



Model :
Ianthia Smith

Picture Perfect

iKonz launches new entertainment website



VANESSA C. ROLLE



In the beginning there was light. And it came from the flash of a camera.

Yet, "We are not the regular G.W.C." said photographer/web designer Farreno Ferguson in an interview with the Guardian.

I was lost. What does G.W.C. mean, I asked?

He responded: "Guy With Camera".

He was speaking of himself and his partner, Donald Knowles a premiere Bahamian photographer who has brought the beauty and character of the islands to the world for some 20 years. Knowles has had his work featured in galleries and magazines all over the world. The two have amalgamated their talents and professional training to launch

iKonz - a super media house which encompasses a wide scope of marketing - especially for Bahamian models. After only two days on the web, the site www.islandikonkz.net/ had already amassed over 300 hits.

As for Farreno, 21, a graduate of the popular Devry Training College, he was taken under Donald's wing while he was a summer intern at the Nassau Guardian and a student of Government High School. He considers himself Donald's protégé, as he clutched and clenched on to every trick of the trade taught to him by the "Master." Farreno sees his partner as "one of the biggest icons in fashion and news photography. Since I have been training with him, I think we have made a name for ourselves and our work in

the entertainment industry." Although almost 20 years apart in age, they have the same level of ambition, drive and vision. Donald and Farreno's story is one where experience linked with the future, and talents collided - there were the lights, camera and a whole lot of action.

"What makes us different and stand out from the rest, are the two people who are involved in the company - Donald with years of experience and me, with a young fresh view of the industry. There was a convergence of the minds. We just shine.

Our photography is different from the regular because it is not the regular studio shot that you see some of the places around town. We try to find different concepts and

■ Turn to B12

Black Hair 101

Part 2: Caring for Black hair

Black hair should be treated as if it were a collection of fine fibres. It should be treated as gently as you would handle a fine washable silk blouse. The gentler it's treated, the easier it will be to grow and the better it will look. African hair tends to be dryer and more prone to breakage because the structure makes it more difficult for the oils to work their way from the scalp to the ends of the hair. When you relax your hair, you weaken it and reduce the ability of the scalp to oil it naturally. The hair tends to break at the point where it curls and twists, so attention is needed at areas. And because our hair is kinky, we experience more tangles which makes the hair vulnerable to breakage. It is evident, therefore, that



BETTY VEDRINE

Black hair requires special care. In order to keep our manes lustrous and healthy, the following guide should help with the daily maintenance of Black hair: Before going to bed, either plait your hair down, tie it back or wrap it up using a scarf. This will reduce the number of tangles you have to comb out the next morning,

causing less breakage.

Black hair should not be washed more often than every week to week and a half. Frequent washing can dry it out.

Comb your hair out while you're conditioning it, to remove the tangles while it's wet and relatively slick.

Sleep with a satin scarf or sleep cap on your head or with a satin pillow case, to eliminate split ends caused by the rubbing of your hair against the rougher cotton pillow case.

Oil your scalp on a regular basis with a good natural oil like shea butter. Using a daily moisturiser is also recommended.

Apply a deep conditioner or hot oil treatment, about once a month.

Avoid using products which

contain mineral oil or petroleum. They block the pores and are not easily absorbed. Even though your mother may have used vaseline or petroleum jelly on your hair, you don't have to continue doing so.

Always use a leave-in conditioner after washing your hair.

Massage your scalp on a regular basis, to promote circulation and oil production.

After exercising, rinse the salt out of your hair, even if you don't wash it. Always follow up with a leave-in conditioner.

Try to avoid using heat on your hair. Heat is very damaging to hair, especially when combined with a perm.

Black hair is thirsty and

■ Turn to B9

