America's Next Top Model?***

Let's just say that is made for entertainment. I love Tara Banks to death and she is someone I met in the early part of my career whom I adore and she is awesome. But, they definitely make up some odd challenges; challenges I never had to face in my entire career of being a model. So, I guess I got off easy. A lot of that stuff is for entertainment purposes on TV. However, you do find yourself in some situations

you just have to make a call on it; whether you're comfortable with it or not. That world is obviously out there and will put you in some odd situations. It's definitely not your regular 9-5. ***There is a stigma out there that models aren't smart?***

Actually, that's not necessarily a stigma. I'd say I know a lot of stupid models (laugh). There are the ones out there who have incredible intellect and went to college and have done other things with their careers, but there are definitely ones out there where you're like, "hello, is there anyone home (laugh)!" Anyone (laugh)!

***Now you're known for being the infamous face at Guess. How was it being a cover model and were there any out of the ordinary experiences you care to share?***

When the option came about, my agency called and said you're on option for Guess and I was like, what. When you're in this crazy, crazy world, that's like a huge campaign to get including a Vogue cover... So when they said I was on option, there was dead silence on the phone and they proceeded to say "well, don't get your hopes up, there's like a million people on hold for this job. It would be amazing, if you get it, but if you don't, keep it moving." So when they confirmed it, I think I was like still in shock. We shot on-location in Miami and when we arrived immediately the crew was alerted that there was a hurricane (Andrews) coming to Miami. So I thought awesome, I get the gig and we're probably not gonna shoot because we have to get the hell out of Miami. And everyone just looked at each other and said, "do you wanna get up at the crack of dawn and try to get some pictures and then just get the hell outta here?" I was like, "sure!" Literally, the crew went bananas and we shot the whole thing until the crew was like we've gotta get outta here before the whole thing is a complete mess. So, while we were shooting for those 4 hours, in the back of my head I was like, "this is probably not gonna see the light of day." My agency was so happy, they were telling all my clients that I was gonna be in the Guess ad and I was thinking, it's probably not gonna happen now; I just need to get home where I was safe. It really didn't hit me until it came out and I was like "oh, it made it."

***Are there people you met while modeling that you have lasting friendships with?***

Yes, the first girl I met at my agency and went to Japan with; we're friends on Facebook. She has an entirely different life now. I'm still in contact with so many people I spent time with in so many different countries, all over the world. Tara became hugely successful, started America's Next Top Model. She called me up and was like, "I want you to be on the show." I definitely have wonderful friends from everywhere.

***Let's talk about the fights. Where there any girls that was in stiff competition with you who just didn't like you or was envious of your looks, confidence and how you carried yourself?***



I don't think I had any one-on-one issues with anybody and if people had issues with me, I never got to here about them. The only time I was ever terrified was during one of my first fashion shows in Milan when Tara and Naomi were not tight. Tara came up to me and said "you're going after Naomi and I'm after you. Naomi is gonna hog the runway so I need you to hold your ground and not let that girl mess it up. I'll be right behind you, if there's trouble." This is not the thing you say to someone who has just come from Australia and have never done this thing before, but we got through it. **So we can all read about your start as a DJ, but what was your thought process in you pushing yourself to take that dare from your friend and were there any influences (alcohol to brave the wave); as we all need from time-to-time or was it just pure confidence?**

I think honestly, I should have started Djing when I was a teenager. Even before I started modeling full-time, I use to go to clubs and be the obnoxious b#tch; going up to the DJ's and asking them to play what I wanted to here. I would like to apologize to every DJ who I've been a brat to.

*So, I was the model on the road that would be mixing records and making mix-tapes for friends. I wish it (Djing) had come to me much earlier. The fact that a friend had to say "okay, you don't like what this guy is playing, you complain all the time about music, you should get in the booth and learn how to work the equipment and we'll hire you, because we want you to be happy." Of course, they also wanted all my model girlfriends to come to the party. So it was a win-win situation for everybody, once I actually got into the booth and played.*

**In your BIO online, it says that Blondie, Rick James and Prince are some of your influences. Can I summarize that you've also taken a bit of their tenacity and flare in personality which fuels who Sky Nellor is? What is the definition of Sky Nellor?**

Yeah, that's a few of my influences. I have absolutely no idea what the definition of Sky Nellor though is. You'll have to ask someone else that question. I guess my friends would say I'm a loyal B#tch. I don't know (laugh). I don't like to be put in a box so I'm definitely not gonna try and define myself right now.

**I first had the opportunity to hear you play at the Atlanta W Midtown Grand Opening Party a few years back and I must say I was utterly impressed. Honestly, I felt like I was losing my mind. It was like I was on drugs and just wanted more and more of it. Where did you get that style of Djing and is it just plain talent or something you honed as you progressed in your career?**

Okay, it's definitely not plain talent. Once I decided that I was gonna do this, I wanted to be taken seriously and didn't want to be some random, wanna-be DJ. I sat down with my music.

I sat down with all my dad's records and I was like, "this is all the sh#t I love. This is all the sh#t that makes me happy. So hopefully, it's gonna make other people happy and I'm gonna do this! My goal was to make everyone in the room have as much fun as I'm having.

**You played a party for our President Bill Clinton, what was that experience like and did you get to meet him? If so, what was your impression of the Ex-President?**

I don't even know if I should answer this question, but the party was arranged for someone else in his office. I don't remember names, but I remember that I just wanted to go and knock it out. There were a lot of suits and I was just playing the background music. That was really all that it was. It was really people in his office offering advice on what they wanted to do and I was providing the soundtrack. I was just really lucky to be in the room, really!

**So The Black Eyed Pea is one of my favorite musical groups because they dare to be different and their music is sensational. This is the reason I like you as well because you all have that "I don't really give a damn type attitude. And you do your thing, it's hot and successful. What was it like playing for The Black Eye Pea and hanging out at the party?**

We were all on the same flight and I think we spent more quality time on the plane than at the party because they arrived at the VMAs to perform and I was in the booth on stage. Nike was one of the sponsors so we all got to make custom sneakers afterward. I think that was the most quality time we had together. Besides that, it was very chaotic. I've done tones of other events and parties with all of them and with Fergi, separately. They are ultimately awesome!

**You've also played for Puffy as well, what is it like just hanging with Puffy?**

It's surreal hanging out with puffy. I met him 15 years ago and he was just putting his name on the map with Biggie. To see the person he is now; he has always been one of the most driven people I've met in my life. I don't think the word "no" exist in his vocabulary. And everything that you read about and all the things that he does; it's probably bigger! The stuff that goes down, you just keep thinking, is this really happening? Yeah, it's really happening (laugh)! I even took my mom to one of his parties in the Hampton's in a helicopter and she was like, "how is this possible?" I

said mom, "this is what happens when you work for Sean "Diddy" Combs, mommy (laugh)."

**Which artists out now has caught your eye musically?**

You know, when I read over this question, I was thinking of how sad I was of the death of Amy Winehouse. Special people like that don't surface as often as I think they did back in the day. With that said, I'll always opt to play something old than new because I don't often find a new artist that I'm wowed by. But I did have a wow moment while watching The Voice. Dia Frampton, she covered Kanye's "Heartless" and she got my attention for that entire song. I got goose-bumps and I went "okay, okay, you got me." So when she decides to put something out, I'll probably check her out. Part from that, I'm just waiting for D'Angelo to drop another record. That will make my year! "When you come across such ridiculous talent, you wait!"

**I know that you've done your mix-tapes, but have you ever thought about coming out as an artist?**

No, because I can't sing and I can't play an instrument. I think to call yourself an artist, you should be able to do both.

**Exactly, but has that stopped a lot of people from coming out with albums?**

No, but the perfectionist in me wouldn't allow me to make a mockery of the artist that I've grown up with and consider to be icons. These are the same icons I've cried my heart out to and danced for joy, since the day I was born. It wouldn't be something I could do. My mother was like "honey, just dance around and lip sing and you could be the next Kylie Minogue." I wouldn't be satisfied because that wasn't what I was put on this earth to do.

**Let's talk about Bravo's The Millionaire Matchmaker? Now, I wasn't privy to seeing the episode so I'm going to need a little help. How was it during that entire experience?**

That whole entire show is fake bullsh#t! I wish I had received that information before signing on. Basically, my friends were like "you're not the most social of people darling. You don't make a lot of time for people outside of your work and your life. And while we love traveling around the world with you and we have a blast; you need to date or at least go on a date." They called and said would you like to be on the show and my girlfriends were like, yes she would. "This would be like good for you and it would really push you out of your comfort zone. Do it!" I thought that it would be some sort of realness to this opportunity, but it was fake; phony. It was crap! I should have run. I was basically at the mixer seeing how I could get outta there. That was my wonderful experience meeting a bunch of phony people, wanting to be on television. "I had a stupid, naive, blonde moment that week (laugh)."



**Let's talk about dating. What is it like dating and would you date someone with less zeros behind their pay check? The reason I ask is because people are caught up on this ridiculous gesture that they're not going to date outside of their class, their surroundings; outside of the people they hang out with.**

I don't know! I really don't know where Mr. Right is? I'd say anyone smart enough, secure enough; if you're out there, you should call me. "Money ain't a thing as Jay-Z would say and love is all you need!" **But still, what is an ideal guy for Sky Nellor? You're walking on the streets of NYC and a guy catches your attention, what do you see?**

If a guy is going to catch my eye, he would have to be charming and witty, be smarter than me and ultimately challenge me. Honestly, I'm not gonna date you because of what's in your bank account or how good looking you are. I need something substantial and you gonna have to be able to entertain me and keep up with me or it's not gonna work.

**Were there any challenges in any past relationships because of who you are?**

That's the biggest challenge. People meet me, they get to know me, they find me intriguing and they get a glimpse of my life and they say "no thank you." Apparently, I'm a lot to deal with. I think it's always been that way. I'm fiercely independent! I'm not really gonna rely on you for much and I have a schedule I don't wish on anyone. Besides my friends, who are very understanding, the average guy just looks at my schedule and say "and when are we gonna have dinner..." My work life and my career is not conducive to dating, apparently.

**So, thee Sky Nellor is a very successful model and DJ who combines her beauty, charisma and talents to package and brand the infamous DJ Sky Nellor. You've traveled the world, played at all the hottest and exclusive parties and events as well as rub elbows with all the elites in fashion, music and entertainment. What's next? What gets you out of bed every morning and having you waiting in anticipation to just get a glimpse of it?**

My alarm clock wakes me up every morning (laugh). It is the most obnoxious sound. I basically make a list of

all the things I want to accomplish for that day and that is just a challenge or goal I set for myself. It pushes me because I wanna get those things done and start crossing them off the list. That may sound quite boring, but it is what it is.

**No, I don't think it's boring at all. That is a part of success; writing the things you want to accomplish down on a list and crossing them off, once they are accomplished.**

**Is there anybody out there you haven't worked with that you want to work with?**

I'm sure there are, but I don't think about it like that. I take everything day-by-day and regardless if you are a somebody or a nobody, it doesn't matter. I want you to have a good time. I look at my job as showing up and getting you going. Whether you (Patrick) felt like you were on drugs and you wanted more and more or whatever; that's how I want people to feel. Honestly at the end of the night and I'm a sweaty mess and you're a sweaty mess and everyone is behind me giving me hi-fives; that's when I know that I've done a good job.

**Any shout outs?**

Shout-outs (laugh)! I would like to shout out to Stevie Wonder. He came to a party in New York, that I do on Monday's at Mr. H and that gentleman, whom I had the pleasure of meeting and actually hugging, made my night. He made my night very long because he did not want to leave the venue until 4:30 in the morning when I was about to take off my shoes because my feet was really starting to hurt. But, just having him there and knowing that he was having such a really good time, and did not wanna go home; he definitely gets my shout-out.

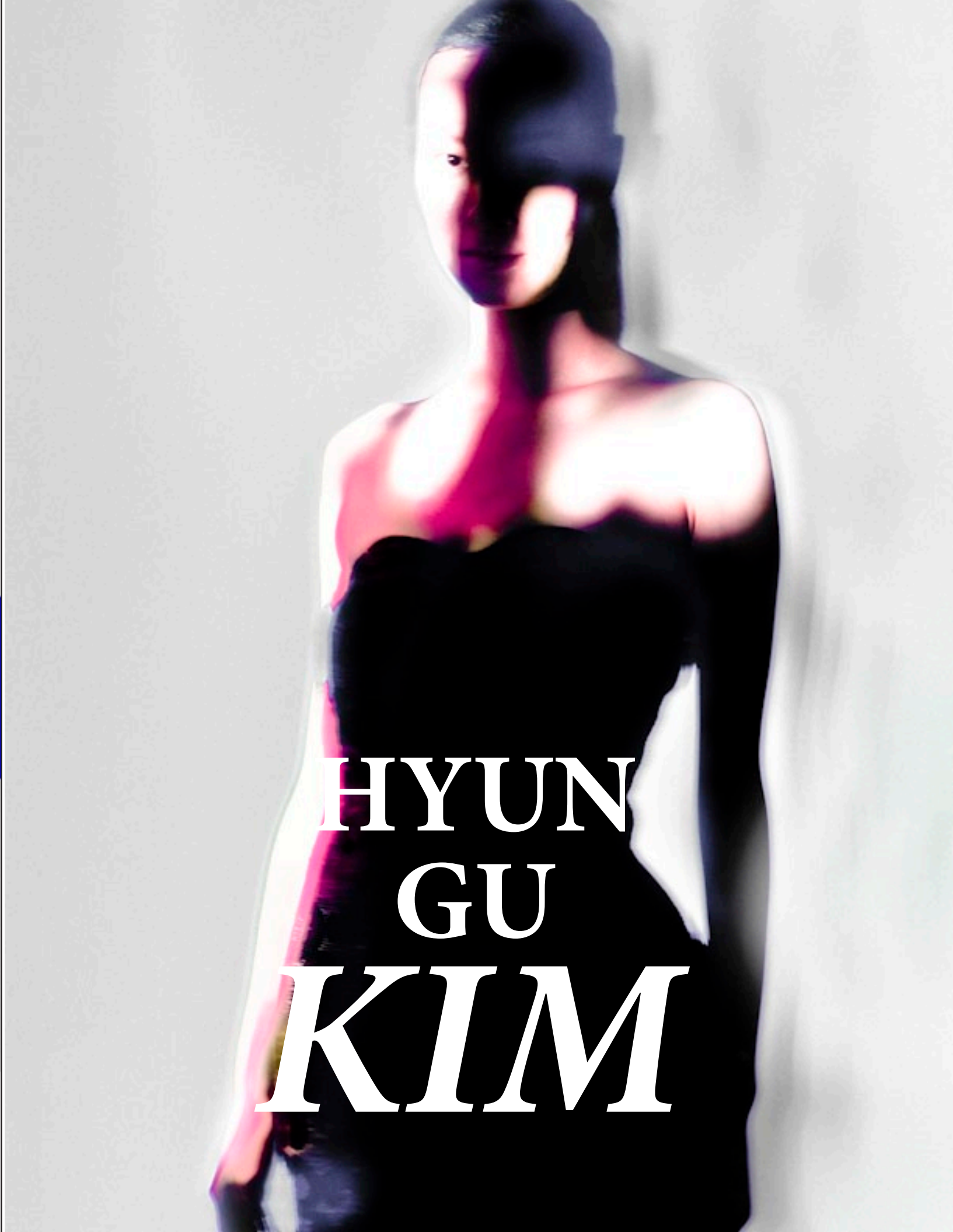
[www.SkyNellor.com](http://www.SkyNellor.com)





**ANTONY MORATO**

[WWW.MORATO.IT](http://WWW.MORATO.IT)



**HYUN  
GU  
KIM**

NYC  
FASHION  
PHOTOGRAPHER

## HYUN GU KIM

Hyun Gu Kim was the fashion photographer for USL Magazine's "Show Üre Fun-Side" fashion shoot in Soho and Chinatown, New York City.

"We Were looking for a fashion photographer to shoot this particular spread and happened to run across Hyun on modelmayhem.com. His style of photography is clean, abstract, yet urbane and shows that he isn't afraid to stretch the imagination." Get to know Hyun Gu Kim and appreciate his work.

**Where are you from and how did that make an impression in your style of photography?**

I'm from South Korea, and I like Oriental style of painting. It is so simple and yet very temperamental. Oriental Painting is usually not very heavy as western painting, but still contain a lot of details, nonetheless.

I am also a fan of Western Photography. However, Oriental photography and painting is still my passion as I grew up surrounded by it. I want to bring the "Simplicity" and "detail" from Oriental Painting into my photography.

**Who are some of your influences as an artist?**



I was hugely influenced by Nick Knight (a British fashion photographer, documentary photographer, and web publisher). When I studied photography in Japan, I saw his work, which was very impressive. It was amazing as I had never seen anything like that before. I really admire his work and creativity.

**Is there a super model, in particular, you would like to work with?**

If I were given a chance, I would like to work Natalia Vodianova (Russian supermodel and actress).

**Why live in New York City and is this where you got your start as a photographer?**

New York City is the most

famous fashion city in the world. Many artists are from here and many end up working here. I can get a lot of information about fashion, so I decided to move here. While in Japan attending school, I worked as a P.A. (photographer assistant). Now, I work as a freelance photographer and have done so since 2011.

**Who are you most proud to have worked with?**

When I was a photographer assistant in Japan, I worked with Araki (Nobuyoshi Araki) and Lady Gaga. It's been my best experience so far.

**What are some goals and achievements you have your eyes on?**

To find the best Aesthetics in Simplicity.

**What are some of your top accomplishments in the past?**

My photography appeared in Professional Photographer magazine in UK.

**Do you prefer to shoot people or objects/scenery and why?**

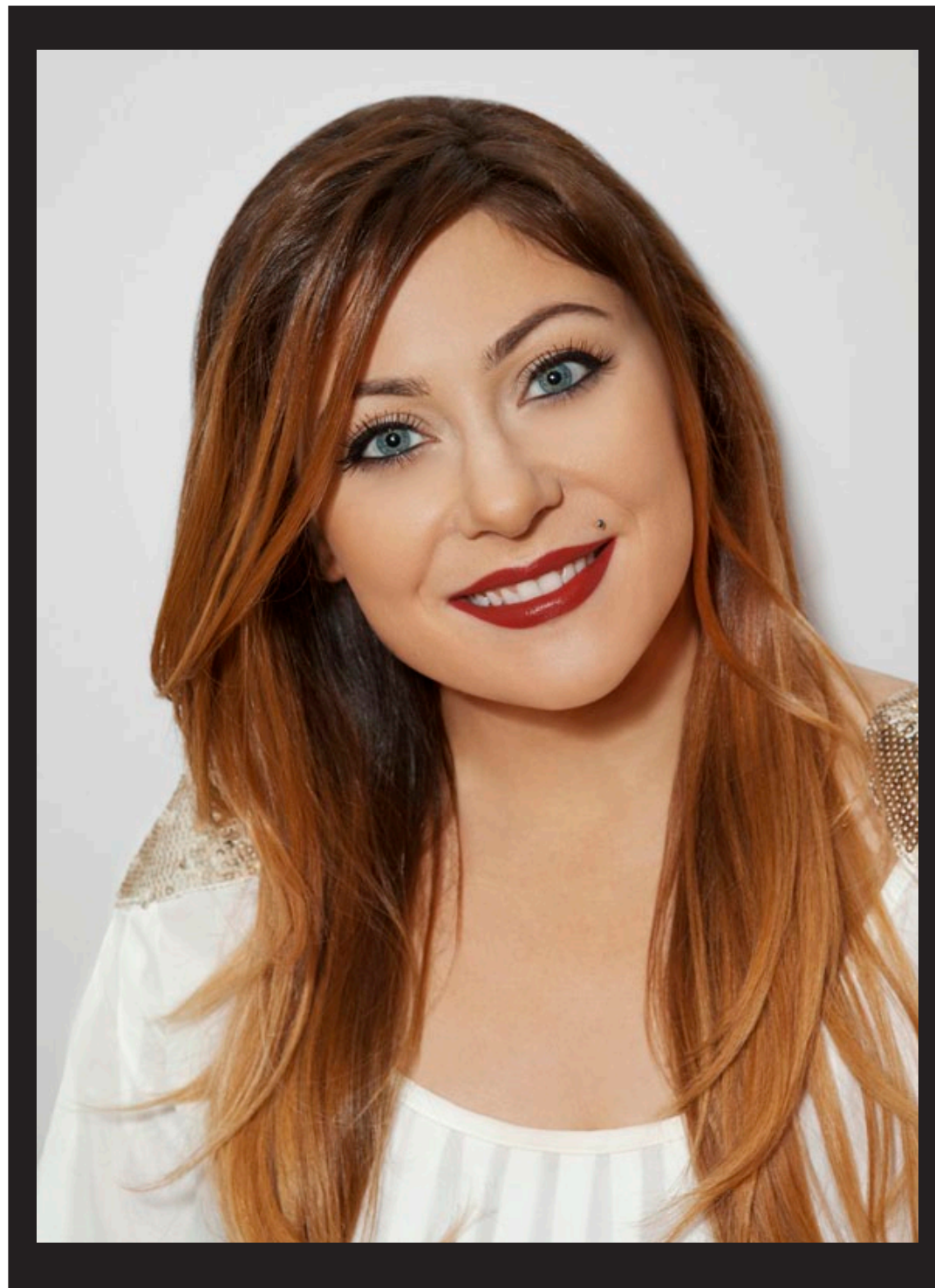
I prefer both. I can learn people through scenery. I like Geometry. I learn to appreciate it through scenery and it has

helped create abstract in my photography.

**When shooting, do you prefer beauty over professionalism or does it go hand-in-hand?**

I believe in Photography and in general aspect of things, thus, beauty and professionalism go hand-in-hand. Photography, as it is global, has many different sub-cultures within a culture. In

certain countries, professionalism is thought of as the utmost importance, whereas in some other countries, beauty overshadows everything. So, one must have a good balance of professionalism/beauty towards nature and people as well.



## DANI SCARCELLA

HAIRSTYLIST/MUA

For this issue, USL Magazine traveled to Soho and Chinatown, New York City to shoot its "Show Ure Fun-Side" fashion spread and had the wonderful pleasure of working with Hairstylist and MUA Dani Scarcella. "Dani has to be one of the most easiest person to work with in the business and she made what would have been a long day of shooting fun." -Patrick Kelly

**To be a makeup artist, does it take a background with actual art?**

No, I attended Makeup Designory (MUD) which offers a course that gives you a solid foundation on the fundamentals of makeup artistry. I'm forever thankful to my instructor Kelly Budd who taught with patience, honesty and humor. **A lot of people are very picky about how their makeup looks, how do you keep your clients happy?**

Consultations give me the opportunity to show people various looks while remaining at their comfort level. I always make it a point of asking what their pet peeves might be before I begin. In fast pace situations, talking them through what I'm doing and why, always seems to keep my clients happy.

**How difficult is it to keep your ideas for makeup artistry fresh?**

It's Not difficult at all. I love pulling inspiration from different places. I'm always reading fashion magazines, browsing the internet and checking out what looks are hot on the runway, then I put my own spin on them. Exercising keeps my mind clear and my creative juices flowing.

**What kind of formal education do you have to receive to make it in the world of beauty?**

I don't believe that formal education is mandatory. There are many successful artists in the beauty industry that are self-taught. Regardless of how you receive your education, I believe luck, opportunity and hard work are the key to success. **You have worked for companies such as MTV, Mercedes-Benz Fashion Week and PBS. How did you land such big gigs?**

As a freelance hair and makeup artist, networking is vital to my career. I've been fortunate enough to cross paths with the right people who believed in my work enough, to give me those opportunities. **Is there a different satisfaction doing freelance work than from working in corporate?**

There's always a totally different satisfaction in working for oneself. I decided I wanted to make a name for myself and

freelancing helped me get recognized as an individual. I like having a fair amount of freedom on a daily basis and being my own encouragement works best for me.

**Do you get any satisfactions from "beautifying" people and if so, what are they?**

Yes, I love to show people how to enhance their natural beauty by making some minor changes in their beauty regimen. Showing women the correct way to wear a bold look is priceless because they're usually ready to run out the door and show it off to their significant other!

**What is a set goal or determination you are looking forward to achieving?**

I'm determined to start traveling outside of New York for my career although I'm grateful for all of the doors it has opened for me. A change of scenery and culture will be a refreshing way to start a "Fraturday," a work day that begins on a Friday and ends a Saturday.

**What beauty tips or advice do you have for women wanting to express their best look, but on a budget?**

The most important advice that I have for women is that confidence will always make you look more beautiful than any amount of makeup. Spend on skincare, your skin is the star of the show! Clear, healthy skin allows for less makeup altogether. Stay updated on the latest beauty trends by going to [www.daniscarcella.com](http://www.daniscarcella.com) and checkout my Beauty Bar. Take a shot!





**STUFFY**

# SHOW U'RE FUN·SIDE

Starring Donnell Morris as Stuffy  
& Fresh, Lance Wilcox as Friend  
and UNDEFEATEDONEZ as The  
NYC Jerk Dancers

Show Ure Fun-Side is an Ad Campaign all about encouraging young men to not be so hell-bent on one look, style or personal way of dressing. It's okay to mix it up every once in a while so you don't seem like everyone else; followers! The ad campaign shows a vibrant young man stylish, yet stuffy and serious. As he transitions through a not so normal day, he meets up with a bunch of NYC jerk dancers who encourages him to let loose. A little peer-pressure ensues and the stuffy young man is transformed into someone who isn't afraid to let loose, take risk and be an individual. Get more information at [www.uslmag.com](http://www.uslmag.com)

*Photography By Hyun Gu Kim  
Hair & Make-Up By Dani Scarcella  
Styling By PatrickKelly*



FRIEND



NYC JERK DANCERS



SHOULD I...



HAVE FUN?



! արդո՞ւ...



BE FUN!



**IT'S OKAY!**

# DON'T ASSIMILATE!

**It's okay to be you  
and show your fun-side.**

**DRESS FOR YOU!**





STYLE DOESN'T CHANGE WHO YOU ARE!



FRESH



FUN ISN'T ABOUT EMOTION;

IT'S ABOUT PERSONAL STYLE!



THAT'S COOL!

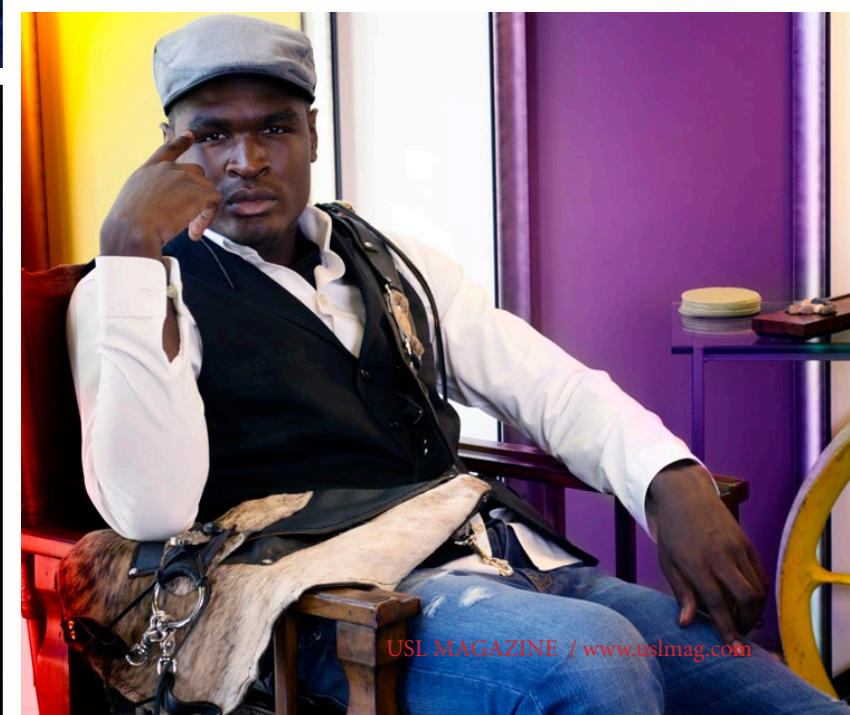


THAT'S BONE BREAKING!



**AVEDA**

AVEDA Salon  
778 N Highland Avenue  
Atlanta, GA  
(404) 874-6604



**| KEN BARBER |**

404.343.1633  
[www.kenbarbersignature.com](http://www.kenbarbersignature.com)



# Jordan

ANTHONY SWAIN

"Calling him energetic, focused or charismatic; all would be correct. But don't label him a millennial because he broke the mold. His name is Jordan Anthony Swain and in the 11 months since arriving in California he has modeled for over 30 photographers, made three nation-wide modeling tours, appeared in 5 galleries nationwide, one exhibit recently opening in Amsterdam and, has been the exclusive model in a new book." -modelmayhem.com

Now a Contributing Stylist for USL Magazine, Jordan Anthony Swain has garnered 3 fashion spreads in this months issue. And he is also responsible for the fantastic styling of international supermodel Tosh Yanez for the July 1st cover. With hopes of a vibrant symmetry with the publication, Editor-In-Chief Patrick Kelly, is looking forward in publishing many of Swain's artistic endeavors.

A bit more about Swain: "Jordan Swain is an active member of AFTRA Union (American Federation of Television and Radio Artists) and finds time to volunteer at various organizations throughout the Greater Los Angeles Area. He also serves as a national educational speaker developing curriculum for Boys and Girls clubs and local high schools and holding motivational seminars for youth. This platform enables him to serve as a role model to local area students and community organizations." -modelmayhem.com

"Among his recent projects was a month trip to Hawaii where he worked as a featured model completing 34 different concepts for photographer Roger E. Stillman in a just released 120 page coffee-table photography book titled "Reflections of Hawaii." The book is available at blurb.com and through Amazon." - www.modelmayhem.com

## ANNAHAJIYEV

[www.annahajiyev.com](http://www.annahajiyev.com)

Anna Hajiyev is an Atlanta-based photographer capturing moments of fashion and art, people and places. Born and raised in Belarus (a former Soviet republic), she moved to the U.S. in 2006 to pursue a doctoral degree in Communication. Both a student and a photographer, she combines her two greatest passions - the rigor of academia and the free flow of creativity. She enjoys enormous support from her parents (her father is a professional photographer), husband and friends on her exciting life journey.



# Styles

by SWAIN

*Photography By Josue Pena  
Model Elle Drane  
Hair/MUA Mel Hunter  
Wardrobe Styling & Art Direction  
By Jordan Anthony Swain of Styles  
By Swain*



*Black & White Blazer  
Black Leggings  
by Ohara*

*Black Blazer By Ohara*  
*Red Shorts By Yay Designs*



*Red dress By Style by Swain  
Black Shall By Yay Designs*



*White Blazer &  
Black Leggings  
Black Belt  
By Ohara*





# HABITUAL

NEW YORK LOS ANGELES



## COATED DENIM

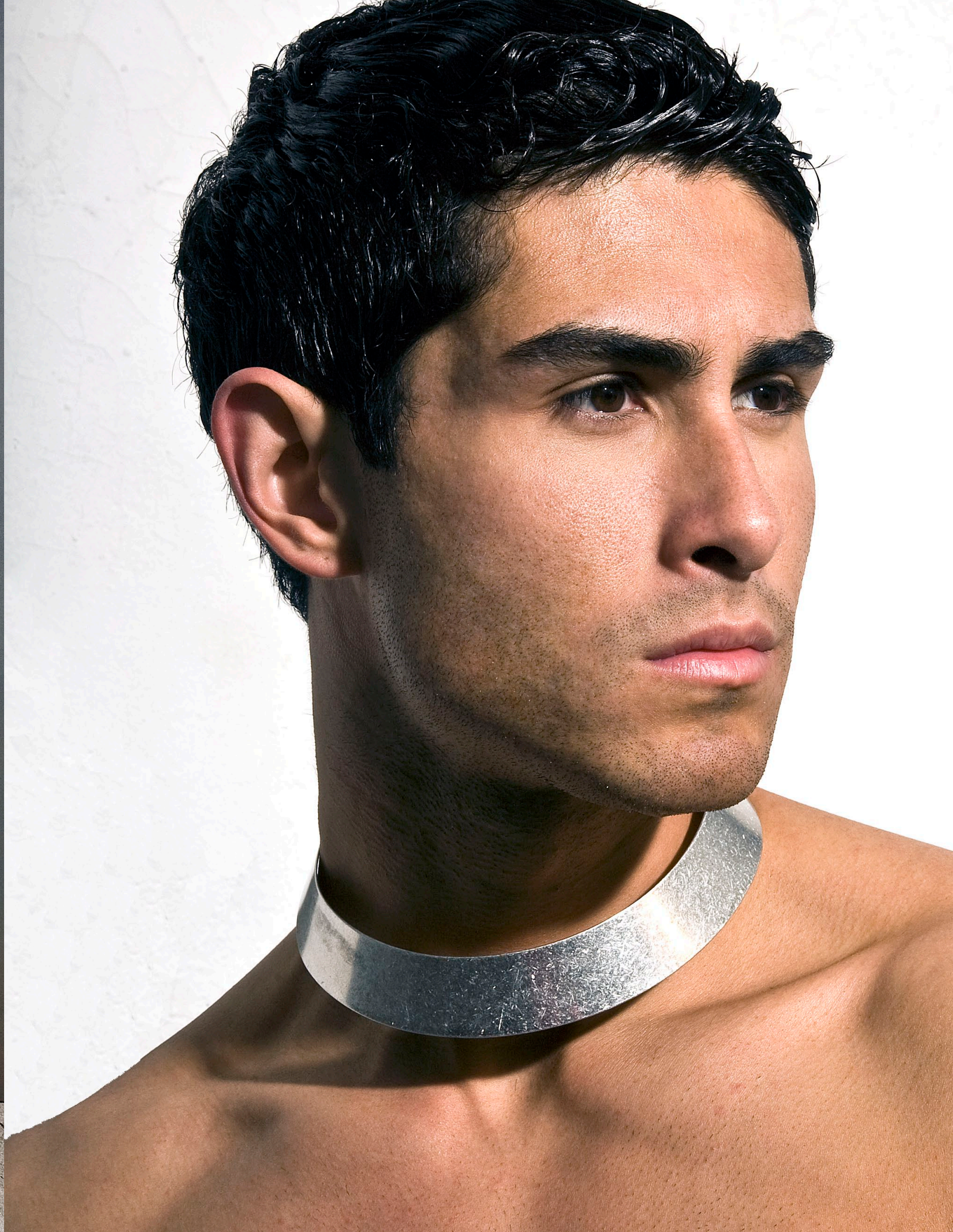
THE PERFECT SKINNY JEAN  
IN FIVE FABULOUS NEW COLORS.

**NOW AVAILABLE**

at MELROSE BOUTIQUE 772 N. Highland Ave N.E. Atlanta, GA 30306 | 404-745-9455



Photography By Gregory Prescott  
Model Roberto Maya  
Wardrobe Styling & Art Direction By Jordan  
Anthony Swain of Styles By Swain  
Wardrobe Assistants: Yusuf Yagci and  
Amanda Marie Johnson







INNOVATIONS®  
LEATHER

FROM LEFT TO RIGHT: CROCO REVERSE/#CROC-R3, FIRENZE/#IFI-04, VENEZIA/#IVE-06, LUGANO/#LLU-09, FOIL COW/#FC01, ROMA/#IRO-05

ADAC, SUITE 313 351 PEACHTREE HILLS AVENUE, ATLANTA, GA 30305-4503  
TEL. 800.367-0481/404.261.1401 FAX. 404.266.1834 INNOVATIONSUSA.COM



SGA

SmithGrubbsAssociates

ADAC, SUITES 303/305 351 PEACHTREE HILLS AVENUE NE, ATLANTA, GA 30305

V: 404 239 9206 F: 404 239-9308 E: SMITHGRUBBS@EARTHLINK.NET

www.smithgrubbs.com



*Jason & Andrea Moattar*

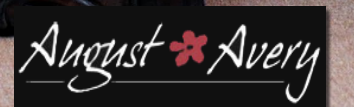
Atlanta Homes & Lifestyles



ADAC | 351 Peachtree Hills Avenue, NE  
Suite 314 Atlanta, GA 30305  
Phone: (404) 237-5100 Fax: (404) 237-3583  
[www.moattar.com](http://www.moattar.com)



ADAC | 351 Peachtree Hills Avenue Suite 320 Atlanta, Georgia 30305 | 404.841.5858



# testing makes us **STRONGER**



We're responsible for our bodies and  
the choices we make.

We fight **HIV** by speaking up  
and knowing our status.

**Get tested.**

Find free, fast and confidential testing near you:  
[www.HIVtest.org/stronger](http://www.HIVtest.org/stronger)



## PERCY SAYS!

THE RIDICULOUS  
THE ABSURD AND  
THE JUST PLAIN  
CRAZY!

### IS IT REALLY THAT SERIOUS? GAY VS. STRAIGHT PRT 1: WHY YOU SO SCARED?

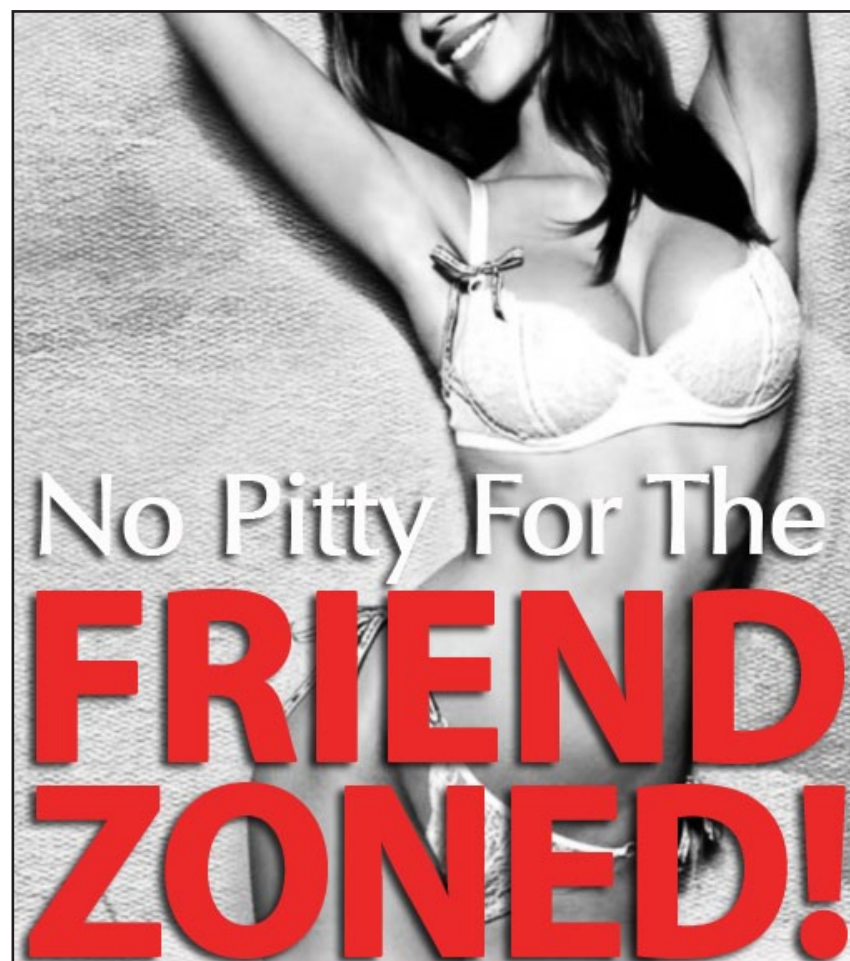
Contributor Chris Mobley

Back in the old days, gays were probably looked down upon almost as bad as black people were. But years later, America gained just a little bit more tolerance as time went on. From 1980 through 2010, the slogan was "We're here. We're queer! GET USED TO IT!" Now in 2012, some straight people might have slogans like "They're here. They're queer. GET THE HELL OUT!" or "They're here. They're queer. Maybe we should just pretend to like them." While we might have people who accept the gay and lesbian community, there are still people who actually fear them. In a way, this fear and hatred seems just too irrational.

We have all heard at least one guy say "Aye man, I don't like those damn faggots man! They might try to come after me!" or "I don't care what you do, just don't run up on me like that!" Now in all seriousness, think about the types of guys who are usually quick to blurt those statements out in public at any given time. Now since when have you seen gay men go after the forty year old guy who still rocks corn rows and wears throwback jerseys? Have you ever seen a gay man say "To hell with Brad Pitt and Idris Elba? You see that old white guy who looks like he's in his 50's with a beer belly, spitting tobacco juice into a water bottle? OH MY GOD! Gimme a piece of that to go!" Chances are, no you have not heard of that. So why are the men who are good looking and handsome really not open about their dislike for gay men, but these type of guys are always paranoid about some man wanting to get a piece of their chocolate? Women aren't much better. How many times do you hear women, especially black women, say "That dyke bitch better not come at me with that!" Now I'm willing to bet that the female who said that wasn't the sexy girl next door from the hood that all the dudes wanted anyway (think about

the sexy Nia Long in Friday or Lauren London's character on the movie ATL). I'm willing to bet my money that the woman who instantly says this about every lesbian they see is probably that hood chick who either has at least 3 kids, allegedly had that "burner" or just the chick that nobody wants in the hood anyway because of her acts of being thirsty. I actually find this funny because I know plenty of handsome playboy type men and absolutely gorgeous women who don't have this irrational fear of having a gay or lesbian hit on them at any moment. Hell, I think that I'm a handsome man (because my mommy told me), but I don't just get super uncomfortable whenever I'm around a homosexual and instantly approach saying "Just so you know buddy, I aint on your team. I'M STRAIGHT YOU GOT THAT QUEER!" So tell me why so many of these people are so scared that someone around them might be gay? Maybe because they have some feelings that they aren't so quick to blurt out in public? Like my father once told me: "The only time someone is scared of a dog is when they plan on letting that dog get close enough to bite." Now just take a second to think about that.

Visit "Percy Says!" online at [www.uslmag.com](http://www.uslmag.com)



# No Pitty For The **FRIEND ZONED!**

Contributor Chris Mobley

certain female. The reason that women put you in the friend-zone when you try your best to be the nicest guy you can is simply because, you are just too nice. You being so nice and understanding all of the time almost makes it seem like you use kindness to compensate for your lack of a backbone. Or at least that's how she sees it. For example, you have a new hot girl that you are trying to hook up with and you regularly talk on the phone with her. She frequently talks about her ex and how much of an asshole he is and probably spends at least 30 minutes out of a whole conversation talking about how bad the men in her past were. Now here comes the part where you end up putting yourself in the friend-zone. In the middle of the convo, she says something like "Oh, you like MMA (mixed martial arts)? My ex-boyfriend trained MMA and he was such a douche." That is usually when you should kind of ask why the guy was a douche and if she wants to talk about it. Now if you let her tell the story, then end up letting her ramble on and on about all the different things the ex boyfriend did for about a whole hour, then congratulations, you just became that friend who is a really good listener. Instead of just listening, either 10 minutes into the story or as soon as she named the act that makes her ex boyfriend such a bastard, you should stop and say something like "Yea, that guy really is a douche, but you shouldn't even think about him anymore, just know I wouldn't do that." It's best if you just don't even let her get into talking about exes until you know you're not going into the friend-zone by letting her know that she should be focusing more on how good of a boyfriend you are by not letting her even think about her ex while she's having a conversation with you. Because, a woman wants a man who is going to be able to handle to situation and defend her (even if she can handle herself) if a guy decides to disrespect her in front of you, whether its a random jerk or her ex. She puts you in the friend-zone for being that super nice, friendly, really good listener because in that type of situation, just letting the guy disrespect her without harsh retaliation and the only thing you can do is listen to her talk about it later really isn't worth a damn.

If you are a female and wondering why a guy only wants to have sex or sex is the first and only

You hear it all of the time. Guys saying things like "She says that she's looking for a nice guy, and I'm a really nice guy, why doesn't she want me?" or "She says she likes me because I'm nice, kind and sweet and she wishes she could find a guy like me. So why does she make me just a friend and dates the assholes?" You also hear females saying stuff like "Oh my god, I know I'm hot, why does he act like he's not interested?" or "Why does every guy I date always expect to have sex on the first date?" There are different names for this. For males it's called the friend-zone, in the women's case, it can either be the friend-zone or the sex-zone, where all the only thing guys look for in you is sex. Contrary to popular belief amongst the friend-zoned and sex-zoned, there are actually pretty good reasons why you might find yourself in these situations and why you should nobody should pity you for it.

Most guys say all the time that their love interest "Always says she's looking for someone nice, but she always goes for the douche-bag and keeps me in the friend-zone." Okay, while women do look for a guy who can be nice, sweet, sensitive and caring, that can also lead to your downfall while pursuing this

thing on the minds of men that you date, even though you try your best not to provoke, then it might be because you are boring or because you are teasing and just don't want to admit it. Now to be fair, if you decide to meet the guy for coffee and within five minutes he's trying to grope you even though you never mentioned sex or anything and probably told him to stop already, then he's a pig. If you invite a man over to your house to talk at a reasonable hour and try to have a decent convo but he can't even concentrate because he's looking at your body the whole time even though you have on a turtle neck, then he might be a horn-dog. But, if you call a man at 10:30 at night saying that you are bored, or sad, or lonely, and when he shows up, you don't say anything worth having a conversation about, you say that you don't want to go out and do anything, you just sit there on the couch looking dumb despite all of his efforts to try to find something worth while to do or talk about besides sex, then guess what is going to be on his mind? BINGO! Sex for 200 points! Now if

the guy tries to force himself on you or rape you, then yes you have every right to knee him in the crotch and kick him out. But if after doing everything I name in the past few sentences, and the guy genuinely tried his best to not try to instantly bring up sex before finally getting bored and fed up with the awkward silence and said "Why don't you come a little bit closer?" or "Do you want to cuddle up under the blanket?" then you really can't blame the guy nor be mad at him for it. The fact is (assuming that the guy isn't captain pervo) that if you would have agreed to going out with him or at least tried to have an interesting conversation with him, he would have talked to you for hours without even thinking about sex (trust me ladies it does work). The same thing goes for first dates. If don't want a guy to constantly hint at having a little "hot coffee" at the end of the night or constantly trying to feel you up for the entire date, try to ask questions and talk about something that will have be interesting and make him want to talk about something besides sex. I mean seriously, if the guy asked you out on the date a few days prior to the actual date, then you should be able to think of some better questions than "So what's your favorite color?" or "So do you ever watch Mob Wives?"

Now to address the "friend-zoned" guys who always want you to feel sorry for them. The ones who want you to believe that the girl is a heartless stupid bitch and the guys that she dates are douche-bags. The true fact is that this guy really isn't any better than the so-called "douche-bag". Now this guy may be super sweet and nice to the girl and do a lot of favors, but let's look at this for what it really is. The lonely friend-zoned guy will do the girl who friend-zones him major favors as well loan her money all the time, even though he rarely ever does this for his guy friends or regular female friends. Why? Because he feels like by doing all of these favors, one day the girl is going to "realize" that she owes him sex or at least a date for everything he has done. These types of guys always complain about how, the next guy is going to be an asshole and is openly more cautious than the female. Even if the girl he's in the friend-zone with has a decent guy, he will constantly try to give her reasons to break up with him or second-guess the relationship. He will blow every small thing his rival does out of proportion to make the girl see something wrong with the situation. He might go as far

as to say crazy things like "He said he's having a guys night out? Didn't he have one of those 3 months ago? What does he do on his guy's night out? Play video games? I'm just saying this as a friend, but he should care more about you than the stupid video games and douche-bag friends." Now does that sound kind of irrational? It doesn't matter to this particular brand of friend-zone guy, because not only does he think, he knows, hell he's even counting on the new boyfriend being the douche-bag who really hurts his female friend so that he can play the "nice guy who she never gave a chance" swoop in while she's vulnerable, and get what he's been wanting all of time. Now I'm saying that every guy in the friend-zone is like this, but for the guys who are like the asshole that was described above, who uses favors and money to buy the affection of his crush and waits for some guy to hurt the poor girl so that he can take advantage while she's vulnerable, you are no better than the true douche-bags who leave the girl hurt. By the way, women in the friend-zone can be guilty of this also. So just let that sink in.

So there you have it folks, two reasons why you might get friend-zoned and an example of the worst type of friend-zoned person you can be. It's never good to be in the friend-zone. Sometimes it can be heartbreaking. But sometimes, it might be your own fault that you are in the friend-zone. So the best advice for the friend-zoned guys and sex-zoned females: Have a backbone and assert yourself, try to actually be interesting and for the love of god, if you find yourself in the friend-zone after more than a couple of months, just let the person go instead of constantly hoping that they will get their heart broken so you can get your opportunity.

Read more sex articles at [www.uslmag.com](http://www.uslmag.com).

# THE UM MUSIC CHOICE MIXTAPES



ADVERTISE YOUR MIXTAPE



[newera.com](http://newera.com)





**TOSHYANEZ**  
*COVERS JULY 2012*