



Self Love
Is Not Being
Selfish.

When It's Time
To Move On To
Something / Or
Someone New...

My Revenge Body -
Who Is This For?

Manhattan's Best Kept Secret
AION NYC

Fashion, Beauty
SKINCARE

If It's Not Making You
Money, Or Giving You
Pleasure, Then Why Is It
Still Part Of Your Life?

Just Say It.
Stop Holding
Back Emotions.

But I'm Not
Even His Type

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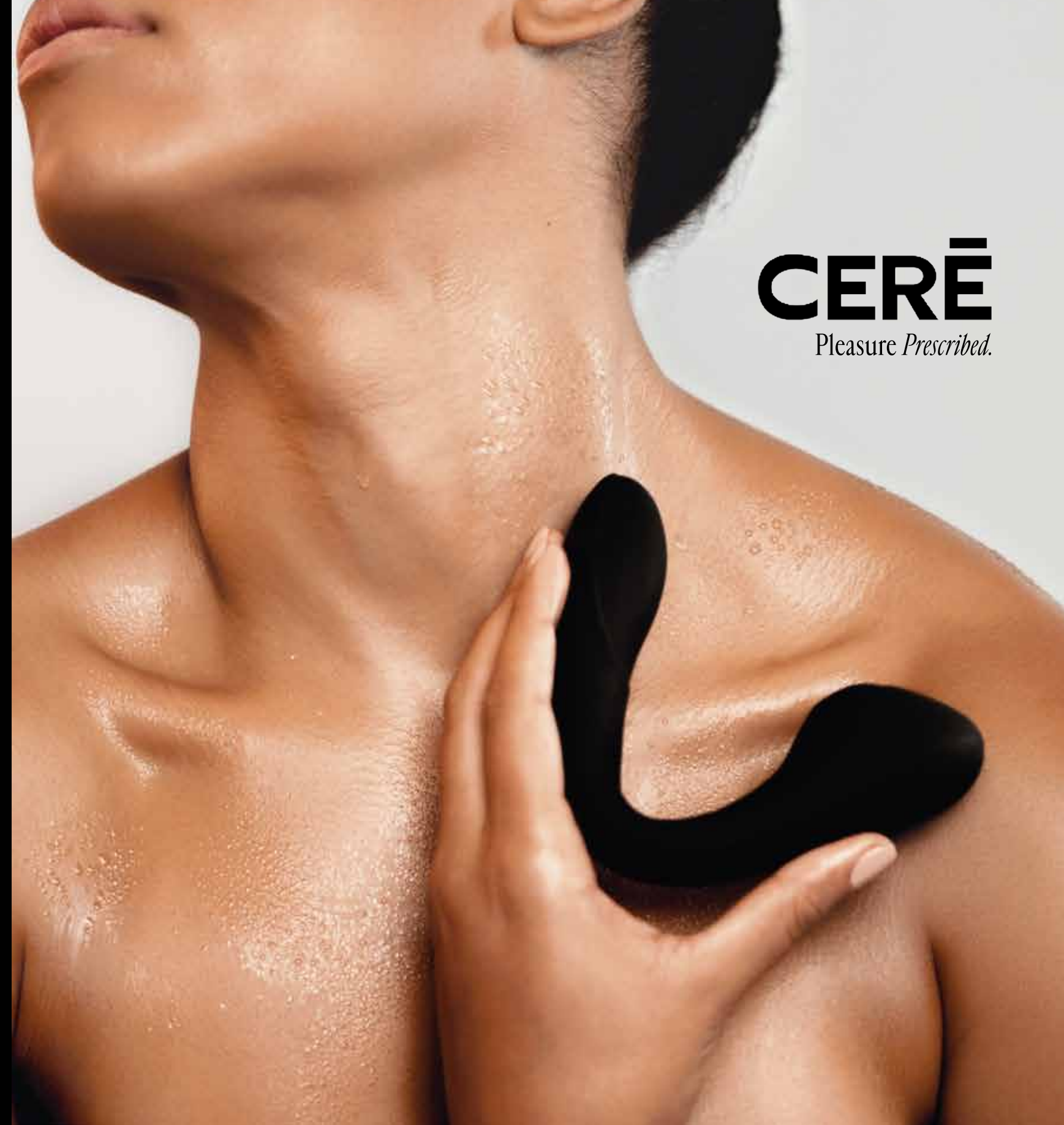
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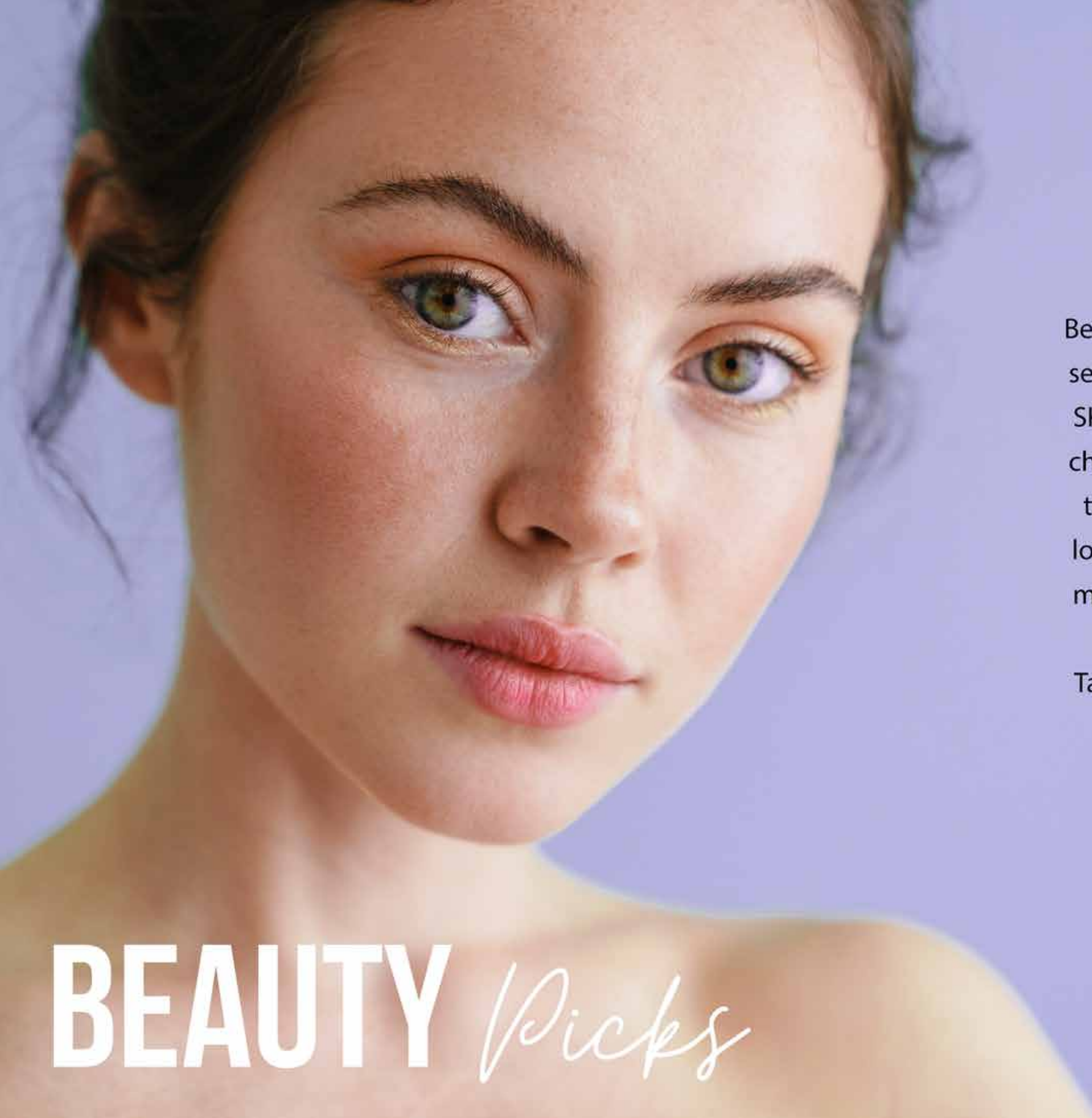
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SASHA-FIERECE

Model Aleksandra Karbonara
Photography Mike Yi
Stylist Elva Wu x Velvet Co
HnM B Vargas



Sweater @wakeup_official
Trousers @wakeup_official
Bag @verified_official
Glasses @TUN_Official
All Jewelry @verified_official
All Makeup @vooodooornakeup





White collared dress is @jnbyofficial_
All Jewelry @verafied_official
All Makeup @vooodoomakeup



Green dress is @verafried_official
All Jewelry @verafried_official
All Makeup @vooodoomakeup



White bralette is @verafied_official
Jacket is from Model
All Jewelry @verafied_official
All Makeup @vooodoomakeup



SKINCARE

Fix



A 70R 9
GETAWAY





Q&A WITH 7OR 9

1. What is your brand's mission and who are your target customers?

We aim to become a trusted footwear brand for women. People who like to wear high heels need to wear high heels.

2. Introduce the founders and how the duo meet and decide to start a brand.

Both founders are serial entrepreneurs, and both are heel-addicted. They found that the technology is very advanced now, the high heels is still so hard to wear. After researching the industry, they found that the wearing experience of high heels was not taken seriously. They decided to make a pair of comfortable high heels and a brand that focuses on women's comfort and feeling.

3. What is so unique about the brand and its products?

7or9 is different from other women's shoe brands, we focus on the research and development of comfort technology, rather than chasing styles and trends. We apply the technology of sneakers, underwear, and even medical beauty to the design and production of high heels. Every year, we release a new version of comfort. We make the classic models of heels to achieve the ultimate comfort, to find the balance of comfort and beauty.

4. How did you raise your first fund and what do you think are the key elements of winning the pitch?

Our start-up capital is the founding team's own funds, because we believe that the direction of "focusing on the feeling of women's feet, rather than external aesthetics" is the trend of women's consumption. We are very confident in our project.

5. Do you identify 7 or 9 as a DTC brand? What is your model of building and growing the community?

Yes, our R&D and testing was done among real high heels users, so the initial user group is our test users, and later by recruiting high heels experiencers in social media, also broaden our user base. Now, we have our own fan base and user base in various social media, this allows our culture and philosophy to penetrate deeper into the user base, and facilitates service quality, emotional links, and repeat business.

6. Building a fashion business scratch is hard, and it is even harder when the pandemic hit, how is your business and what is your future goal?

Under the epidemic, there are dangers and opportunities, many areas can not be delivered, however, because our user distribution is more balanced, the overall impact will not be too big.

The future goal is to be able to make more comfortable classic models. through product trust and brand behavior and users to establish a more solid emotional link, to become more women's trusted footwear brand. Connecting with users through products and brands, become a footwear brand trusted by more women.

7. Can you share 1 or 2 milestones of 7 or 9 that you are proud of?

1. After nearly a year of research and development, we made the first pair of air-touch foam high heels.

2. 4.0 Version have made a relatively huge breakthrough in technology and comfort.

3. Every user's affirmation is a milestone we can be proud of.

8. How do you measure the brand's practice on sustainability? (if applicable)

Coaching the supply chain to upgrade processes and auxiliary materials to reduce health hazards to workers and ensure that products are non-toxic and harmless to users. Correcting the product structure from the R&D side, eliminating design internal consumption and large inventories in pursuit of trends. Promote the whole industry to return to design rationality and pay attention to product life cycle and user wearing experience.

9. Can you share a bit more about your marketing strategy for 2022? Anything we can look forward to?

In 2022, we will do in-depth operation in a new platform to obtain new growth points, and offline experience will be an important supplement to the brand's three-dimensional experience this year. The brand will pay more attention to the emotional link and communication with users, and will focus on the concept of "friend-like companionship", we hope to be a pair of high heels that users feel as comfortable and trustworthy as friends.

10. As women founders, what are the pros and cons you have encountered in this journey?

Female founders will know more about the feelings and needs of female users, and have stronger empathy and resilience in management, but because of the social division of labor and stereotypes, there will be a challenge for women to balance family and career.

11. What's your suggestion for new fashion startups on starting a brand in China market? What are the key take-aways?

Aesthetically led, sincere products.







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MAN-CARE *for Skin*

Skincare for men is something that isn't really discussed amongst "the boys." Gentlemen & scholars listen closely, skincare is way more noticeable to other people than we think. With winter coming our skin is getting drier, wrinkles start showing a little more and the age starts showing a bit.

I took some advice from a model friend who's skin is IMMACULATE. I was told that men produce four times as much sebum as women, which means that we are more likely to suffer from excessive oil, large pores, acne and even facial scars. I had no idea what sebum even was until it was explained to me like a five year old. During the winter we need to be more conscious of what we use on our faces due to lack of heat in the air. We are sweating during the summer all the time, which means that the hydration on our face isn't meeting it's usual quota during the winter.

Let's make it simple for us in 3 steps.

CLEANSE

EXFOLIATE

MOISTURIZE

The first step of the skin revamp for the winter is getting a gentle cleanser, with less heat it means less sweat. So getting a cleanser that's going to cut the dirt and oil is absolutely paramount, if you can get some with aloe in it to combat irritation even better for us.



CASUAL-ESCAPE

Model **CHERIE**
Photography **Sabastia Marriaga**
Stylist **Elva Wu x Velvet Co**
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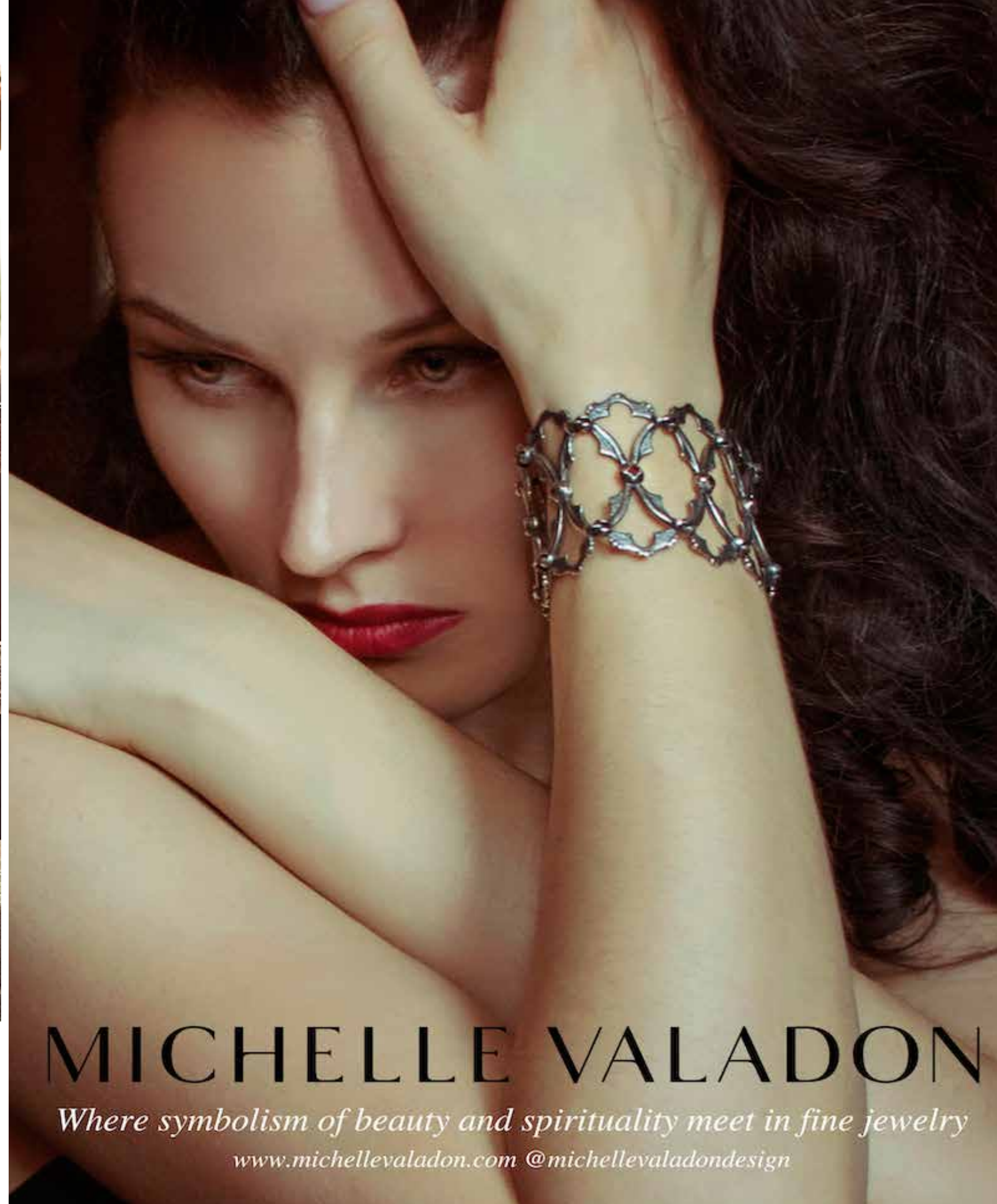
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Photographer Mike Yi

Stylist Elva Wu

Videographer Sabastian Marriaga

Creative Nina Vargas



MEET AKIS NTONOS





MEET TASO MIKROULIS





MEET THE ONE AND ONLY ANASTASIOS “TASO” MIKROULIS.

Taso Mikroulis is the clinic director/director of sales for Aion Aesthetics, New York’s premier injectables clinic recently named “Best Medical Spa on the East Coast 2022” by Aesthetic Everything. He is also an actor, producer, filmmaker, and an intrepid entrepreneur, serving as founder/director of the top-rated Ideal Health Center NYC, offering advanced medical weight loss and management coaching to clients across New York. Mikroulis supports the Aion and Ideal Health mission to deliver a customized, compassionate client experience with more than a decade of client support and business management expertise behind him.

Mikroulis grew up in Orland Park, part of the southwest suburbs of Chicago. His parents were Greek immigrants who instilled the traditional cultural values and practices with which they were most familiar. At 18, Mikroulis traveled to Greece for college, eager to connect with his own family heritage. After earning his bachelor’s in film production with a minor in theater, he worked as a singer and actor until the economic crash of 2008, which brought him back stateside to New York City for a job opportunity.

During his residence in New York, Mikroulis continued to build his acting and producing experience. His achievements include multiple nominations and awards, with an extensive list available on IMDb. Notable, award-winning performances include “The Weekend” (2016), which he also helped to produce, and “Trifles for a Massacre.” He appears in over 20 films to date, including 2015’s award-winning comedy short “Prego,” along with the hit television dramas “Law and Order” and “Girls.” He is now working on four upcoming projects.

In 2014, following his own successful weight loss journey, Mikroulis trained as a weight loss coach and founded the Ideal Health Center to develop a personalized weight management approach for lasting wellness. Having met Aion co-founder Akis Ntonos during his residence in Greece, the two developed an ideal partnership built on a shared dream of helping others through a health-centered enterprise.

In 2021, having expanded the Ideal Health Center to strategic locations across New York,

Ntonos and Mikroulis launched Aion Aesthetics as a natural arm of their established wellness business. Named after the Greek term for “eternity,” Aion pursues a timeless aesthetic tailored to suit each client’s unique features. Ntonos brought four years of professional injectable expertise to the venture, while Mikroulis offered 10-plus years of in-depth experience supporting clients in achieving their long-term health goals.

In 2022, Ntonos was named “Top Aesthetics Injector” at the prestigious Aesthetic Everything Awards, further realizing his and Mikroulis’ original vision of Aion as New York’s foremost boutique cosmetic enhancement clinic. Together, they deliver world-class results in an intentionally intimate environment where clients feel like family. Mikroulis continues to advance his dream of helping others through an intentional service approach that builds client trust and raises the industry bar with a more personal injectable experience.

Learn more at [Aionnyc.com](https://aionnyc.com).

AKIS NTONOS - TOP AESTHETIC INJECTOR AND IS THE CO-FOUNDER OF AION AESTHETICS, NEW YORK'S PREMIER INJECTABLES CLINIC.

Akis Ntonos has been named the "Top Aesthetic Injector 2022" by Aesthetic Everything and is the co-founder of Aion Aesthetics, New York's premier injectables clinic. He is a family nurse practitioner (FNP), board certified by the American Academy of Procedural Medicine to administer injectable treatments. In 2022, Aion received the designation of "Best Medical Spa on the East Coast" at the prestigious Aesthetic Everything Awards, furthering the clinic's mission to support long-term cosmetic vitality with the industry's most advanced suite of services and a distinctively personalized approach.

Ntonos grew up in Florina, a small city in northern Greece, before relocating to the United States with a scholarship to pursue acting. Upon finishing his program, he still felt something was missing from his journey. Years of injuries from athletics and elite-level fencing nurtured a growing interest in the body's natural healing processes. This led him toward an education in sports science and, eventually, a doctorate in Traditional Naturopathic Medicine. When he came across the advancing field of aesthetic medicine, he knew it was a perfect fit for his mission of helping others while satisfying his desire for continued learning and professional growth.

Ntonos remains motivated by a firm belief that expanding his knowledge of human anatomy is vital to honing his aesthetic skill. He now holds two bachelor's degrees, including a bachelor's of science in nursing from the Phillips School of Nursing at Mount Sinai Beth Israel in New York; a master's degree as a nurse practitioner from New York's Pace University; and is currently working toward a second doctoral degree in nursing practice (DNP) at Johns Hopkins University. Along the way, he also trained in aesthetics in the US and Europe, learning from some of the industry's most accomplished professionals.

Having met Aion Aesthetics co-founder Anastasios "Taso" Mikroulis during Mikroulis' college tenure in Greece, a natural partnership developed based on mutual goals of helping others, along with individual strengths that supported a thriving enterprise. Together, Mikroulis and Ntonos established the Ideal

Health Center in 2014 to offer weight loss and management services across New York. In 2021, Ntonos decided to bring his aesthetic expertise to the already successful venture, expanding its menu of client wellness options. Now, he finds himself entirely at home in a field that is constantly evolving, providing him an opportunity to continue learning and growing with his craft.

For Ntonos, beauty is not about symmetry or "perfection" as culture defines it. Instead, his aim is to truly listen to clients' stories, identify their areas of physical insecurity, and deliver enhancements that can change a person's entire life. Named after the Greek term for "eternity," Aion pursues a timeless aesthetic tailored to suit each client's unique features. Ntonos finds a great deal of satisfaction in uplifting a client's self-image, and he is passionate about continuously perfecting his craft with precision, skill, and discipline.

Learn more at [Aionnyc.com](https://aionnyc.com).
Website: aionnyc.com





FROM THE EDITOR....

If I could describe Akis and Taso in one word, it would be Philia – meaning “the highest form of love.” Not because it’s one of romance, but because it’s the type of friendship found deep within that developed between brothers in arms who had fought side by side on the battlefield – it’s deeper. It is also part of the word found within Philautia... “self-love” for one must learn to love thy self before they may be able to love another.

When I first came before Akis and Tasso, I was not certain of whom I was going to meet. The location was beautiful, but quite stuffy for my personal taste to be exact. I was running late, and just had quite a busy schedule as usual. But I was greeted ever so kindly and taken to a private room where I would meet the two. They were sweet. It was not until they offered not a traditional handshake but instead a warm embrace to welcome me that I genuinely knew it would be different.

The conversation from there was indeed different. They were insightful, well versed, funny, and just open. The entire time felt like I was catching up with an old friend...a good friend. Before I knew it, I had lost track of time and I for once didn’t care that I was still sitting in a meeting. Needless to say – this was perhaps one of the best meet and greets I had ever encountered.

Fast forward several meets later, a few dinners, lunches, office visits, a shoot of course, calls, texts etc... and I have what I can genuinely call family. Therefore, all I can say is thank you to them for such an amazing opportunity for allowing me an honor to share this moment with them. I look forward to what is to come, and build memories.

EFCHARISTÓ



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Real MEN TALK

Let's face it, not every woman wants a man with a lot of friends who are women and not every man wants a woman with a lot of male friends. We have to get rid of this narrative that the opposite gender cannot be strictly platonic. Comparing your new relationship to your last situationship is unfair and shows insecurities which definitely isn't conducive to a healthy rapport with someone. From a males perspective, some of my closest friends are women. A good amount of the most constructive dialogue I have ever had is with the women that are closest to me. Perspective is important and women provide a perspective that most men don't have which is truly beneficial to having a balanced opinion on things.

Women, most men don't have a lot of drama in their life and being able to hear about the highly coveted "tea" is really funny and entertaining to hear about since we don't have to partake in it, we just get to be Switzerland and observe. Also let's be honest, how many of you want to be with a BRO with only Chads around him giving him Chadvice.

Men, most women, want our Chadvice strangely enough. There's something about our opinions that are so based in logic that we rid ourselves of superfluous emotions and just go with the logical conclusion. Also having the perspective of a woman when it comes to surprising your girlfriend or doing something special on a date comes in SUPER clutch.

Women, that is a perspective that you can utilize and we are happy to give it. If you have a significant other who does not approve, he's beta.

Normalizing these friendships is something that we should start working on. Not saying every women should ONLY have male friends and vice versa but don't restrict yourself to same sex friendships. There is so much value we can all bring to each other and we should take full advantage of each other's perspective.

So in conclusion, we all want confidence and confidants.

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BEST WORST DATE

What's better, E-Dating or meeting someone organically? Nothing is quite like feeling someone out in person for the first time you meet them. First impressions are a lot, you can tell a person's confidence, attractiveness, voice, hygiene etc. This is what's missing from a lot of dating apps but we make use of what we got. Let me tell you how I went on the best/worst date ever with a girl I met on hinge.

Hinge is the luck of the draw for most men unless you're over 40 and have a budding career in finance, law, or health. If you're anything like me and an attractive girl matches you on hinge a flood of dopamine comes rushing. I matched with this girl who checked all the boxes for the most part. She was intelligent, attractive, down to earth, a bit materialistic and a career woman. We'll say her name is Amy. Amy & I hit it off pretty well initially, we did the whole DM getting to know each other thing and in fact she was the aggressor when it came to the acquisition of socials & phone number. Probably to make sure I wasn't cat-fishing. Over the span of a few weeks we get to know each other well enough to know what the daily routine was for both parties and we decide to FaceTime, which feels now more like a preliminary date before the real thing. FaceTime lasted around 30 minutes, we saw each others apartments, shared some Spotify playlists, and flirted with each other accordingly. We meet up for a few drinks at my local bar and I bring my Frenchie with me (could've been a bad move on my part but neither here nor there). She's about a half hour late to the date but I don't make a big fuss out of it cause we live in NYC so travel is never a certain thing. When she gets there we hug and it's not like a half hug, more of a it's-been-so-long, I-missed-you hug! We settle in and I get us some drinks, so far so good. The dialogue that we have is great, we talk about everything from careers to family to politics and even our cute ass dogs. I'm feeling good about this so I go the bar and get another round of drinks. While I'm waiting for the bartender to acknowledge that I exist I hear a familiar voice that shook me to my core. I look to my left and see the last person I wanted to see in this situation, my sororpath ex-girlfriend. She notices me and has never been happier to see me which is bad news for me considering my date is within line of sight and is watching this interaction going on. My ex, we'll call her Emily, hugs me super hard and tells me how great it is to see me, apparently she hears all about how my career has taken off and how much better I look now. Conveniently enough the bartender there is her new boyfriend. I'm now in full panic mode cause I can feel my date burning holes through my neck. I tell Emily I have to go because I'm being rude to my date, she somehow interpreted this as an invitation to introduce herself and her new bartender boyfriend 5 minutes after I sit down. I didn't even have enough time to explain to Amy who that was before Emily came strolling along with her gym rat boyfriend who drinks BCAA's before going to work. It was a nightmare on Canal Street. Emily and Beefhead are dishing out compliments left and right to Amy and playing with the dog and even making Amy laugh, "wait is this going well?" No way this is going well right? Wrong, after they left we went about our date like nothing happened, it gets late and it's time to part ways. I walked her to her car and apologized profusely for the awkward situation to which she replied "This is the best/worst date I've ever been on. Can't wait for the next one!" A goodnight kiss happened and we never saw each other again.





FILA X HAILEY BIEBER













Beauty Inside + Out

Meet the Co-Founders Behind Aion Aesthetics +
the Ideal Health Center



Aion Aesthetics is New York's premiere injectables clinic. Coupled with the Ideal Health Center, which is focused on healthy weight loss, Aion Aesthetics offers a tailored approach to total beauty, both internally and externally. At the helm are co-founders, Akis Ntonos and Anastasios "Taso" Mikroulis.

Ntonos has been named the "Top Aesthetic Injector 2022" by Aesthetic Everything, and is a family nurse practitioner (FNP), board certified by the American Academy of Procedural Medicine to administer injectable treatments. Ntonos remains motivated by a firm belief that expanding his knowledge of human anatomy is vital to honing his aesthetic skill. He now holds two bachelor's degrees, including a bachelor of science in nursing from the Phillips School of Nursing at Mount Sinai Beth Israel in New York; a master's degree as a nurse practitioner from New York's Pace University; and is currently working toward a second doctoral degree in nursing practice (DNP) at Johns Hopkins University. Along the way, he also trained in aesthetics in the US and Europe, learning from some of the industry's most accomplished professionals.



Having met Aion Aesthetics co-founder, Taso, during Mikroulis' college tenure in Greece, a natural partnership developed based on the mutual goal of helping others, along with individual strengths that supported a thriving enterprise. Mikroulis began his professional career as a successful actor, producer, filmmaker, and an intrepid entrepreneur. In 2014, following his own successful weight loss journey, Mikroulis trained as a weight loss coach, and together, Mikroulis and Ntonos founded the Ideal Health Center to develop a personalized weight management approach for lasting wellness and offer advanced medical weight loss and management coaching to clients across New York.

In 2021, Ntonos decided to bring his aesthetic expertise to the already successful venture, expanding its menu of client wellness options. Now he finds himself entirely at home in a field that is constantly evolving, providing him an opportunity to continue learning and growing with his craft. Aion pursues a timeless aesthetic tailored to suit each client's unique features. Ntonos brought four years of professional injectable expertise to the venture, while Mikroulis offered 10+ years of in-depth experience supporting clients in achieving their long-term health goals.

In 2022, Aion received the designation of "Best Medical Spa on the East Coast" at the prestigious Aesthetic Everything Awards, furthering the clinic's mission to support long-term cosmetic vitality with the industry's most advanced suite of services and a distinctively personalized approach.

From the beginning, Ntonos and Mikroulis set out to change the aesthetic boutique game with a focus on client experience over sales volume. Together, they deliver world-class results in an intentionally intimate environment where clients feel like family. Mikroulis continues to advance his dream of helping others through an intentional service approach that builds client trust and raises the industry bar with a more personal injectable experience.

For Ntonos, beauty is not about symmetry or "perfection" as culture defines it. Instead, his aim is to truly listen to clients' stories, identify their areas of physical insecurity, and deliver enhancements that can change a person's entire life. Named after the Greek term for "eternity," Aion pursues a timeless aesthetic tailored to suit each client's unique features. Ntonos finds a great deal of satisfaction in uplifting a client's self-image, and he is passionate about continuously perfecting his craft with precision, skill, and discipline.



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