

# PJM

MAGAZINE

SEPTEMBER/OCTOBER 2009

Tropical Glamour  
of *Ali Lue*

Tarrus Riley  
Jin Patisserie  
POSHE

*Kurvity... The Sized Up Lifestyle*

*Ital Blends...and more*

**PAUL MARCH**

Beauty's Maestro Shares His Tips

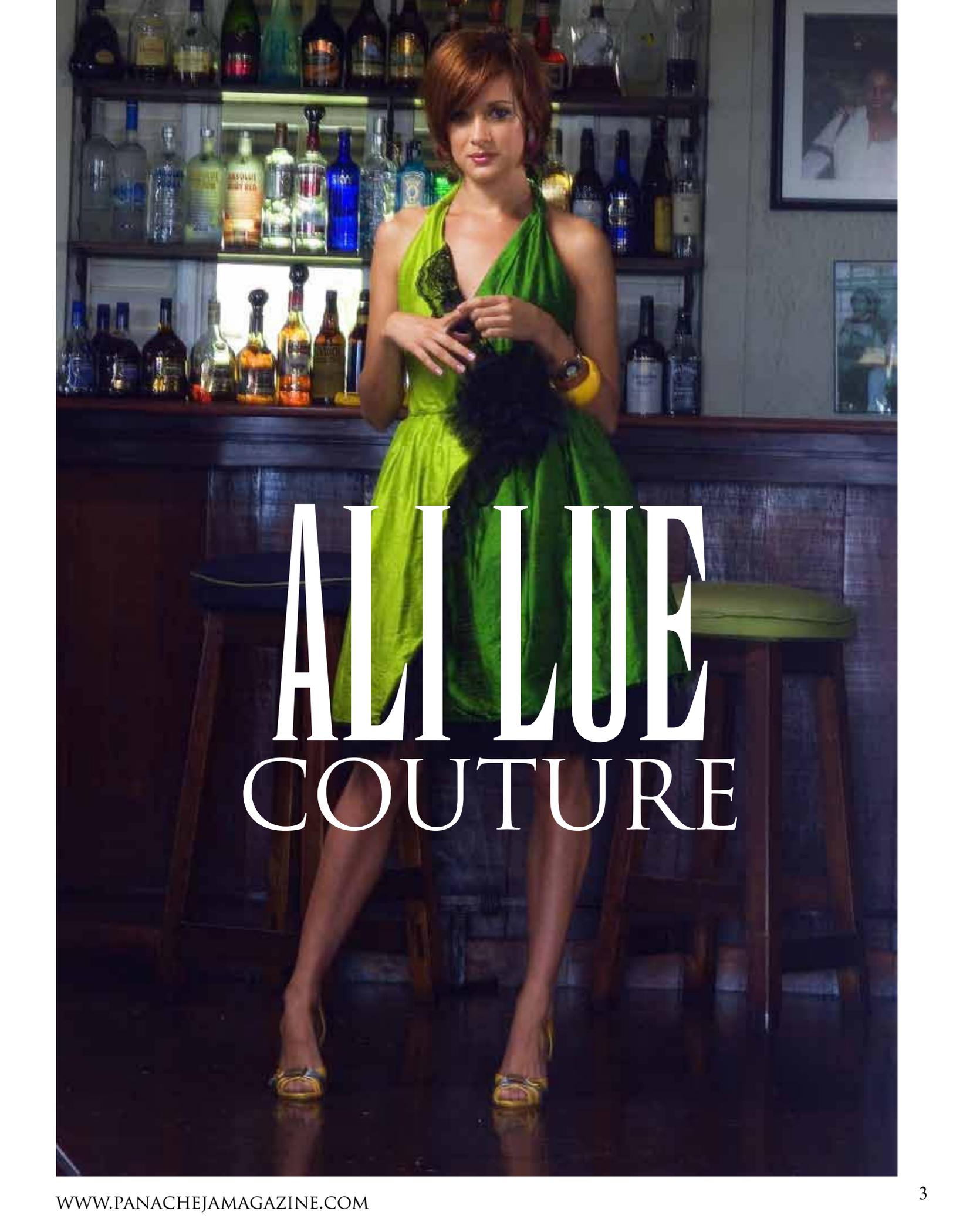
**CAROLYN YAPP**



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# ALL LUE COUTURE



# PJM PANORAMA

**C**laat in Jamaica literally means cloth “Blood Claat” is the Jamaican patois for “bloody clothe”. It’s considered a reference to menstruation and the reproductive supremacy of women. It expresses the aggravation one experiences at not being able to pursue sexual intercourse. **CLAATS OF JAMAICA** refreshingly explores the artful interpretation and expression of “said” taboo Jamaican cuss words. Available at [www.pussycloth.com](http://www.pussycloth.com)



**L**obster Fettuccine With Organic Crispy Eggplant, Arugula and Cherry Tomatoes.....100 % Jamaica. Everything in this was grown and produced with in 50 miles of my home in Kingston Jamaica”

.....Meet **SARA MAIR**  
Sara Mair started her culinary career at Johnson and Wales University.

She was offered a position on Bravos Top Chef which she accepted and placed in the top five.

Finally back in Jamaica she is pursuing her cheese line “Cheese Girl”. She has also partnered with Tanya Taylor to produce “The Local Gourmet” which is going to be a local cooking show.

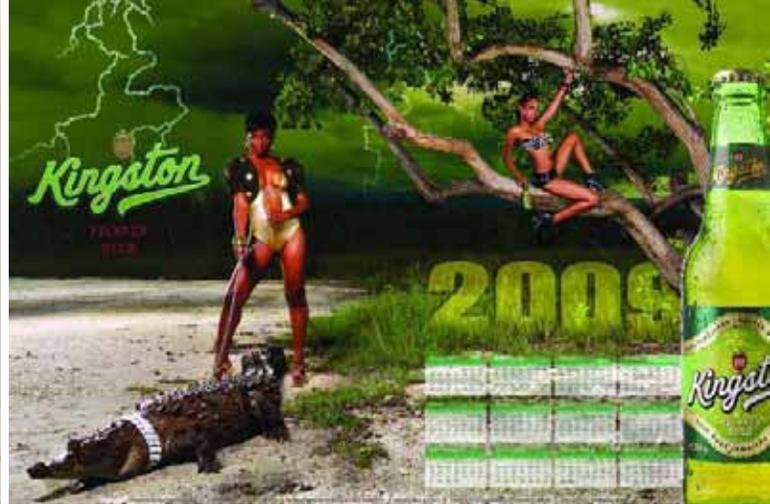
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At the age of ten I received my first disposable camera and from there my love and dedication for photography, has swooped me into a world of fashion, celebrities, weddings and portraiture.

Having studied at The Art Institute of Fort Lauderdale, I received my Associate of Science degree in photography in 2004. I was exposed to all aspects of the field, both commercial and fine art.

After working in the States at a portrait studio and publishing company. I decided to move back to my home, Jamaica, to be one of the best in the business :) Little by little I am accomplishing these dreams and goals I aspire towards.

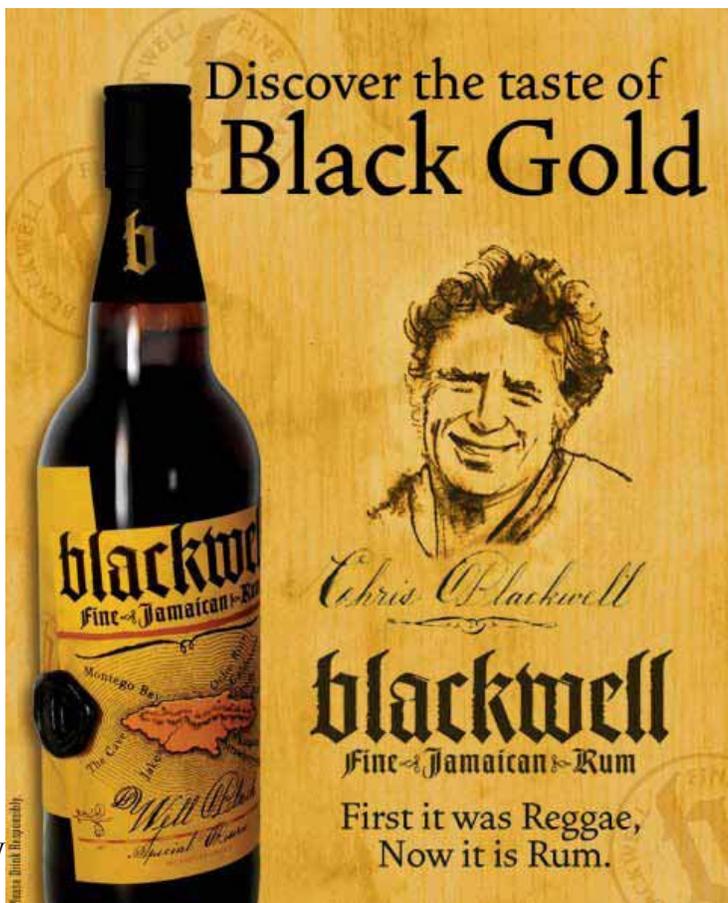
Who knew I could make a living by doing what I love!

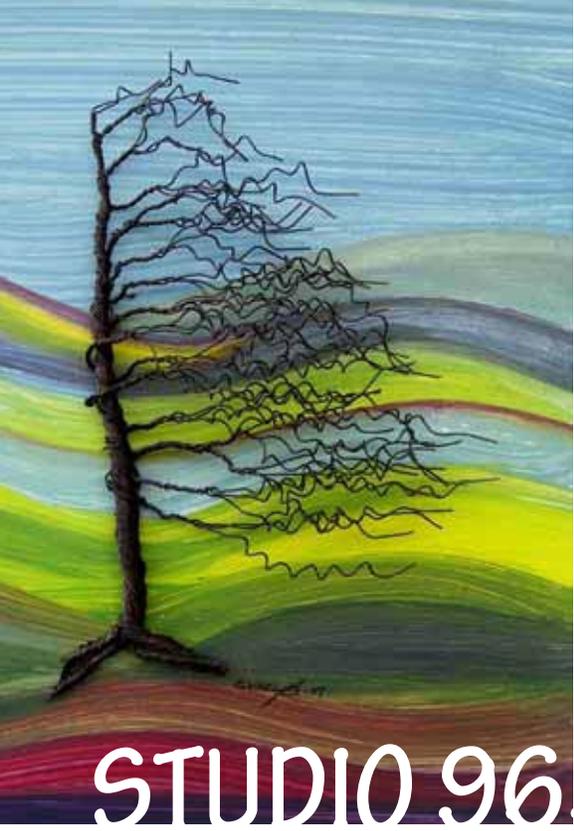
Cheers!

**TIFFANY LUE-YEN** specializing in wedding, portraiture, fashion and commercial photography.

Available at [www.tluephoto.com](http://www.tluephoto.com)

Whether it's creating and selling gold records, hosting world famous celebrities, creative artists and Presidents at Goldeneye, or introducing the world's first **BLACK GOLD** rum, Chris continues to be part of Jamaica's golden age. Discover Jamaica's newest treasure. **PJM**





STUDIO 969



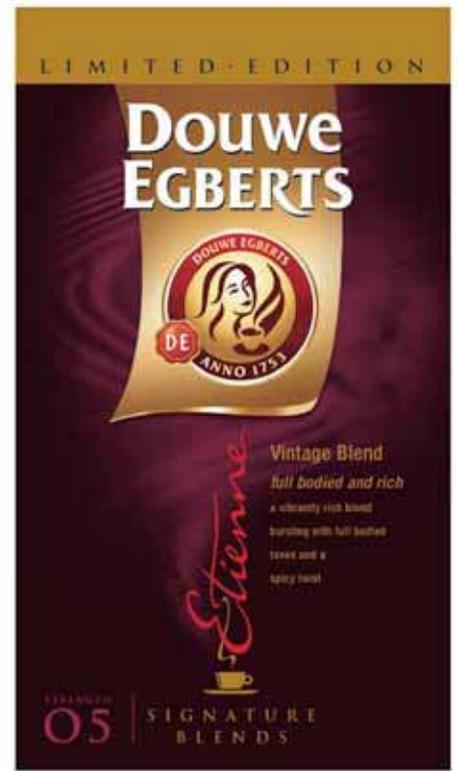
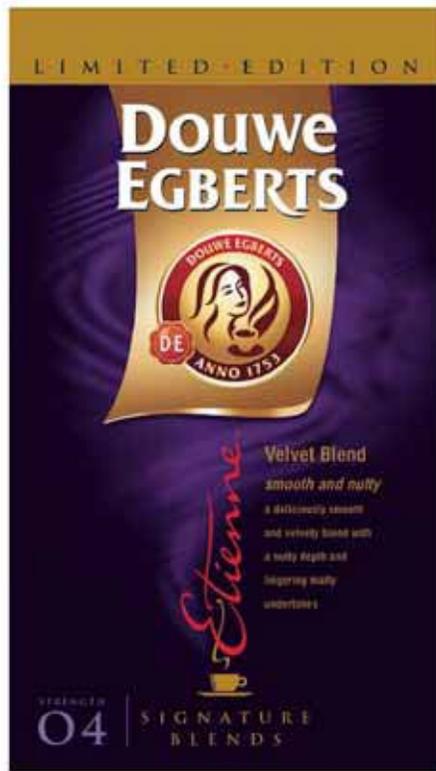
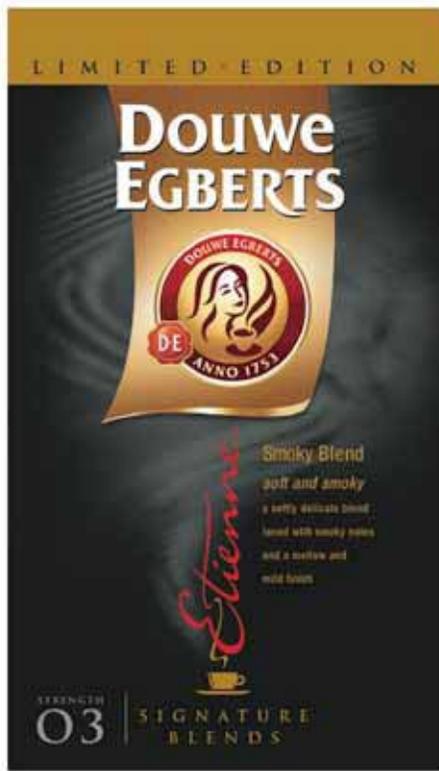
he  
lure  
and  
passion of  
visual and  
performing  
arts drew Charl  
Baker to a world  
of creativity and  
design. I was  
exposed to drawing,

painting, photography, sewing, acting, dancing and also modeling. I attended Ryerson University in Toronto Canada and completed a four-year program where I obtained a B.A in Fashion Design. All of which have set the stage for my company "STUDIO 969". Visit [www.panachejamagazine.com](http://www.panachejamagazine.com) for more. **PJM**



SUKI

PHOTO BY SUKI MACDONALD



# MACDONALD

From taking her first picture some 25 years ago, Suki MacDonald Kapahi knew she had found something special and lasting. "I see beauty in everything and love to bring it to life in my images. From Portrait to Wedding to Villa Photography, I am truly inspired by all that I see."

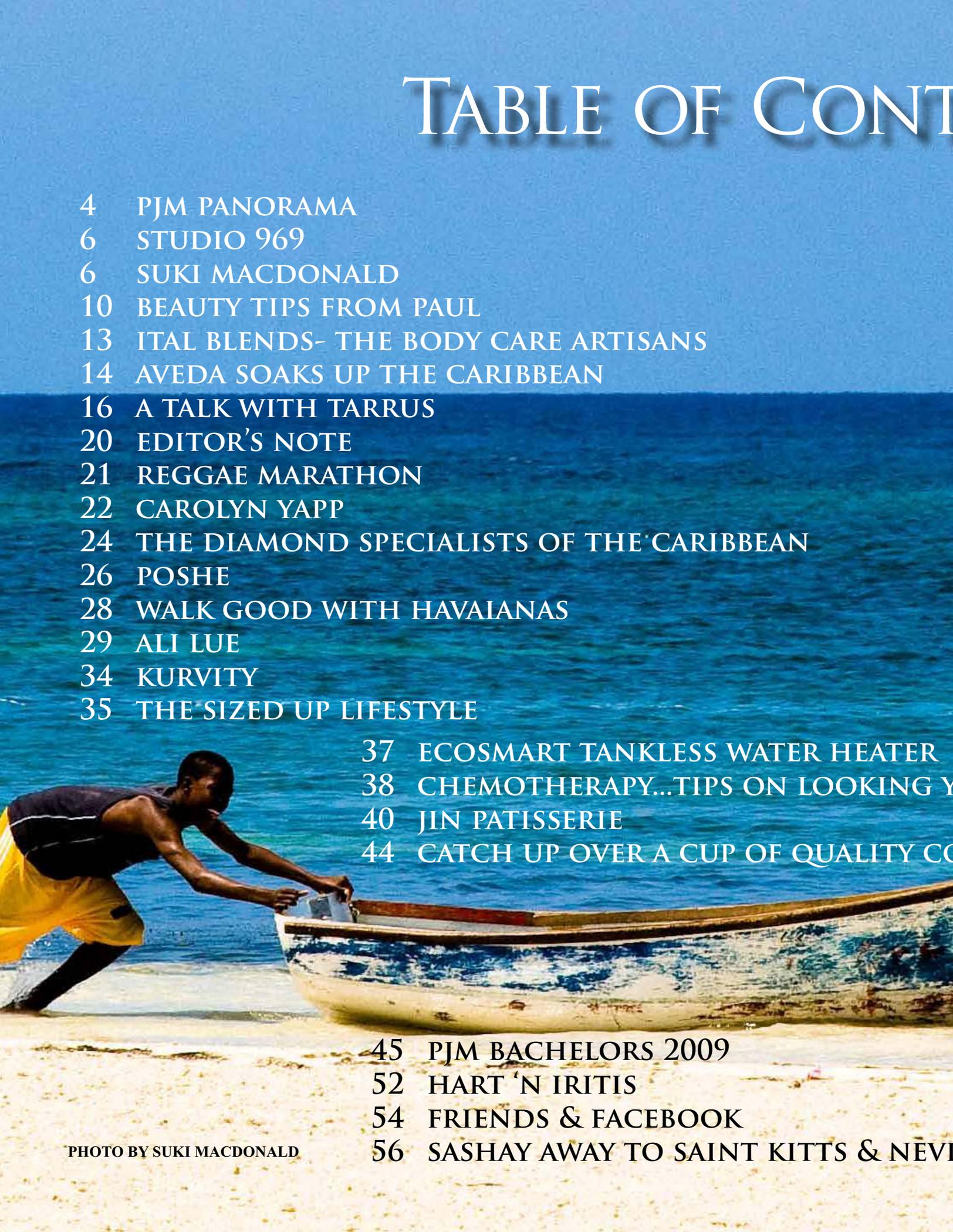
For Suki, Photography was an enjoyable hobby to begin with. She spent many years working in Management, Sales and Customer Service, all of which helped her immensely in developing many of the skills she would need to some day start her own business. Suki was very fortunate to learn invaluable techniques from her friend and mentor, Alan Smith, renowned Photographer in Montego Bay. She is constantly learning and improving, striving to inspire others with her dedication to her work.

Visit [www.sukimacphoto.com](http://www.sukimacphoto.com) 



PHOTO BY SUKI MACDONALD

# TABLE OF CONTENTS

- 
- 4 PJM PANORAMA  
6 STUDIO 969  
6 SUKI MACDONALD  
10 BEAUTY TIPS FROM PAUL  
13 ITAL BLENDS- THE BODY CARE ARTISANS  
14 AVEDA SOAKS UP THE CARIBBEAN  
16 A TALK WITH TARRUS  
20 EDITOR'S NOTE  
21 REGGAE MARATHON  
22 CAROLYN YAPP  
24 THE DIAMOND SPECIALISTS OF THE CARIBBEAN  
26 POSHE  
28 WALK GOOD WITH HAVAIANAS  
29 ALI LUE  
34 KURVITY  
35 THE SIZED UP LIFESTYLE  
37 ECOSMART TANKLESS WATER HEATER  
38 CHEMOTHERAPY...TIPS ON LOOKING Y  
40 JIN PATISSERIE  
44 CATCH UP OVER A CUP OF QUALITY CO  
45 PJM BACHELORS 2009  
52 HART 'N IRITIS  
54 FRIENDS & FACEBOOK  
56 SASHAY AWAY TO SAINT KITTS & NEVI

TENTS

# PJM MAGAZINE

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YOUR BEST

OFFEE

CS



PHOTO COURTESY OF ANDY JONES

# BEAUTY ANSWERS TO THE CALL OF ONE MAN... PAUL MARCH

## BEAUTY TIPS FROM PAUL...

1. THE SPACE BETWEEN YOUR BROWS MUST NEVER BE WIDER THAN THE LENGTH OF YOUR EYES. THE LENGTH OF THE EYE IS MEASURED FROM INNER CORNER TO OUTER CORNER.
2. USE MOISTURIZER BEFORE YOU APPLY YOUR FOUNDATION CAUSE IT GOES ON BETTER.
3. IF YOU HAVE FULL LIPS DON'T USE BRIGHT COLOURS ON THEM THEY WILL APPEAR BIGGER.
4. ALWAYS BLEND YOUR EYE SHADOWS SO THEY FADE INTO EACH OTHER.
5. AFTER YOU APPLY YOUR FOUNDATION BE SURE TO USE A TRANSLUCENT POWDER OVER IT SO TO SET YOUR FOUNDATION AND IT WILL LAST LONGER.

Photos courtesy of Dean Clarke Photography



# Preserved

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*Each moment provides you a legacy  
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## THE BODY CARE ARTISANS

### How it all began

We are a small company in size but big in heart and intention. Ital Blends was born after its founder, Michelle Yap-McKay, worked in the corporate world for over 20 years. “I kept feeling like something was missing from my life, like there was something out there for me to accomplish, something to call my very own”, says Michelle. “I was always drawn to the natural, simple way of life, alternative therapy, yoga, self exploration etc., and realized that on our small island, the choices for natural soaps and body care products that were locally made was very limited”. After many years of research, trials, recipes etc., Ital Blends became more than just a dream. Michelle’s mother Sandra (who, by the way was her main soldier) fell in the production line, and they were in business. Ital Blends now employs from the area, even the craftsmen for their bamboo and calabash soap dish are from the area.

### The wondrous benefits of goats’ milk

Realizing the absolutely wondrous benefits of goats’ milk through many discussions with her alternative practitioner, Michelle got fascinated and felt a burning in her soul to learn more about this miraculous ingredient. She made many gifts for her friends and family and everyone absolutely loved it! Reports poured in about how wonderful their skin felt, with signs of eczema disappearing after only a week of using their soap, Michelle felt complete.

### Our Products

Ital Blends products are made in the picturesque Jamaican hills of St. Andrew’s Irish Town, which forms a part of the Blue Mountains. With its spectacular views and completely surrounded by nature, this piece of paradise provides the staff of Ital Blends with loads of inspiration for their natural creations. With each and every batch that’s made, prayers, blessings and positive intentions are an integral part of their process, and indeed their success.

Ital Blends products are offered in four (4) series, namely:

- Pure Niceness (colour coded in Green)
- Lively Up Yu Self (colour coded in Red)
- Cease & Settle (colour coded in Gold)
- BeeniBit (aluminum packaging)

Their product line encompasses:

- Handcrafted Goats Milk Soaps
- Goats Milk Body Lotions
- Goats Milk Body Shampoo (liquid soap)
- Rejuvenating Body Polish
- Massage, Body & Bath Oils
- Hydrating Body Mists
- Bath Salts (coming soon)
- Wedding Souvenirs
- Gift Baskets
- Hotel amenities

### Why the name and choice of packaging?

Michelle happily states, “the answer is simple, love for our country, its people and our language...”

Ital Blends may be a small (but growing in strength and stride) company, but it felt that an important part of their products was the “clothing” they would wear...Michelle felt it was very important that the products reflect what was put into each and every one of them - love, elegance and passion! “We ended up with an end product we are very proud to label MADE IN JAMAICA”.

### Ital Blends Philosophy

Love and honor our God, respect the earth and what it offers; it’s people, but mostly, respect you. Speak and live the truth, always.

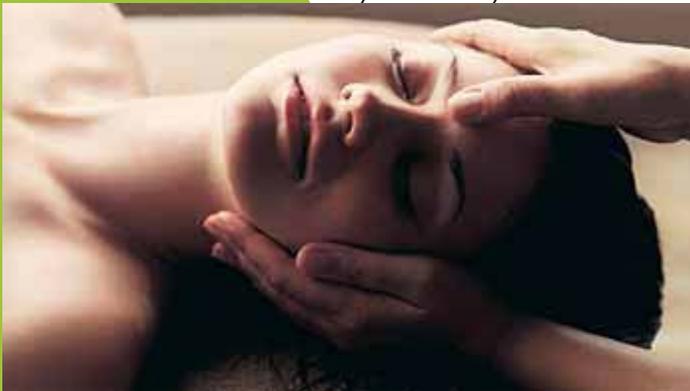
Visit their website and engage your senses –  
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# Aveda Soaks Up The Caribbean...

Aveda's three-year collaboration with inspirational plant therapist Martine St. Zéby brings you Caribbean Therapy™: authentic spa treatments and body care products that embrace you in the healing feel of Caribbean mountain, sun, sea and air. Reconnecting you to the Earth—and yourself—with the power of touch and the life force of island-sourced plants.



*"These rituals come straight from Caribbean tradition and we have followed these ways for many lifetimes."*



*"Every therapy is a positive journey. The spa treatments are a sanctuary where we transform from heart to heart. The products are flooded with light and water, wind and earth. We will nourish the hearts of many."*



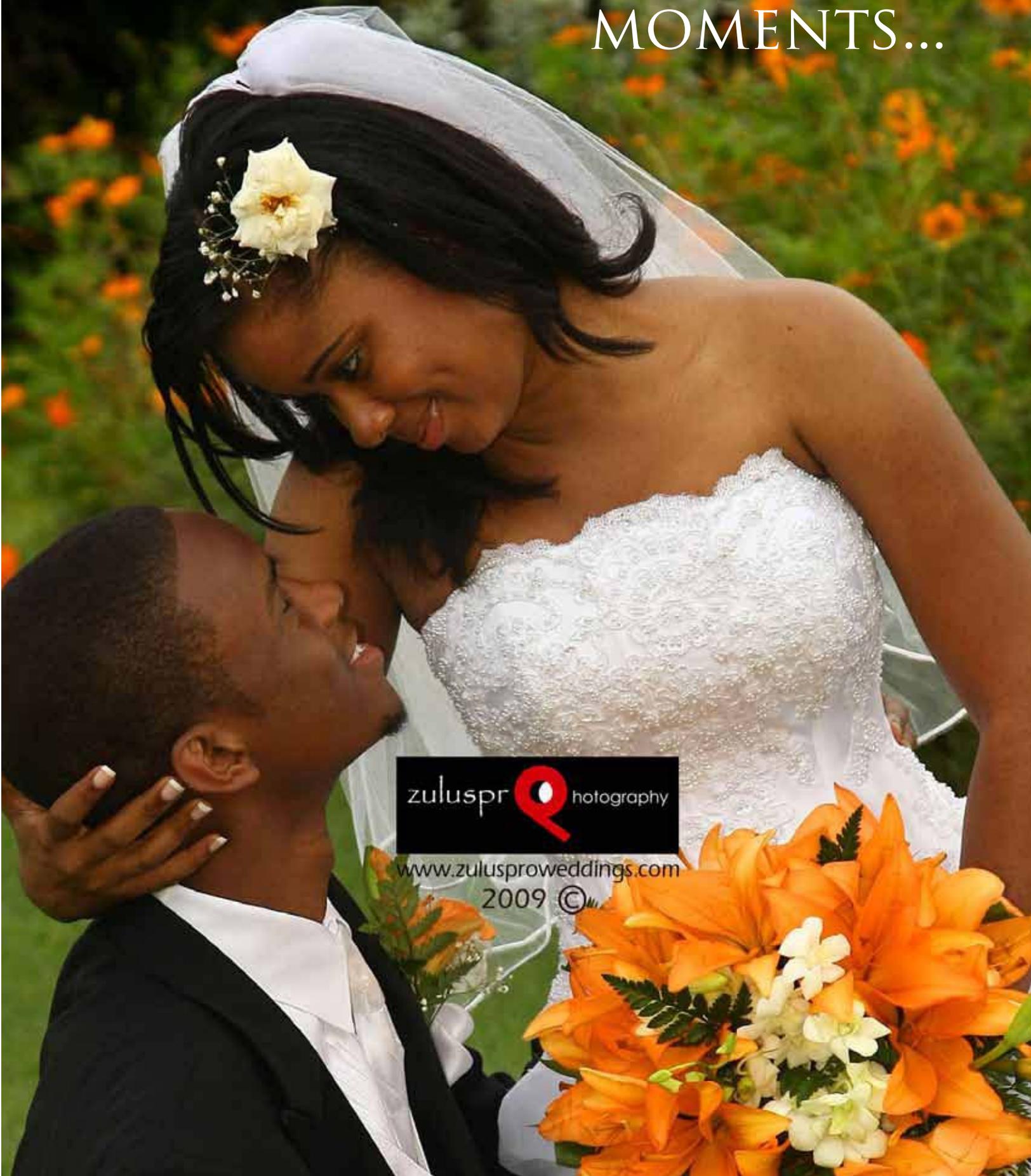
*"Here in the islands we find rich fruit and nut butters with energies of ocean, mountain, sun and air—these are the sources of life—they reconnect us to nature, bringing peace and rest to the body—filling our hearts with lightness, love and hope."*  
Martine St. Zéby

## Body Scrub

Our island-inspired scrub transforms skin and transports the senses: exfoliating with salt and Caribbean cane sugar; softening and conditioning skin with coconut, avocado and passionfruit oils; uplifting with island aromas.



FOR THOSE SPECIAL  
MOMENTS...



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2009 ©

BUSY ON HIS SUMMER PROMOTIONAL TOUR IN THE US FOR HIS NEW ALBUM *Contagious*, PJM FAVOURITE-TARRUS RILEY TOOK TIME OUT TO HAVE A TALK WITH US....

**PJM:** How has the promotional tour been going?

**TR:** So far so good, everywhere we go the people come out and support it.

**PJM:** So tell me about *Contagious*, what inspired the title?

**TR:** Well a whole lot of things inspired the title, the first thing is: the song *Love's Contagious* and in that song we are about spreading love. We are not about spreading no swine flu or no germs.... (laughs) or anything like that. So we decided that we wanted to spread love so we said okay we're going to write a song and using medical term shows you that love is contagious.

I chose not to call the album; *Love's Contagious* rather than *Contagious* because it's not just a lover's album alone. It has a lot of songs that can really build a vibes. And that's why its contagious because we want to spread it to everyone. And little by little more people are gravitating to what we are about....it's spreading... so we just named it *Contagious*.

**PJM:** The BBC has called *Parables* a "modern classic" and *Contagious* a "genre transcending statement". Now with Johnny from Reggae Sumfest labeling you the Prince of Reggae, how do you feel about that recognition?





**TR:** Well, Jah know, we give thanks to all well wishers and to those who support the music. I am not here to be a prophet or a prince, but if that's how Johnny feels that big up to Johnny – we appreciate the vibes and words of encouragement. We are about the music, and time will tell.

To be honest, I'm really interested in being a Prince or King of music labels and the [tussle] of who is better than who. I'm just doing my thing and making music. I don't compete with musicians, I love all artistes.

**PJM:** What was it like performing at Reggae Sumfest this year?

**TR:** That was good! Being home and representing on such an international platform; I really enjoyed it, it was very good. Plus with the launch of Contagious, it was jut nice.

**PJM:** One this album you worked with Dean Fraser again, is there any artistes you'd like to collaborate with in the future?

**TR:** Well in addition there are a lot of other good producers on this as well and that's what's really made this album so different.

**PJM:** So you would say this album is fully loaded....you good?

**TR:** Well, yes I like it and I wouldn't give anything I didn't like. But you can also go out and get it and be the judge.

**PJM:** Are there any awards you'd like to win for Contagious?

**TR:** Well, I'm not really into the whole awards thing....we're into the music. The awards are nice and pretty to look at and they encourage you; but we never really made music for that. Award this and award that, because maybe you hear it and don't like it, but that doesn't mean its not good music. People will have their opinions and can say what they want.

You put your nice clothes for the red carpet....all of that is great. But for me, there are bigger things like the music and how it makes people feel. And that's why I love performing live and delivering that vibez to the audience.

**PJM:** So what do your parents think about the album?

**TR:** Well my mother and father support it fully, especially my mother she was always pushing me in the early stages and my father is brethren- nothing has changed. They love the work I am doing and that's good. And remember to always honour your mother and father....you'll live longer.

**PJM:** How do you feel about people who bootleg or illegally download your music?

**TR:** Well they are cutting the musician's foot short and robbing my livelihood from me all in one go. I am a man who buys music and yes, we understand that people are going to want things from time to time and they are going to do it[bootleg/ download illegally] but people just need to be considerate that this is our work.... and how we survive. Would you want someone doing that to you?

**PJM:** Yes, we agree, so tell us what albums are you listening to now?

**TR:** Who am I listening to now? Well I think you need to ask who it is I am not listening to (laughs).

Konshens, Chino and Ifrica are just a few. It's not just about one artiste at one time....I Wayne...Sizzla .....its a different mood. Now if you want some foreign music, I listen Amy Whinehouse and some Jazmine Sullivan- who was at Reggae Sumfest as well.

**PJM:** Well our magazine targets Caribbean women and we have a readership of over 35,000, when they're listening to Contagious and hear Start Anew and Good Girl Gone Bad what do you want them to take away from that?

**TR:** Well I want them to listen to the song. Take for instance Start Anew.....well do that start anew! When you're in a position or a relationship where you are destroying yourself- start anew.

No man is perfect. I, Tarrus Riley am not a prophet or a priest, I am not perfect. Yet still we do not want anyone in a destructive vibes or situation.

Good Girl Gone Bad approaches the same way as well by reaching out to young girls. Just trying to get across – don't grow up too fast.

My music is about making you think, its not bashing you, its encouraging you to use your brain and think.

You should know that Yendi and I did a campaign in schools- against domestic violence and all violence. We went to the schools in the inner city, talking about self abuse and self- destruction, bleaching and sex...a lot of topics that people are not talking to them about.

**PJM:** That's great! And really needs to be highlighted in the media, so we can do our part to get that message out.

**TR:** Well you know why I never highlighted it, because to me it wasn't a publicity stunt, it's something I did from my heart. We never got any funding from anyone, that was all us.

Other artistes such as Bugle were also involved and took of their time to talk and reason with the youths on these issues. And once that was done we performed and it was all for free, we didn't charge the youths anything.

And that's just one of other things that we've done.

**PJM:** So what will you be doing once you get back home?

**TR:** Well I'm going to rest and eat some good food and charge up myself.

**PJM:** What you gonna eat when you get back?

**TR:** Well I eat to live, so I'll eat the ital apart from the fish out the water.

**PJM:** So that's your favourite meal?

**TR:** (laughs heartily) No, I don't have any favourite meal, I just eat, I just eat.....everything else good.

**PJM:** Are you watch the race tomorrow with Usain?

**TR:** Of course, I have to watch it!

**PJM:** Who do you think is going to win?

**TR:** (Laughs) Well, you done know already .... you done know... (Laughs)

**Among the outstanding performances from Shelly-Ann Fraser, Melanie Walker, Kerron Stewart, Aileen Bailey, Micheal Frater, A'afa Powell and many others, Usain Bolt later went on to win the 100 metres and 200 meters in world record times of 9.58 and 19.19 respectively at the World Championship in Berlin, Germany. The Jamaican team captured a total of 13 medals, placing second on the medal tally.** 



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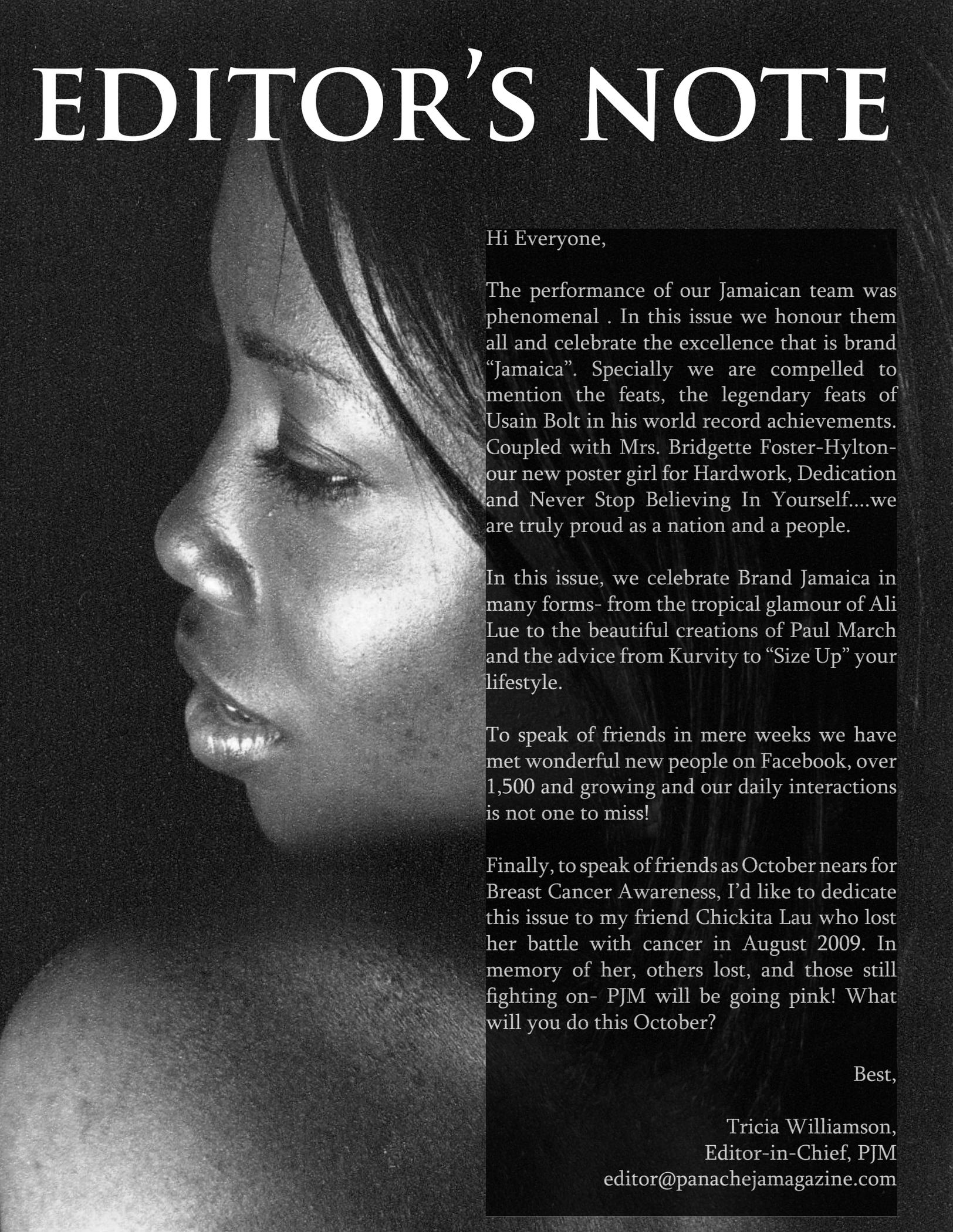
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# EDITOR'S NOTE



Hi Everyone,

The performance of our Jamaican team was phenomenal . In this issue we honour them all and celebrate the excellence that is brand “Jamaica”. Specially we are compelled to mention the feats, the legendary feats of Usain Bolt in his world record achievements. Coupled with Mrs. Bridgette Foster-Hylton-our new poster girl for Hardwork, Dedication and Never Stop Believing In Yourself...we are truly proud as a nation and a people.

In this issue, we celebrate Brand Jamaica in many forms- from the tropical glamour of Ali Lue to the beautiful creations of Paul March and the advice from Kurvity to “Size Up” your lifestyle.

To speak of friends in mere weeks we have met wonderful new people on Facebook, over 1,500 and growing and our daily interactions is not one to miss!

Finally, to speak of friends as October nears for Breast Cancer Awareness, I'd like to dedicate this issue to my friend Chickita Lau who lost her battle with cancer in August 2009. In memory of her, others lost, and those still fighting on- PJM will be going pink! What will you do this October?

Best,

Tricia Williamson,  
Editor-in-Chief, PJM  
[editor@panachejamagazine.com](mailto:editor@panachejamagazine.com)

“What to say – great race, very well organized, lots of support from the aid stations and the spectators, music everywhere, scenic route.”

THE 9<sup>TH</sup> ANNUAL  
**Reggae  
&  
Marathon**  
Half Marathon & 10k



Special early discounts for readers of Panachè Jamaica Magazine!

Register by October 30th, 2009 and receive 10% Discount

Add the special Promotional Code - **RM 002** to your Entry Form. Register Now !



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E [racedirector@reggaemarathon.com](mailto:racedirector@reggaemarathon.com) T (876) 922-8677

### CHECK OUT THE ROSE HALL TRIATHLON

October 31, 2009 - Rose Hall, Montego Bay

The perfect training match for Reggae Marathon

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Visit our website [www.reggaemarathon.com](http://www.reggaemarathon.com) for the schedule of the 2009 Jamdammers /Burger King Road Race Series

# reggaemarathon.com



**S**econd City beauty-cum-newly crowned Miss Jamaica Universe Carolyn Yapp's eyes brim with excitement as she speaks of her prospects at next month's pageant to be staged at The Atlantis in the Bahamas. Chilling with the Jamaica Observer she shared her favourites...

**What's your favourite cocktail?**

A mango cosmopolitan.

**What's in it?**

Vodka, triple sec, mango puree and lime juice

**Why do you love chilling at the Jewel of India?**

The food is awesome; Roy is the best bartender... I chill here with amazing company; this is where my crew hangs out

**In a sentence, who is Carolyn Yapp?**

Carolyn Yapp is a simple girl from Montego Bay with big dreams; I always try to do anything that will improve my life experiences.

**Socialite or homebody?**

I was a homebody for a while, even though I love hanging out with my friends and meeting new people. I just moved to Kingston and my friends are trying to introduce me to people, so I've been a lot more social lately.

**What's one thing people would be surprised to know?**

That I'm really goofy and down-to-earth.

**What's in your handbag?**

My BlackBerries (Pearl and Javelin), my Prada purse, Chanel compact, my make-up bag and Miss Jamaica sash.

**Flats or stilettos?**

Stilettos...for sure, at least four inches. But it depends on the mood I'm in because I'm a big fan of Tory Burch flats.

**What's your style?**

I've never really thought about that...I'm more city-chic, I guess. I love wearing contemporary, young designers and I love dresses...they're more comfortable.



**Who does your hair?**

Lately I've been doing it myself, but when I do get my hair done, I go to Josie on Phoenix Avenue... she knows how my hair works.

**A good book or TV?**

A good movie on TV! I love movies.

**What's your favourite movie?**

*Pride and Prejudice* starring Keira Knightly...one day I hope to find my "Mr. Darcy".

**And what qualities should your Mr. Darcy have?**

He should be understanding and honest, romantic when he made needs to be; confident, and he must be able to stimulate me intellectually and know how to have a good time.

**What's your idea of a perfect date?**

A gorgeous man, a great bottle of wine and a nice romantic dinner.

**What's your latest obsession?**

Tory Burch. I'll buy everything she makes.

**What's in your car stereo?**

Amy Winehouse's *Back to Black*, *Buzz Cats 1 and 2*; *Ultra Dance Hits*, Bjork and Britney Spears' *Circus*.

**And 10 years from now?**

Ten years from now I'll be 35. I hope to be married and would have by then started my business in interior design or beauty. 

**“Who is Carolyn Yapp? .....A simple girl from Montego Bay with big dreams.”**

# **CAROLYN YAPP**

# DIAMONDS INTERNATIONAL

"THE DIAMOND SPECIALISTS OF THE  
CARIBBEAN"



The Caribbean is not only a great vacation spot for sun, sea and sand, but it's also an excellent getaway choice for duty-free shoppers looking to cash in on high-end merchandise at amazing value and savings. However, you can't travel to the Caribbean and shop for jewelry, diamonds or watches without first visiting **Diamonds International (DI) - "The Diamond Specialists of the Caribbean"** and the largest fine jewelry retailer chain in the Caribbean and Mexico. **Diamonds International (DI)** is the leading retailer of **diamond jewelry, luxury timepieces, designer jewelry** and an **amazing of collection loose gemstones** from precious diamonds to semi-precious blue topaz. Thanks to years of consistent unfaltering service, retailing finest quality merchandise and satisfied customers who keep coming back for more, what began as one store on the island of St Thomas in 1986, has mushroomed into more than **125 locations spanning the**

## **Caribbean Region and Mexican Riviera.**

Distinguished by its commitment to providing a comfortable shopping atmosphere, outstanding customer service and above par merchandise with the finest diamond collection one can imagine, DI is a pioneer in many respects especially with diamonds. Their most recent diamond is the **Crown of Light, a 90 faceted diamond specially patented for them.** DI is a must visit once you touch down in the Caribbean.

On the corporate side, **Diamonds International (DI)** prides itself on being a leading corporate citizen giving back to its island communities by becoming involved in many charitable events and in some cases spearheading such events. **We take particular focus on DI Antigua,** the company's third island location established 15 years ago. The DI Antigua comprises of three key locations on island, **two in the capital city of St John's on**

**the waterfront of the duty free shopping ports of Heritage Quay, Redcliffe Quay and also a chic boutique in the infamous Sandals Grande Antigua Resort & Spa.**

**DI Antigua** contributes to charitable fundraising endeavors like: The Jaycees Caribbean Queen Show, The Ladies Only "All In for A Good Cause" Charity Poker Tournament and The Rotary Sundowners Charity Golf Tournament all of which continue to raise necessary funds to further community development and humanitarian projects.

So whether you are enjoying a Caribbean vacation or shopping from home you can expect Diamond International's retail stores or their online store [WWW.SHOPDI.COM](http://WWW.SHOPDI.COM) to provide you with the **most exquisite jewelry, timepieces and gemstones,** all at an unsurpassed value.

Welcome to Their World! 

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# POSHE

THE CFW 2009 COLLECTION





## **Havaianas and Ammars Invite Kingstonians to “Relax their feet with Havaianas” at Ammars Village Plaza Concept Store**

Pack up the boots and synthetic socks, flip-flop season has officially arrived to stay ever fashionable at our paradise island of Jamaica. To usher in summer, Ammars, in partnership with renowned Brazilian sandal maker Havaianas and exclusive distributor for Caribbean Walk Good, is transforming its Village Plaza Kingston concept store into an urban beach oasis. Ammars is inviting flip-flop lovers to stop by the store and cool their soles with classic, fashionable and super comfortable summer footwear made of natural rubber. Opening by the end of July, the Urban Beach Flip-Flip shopping experience will offer the latest Havaianas styles from collection 2009 in vibrant, bold colors and perfectly versatile neutrals. Always seeking new inspirations for its flip-flops, Havaianas brings to the 2009 collection themes and design to please all audiences.

The women’s collection approaches from the ethnic and exotic mood of India to the freshness and gracefulness of the organic floral extracts, going through the femininity and freedom of the butterflies and birds. The metallic tones grant sophistication to the entire range. The great highlight of the collection is the Havaianas Fit model. With a delicate adjustable strap, Havaianas Fit has the versatility and comfort to be used in all occasions from dawn to dusk. 

**havaianas**  
Slim

# ALI LUE

**A**LI LUE COUTURE WAS ESTABLISHED OCTOBER 2006. I STARTED OUT MAKING ONE OF A KIND CUSTOM DESIGNS .SINCE THEN I HAVE INTRODUCED MY COUTURE TEES ( HANDMADE ) AND A READY TO WEAR LINE SUMMER 2009.

ALI LUE'S DESIGNS ARE INSPIRED BY HER PASSION TO BE UNIQUE AND OUTSTANDING. SHE APPEALS TO THE MODERN WOMAN, WHO'S NOT AFRAID OF BEING BOLD AND THE CENTRE OF ATTENTION. HER DESIGNS ARE A REFLECTION OF HER CLASSY, ELEGANT AND STYLISH IMAGE AND INFLUENCED BY HIGH FASHION DESIGNERS SUCH AS VALENTINO, CHRISTIAN LA CROIX AND ROBERTO CAVALLI.

UNIQUE CHOICE OF FABRICS AND PRINTS WITH CUTTING EDGE STYLING, ARE HER TRADE MARK. HER LATEST ADDITION TO HER COLLECTION ARE HER BRILLIANTLY STYLED COUTURE TEES AND ELEGANT SUMMER DRESSES OF BEAUTIFULLY MIXED COLOURS, SIMPLE YET STRIKING. PJM

MAKE-UP BY PAUL MARCH  
HAIR BY NICOLE MILLWOOD

STYLING BY SASH NICOLÉ - NOBLE

TROPICAL GLAMOUR





MAKE-UP BY PAUL MARCH  
HAIR BY NICOLE MILLWOOD  
STYLING BY SASH NICOLE - NOBLE

GINGER LILY



MAKE-UP BY PAUL MARCH  
HAIR BY NICOLE MILLWOOD

STYLING BY SASH NICOLE - NOBLE

APHRODITE



Make-Up by Sheree Morris  
Accessories by Ali Lue Couture  
Styling by Sheree Morris and Michael  
Atkinson  
Photography by Christanya Julien ( Mavrik Photography )

BRITTANY

**havaianas**  
slim



**K**urvity is a dream realised by Trudi-Ann Herdsman. Trudi-Ann studied at the University of Technology and the University of the West Indies and has a strong professional background in sales and marketing. While working in the corporate world she always dreamed of owning her own business. Constant was her creative ideas and energy as she also studied graphic art in school and had a flair for fashion and design. Trudi-Ann soon decided that it was time to follow her passion and took a leap of faith as she developed and opened doors to **Kurvity** in December 2007. From the décor to brands and designers, everything is a stylish celebration of being true to yourself and setting your own standards on beauty and what looks good.

**Kurvity** is a comfortable, relaxing and fun space where plus size women can find stylish, trendy, flattering and age appropriate clothing for all occasions. It offers

contemporary clothing to suit all occasions, jewellery, handbags and undergarments.

The journey has been rewarding and fulfilling and Trudi-Ann has found her own space to be creative and motivated as she dresses one woman at a time. It is a rewarding feeling for her to see plus size women who normally could not find stylish clothing locally enjoy shopping and see their confidence levels increase as they find clothing and styles that not only fit but are also flattering.

Continuing to listen to her fashionista customers, Trudi-Ann keeps reinventing the looks and image of the store to keep up with trends but still staying true to her own sense of style. Making sure that her sized Up beauties can always find clothing that make them feel confident and beautiful.

In feeding her creativity, Trudi-Ann is designing a line of clothing under the **Kurvity** brand that will be available soon. **PJM**

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www.kurvity.com • Email: kurvity@gmail.com

# Kurvity's Sized UP Lifestyle

By Trudi-Ann Herdsman

It's Back To School!

That means new uniforms, shoes, books and supplies. After you send the children off to school, how are you arriving at work?

You don't need to get a closet overhaul but you should have these basics to build from to take you to the office and to the cocktail party or just keeping it moving.

A well tailored basic suit. Some would say black but I would say indigo. This deep blue is dark enough as a basic but has enough of a colour to break the mould. Any colour can be worn with it and it transforms the colouring of the suit. It's important for this to be well fitted as the pieces of this can be mixed and matched with other pieces. Jacket should be a three button fitted that can be worn with an inside blouse or buttoned up. Accompanied with a pencil skirt a little below knee length and also a tailored pant with slightly wider legs.

A crisp white shirt. This can reflect whatever your style is from frills to a basic shirt. Be careful of this being too trendy as it should have clean lines to take you through the year without being out of season. You can have other shirts with all the frills but for the purpose of creating the bones of your closet, keep it simple and classy. Shirts can be worn under suit or by itself with pants or skirt or to dress up jeans on 'dress down' days or for less formal meetings.

A flirty wrap dress with sleeves. This can be

any colour you choose but I would keep it earthy or in jewel tones. You can wear the indigo jacket over to dress up, or by itself, or put a belt around it and change it up. The point here is to mix and match the pieces and make them new and interesting each time you put them on. Our convertible dress is perfect for this.

Now my best secret to living a Recessionistas life is accessories and more accessories. Scarves, broaches, necklaces, cuffs, bangles, belts, handbags, shoes, everything adds, make or break an outfit. Its time to add your personality and style, colours, prints, metals, go crazy. Remember though less is best and as they say if you are unsure you are overdoing it then take off the last thing you put on and you are good to go. Tip: don't be too matchy matchy, contrast colours and textures.

For any woman moving and shaking, must have the perfect fitting dark denim jeans. Rock with white shirt and funky belt or add jacket.

These are my picks to build any closet. With these items as your structure you can build a grand look to meet your lifestyle. Style is what makes you confident, unique and you so keep mixing it up and keep it Sized UP! Schools out!

Trudi- Ann  
Herdsman



**Kurvity is a lifestyle brand that provides designer clothing and accessories for the plus size woman, sizes 10-32. Check us at [WWW.KURVITY.COM](http://WWW.KURVITY.COM) Find us on Facebook and Follow us on Twitter.** 

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ECO 8	.75 GPM	.80 GPM	1.0 GPM	1.2 GPM	1.3 GPM	1.4 GPM	1.5 GPM	2.0 GPM	2.2 GPM
ECO 6	.25 GPM	.40 GPM	.60 GPM	.75 GPM	1.0 GPM	1.2 GPM	1.4 GPM	1.5 GPM	1.7 GPM

**TYPICAL FLOW RATES (GPM)**

Shower	1.5-2.0 GPM
Faucet	0.5-1.5 GPM
Clothes Washer	2.0-3.0 GPM
Bathtub	3.0-4.0 GPM

If you typically use about 2.5 gallons per minute ( 1showers with water saver showerheads and hand sink) at the same time, find the 2.5 GPM on the chart or the number closes to it. If the number is highlighted in **GREEN**, that means it's the correct model for you. It's highlighted in **YELLOW**, that means you can get by with it. If it's highlighted in **RED**, you should consider a model a step or two up.

FLOW RATE (GPM)	ECO 11 TEMP RISE	ECO 8 TEMP RISE	ECO 6 TEMP RISE
1.0 GPM	80.2	55.7	43.5
1.5 GPM	63.4	37.3	29.0
2.0 GPM	48.1	27.8	21.7
2.5 GPM	32.0	22.2	17.4
3.0 GPM	26.7	18.5	
3.5 GPM	22.8	15.8	
4.0 GPM	20.0		

CHART TO THE LEFT REFLECTS TEMPERATURE RISE AT DIFFERENT FLOW RATES FOR THE DIFFERENT MODELS.

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View of Open Unit

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# TIPS ON LOOKING YOUR BEST DURING & AFTER CHEMOTHERAPY

By Patrice DaCosta

**B**reast cancer is the most common cancer in women, aside from skin cancer. Unfortunately, there are many side effects that affects a woman's outward appearance such as hair loss, weight gain and loss, pale skin, dry skin and mouth sores. The important thing is to enjoy your NOW. Whatever state you are in, look your best.

- Wear cheerful and warm colors. Such as blues, greens, yellows, browns, pinks. Wearing the right colors can lift your spirit and brighten skin tone. These colors are best worn close to the face which is your communication center.
- Avoid wearing baggy clothes in an effort to cover up, this actually emphasizes the areas you want to camouflage and makes you frumpy and out of proportion.
- Wearing blush is a great way to bring life to a pale skin. Find a shade that complements skin tone and best applied with a blush brush.
- Ensure lipstick or lip gloss is natural and not too heavy which ages you
- Choose wigs that complements face shape and that fits into your lifestyle. If you are not a hair person avoid high maintenance styles.
- Hats or any head piece can also be fashionable, stylish and comfortable.
- Accessorizing is a great way to update your look and bring life to a plain outfit. Scarves, belts, brooches, handbags, shoes, jewelry, hair clips, clutch purses, are all great accent pieces.
- Shop for classic pieces that never gets outdated as you go through these changes. Dark denim jeans, fitted white shirt, wrap dresses or tops.
- Dresses, dresses are a great staple for you, it enhances femininity even when you



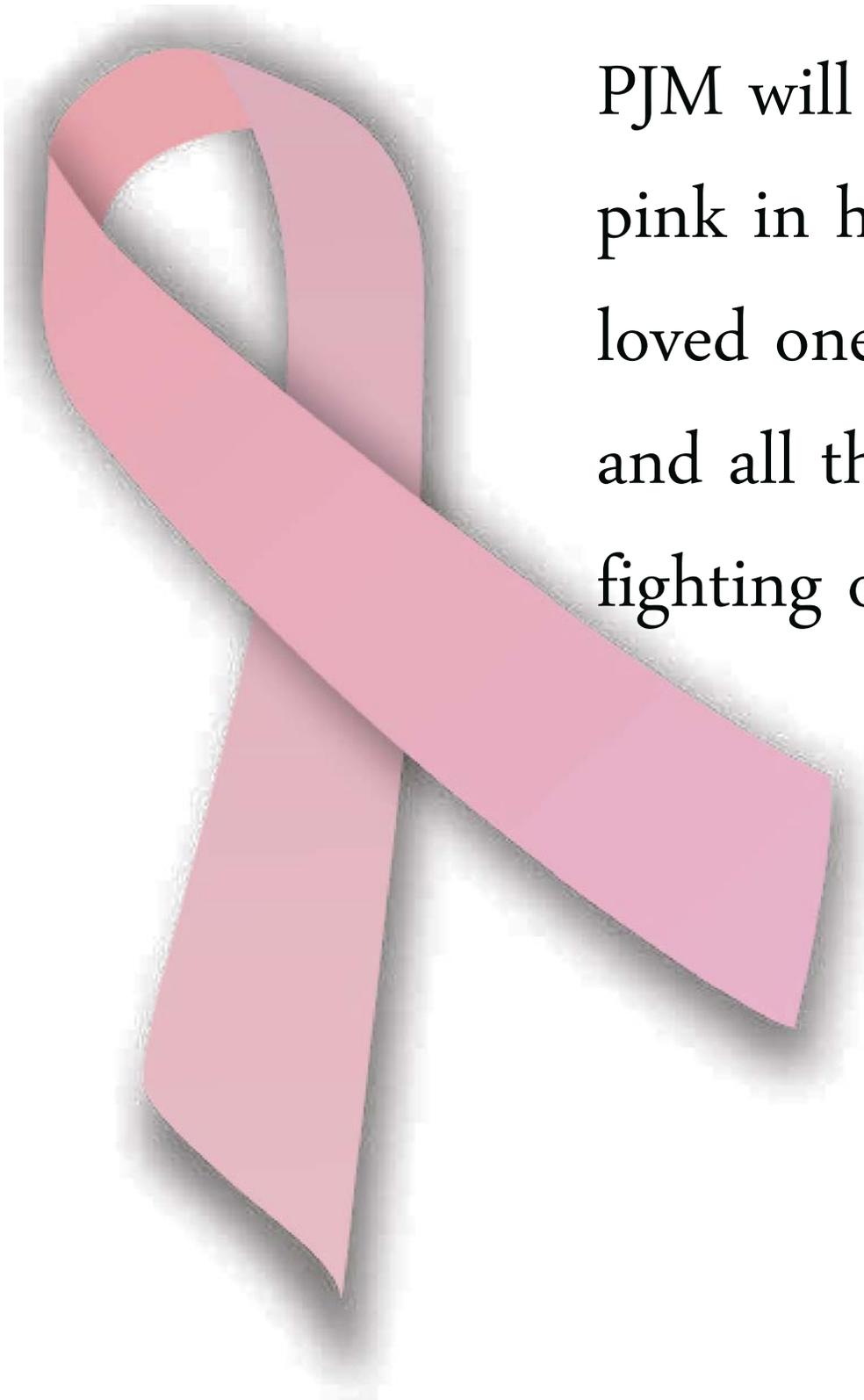
do not feel like, its easy to dress up or dress down.

- Fitted bolero jackets and cardigans/sweaters are great to camouflage the bust area.
- Nails should be groomed at all times, if nails are weak and breaking, keep them low on the same level, if you decide to wear acrylic ensure they look natural.
- If skin loses its moisture, invest in a moisturizer such as Olay Definity Deep Penetrating Foaming Moisturizer which multitasks as a sunscreen. Ensure you moisturize your face before heading to bed. This is the time your skin rehydrates.

It takes 30 seconds to make a first impression. Whether you're going to the supermarket, doctors' office, gas station, put your best foot forward at all times. Looking good boosts self confidence and esteem. DO not allow your circumstances to determine the way you look.

Written by Patrice daCosta, Fashion Consultant, Stoosh Images.

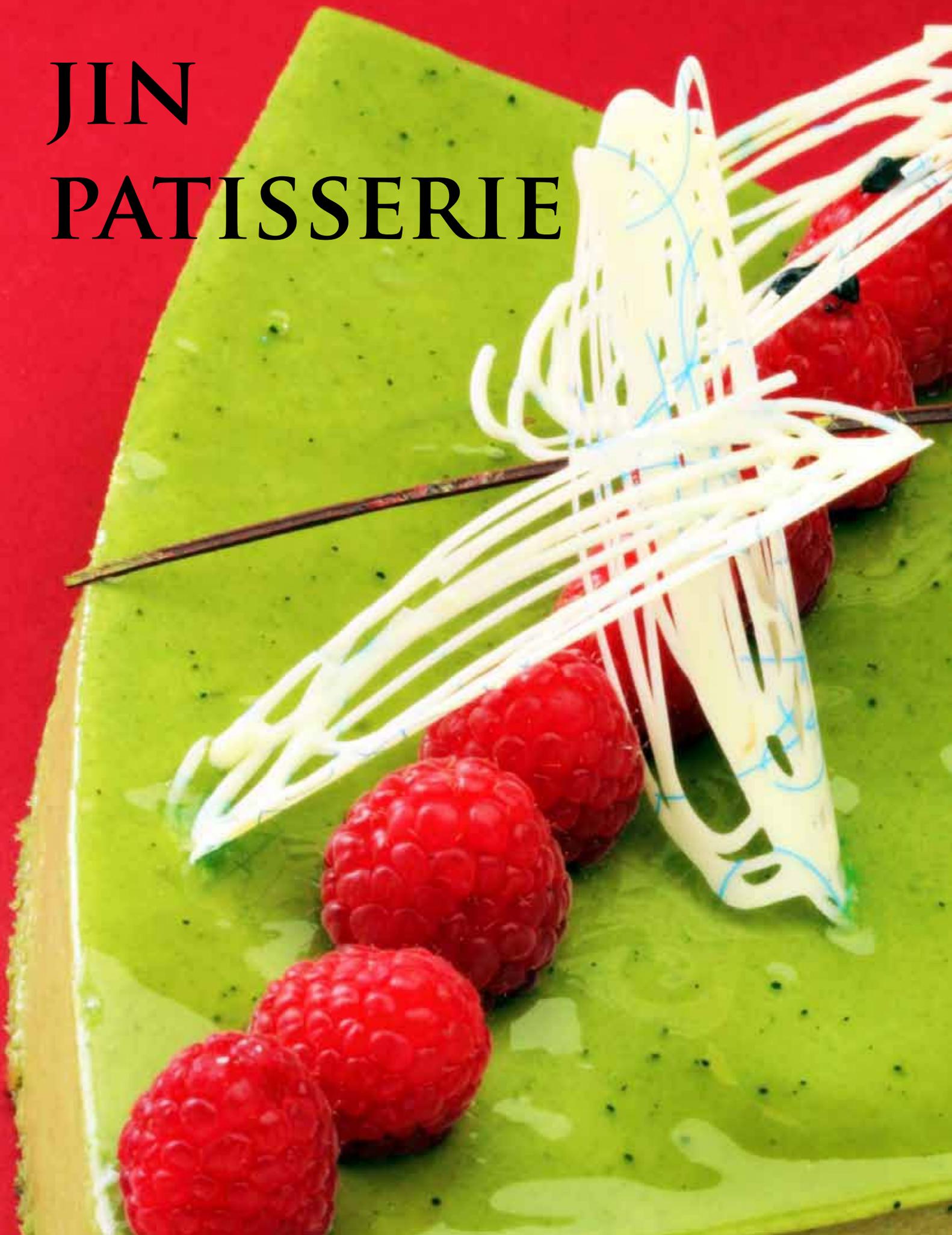
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PJM will be going  
pink in honour of  
loved ones lost,  
and all those still  
fighting on...

In Memory of a Dear Friend,  
Chickita Lau (1984-2009)

# JIN PATISSERIE





Kristy Choo  
Executive Pastry Chef  
Jin Patisserie

“Good to the last bite” is Pastry Chef Kristy Choo’s mantra. Her drive to create new sweet sensations to challenge the customer’s taste buds pushes her to find new and better ingredients. Often her search takes her literally around the globe.

Her taste for travel emerged when at a young age she took a job as a flight attendant for ANA Airlines in Asia. Little did she know that her journeys would lead to finding her true love and awakening an insatiable curiosity for food. Choo describes her discovery, “I started to see flying as a way to experience new foods and I was inspired to become a chef.”

Choo, a native of Singapore moved to San Francisco to enroll in the California Culinary Academy. It was here where her affinity for desserts became apparent. After graduation she returned home and worked in the pastry department at the prestigious Raffles Hotel, where on occasion she had the privilege of working alongside visiting Michelin star chefs like Joel Robuchon, Alain Ducasse, Gordon Ramsay and others and their teams of patissiers and chocolatiers. She left Raffles to work at the French restaurant Les Amis to expand her pastry making technique.

In 2001 she went to Berlin for the “Gourmet Summit” as the pastry chef on the three person team. After returning to Singapore a colleague unexpectedly invited Choo to join Singapore’s national team for the prestigious international “Food & Hotel Asia” competition in April that year. Not considering herself a master chocolatière, she decided to test her abilities and rose to meet the challenge of competing against formidable European and Asian opponents. She trained every day for a month and a half, often 14 hours or more a day, under the guidance of team manager and Executive Pastry Chef Kenny Kong of Singapore’s Swissôtel, to master the learning curve, while inventing truly



original recipes. As the only pastry chef on the team, not only did her hard work paid off but she defeated the Swiss and German chocolatiers in the competitive “Petit Fours” category. This triumph led to being selected for the “Culinary World Cup” held in Luxembourg in November 2002, competing against other international teams.

Soon after that she moved with her husband Kim Oh to Los Angeles. In 2003, Choo decided to turn her passion into a reality and open a patisserie. After months of research, she selected a quaint house with a front yard on the chic stretch of Venice’s Abbot Kinney Blvd. Jin Patisserie, a pastry boutique and Asian-inspired tea garden is set discreetly behind a high wall and accented with a bubbling fountain, exotic foliage, lounge chairs, tables, and benches. The name “Jin” is a modified version of Choo’s middle name Gyan. Jin also means “gold” in Mandarin and refers to four Chinese dynasties. The patisserie has become the perfect canvas for her artistic expression and affinity for design. Choo personally designs everything from the chocolate, cake flavors, location aesthetic, and packaging.



Choo has continued winning awards by being chosen the “Pastry Chef of the Year” in 2007 by Angeleno magazine; “Best of LA” in 2004 by Los Angeles Magazine”; “Best in Show” 2006 at the Next Generations Chocolatier Competition; “Rising Star” in 2006 by Star Chefs; “Pastry Chef of the Year” as well as the “French Sterling Silver” award for the patisserie in 2007 by Southern California Restaurant Writers; and nominated in 2007 in the “Hot Chocolate” category by the Food Network.



Whether brewing the perfect pot of tea, baking delectable scones, or creating a new chocolate flavor on a whim, Choo is making sure the last bite is the best.

1202 Abbot Kinney Blvd. Venice, CA

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

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a deliciously smooth  
and velvety blend with  
a nutty depth and  
lingering malty  
undertones



STRENGTH

O4

SIGNATURE  
BLENDS

## CATCH UP OVER A CUP OF QUALITY COFFEE THIS WINTER

Douwe Egberts have an unrivalled heritage in the coffee world and over 250 years of experience in making truly exceptional coffee. Blending smooth, delicious coffee is an art that they have been perfecting since 1753. With the help of their master blender, Etienne Moernaut, Douwe Egberts bring you 3 exquisite Roast and Ground blends to suit any occasion.

For seasoned dinner party goers and devoted coffee lovers, the vintage blend is sure to whet your appetite with its spicy finish. This vibrantly rich blend is bursting with full-bodied tones to impress your guests. Crafted for you to savour and enjoy, the Vintage Blend is an elegantly strong and intense coffee experience. It's naturally bold with depth and complexity giving you that full flavour hit.

A smoother, less punchy, coffee is the Velvet blend; perfect for a lazy Sunday afternoon after an indulgent family roast. Etienne has used his expertise and dedication to create something truly special with this luxuriously smooth and velvety coffee. Velvet Blend is an uncompromisingly vibrant and aromatic coffee. Made with 100% Arabica beans, it has a delightful, nutty depth and lingering malty undertones.

Suitable for all, and great for enjoying a prolonged weekend brunch with your loved ones, is the softly delicate Smoky blend. Blending subtle, mellow, mild coffee is an acquired skill and Douwe Egberts have triumphed with this strikingly smooth coffee, made with a blend of the finest, hand selected beans.

So stop wishing the winter away, choose one of Etienne's Signature Blends from Douwe Egberts and enjoy some quality time with the people you love the most. 

It's September, summer is nearly over and winter is slowly creeping up on us once again. The days will soon be getting shorter and we'll soon be waking up to moody blue skies and leaving work in darkness. As the wintry nights start drawing in, it's the perfect time to enjoy some time at home. That isn't to say you can't indulge and enjoy the finer things in life.

Throwing a dinner party is great way to catch up with friends and show off your culinary skills. There are no last orders at home so you can entertain till the small hours. The smell of premium Roast and Ground coffee filling the room will make you a popular host. With the help of Douwe Egberts' new Limited Edition coffees, Etienne's Signature blends, you can treat your guests to a truly luxury coffee and end the evening in style.

# PJM BACHELORS 2009



JASON

Name: Jason Timothy

Age: 32

Location: Dominica

Occupation: Planning Engineer

**How would you describe yourself in 5 words or less?**

Hard working, ambitious, fun loving.

**If you could change one thing about a woman what would it be?**

I wouldn't change a thing! If I did it would no longer be a woman.

**What do you love most about women?**

Their God given natural beauty.



**What has been the biggest misconception about you?**

That I am stuck up and bourgeois

**If you were given \$1,000 USD to plan the perfect weekend, what would you do?**

Friday:

Give a few bouquets of flowers, various coloured Peruvian and stargazer lilies along with some gerbera daises and a single rose on the bed + seafood dinner.

Go to a club Friday night for a night of partying.

Saturday:

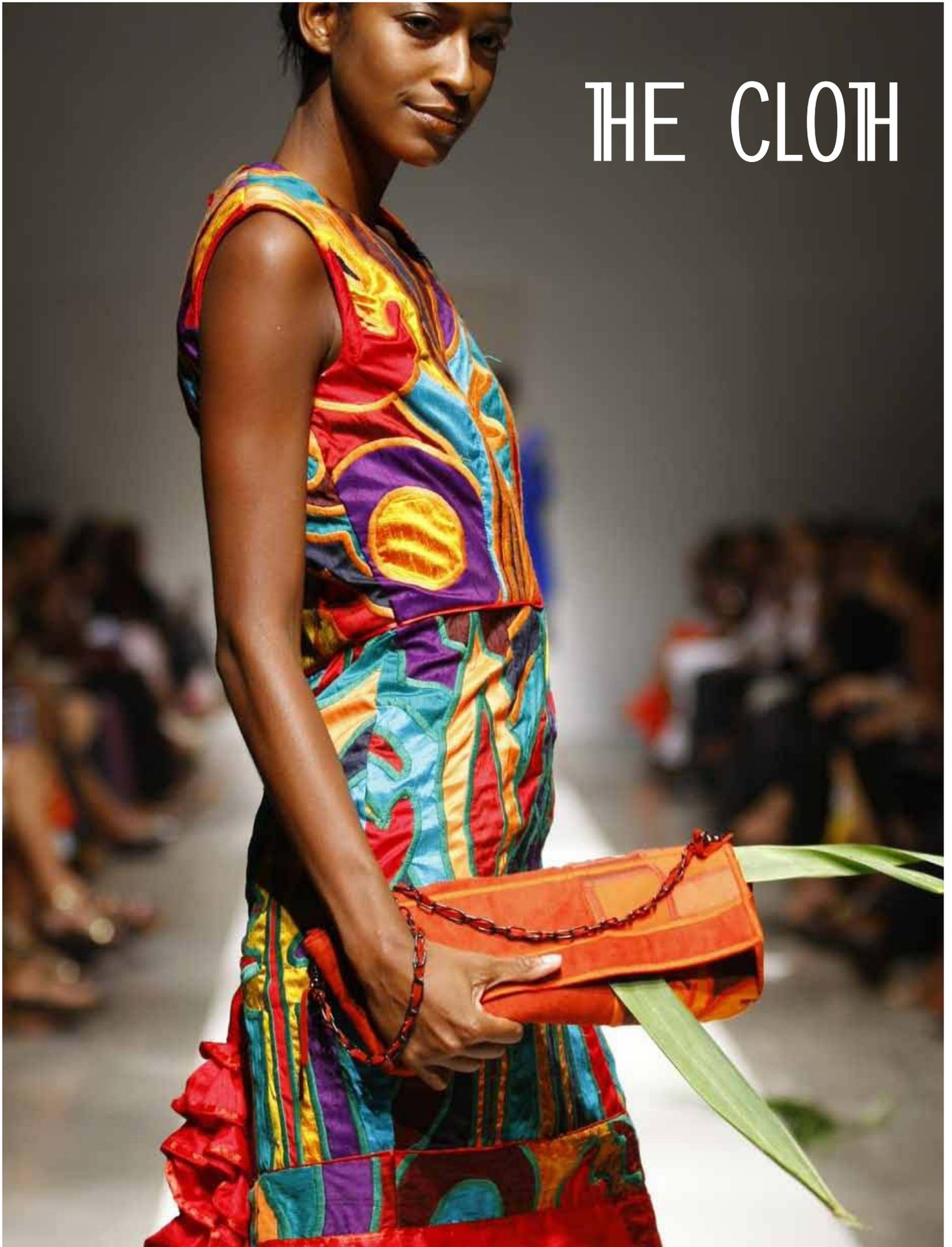
Breakfast/brunch on French cuisine by the marina/harbor. Spend Saturday from about 11am to about 6pm on a boat with some friends on the way to a secluded beach. In the night, relax in the indoor spa then watch a movie over some Chinese food.

Sunday

Breakfast buffet at a nice hotel and spend a lazy Sunday morning just chatting and enjoying the day. Then lunch at a nice restaurant by the beach. In the evening spent enjoying natural hot water mineral baths while sipping on some white wine.

PS. I don't think I need to mention everything that goes on in between ;-)

# THE CLOTH



Name: Andre Cowan

Age: 26

Location: Jamaica

Occupation: Category Manager

**How would you describe yourself in 5 words or less?** Confident, Ambitious, Sexy, Jovial and Blunt

**Favourite movie:**

Taken....it shows passion, drive and true love, qualities that i admire

**What do you love most about women?**

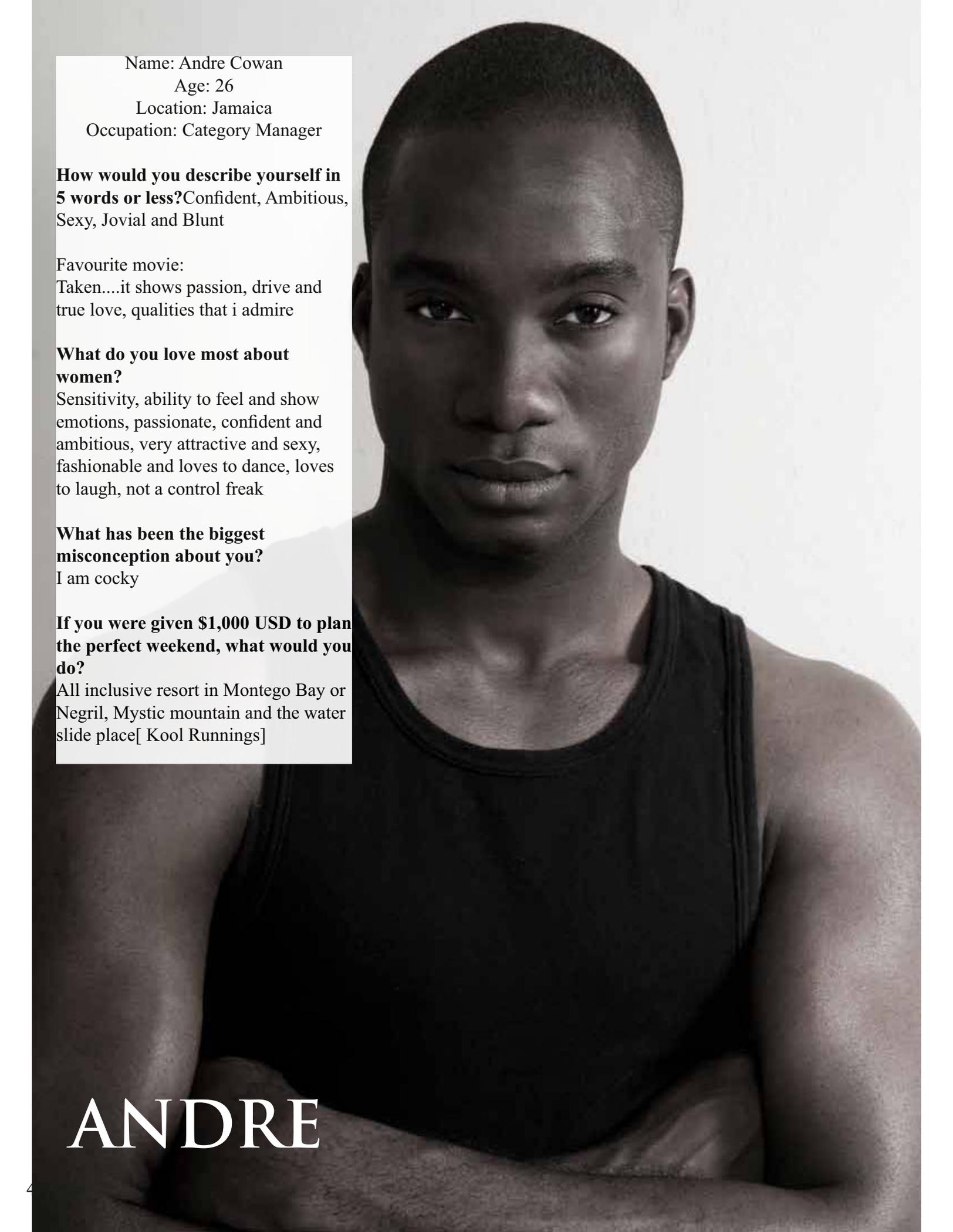
Sensitivity, ability to feel and show emotions, passionate, confident and ambitious, very attractive and sexy, fashionable and loves to dance, loves to laugh, not a control freak

**What has been the biggest misconception about you?**

I am cocky

**If you were given \$1,000 USD to plan the perfect weekend, what would you do?**

All inclusive resort in Montego Bay or Negril, Mystic mountain and the water slide place[ Kool Runnings]



# ANDRE

**Name:** Nicholas Mckoy  
**Age:** 27  
**Location:** Jamaica  
**Occupation:** A Pulse model

**How would you describe yourself in 5 words or less.**

Strong, energetic, virile, swift and BOLD

**If you had \$200 Jamaican dollars to save your life and dying of hunger what would you buy and eat?**

I'd buy a Bun & Cheese and just call it a day.

**What do you love most about women?**

When they are independent and responsible.  
Women that know and go for what they want in life.

**What has been the biggest misconception about you?**

The biggest misconception about me that people have is that I dream alot. But in all reality is..... I'm a go getter.

**If you were given \$1,000 USD to plan the perfect weekend, what would you do?**

It would b me and my girlfriend planning a picnic on the moon poppin` champagne. Lol



# NICHOLAS



# TORDM

Shop #15  
7th Avenue Plaza  
28 Constant Spring Rd



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## PJM

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By Nichole Hall

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# HART 'N IRITS

EXCLUSIVELY AT REVE JEWELLERY  
DEVON HOUSE, JAMAICA





# FRIENDS FROM FACEBOOK

## JOIN US!

**PJM:** The Irish-owned telecommunications company, Digicel, yesterday said it had completed a deal to acquire the assets of the French phone company, Orange Dominica Limited.....Lesson: Three's a crowd, when battling LIME just buy out the other competition and squeeze...lol

D'Roi Gayle, Alli Plummer and Christine Ellis like this.

**Mike Ricketts**

*In business "money talks" bull.... walks, that how the big boys do dem ting, see it from day one, so it go, life runnings doah!!!....bless*

**PJM:** Jamaica Teachers' Association (JTA) is recommending that the Ministry of Education abandon the use use of pit toilets in schools and replace them with water closets.

D'Roi Gayle like this.

**William Richards**

*wtf!!! how generous! how forward minded!!! dwl*

**Chris Bonafide**

*How di hell pit toilet still deh a Jamaica especially inna school dem.*

**PJM:** Kanye West is such an a\*\* - he's like a scratched CD - keeps doing the same crap everytime and need fi dash weh! Beyonce you are a class act and Taylor you deserved your moment and we love you!

Garth Kelly, Fabian Salesman, Audrian Golding and 5 others like this.

**Stampede Lammie**

*kanye a de boss*

**Paul Johnson**

*I beg to second you on dat Panache,i think dat ratid bowy,imbarass all black people,i never fell so humiliated b 4...*

**Alicia Green**

*i second panache and paul-couldnt ave said it bettr ma self..shame caan dun!*

**Pauline Haylett**

*him is jus plain outa adda, jamaican style*

**Garth Kelly**

*never did like that fool to begin with...always craving attention,like a spoiled child...hopefully his 2 minutes of fame will soon be behind us*

**Shadaine Longmore**

*a waste boi dem deh im nuh even worth the amount a hype weh ppl a gi him.... sumbady need fi knock da punk out cold fi a while*

**PJM: Rest in peace Trevor Rhone- playwright, author, teacher, actor.....a giant in Jamaica's cultural movement**

---

**Vee Soundclash, Aisha Thompson, Garth Kelly and 2 others like this.**

**Gillian Larmond**

*Rest in peace Sir Rhone, condolences to the family of the late Trevor Rhone.*

**Wayne Patacer**

*A true genius and great contributor to our Jamaican art world!!!*

**Donnamarie Lynch**

*I echo Wayne's comment...RIP ♥*

**Garth Kelly**

*ditto*

**Gillian Larmond**

*for real Wayne*

**Panache Jamaica**

*The harder they come, the harder they fall one and all.....love that movie and song. Celebration of a wonderful life*

**PJM: The Honourable Usain Bolt and Highway 2000 to be named Usain Bolt Highway.....perfect match**

---

**D'Roi Gayle and Benjamin Dumont like this.**

**Alexander William Delapenha**

*You do know that's gonna inspire everyone to drive faster on it, right?*

**Panache Jamaica**

*Oh William, puss and dog don't have the same luck... nor do we all drive a \$15 million dollar car...so please slow your roll and buckle up everytime!*

**Garth Kelly**

*LOL*

**Dani Devaux**

*No speed limits, I hope...*

**PJM: Juici Beef or Tastee Patty- which Jamaican maker reigns supreme?!**

---

**Byron R. Buckley**

*juici*

**Tricia Williamson**

*Oh jeez,,,, this is a toughie I really love the flakyness of Juici and they are both soo good but.....a fiery hot Tastee ..you know the kind that bun your mouth but you just can't stop eating cause it tastes soooo good....it wins for me!*

**Laci Sue**

*Definitely tastee!!*

**Adrian DjWebb Wedderburn**

*Juici All the way fi mi*

**Melrose Pjh**

*What of Mothers sir. The original is still the best afterall. Lest you forget- it was Mothers that started the cheese patty, full house patty, soy patty and fish patty phenomenons. The children at our school specifically prefer the Mothers chicken patty to the others offered on the market. Mothers patty all the way!!!*

**Panache Jamaica**

*PJM would like to formally issue an apology for not including Mother's in our non-scientific poll as we fully recognize their contribution to the development of the patty market here in Jamaica. We regret any offense to the school children andall Mothers' lovers alike. However, we wish to point out that the options of best Jamaican patty maker are fully open to whom ever you deem fit. :-)*

**Byron R. Buckley**

*lol, melrose is right stil, in terms of mothers making the best full house patty. i use to prefer tastee over them all but sometimes tastee crust too thick and the meat bland.*

*Sashay Away to ....  
Saint Kitts & Nevis*



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