HER COLLECTION

COLLECT.CONNECT.CREATE

HER RETURN



LOVELEEN SINGH

MIND-MOVEMENT TRANSFORMATION COACH

we're back!



editor's note

After two beautiful years of pause and reflection, I can't tell you how thrilled I am to welcome you back to HER COLLECTION magazine! * Like a garden that goes dormant only to bloom more vibrantly in spring, we've used this hiatus to grow, transform, and reimagine how we can better serve our incredible community of women.

So much has changed since our last issue, both in our world and within our HERCOLLECTED family. We've evolved, learned, and grown stronger together. This return feels like coming home – to a home that's both familiar and wonderfully different. In this special comeback issue, we're honoured to feature the inspiring Loveleen, whose journey holds a special place in my heart. A former founder of **HERCOLLECTED**, Loveleen chose to spread her wings and forge her own path. Her story of transformation is a testament to the courage it takes to follow your dreams, and the beautiful possibilities that await when you do. Her return to our pages as our cover story feels like the perfect full-circle moment.

This issue is lovingly dedicated to Milo, my faithful companion of 14 years who recently crossed the rainbow bridge. He was more than just my furry best friend - he was my constant supporter through late-night sessions, my comfort during challenging times, and a source of pure joy during my brightest moments. His spirit of unconditional love and loyalty will forever inspire the way we nurture our community.

Within these pages, you'll find stories of growth, wellness wisdom, and the blueprint for blooming into your fullest potential. We're here to celebrate you, support your journey, and continue growing together as a community.

Welcome back to your HER COLLECTION family. We've missed you.

Jamine EDITOR IN CHIFF



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FROM CORPORATE FINANCE TO MINDFUL MOVEMENT

How One Woman's Health Crisis Sparked a Revolution in Self-Love

In the tranquil surroundings of her Oakville home, a world away from the once chaotic hustle of Toronto's renowned King Street West-her former home- Loveleen radiates an energy that speaks of transformation and purpose. For those who have followed **HERCOLLECTED** throughout the years, you know that Loveleen played a vital role in the organization's early days. With the relaunch of our cherished publication, it feels only fitting to share HER-story. You will first notice Loveleen's physical transformation; however, as she recounts her journey, you will discover that her entire life has evolved over the course of six years. Her transition from Bay Street corporate finance to fitness aficionado is more than just a career shift-it's a testament to the power of intentional living and self-discovery.

THE WAKE-UP CALL

"2019 changed everything," Loveleen shares, her voice carrying the weight of that pivotal moment. "Being diagnosed with a rare autoimmune disease (granulomatosis with polyangiitis - GPA) wasn't just a health crisis—it was a message from my body that I could no longer ignore." Faced with urgent medical concerns, Loveleen made the brave decision to pursue medical assistance for her weight loss journey, acknowledging that her life literally depended on it.

"This wasn't about aesthetics," she emphasizes. "It was about survival. My doctors made it clear: if I didn't make dramatic lifestyle changes, I could not only regain the weight but put my life at serious risk."



THE JOURNEY OF 150 POUNDS

Losing 150 pounds wasn't a simple before-and-after story. It was a daily commitment to change, supported by medical intervention and an unwavering dedication to lifestyle transformation. "I want people to know that seeking medical help isn't a shortcut or a failure—it was a necessary step in my particular journey due to the urgency of my situation," Loveleen explains. "But the real work? That came after. Maintaining this lifestyle, building new habits, learning to honor my body—that's the ongoing journey."

A NEW PURPOSE EMERGES

When corporate layoffs coincided with her health transformation, Loveleen saw it as divine timing. Now pursuing her Pilates certification, she's crafting a unique vision that combines fitness with emotional wellbeing, particularly focusing on women and children.

"Movement isn't just about weight loss," she emphasizes. "It's about connecting with your body, understanding its signals, and honoring its journey. Every step, every stretch, every breath is an opportunity to strengthen that connection."

Building a Community of Understanding With plans to open her own wellness studio by age 50, Loveleen is creating a space where transformation stories of all kinds are welcomed and celebrated. Her approach is refreshingly honest about the complexities of health journeys, acknowledging that everyone's path is unique.

"In my studio, there will be no judgment about how you got here or what help you needed along the way," she shares. "What matters is that you're here, ready to move forward, ready to honour your body's journey."

THE LEGACY OF AUTHENTIC MOVEMENT

Loveleen's innovative approach includes junglethemed fitness classes for children aged 5-12, where movement becomes an adventure rather than a chore. "I want to help create a generation that sees movement as joy, not punishment—that understands health is about thriving, not just surviving."

Her success cocktail contains four essential ingredients: medical support when needed, consistent lifestyle changes, unwavering self-compassion, and a commitment to helping others. "These elements, combined with radical honesty about our journeys, create the foundation for lasting transformation," she shares.

LOOKING FORWARD

As she prepares to welcome her first Pilates students, Loveleen's message is clear: transformation is possible, but it requires honesty, support, and sometimes medical intervention. "My story isn't about doing it alone—it's about doing it right, doing it safely, and doing it sustainably."

Her journey from corporate finance to fitness, from health crisis to vibrant wellness, stands as a testament to the power of taking decisive action when life demands it. Through her future wellness studio and children's programs, Loveleen isn't just sharing her story—she's creating a legacy of mindful movement and authentic transformation.



Follow Loveleen on Instagram @loveleen79

"What matters is that you're here, ready to move forward, ready to honour your body's journey."

Minding Business

Finding Your Sweet Spot: The Art of Market Mastery for Female Entrepreneurs

In today's bustling marketplace, making an impact isn't just about working harder—it's about working smarter. Let's dive into a game-changing strategy that can transform your business from a hidden gem into a shining star. Ready? Let's explore how to find your sweet spot!

Key Questions to Consider

Who do you naturally attract? Think about the clients/customers who vibe with you. What do they have in common?

What problems do you solve exceptionally well? You're a rockstar in some areas—identify those challenges you can tackle like a pro!

Where can you make the most significant impact? Pinpoint the areas where your skills can create real magic.





Market: Finding Your Sweet Spot

First things first: before you cast a wide net, let's figure out where you truly belong. Your ideal market is waiting for you, nestled right at the intersection of your expertise, passion, and a genuine need out there.



Action Step: Create Your Perfect Client Profile

It's time to get crafty! Draft a "Perfect Client Profile" that goes beyond the basics.

Let's dig into the juicy stuff—understand your audience's dreams, fears, and everyday struggles. This isn't just a profile; it's your roadmap to success!

Example Profile Structure:

Demographics: Age, location, job title—yawn, right? But important!

Psychographics: What do they value? What keeps them up at night? What makes them tick?



AWhy It Matters:

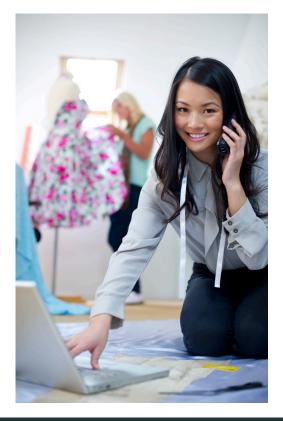
A well-defined client profile is your secret weapon for tailoring your marketing and creating offerings that truly resonate. It's like having a GPS for your business decisions—no more guessing games! Elevate Your Business Through Purpose and Passion

Finding your sweet spot isn't just about the dollars; it's about aligning your business with your heart and soul. As you hone in on your market, make sure your approach reflects who you are and the impact you're meant to make.

Next Steps:

Reflect on the Key Questions: Grab a cup of coffee (or your favourite beverage) and mull over those questions.

Draft Your Perfect Client Profile: Use the structure above to whip up a detailed profile.



Test and Iterate: Get out there, engage with your audience, and gather feedback to fine-tune your understanding.

As you embark on this journey to find your sweet spot, surround yourself with other amazing women who are on the same path. Share your insights, learn from each other, and access resources designed to support your growth.

Your entrepreneurial journey is uniquely yours. Use these strategies as a flexible framework—adapt them to fit your vision and values. The marketplace is waiting for your authentic voice to shine, so let it sparkle, darling!

Finding your market sweet spot sets the stage for a series of upcoming articles that will explore each pillar of this powerful strategy. Stay tuned for more insights and let's empower each other to master our markets and elevate our entrepreneurial journeys together!

Lifestyle



FROM HR EXECUTIVE TO CREATIVE: EMBRACING CHANGE AMIDST ADVERSITY

For many, the COVID-19 pandemic has been a catalyst for change, prompting professionals to re-evaluate their careers and pursue paths aligned with their passions. I am one such individual who transitioned from a demanding role as a Human Resources executive to embracing a creative career, finding fulfillment and purpose in the process.

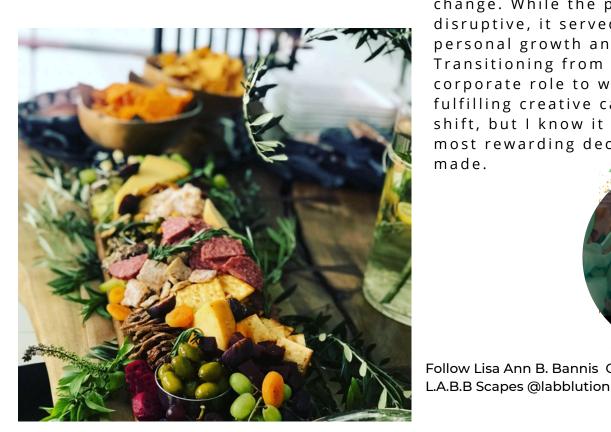
For years, I navigated the complexities of human resources within fast-paced startups and corporate environments. My role involved operational and strategic decision-making, talent management, and ensuring organizational compliance—all requiring unwavering dedication and resilience. However, the pandemic introduced unprecedented challenges, leading to widespread layoffs across industries.

In the face of such challenges, I found myself at a crossroads. The abrupt shift from a structured corporate environment to unforeseen unemployment was daunting. It was also during this time that my body decided to give me a wake-up call. I found myself being admitted to the ER more times than I could ever recall, dealing with kidney stones, shortness of breath, and, eventually, a diagnosis of hyperthyroidism due to a newly acquired autoimmune disease known as TED, Thyroid Eye Disease. Over the course of the last few years, I felt as though I was being sucker-punched from every direction. Yet, in the midst of all the uncertainty and adversity, I realized it presented an opportunity to reconnect with parts of myself that had long been overshadowed by the corporate grind.

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I began reacquainting myself with my creative outlets—table scaping, grazing tables, herbal oils, jams and jellies, pickled vegetables and fruits, gardening, interior scaping, body scrubs and butters, beading, and working with various fabrics. Always the creative, but it had been relegated to the background when I began focusing so intensely on my corporate career.

The transition from corporate to creative has not been swift nor straightforward. It involves overcoming self-doubt—and then overcoming even more self-doubt, sharpening existing skills, acquiring new ones, and dedicating countless hours to honing my craft while building a brand from the ground up. I spend several hours each month working with my professional coach at Her Collected, who continues to mentor me in the right direction, occasionally giving me stern talks. After all, creatives can often be their worst critics.





As a creative, I've been curating various aspects of living that resonate with a diverse range of clients. My work encompasses storytelling and visual art, aimed at inspiring others and helping them reconnect with the beauty in everyday life. The journey from HR executive to creative has been transformative—both liberating and challenging. It has taught me the value of adaptability, continuous learning, and the importance of pursuing personal fulfillment over traditional career benchmarks.

My story is a testament to the resilience inherent in embracing change. While the pandemic was disruptive, it served as a catalyst for personal growth and reinvention. Transitioning from a high-pressure corporate role to working on a fulfilling creative career is a profound shift, but I know it will be one of the most rewarding decisions I've ever made.

Follow Lisa Ann B. Bannis Creative Director



SEASONAL BEAUTY SECRETS: WHY YOUR MAKEUP ROUTINE NEEDS A REFRESH

Remember that moment when your tried-and-true makeup routine suddenly stopped working? You're not alone. As a makeup artist with 13 years of experience at MAC, I'm here to reveal why your favorite products might be playing hard to get – and exactly how to win them back.

THE SEASONAL SHIFT NOBODY TALKS ABOUT

Picture this: You're doing your makeup exactly as you always have, but something's... off. Your foundation is acting like it's never met your face before, your concealer's ghosting you by noon, and your skin? It's having an identity crisis. Here's the truth bomb: Your winter skin and summer skin are practically different people. But most of us are still treating them like twins.

THE THREE-STEP SEASONAL REVIVAL

1. The Foundation of Success

Before even touching your makeup bag, ask yourself:

- What's my current skin type? (Hint: It's probably different from last season)
- What's my dream finish? (Dewy spring goddess or mattified perfection?)

Your skincare routine is either your makeup's best friend or its worst enemy. Choose wisely.

2. Shop Your Stash

That drawer full of "maybe later" products? It's time to revisit it. Here's what most beauty influencers won't tell you: You probably already own everything you need. The secret isn't in buying new products – it's in knowing how to manipulate what you have.



3. The Power of Synergy

Your makeup collection is like a carefully curated wardrobe – it's all about how pieces work together. One product might be your holy grail in winter but needs a summer sidekick to truly shine. The magic happens in the mixing, matching, and layering.

PROFESSIONAL INSIGHT

Having spent over a decade watching thousands of makeup transformations, I've learned that the most common beauty frustrations stem from one simple misconception: thinking that a single product can solve all our problems. The truth? It's never about the individual products – it's about creating a synchronized routine that adapts to your changing needs.

THE MAKEUP REVIVAL METHOD

Want to know exactly how to transition your routine for the new season? Inside The Makeup Revival, I share the exact techniques I developed during my years at MAC, including:

- The Seasonal Switch System
- Product Manipulation Masterclass
- The Confidence Filter Framework

Ready to fall in love with your makeup collection again?

JOIN THE MAKEUP REVIVAL

Join us at Free Skool to discover:

- The Revival Foundation
- Colour Theory 101
- Confidence Filter Framework

QUICK TIP: Always take off your makeup before cleansing, particularly those long-wear products. Those unexpected breakouts? They may not be caused by your foundation after all.



Megan Robinson, founder of The Makeup Revival.

Not sure how to adjust your makeup? Confused about products, tools, or techniques?

Take week 1 of the revival foundation for free

MISS MAGANS MAKEUP REVIVAL

FOLLOW: TIKTOK/IG @MISSMEGANROBINSON



THE HEALTHY-HERway

Choose Your Own Wellness Adventure

Your Invitation to Move Ready to join a wellness community that celebrates your individuality?

Here's how our challenge works:

- 1. Choose Your Focus: Select any aspect of wellness that resonates with you
- 2. Set Your Metrics: Decide how you'll track your progress
- 3. Share Your Journey: Connect with others in our supportive community
- 4. Celebrate Progress: Because every step forward deserves recognition

This Month's Walking Challenge Ideas:

- Morning meditation walks
- Nature photography walks
- Walking book club meetups
- Family evening strolls Walking meetings
- Neighbourhood exploration adventures

Join the Movement Whether you're a seasoned stepper or just starting your wellness journey, there's a place for you in our community.

Reach out to learn more about joining our wellness challenge — we'd love to walk this path with you! Contact us to join our next wellness adventure.

Remember, at HER COLLECTED, every step counts, and every journey matters. Ready to write your own wellness story? Let's walk this path together!

Remember when wellness challenges felt more like boot camp than self-care? At HER COLLECTED, we're flipping the script on traditional health initiatives with our "Choose Your Own Adventure" wellness challenge that kicked off this February. And guess what? The results are blooming beautifully! Your Journey, Your Rules

The most sustainable changes are the ones that feel right for you, this is our approach at HERCOLLECTED. This philosophy inspired how we encouraged participants to choose their key performance indicators (KPIs) and tracking methods. Whether you're counting steps, tracking meditation minutes, or monitoring water intake, your wellness journey is exactly that – yours.

March Spotlight: Walking Your Way to Wellness

This month, we're putting a spring in our step with a special focus on walking. But true to our flexible approach, how you incorporate walking into your routine is entirely up to you. Let's talk about why walking might be your next favorite wellness activity.

The Science Behind the Stroll

Recent research published in the Journal of Behavioural Medicine shows that even short walks can have profound benefits:

- Just 15 minutes of walking can boost mood and creativity
- Regular walking reduces risk of heart disease by up to 31%
- Walking with others increases commitment to exercise by 47%
- Morning walks can improve sleep quality by 23%

Beyond the Numbers But here's what makes our challenge special – it's not just about the steps. Our HER COLLECTED community members share daily victories, swap wellness tips, and celebrate each other's unique approaches to health. From lunchtime power walks to evening strolls with family, every member finds their rhythm.

THE READING ROOM



Love + Work by Marcus Buckingham

In "Love + Work," Marcus Buckingham expertly explores the powerful connection between our passions and professions. Central to his message is the concept of "Red Threads"—the recurring themes and passions that define our lives. By identifying these threads, readers can uncover their true purpose and align their love and work for greater fulfillment.

This idea resonates deeply with the principles of HER Collected, which champions self-discovery and empowerment. Buckingham encourages us to seek joy in both our personal and professional lives, emphasizing the importance of surrounding ourselves with uplifting connections.

In essence, "Love + Work" is a transformative read that inspires us to embrace our unique journeys. It's a must-read for anyone seeking deeper fulfillment, making it a perfect complement to the mission of HER Collected. Dive in, discover your purpose, and let your love and work intertwine for a more joyful life.



Nestled within the historic walls of the former Second City building, Akira Back offers a unique dining experience that beautifully marries Japanese cuisine with creative fusion elements. This charming restaurant, which opened its doors in 2016, has quickly gained a reputation for its innovative dishes and vibrant atmosphere—a must-visit for food enthusiasts.

Walking into Akira Back, one can't help but feel the weight of history. The venue was once home to the iconic Second City comedy troupe, launching careers of legendary Canadian comedians like John Candy, Mike Myers, and Catherine O'Hara. It's fascinating to think about the laughs and creativity that have filled this space, now transformed into a culinary haven.

Having recently learned about Akira Back from a colleague, I was eager to experience what I had been missing. Our dining adventure began with the wise decision to seek recommendations from our knowledgeable waitress, who guided us through the menu with enthusiasm and expertise.

While the food was undeniably the star of the evening, I did find the lack of windows a bit claustrophobic at first. However, I quickly got over this minor discomfort as the incredible flavors and vibrant atmosphere took center stage.

Akira Back is a culinary gem that deserves every bit of its acclaim. The fusion of traditional Japanese flavors with modern twists creates an unforgettable dining experience. If you're in the area, don't make the same mistake I did and wait too long to visit. This restaurant is no joke it's a true celebration of food, history, and creativity.

Coaching Corner with Janine

EMBRACING CONFIDENCE—BREAKING FREE FROM SELF-SABOTAGE

As the blossoms bloom and the days grow longer, there's no better time to talk about something that often feels like a bitter winter chill in our hearts: confidence. As a success coach, I've seen firsthand how imposter syndrome can sneak into our lives like that uninvited guest who overstays their welcome. You know the type—doubtful, critical, and always looking for ways to undermine your brilliance. But fear not! This spring, let's dig into how we can kick that pesky saboteur to the curb and embrace the confidence that's been waiting for us all along.

The Imposter

First, let's get real about imposter syndrome. It's not just a fancy term thrown around in self-help circles; it's a pervasive issue that affects many, if not most, of us at some point in our lives. You might feel like a fraud, attribute your successes to luck, or believe that one day, someone will "find you out." Spoiler alert: You're not alone, and you're definitely not a fraud!

This sneaky mindset can be incredibly destructive. It holds us back from seizing opportunities, speaking our truth, and celebrating our achievements. So, how do we combat this?

The Mindset Shift

The first step toward conquering imposter syndrome is altering your mindset. Science tells us that our thoughts shape our reality—so let's start there! Challenge those negative thoughts when they pop up. Instead of thinking, "I don't deserve this," flip the script to something more empowering: "I've worked hard for this, and I'm ready to shine!"

Mindfulness Matters

Now, let's talk about mindfulness. This isn't just a buzzword; it's a powerful tool. Incorporating mindfulness into your daily routine can help ground you and shift your focus from self-doubt to self-acceptance.

Try taking a few moments each day to breathe deeply, meditate, or simply observe your surroundings. This practice can create space for you to acknowledge your feelings without judgment and help you see your worth more clearly.

Journaling Your Journey

And here's where my love for journaling comes in! Grab a cute notebook (bonus points for glitter), and start writing down your thoughts. Reflect on your achievements, big and small, and jot down how you feel about them. This can be a game-changer. By putting pen to paper, you're not only validating your feelings but also creating a tangible record of your growth. On days when doubt creeps in, flip through those pages and remind yourself of your fabulousness!

Talk It Out

Let's not forget the power of conversation. Don't underestimate the magic that happens when you share your feelings with trusted friends or mentors. You'll be surprised at how many people have faced similar struggles. It's like a mini support group right there in your living room! Plus, you might just pick up some golden nuggets of wisdom along the way.

When to Seek Help

However, if self-sabotage continues to rain on your confidence parade, it might be time to seek professional guidance. There's absolutely no shame in reaching out for help. Sometimes, we need a little extra support to break free from those chains of doubt. Coaches, therapists, and support groups can provide valuable perspectives and tools that will help you navigate your journey to self-acceptance.

Your Confidence Awaits

As we step into this vibrant spring season, remember that confidence isn't a destination; it's a journey. By tackling imposter syndrome head-on, shifting your mindset, and incorporating practices like mindfulness and journaling, you're well on your way to blossoming into the confident person you were always meant to be.

So, dust off those self-sabotaging thoughts, embrace your fabulousness, and let your confidence shine! You've got this, and I'm right here cheering you on—sass and all. Here's to a season of self-love, growth, and unapologetic confidence!



What's New With HER

Remember that moment when you first realized your dreams were bigger than your current reality? That's exactly where Janine found herself during the pandemic, and it sparked something magical − HERCOLLECTED. Now, as we step into 2025, that spark has blossomed into something even more extraordinary: The Blueprint & Bloom Society™.

Every woman deserves to write her own success story," shares Janine, founder of HER COLLECTED and the visionary behind this transformation. With over 25 years of experience in leadership development and coaching, she's seen firsthand how the right blend of strategy and support can change lives.

A New Chapter Unfolds

The Blueprint & Bloom Society™ isn't just a name change – it's a complete reimagining of how we approach women's success. Think of it as your personal success garden, where strategic planning meets natural growth. Our signature Success Blueprint Method™ guides you through three essential phases:

- The Blueprint Phase: Where you define your vision and map out your path
- The Bloom Phase: Where strategies turn into real-world success
- The Legacy Phase: Where your growth becomes lasting impact

A Community in Full Bloom

At the heart of this evolution is our thriving community of 133 remarkable women. Take Megan Robinson, for example. Using our Success Planner, she transformed her passion for makeup artistry into a flourishing business, Miss Megan Makeup Revival. Stories like hers aren't just inspiring – they're proof that with the right support system, anything is possible.

What's New and What's Next Starting

March 19th, 2025, you'll notice our fresh botanical luxury meets strategic design aesthetic, featuring sophisticated colour palette. But the real excitement? Our flagship Success Blueprint Method™ program, offering a premium pathway to purposeful success. Your Invitation to Bloom. Whether you're dreaming of launching a business, seeking more purpose in your career, or ready to make a meaningful impact, the Blueprint & Bloom Society[™] is your garden of opportunity. Here, every woman's journey is unique, but no one grows alone. Ready to plant the seeds of your success story? The Blueprint & Bloom Society™ is more than a



community – it's your partner in growth, your cheerleader in challenges, and your celebration squad in victories. Join us as we write the next chapter of success, one bloom at a time. Want to learn more? Visit us at [website] or join our thriving community of purpose-driven women today.

Growing Together: The Blueprint & Bloom Community Experience

The magic of Blueprint & Bloom Society™ doesn't stop at individual coaching. Starting May 2025, we're launching an exciting new chapter in our community growth – a vibrant discussion group where goal-getters like you can connect, share, and thrive together. "Success is sweeter when shared," Janine often says, and this new initiative brings that philosophy to life. Imagine having a pocket full of cheerleaders, mentors, and fellow dreamers right at your fingertips! What Makes Our Community Special? The Program Rhythm

Your success journey follows a natural, sustainable rhythm:

- 1. Blueprint & Bloom Masterclass (Free)
 Think of this as your success orientation –
 where you'll get your first taste of our
 transformative approach. Available on-demand,
 it's perfect for busy women who want to start
 their journey on their own terms.
- 2. 30-Day Success Circle™ (Free)
 Your first step into our community, where you'll
 experience the power of collective growth.
 Monthly enrolment means you can jump in
 when you're ready to take action.

- 3. The Success Blueprint Method™ (premium)Our flagship program where transformation happens.Through three powerful phases:
- Blueprint: Where your vision takes shape
- Bloom: Where your actions create results
- Legacy: Where your success creates lasting impact
- 4. HER Circle (membership)

Your ongoing success sanctuary, featuring:

- Regular community check-ins
- Quarterly strategy sessions
- Success celebration moments
- Continuous access to resources and support

A Note About Our Evolution

As we grow and evolve, we're always enhancing our technology to serve you better. Coming March 2025, we're elevating your experience with a seamless platform transition. Rest assured, your success journey won't skip a beat – we've got backup plans in place to keep our community thriving no matter what!

Join the Movement

Whether you're drawn to our free masterclass, excited about our new discussion group, or ready to dive into The Success Blueprint Method™, there's a perfect starting point for you. Our community of purpose-driven women is growing, and we're saving a spot just for you.

Ready to write your success story? The Blueprint & Bloom Society™ is here to help you draft, edit, and publish your most amazing chapter yet.

Connect with us today and let's start growing together!

ISSUE 01 I VOLUME 4



HER COLLECTION COLLECT.CONNECT.CREATE

Janine Bowen

Regular Contributors:

Megan Robinson (@missmeganrobinson)

Lisa Ann B. Bannis-Matthew (@labblution)

Cover story:

Janine Bowen

Photography

Cover -Loveleen Singh

CONTACT

hercollected@gmail.com www.hercollected.com IG:@hercollected

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