

COCOILLY

celebration + inspiration

VOLUME 2 | NO. 2

MODERN ELEMENTS



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VOLUME 2 | No. 2

Chronicle

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THANK YOU
TO OUR WONDERFUL FRIENDS AND
AMAZING CONTRIBUTORS!

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Kristina Laukkanen

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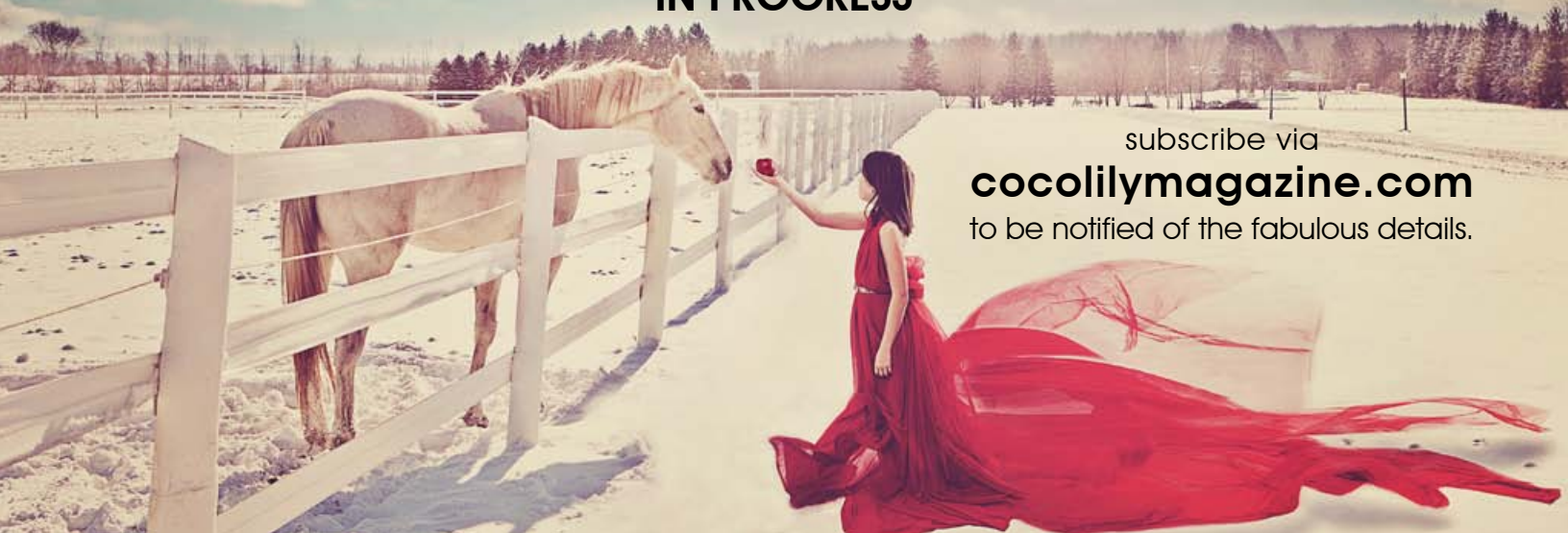
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The
MODERN JUNIOR
MODA

photography Carla Silva | Photasia Photography Reimagined
clothing Nanos | Hucklebones London | Jessie & James | Stella McCartney Kids
wardrobe provider MINIMODELGALLERY.CA







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LIFE'S SPECIAL EVENTS ... TO-A-T

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Celebrate!
VINTAGEPROPARENTALS • EVENTSTYLING • PHOTOGRAPHY&DESIGN

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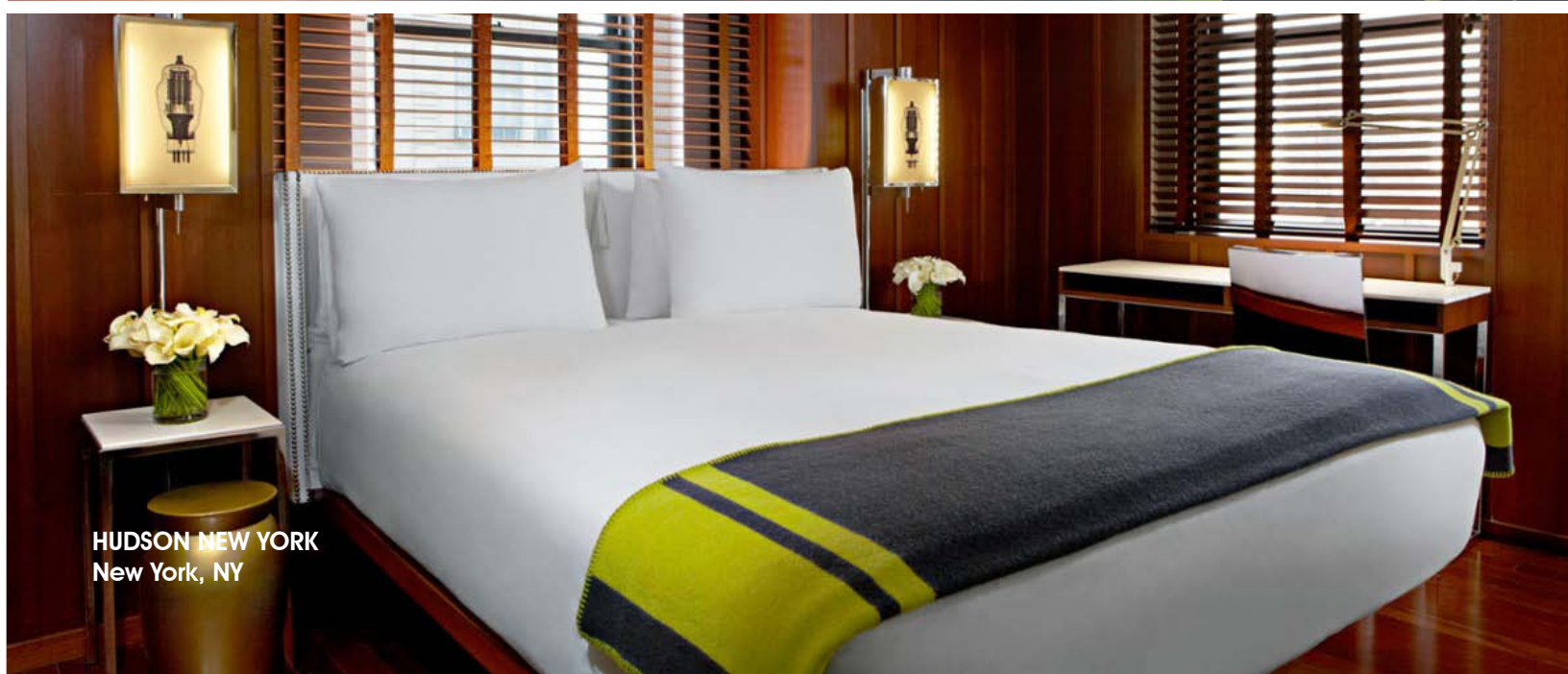
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DEPARTURES WISH LIST: in New York

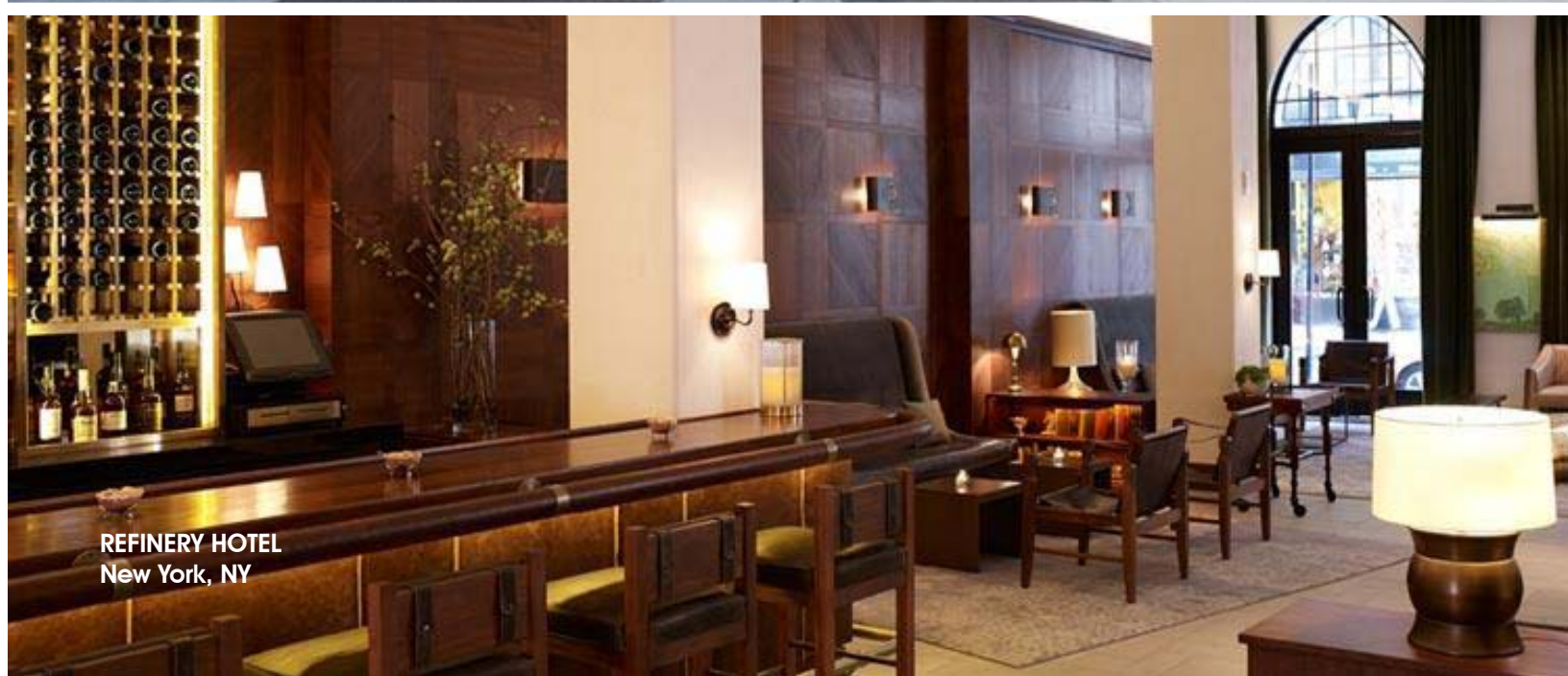


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photography Digna Toledo Photography LLC
location The Art Factory
graffiti artist Clone Ink
production assistant Christopher | Valerio Events
prop stylist Favors & More, LLC
sweet table treats The Traveling Cupcake
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rentals Metro Party Rentals
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A YELLOW CAB

Celebration

CELEBRATION











Editor's Lookbook:

Modern Elements



Joe's Laney
in Black

For Her

home | beauty | fashion



Coco Mademoiselle
Parfum



Kate Spade New York Metro
Grand Chronograph Watch



Joa Blush Long Line Coat

For Office



Leather Macbook Sleeve



Pink Lady Magnets



Floating Model Sailboat



Children's "Sprinkles" Swim Goggles

For Little One



Dream Big Little One Nursery Print



Chuck Taylor Classic Colors Converse

Just Because
curated | vintage | unique



GOGGLES
Bubble Umbrella

Au Natural



Pink Clay Soap



Sea Mist.
Sea Salt Hair Spray

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The Dark

INSPIRATION

concept + producer Sarah Vander Heide and Christina McKenzie
creative director + concept Sarah Vander Heide and Christina McKenzie
photography Sarah Vander Heide of Photography by SSV
production assistant Michael Vander Heide
prop stylist Sarah Vander Heide and Christina McKenzie
sweet table treats Christina McKenzie
decor Sarah Vander Heide
wardrobe stylist Sarah Vander Heide
casting director Sarah Vander Heide





“The phrase “in the dark,” as I’m sure you know, can refer not only to one’s shadowy surroundings, but also to the shadowy secrets of which one might be unaware. Every day, the sun goes down over all these secrets, and so everyone is in the dark in one way or another. If you are sunbathing in a park, for instance, but you do not know that a locked cabinet is buried fifty feet beneath your blanket, then you are in the dark even though you are not actually in the dark, whereas if you are on a midnight hike, knowing full well that several ballerinas are following close behind you, then you are not in the dark even if you are in fact in the dark. Of course, it is quite possible to be in the dark in the dark, as well as to be not in the dark not in the dark, but there are so many secrets in the world that it is likely that you are always in the dark about one thing or another, whether you are in the dark in the dark or in the dark not in the dark, although the sun can go down so quickly that you may be in the dark about being in the dark in the dark, only to look around and find yourself no longer in the dark about being in the dark in the dark, but in the dark in the dark nonetheless, not only because of the dark, but because of the ballerinas in the dark, who are not in the dark about the dark, but also not in the dark about the locked cabinet, and you may be in the dark about the ballerinas digging up the locked cabinet in the dark, even though you are no longer in the dark about being in the dark, and so you are in fact in the dark about being in the dark, even though you are not in the dark about being in the dark, and so you may fall into the hole that the ballerinas have dug, which is dark, in the dark, and in the park.”

~ Lemony Snicket, *The End*




PEAR STUDIOS
PHOTO + CINEMA

with Kristina Laukkanen of Pear Studios Photo + Cinema

Q: TELL US, HOW YOUR COMPANY CAME TO BE? WHY DID YOU DECIDE TO BE AN ENTREPRENEUR?

A: I started my photography career twelve years ago when I was at a crossroads after a series of life events. I had this drive within me that said to just go for it and ever since then I have never looked back. Your gut instinct is such a powerful thing and should never be ignored.

Q: WHAT WAS YOUR CAREER PRIOR TO BECOME AN ENTREPRENEUR?

A: I was exploring different avenues in sales and marketing which led me to the head office of Black's Photography. Learning about photo retail over 5.5 years was some of the best business education that I was ever exposed to.

Q: IF YOU COULD DO IT ALL OVER AGAIN, WHAT WOULD YOU CHANGE?

A: I've asked myself that a dozen times and honestly, if I didn't go through the experiences I have gone through - all the failures and successes - I may not be where I am today. Every experience counts for something and you learn and grow from it all.

Q: WHAT ACCOMPLISHMENTS ARE YOU MOST PROUD OF ON YOUR ENTREPRENEUR JOURNEY SO FAR?

A: There are a few but the best one is becoming confident in knowing what you are worth. Aside from mastering your skills, when you offer an expert service in any industry; pricing yourself out is the hardest thing to do. I have to thank the PPOC - Professional Photographers of Canada for that. Being a part of a professional association really helps to keep you in touch with industry standards and has a really great supportive community. My other accomplishment that I have been planning for is to have the flexible schedule to be at home raising our family, which we recently just started.

Q: WHAT IS THE BIGGEST MISCONCEPTION THAT EVERYONE THINKS WHEN YOU ARE AN ENTREPRENEUR?

A: That you work less hours than an average work week. NOT TRUE. If anything, you work a few more -



especially when you are in start-up mode. And even after 5-10 years, don't be fooled - it'll still be a constant hustle but hopefully by then you work smarter and when you are passionate about what you do, it doesn't feel like work.

Q: ONE BUSINESS TOOL THAT IS A MUST AND CAN'T LIVE WITHOUT ITEM?

A: My Nexus 5 Google phone. I run my biz off Google Apps and ever since I switched from Blackberry 5 years ago (thank-you to my husband) I never have any issues with accounting, emails or keeping notes. I also have the ability to access my hard drive remotely - which is a great feature to have when you are on the road in between meetings or dropping off the kids.

Q: MARKETING IS KEY IN ANY BUSINESS, WHICH MARKETING PORTAL HAVE YOU USED FOR YOUR BUSINESS THAT PROVED TO BE THE MOST SUCCESSFUL FOR YOU?

A: Social media and good old fashion networking. Facebook and MadMimi Email Service have been great for the online world.. I've been exploring Instagram for the past 1.5 years which has been a great way to stay in touch and inspired with friends. However, face-to-face is still a necessity - you need to get out from behind the computer from time to time to maintain relationships - and it's just good for the entrepreneur soul.

Q: HOW DO YOU STAY ORGANIZED IN BUSINESS AND PERSONAL DAY-TO-DAY TASKS?

A: Google Apps and good old sticky notes.

Q: WHAT DOES YOUR TYPICAL WORK DAY LOOK LIKE?

A: It's hard to say because every day can be different - if I'm on an assignment, I'm gone all day . But if I'm in the office or just have meetings during the day...this is what it looks like:

6am - Breakfast

6:30am- Post social media and check emails

7:15am - Head to the gym or go for a run (3-4 days a week)

If this doesn't happen in the morning, I move it to the evening.

8:30am - Start on post-production or get ready for morning meetings

12pm - Lunch (if I remember)

12:30pm - Back to editing or attend afternoon meetings

3:30pm - Start dinner

4:30pm - Family Time

7:00pm - Wedding Consultation or Office work

8:30pm - End of Day

Saturdays are usually full shooting days but Sundays are reserved for family :) However, now with a newborn I'll have to figure out more efficient methods. It's a bonus networking with other mom entrepreneurs - they give such great advice.

Q: WHAT IS YOUR FAVORITE COCKTAIL?

A: Vodka Cranberry and Soda with a twist of lime

Q: WHAT IS YOUR FAVORITE COMFORT FOOD?

A: Any homemade pasta dish - you just can't beat fresh noodles - especially when someone you love makes it for you :)

Q: WHAT IS ONE SONG THAT MOTIVATES YOU NO MATTER HOW BAD OF A DAY YOU'VE HAD?

A: There are so many but you will find this on my playlist right now: The Man - Aloe Blacc. That man has so much soul in his lyrics, it's contagious.

Q: COCOLILY MAGAZINE IS ALL ABOUT CELEBRATION + INSPIRATION, WHAT DO YOU CELEBRATE MOST ABOUT LIFE AND WHAT IS YOUR BIGGEST INSPIRATION?

A: I celebrate the love and empathy that people share with one another - it's mesmerizing to watch it unfold - which is why I love documenting it personally and professionally. My husband, family, friends and community are my biggest inspiration - when you surround yourself with people who lift you up - it's not hard to be inspired to share that with others and pay it forward.

Random Goodness

RANDOM ACTS OF KINDNESS...

- Forgive someone and let it go.
- Welcome a friend home from their trip with groceries.
- Gift your favorite book.
- Leave flowers for a neighbor.

COCOLILY RULE NO. 6

Buy yourself flowers every week to celebrate fabulous you.

COCOLILY RULE NO. 7

In the words of Elsa from Frozen “let it go.”

COCOLILY RULE NO. 8

Don't count calories.

COCOLILY RULE NO. 9

Everything should be made as simple as possible, but no simpler.

COCOLILY RULE NO. 10

Encourage someone.

FALL TO DO LIST

Your seasonal bucket list and we recommend at least one for the Fall.

Go apple picking. Gather and jump in the leaves. Take a hot-air balloon ride. Eat a peanut butter and jelly sandwich. Make turkey chili. Buy something from a local farmer. Buy yourself a gorgeous new notebook. Bake a pumpkin pie. Eat a candy apple. Make butternut squash soup. Drink hot apple cider. Celebrate Oktoberfest with beer and sausages. Host a potluck Thanksgiving dinner. Tour a winery. Buy yourself a new big warm comfy sweater. Step outside for five minutes to take in the Fall colors. Start Christmas shopping. Picnic at a local park. Camp in your backyard. Go pumpkin picking. Put together a jigsaw puzzle. Roast pumpkin seeds. Make apple cider donuts. Host a baked potato bar party. Invite the girls for tapas and wine. Make pumpkin pie play dough.

THINGS WE LOVE

1. Scarves with leggings + large sweaters
2. Breakfast for dinner
3. Salted caramel
4. Chanel no. 5
5. Autumn sunsets
6. Apple orchards

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