



The Newspaper

Local News | Art, Architecture, Sophistication

Business Trends | Luxury Insights

gvemagazine.com

The Concrete Manifesto: Brutalist Architecture

Raw concrete, geometric forms, and unapologetic strength—Brutalist architecture defies convention. More than a style, it’s a statement, shaping cities with its bold presence while sparking debate.



Penley Art

A Visionary in Bold Strokes and investment art

Few contemporary artists have mastered the interplay of history, bold expression, and cultural significance quite like Steven Penley. Renowned for his vivid depictions of American icons and striking interpretations of historical figures, Penley’s work transcends mere aesthetics—it captures the essence of American spirit and resilience. His distinct style, characterized by energetic brushwork and rich, unapologetic color, has cemented his place among today’s most celebrated artists.. Beyond his artistic prowess, Penley’s influence extends into the realm of art investment, where his works are not only admired for their striking visual appeal but also recognized for their potential long-term value.



As collectors seek out pieces with lasting significance, understanding Penley’s journey, philosophy, and the market surrounding his art provides insight into what makes a modern masterpiece a worthy investment.

ATLANTA’S BOLD EVOLUTION



Advertise Your Company

Boost your brand and reach the right audience. Stand out, drive engagement, and grow your business with smart advertising.

email: info@gvemagazine.com

@gvemag

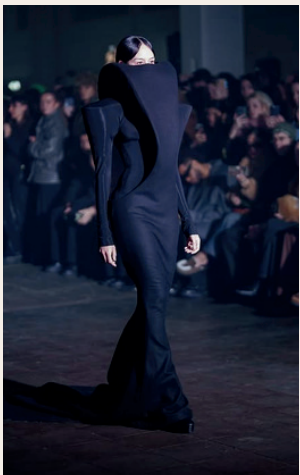
Atlanta’s rapid growth stands as a testament to its enduring ambition.

Fueled by economic development and a growing population, the city has transformed into a hub for innovation, commerce, and culture. Towering skyscrapers now define its skyline, while revitalized neighborhoods breathe new life into historic districts

As businesses flock to the city, Atlanta continues to solidify its status as a powerhouse of the South, balancing modern progress with deep-rooted heritage.

Page No. 02

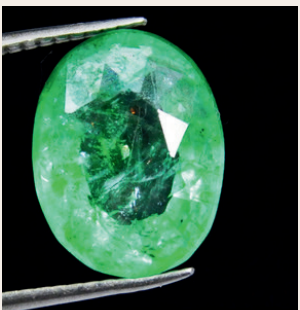
The city’s infrastructure has adapted to meet the demands of its growth, with investments in transit, green spaces, and urban planning. Ambitious projects like the BeltLine and major mixed-use developments have reshaped how residents experience the city. Despite challenges, Atlanta’s leaders remain committed to fostering a sustainable and inclusive environment.



Fashion News

Style endures as trends shift. This season, bold contrasts reign—structured meets fluid, vintage meets modern. Celebrity photographer Sam Hooke captures it all.

Page No. 07



Investment News

Explore the enduring allure of emeralds and their rising value in today’s market.

● Crypto + Market

- Bitcoin strength, evolving trends, and modern crypto investing.

Page No. 06



Unleashing Bold Beauty

Justice J. Williams leads the buzz as a bold new beauty era begins in Buckhead.

Page No. 07

Lenox Mall Expansion Update

Exciting new stores and upcoming events are set to transform the shopping experience.

Page No. 02

Defining West Midtown

Discover the vibrant transformation of West Midtown, highlighted by the stunning Seven88 luxury residences.

Page No. 05



ATLANTA’S BOLD EVOLUTION

Heather Beasley

This evolution has not only attracted new industries but also bolstered the local economy

As Atlanta embraces its bold future, the city’s cultural and architectural landscape reflects its dynamic transformation. Sleek, contemporary structures rise alongside historic landmarks, embodying a city that honors its past while embracing progress.

The pulse of Atlanta beats stronger than ever, with an energy that fuels creativity, commerce, and a thriving community. With continued investment and innovation, the city’s bold growth shows no signs of slowing down.

Atlanta’s bold growth is driven by a unique blend of tradition and modernity, positioning the city as a leader in the ever-changing urban landscape. Major corporations, tech startups, and entrepreneurs have found a thriving ecosystem in Atlanta, fueling job creation and economic expansion.

The city’s ability to attract talent from across the nation has led to a surge in development, with high-end residential towers, office spaces, and entertainment hubs reshaping its skyline. This new wave of growth is not only transforming the physical landscape but also redefining Atlanta’s identity as a global powerhouse. With expansion comes the challenge of maintaining the city’s character while embracing innovation. The preservation of historic districts and the rise of sustainable architecture illustrate Atlanta’s commitment to thoughtful urban planning.

With expansion comes the challenge of maintaining the city’s character while embracing innovation. The preservation of historic districts and the rise of sustainable architecture illustrate Atlanta’s commitment to thoughtful urban planning. Developments like Ponce City Market and The Interlock showcase how adaptive reuse projects can honor the past while serving the needs of a growing population.

Meanwhile, investments in smart city initiatives, improved public transportation, and green infrastructure ensure that Atlanta’s expansion remains forward-thinking and inclusive.

The city’s cultural renaissance runs parallel to its physical transformation, as art, music, and culinary scenes thrive in this new era of growth. From BeltLine murals to emerging art galleries, creative expression is woven into the fabric of Atlanta’s resurgence. Music festivals, fine dining, and bustling nightlife districts continue to attract visitors and new residents alike. This bold evolution reflects a city that is unafraid to push boundaries, embracing progress while staying rooted in its rich history and Southern charm.



Transforming the Heart of Atlanta: The Future of Lenox Mall

A New Era Begins: The Lenox Mall expansion promises luxury, innovation, and a revitalized shopping experience for all visitors.

Lenox Mall is set to undergo a major expansion, bringing new life and excitement to the iconic shopping destination. The proposed upgrades include the addition of high-end retail stores, dining options, and entertainment spaces designed to enhance the overall visitor experience. With a focus on luxury and innovation, the expansion promises to redefine the mall’s status as a premier Atlanta shopping hub. As construction progresses, shoppers can look forward to an elevated experience, with expanded spaces for both relaxation and exploration. The new design will also introduce modern architectural features, blending style with functionality. Stay tuned for more updates on this exciting transformation as it unfolds, making Lenox Mall a standout destination for both locals and tourists alike.

The Lenox Mall expansion will elevate Atlanta’s shopping experience with luxury stores, dining, and entertainment options.

Moxy Hotel Nears Completion Ahead of FIFA 2026 World Cup

Heather Beasley

The Moxy by Marriott hotel at 329 Marietta St. in downtown Atlanta is nearing completion, though shorter than originally planned. The 183-room hotel, part of a wave of new developments across downtown, is located near major attractions such as Centennial Olympic Park, the Georgia Aquarium, and Mercedes-Benz Stadium. Scheduled to open just ahead of the FIFA 2026 World Cup, the hotel’s development team, including Nexera Capital and Emerge Hospitality Group, aims to complete the project quickly to accommodate the expected influx of visitors.

The building will rise to 10 stories, a reduction from the previously planned 13, though the room count remains the same. Plans for multi-story lighted signage have also been scrapped. Features include a rooftop lounge, a street-level bar, a speakeasy, and other gathering spaces. Winter Construction is overseeing the project’s development.

The Moxy Hotel’s completion just ahead of FIFA 2026 promises a vibrant experience with amenities like a rooftop lounge and speakeasy. Located near top attractions, it’s set to become a key part of Atlanta’s hospitality scene during the global event.



Lenox Mall Expansion News

Lenox Mall proposes a major expansion, bringing new life and excitement to the iconic shopping destination. The planned upgrades include the addition of high-end retail stores, dining options, and entertainment spaces designed to enhance the overall visitor experience. With a focus on luxury and innovation, the expansion promises to redefine the mall’s status as a premier Atlanta shopping hub. As construction progresses, shoppers can look forward to an elevated experience, with expanded spaces for both relaxation and exploration. Stay tuned for more updates on this exciting transformation as it unfolds.

BRUTALISM MEETS BUCKHEAD: REDEFINING URBAN HARMONY AND DESIGN

Exploring Brutalism’s impact on Buckhead’s evolving architectural landscape.



Jeremy L. Woodard, the author of “*Brutalist Architecture in Atlanta: Paving the Way for Futuristic Design*”, delves into the global history of Brutalism and its relevance in modern cityscapes. He highlights case studies from cities that have successfully integrated Brutalist structures into upscale urban environments, demonstrating how Buckhead could take inspiration from these models. His analysis provides a fresh perspective on how architectural resilience and aesthetic boldness can coexist in a high-end metropolitan setting.

One of the book’s key arguments is the sustainability aspect of Brutalism. In *Brutalist Architecture in Atlanta: Paving the Way for Futuristic Design*, Woodard emphasizes that the use of raw materials, like concrete, minimizes the need for excessive ornamentation and costly maintenance. This efficiency could offer Buckhead a means of expanding its architectural diversity while remaining environmentally conscious. The book proposes conceptual designs that merge Brutalist elements with Buckhead’s existing luxury aesthetic, creating spaces that are both functional and visually compelling.. Ultimately, *Brutalist Architecture in Atlanta: Paving the Way for Futuristic Design* challenges architects, city planners, and residents to reconsider how design shapes urban identity.



Brutalism, with its bold concrete forms and functionalist ethos, has historically been dismissed as harsh and uninviting. However, the book argues that when thoughtfully applied, it offers a durable, sustainable, and uniquely modern counterpoint to Buckhead’s existing architectural identity. Rather than disrupting the area’s charm, Brutalist elements could enhance public spaces, introduce innovative residential and commercial structures, and foster a more balanced urban environment. By reimagining Brutalism through a contemporary lens, the book encourages readers to reconsider preconceived notions of design and aesthetics. Could exposed concrete and geometric minimalism redefine luxury? Could the contrast between Brutalist structures and Buckhead’s polished skyline create a dynamic architectural harmony?

As the city continues to grow, this book provides a timely conversation on how Buckhead can embrace modernism while maintaining its distinct identity. The intersection of history, innovation, and urban planning presents an exciting opportunity to reshape the future of the district’s design language.

An advertisement for The Rug Company. The top half of the image shows a close-up of a rug with a complex, woven pattern. The bottom half is a dark grey rectangle containing the company logo, a QR code, and the text "DESIGN YOUR OWN".

THE
RUG
COMPANY
HANDMADE

DESIGN YOUR OWN ▶

Buckhead, long known for its sleek glass towers and refined luxury, is on the verge of an architectural rethink. A new book, set to challenge conventional urban aesthetics, explores how Brutalist architecture—a design philosophy often seen as raw and imposing—could harmoniously integrate into Buckhead’s evolving cityscape while preserving its sense of home and elegance.

At Home Store Norcross

Find pieces that transform a house into a home. Whether you're refreshing a single room or redesigning your entire space, At Home makes it simple and affordable. You'll find endless options for wall décor, bedding, kitchen essentials, and more. From curated collections to unique accent items, inspiration lives in every aisle. With color-coordinated displays and seasonal updates, ideas become reality. Friendly staff and clear signage make the shopping experience smooth and enjoyable.

Inspire design ideas while exploring deals and decor for every lifestyle. Experience living spaces that reflect personality and purpose—At Home helps make it happen with an inventory that rotates often, so every visit can lead to new finds. From bold furniture to subtle accents, there's something for every vision. Think of creating rooms that feel good to come home to.. The possibilities are literally endless! Where style, comfort, and value meet—your next interior transformation starts right in Norcross.



The At Home store on Willow Trail offers vast décor finds, from modern pieces to timeless design accents. Discover interior design inspiration with aisles of wall art, lighting, rugs, and furniture. Its expansive layout presents seasonal collections, trendy touches, and practical storage. Each visit reveals new must-haves for every space. Whether upgrading a room or starting fresh, it's a design haven. Located at 1887 Willow Trail Pkwy, Norcross, GA 30093, it's a go-to spot for home lovers and style seekers alike.

Step inside and explore curated themes that match every taste—boho, modern, rustic, glam. At Home’s aisles are lined with pillows, planters, mirrors, and tabletop décor to personalize any interior. Quisque at this Norcross location, it’s easy to mix style and savings. Frequent restocks mean there’s always something new to find.

The At Home logo, featuring the words "at home" in a lowercase, sans-serif font. Below the logo is the tagline "The Home Décor Superstore".

at home
The Home Décor Superstore



MAKING MONEY IS ART AND WORKING IS ART AND GOOD BUSINESS IS THE BEST ART.

Investing in art is investing in culture, value, and vision.

In a world where creativity and capital often seem at odds, the truth is far more intertwined: the greatest entrepreneurs are artists, and the most successful artists are, in some way, businesspeople. The late Andy Warhol, with all his glamor, irony, and commercial genius, once proclaimed, “Making money is art and working is art and good business is the best art.” Today, that idea is more relevant than ever.



75% view art as investment.

Each acquisition tells a story, supports a legacy, and carries the potential for appreciation over time. As financial literacy expands into lifestyle, luxury itself is being redefined. Today’s tastemakers aren’t just purchasing beautiful things — they’re acquiring equity in culture. The art world is no longer separate from the business world. For those who move with vision, it’s the same playing field. It’s a space where passion becomes portfolio.

From the growing galleries in Atlanta to the calculated curation of investment portfolios built on fine jewelry and modern architecture, the intersection of art and enterprise is no longer a niche — it’s a movement. Buckhead boardrooms and Midtown lofts are now filled with tastemakers who see value not just in dollars, but in design, rarity, and cultural influence.

Today’s elite understand that wealth is no longer just accumulated — it’s curated. The smartest investors are expanding beyond traditional assets and looking to culture itself as a powerful portfolio strategy. Fine art, rare gemstones, and limited-production design pieces are no longer indulgences; they’re alternative investments with increasing financial — and social — returns.

Atlanta, once overlooked in the global art conversation, is rapidly becoming a focal point. At the heart of this movement is Zucot Gallery, the largest African American-owned fine art gallery in the Southeast. Zucot has become more than a destination — it’s a hub for collectors, entrepreneurs, and cultural investors who understand that buying art is not just aesthetic, but strategic.

Success today is no longer measured by income alone, but by the depth of one’s portfolio — not just in financial assets, but in cultural capital. From strategic investments in art to curated design choices in living and working spaces, the modern mogul is a visionary first. This is more than a trend — it’s a movement rooted in intention, sophistication, and long-term thinking.

Art for Inspired Spaces

SHOP NOW





A Visionary in Bold Strokes and Investment Art

Jeremy Woodard

Penley’s work, rich in patriotism and cultural symbolism, has become more than visual art—it’s a collectible asset. His bold technique, blending vibrant colors with historical gravitas, resonates with investors who see value in emotional connection as much as financial potential. Collectors often describe his pieces as conversation starters, but increasingly, they’re being regarded as smart additions to investment portfolios.

In an age where traditional investments feel impersonal, art offers something tangible and enduring. Penley understands this duality: that a powerful piece can speak to the soul while also appreciating in value. His depictions of American presidents, icons, and ideals tap into a timelessness that appeals to both seasoned art buyers and those just entering the market. For Penley, art isn’t just about expression—it’s about legacy, impact, and the lasting mark a canvas can leave on both history and value.

Art, to Penley, is more than color and canvas. It’s purpose, message, and the courage to say something that lasts.

Penley’s rise wasn’t overnight—it was built on years of fearless experimentation and unwavering belief in his vision. He found success not by conforming, but by committing to a style rooted in authenticity. His vivid portraits of Washington, Lincoln, and other American icons are instantly recognizable, not just for their subjects, but for the energy they radiate. His work speaks to the investor who values depth—a piece of art that holds cultural weight and grows more meaningful with time. As the market for collectible art continues to evolve, Penley’s portfolio offers something rare: consistency in both demand and emotional resonance. For those entering the art world with intent, his paintings are more than décor—they’re legacy investments.



Penley’s art serves as reminders of what endures: bold ideas, fearless expression, and the timeless value of American identity.

\$1.7B expansion planned for top Atlanta community

Amber Keen

In a bold move signaling continued confidence in sustainable luxury development, Serenbe—the acclaimed wellness-focused community just southwest of Atlanta—has announced a \$1.7 billion expansion.

This ambitious plan will transform the already-thriving enclave into an even more dynamic blend of culture, design, and nature, while staying true to its founding philosophy of biophilic living and community connection.

The new expansion promises to build on that legacy with additional homes, wellness amenities, culinary destinations, and expanded commercial space.

DAVID'S
BRIDAL · PROM · SHOES · ACCESSORIES · DRESSES



photo by: @jessmariaphoto_ & @kristyrappevents

WHERE BRIDES & BRIDESMAIDS GET FABULOUSLY Dressed!



WEST MIDTOWN REAL ESTATE HOT- SPOT FOR URBAN INVESTORS, CREATIVES

Jeremy Woodard

Once a gritty industrial corridor, West Midtown Atlanta has undergone one of the most dynamic transformations in the city's history. What was once a warehouse district lined with steel mills and factories has evolved into a vibrant, mixed-use community filled with upscale lofts, art galleries, high-end restaurants, and forward-thinking businesses. Today, it serves as a magnet for young professionals, creatives, and investors looking for long-term opportunity and modern urban appeal. West Midtown's evolution didn't happen overnight. Decades of adaptive reuse, coupled with a growing appetite for industrial-chic aesthetics, turned forgotten buildings into sought-after destinations. Developments like Westside Provisions District and The Works have anchored the area as a trend-forward locale while still honoring its gritty architectural roots. This authenticity—rare in many polished city developments—gives West Midtown a cool factor that can't be manufactured.



As Atlanta's population continues to grow and shift westward, early investors are positioned to benefit from long-term appreciation, rental demand, and cultural capital that only a place like West Midtown can offer. As new developments break ground and the BeltLine's Westside Trail continues to expand, West Midtown is quickly becoming one of Atlanta's most strategic places to plant roots. For the next generation of investors, it's not just about property—it's about participating in a cultural and economic movement. The Westside Trail is expanding. New developments keep rising. West Midtown is helping shape Atlanta's future.

A New Era for Wellness Communities: Where Vision Meets \$1.7 Billion in Action Serenbe isn't just expanding—it's redefining.



The development team emphasizes that the expansion is not about density but about enhancing the depth of experience for residents and visitors alike. Plans include preserving over 70% of green space, integrating cutting-edge sustainable infrastructure, and cultivating new cultural landmarks.

In a bold move signaling continued confidence in sustainable luxury development, Serenbe—the acclaimed wellness-focused community just southwest of Atlanta—has announced a \$1.7 billion expansion. This ambitious plan will transform the already-thriving enclave into an even more dynamic blend of culture, design, and nature, while staying true to its founding philosophy of biophilic living and community connection. Nestled in Chattahoochee Hills, Serenbe has long been hailed as a blueprint for intentional living.

Transforming the Future of Sustainable Living

With cobblestone paths, organic farms, and architecture that dissolves the boundary between indoors and outdoors, Serenbe is far more than a neighborhood—it's a vision for the future.



The new expansion promises to build on that legacy with additional homes, wellness amenities, culinary destinations, and expanded commercial space that supports local artisans and entrepreneurs.


The development team emphasizes that the expansion is not about density but about enhancing the depth of experience for residents and visitors alike. Plans include preserving over 70% of green space, integrating cutting-edge sustainable infrastructure, and cultivating new cultural landmarks. With Atlanta's population growth showing no signs of slowing, Serenbe's carefully crafted evolution positions it as a leading example of how communities can grow mindfully—without losing their souls.

As Serenbe continues to evolve, it remains committed to its core values—preserving the natural landscape, fostering a sense of community, and offering an elevated quality of life. The \$1.7 billion expansion is not just about growth in terms of numbers, but about creating a space where well-being and sustainability are paramount. With a vision that blends the best of modern luxury and environmental consciousness, Serenbe is poised to be a shining example of how thoughtful development can enhance the lives of those who live, work, and visit. As the project unfolds, it certainly appears to be a success on the horizon.

SIXT
RENT THE CAR


DON'T RENT A CAR.
RENT THE CAR.

UP TO
10%
OFF*



Book now

Scan for Savings



INVESTMENT TRENDS

Rare gems gain ground among savvy modern investors. Value rooted in history, demand rising fast.

Gemstones have long been valuable assets, treasured for their beauty and ability to preserve wealth. From emeralds to diamonds, these rare stones have historically offered security and growth. Today, savvy investors are rediscovering their potential, seeking them as tangible, long-term investments. As global markets fluctuate, interest in gemstones is on the rise.



The demand for high-quality emeralds, in particular, is expected to increase significantly due to their rarity and stunning appeal. Investors have begun to recognize emeralds as a potential asset with significant growth prospects, particularly in light of limited supply and the growing appreciation of these stones across cultures and markets. Rubies, sapphires, and diamonds continue to hold their position as valuable commodities, but emerging gemstones like tanzanite are also gaining attention for their unique color and scarcity. Unlike stocks or bonds, gemstones offer a physical asset that remains impervious to market crashes and inflationary pressures. As a result, a growing number of investors are diversifying their portfolios with precious gems, confident in the long-term stability they offer.

As interest in gemstones continues to rise, they present an exciting opportunity for investors looking to diversify their portfolios with tangible assets. Whether it's the enduring appeal of diamonds or the rising prominence of emeralds and tanzanite, gemstones offer both beauty and financial security. For those willing to explore this market, gems provide a way to hedge against volatility while owning a piece of history. With their lasting value and growing demand, gemstones are poised to remain a compelling investment for years to come.

As the global market continues to evolve, the value of gemstones becomes even more apparent. These timeless treasures not only serve as a symbol of luxury but also offer a rare combination of beauty and financial potential.

Emeralds have captivated humanity for centuries, prized for their rich color and rarity. Their value continues to rise.

Emeralds have always been a symbol of luxury and wealth, admired for their deep green color and rarity. Over the years, their popularity has steadily increased, with collectors and investors alike recognizing their exceptional value. Unlike other gemstones, emeralds are not only a beautiful adornment but also a wise asset for long-term wealth preservation. Their rich history, dating back to ancient civilizations, makes them one of the most coveted stones in the world. As demand rises, their value continues to grow, making emeralds a timeless treasure.

The Enduring Appeal of Emeralds

The enduring appeal of emeralds lies in their deep green beauty, which has captivated admirers for centuries. Some believe emeralds hold special energy, offering clarity and balance to their owners. With their vibrant color and timeless charm, emeralds continue to be a treasured symbol of nature's richness. Their lasting allure makes emeralds not only a beautiful adornment but also a meaningful and cherished possession.

Emerald Mining: Rarity and Value

Emerald mining is a rare and labor-intensive process that adds to the gemstone's value. Most emeralds are sourced from just a few regions worldwide, making them highly sought after.



These mines, often located in remote and challenging areas, produce limited quantities of emeralds, which increases their rarity. As a result, emeralds are not only treasured for their beauty but also for their scarcity. This scarcity, combined with the stone's rich history, continues to drive its value in both the market.

Emeralds have held significance throughout history, even being named among the precious stones in sacred texts. It's even mentioned in the Holy Bible, Ezekiel 28:13, the emerald is listed as one of the adornments in the Garden of Eden, symbolizing its divine beauty and value. This biblical mention highlights the timeless reverence people have held for emeralds. From ancient royalty to modern collectors, the stone's sacred status adds meaning beyond its physical appeal.

Finding Quality Stones. GVE offers premium gems with trusted sourcing.

GVE is a leading dealer of high-end gemstones. Our experts carefully select each gem to ensure clarity, color, and authenticity. Clients trust GVE for ethical sourcing and exclusive finds. We believe fine stones are more than beauty—they're lasting value. Discover how timeless elegance meets smart ownership. GVE brings you the best in the world of rare gems.



The early rise built Bitcoin, only beginning still.

Amber Keen

Bitcoin began as a bold idea in tech circles, but now stands firm as a digital asset class. Crypto markets at large have also gained legitimacy. Many still fear they're too late. However, waves in crypto are cyclical. The door to growth remains open. Despite past volatility, adoption is rising across the board. Tech firms, nations, and traders embrace digital currencies. Still, clarity is a rare, and markets shift quickly. Bitcoin may seem high now, but history shows its arcs rebound. Strategic patience and proper timing can shift outcomes dramatically. Gaining knowledge is power. Anyone can still enter the space and grow.

The growth of Bitcoin was built on innovation and belief in decentralized systems. As the world sees more traditional finance disruptions, crypto could take a larger share. Even with the ups and downs, market fundamentals remain strong. Blockchain technology behind Bitcoin continues to evolve. Crypto investment isn't a get-rich-quick scheme but a long-term strategy. New investors should be cautious, yet the potential for returns remains high. Diversification in crypto portfolios, including altcoins like Ethereum, can balance risk. Knowledgeable investors see crypto as an emerging class of assets.



Photo by Sam Hooke | www.mrhooke.com

FASHIONS FADE. STYLE IS ETERNAL.

Jeremy Woodard



Photo by Sam Hooke | www.mrhooke.com

True style transcends passing trends and fleeting fads. It's a reflection of personality and timeless elegance. While fashion changes every season, style remains constant, rooted in confidence and authenticity. The most stylish people embrace who they are and curate looks that tell their story. Style is not about what others wear but how you carry yourself. It's an art form that evolves yet never loses its essence. Classic pieces mixed with personal touches create a unique, lasting impression.

Style, Confidence reigns supreme. True elegance never fades. Embrace your unique look.

Fashion constantly evolves, yet some elements always return—reinvented, reimagined, and refined. Fashion photographer Sam Hooke of @arttechrends reflects on this cycle, noting, “The future of fashion will be more individual-based. That’s how people are going to make decisions—it’s about what works for them, what message they’re trying to convey.”

Bold trends come and go, but style remains timeless and ever-evolving. Designers continue to push boundaries while honoring classic elements. Fashion today embraces diversity and creativity, blending unexpected textures and vibrant colors. The industry thrives on innovation and respect for heritage alike. Consumers now seek pieces that express individuality yet feel familiar. This balance keeps the fashion world dynamic and inspiring. Each season brings fresh ideas while nodding to iconic looks. With endless possibilities, style is a journey without limits. True fashion transcends eras, capturing the spirit of both past and future. It invites us all to participate in its ongoing story.

Justice Leads Beauty

Atlanta's own Justice J. Williams is making waves with her new cosmetics brand, Beautywar. Launched in November 2024, the line champions confidence, individuality, and modern beauty. With her bold vision and massive online influence, Williams is quickly turning Beautywar into one of the most talked-about names in the industry.





BeautyWar is sparking a bold shift in Atlanta’s beauty scene, with a proposed store in Buckhead Villages.

The launch of BeautyWar signals a fresh wave of innovation within the cosmetics industry. Designed to celebrate diversity and bold self-expression, the brand offers a curated selection of products that cater to all skin tones and styles. Early feedback from beauty insiders highlights the line’s rich pigmentation, long-lasting formulas, and inclusive vision. The momentum behind BeautyWar is fueled not just by quality products but by a growing community of empowered individuals embracing their uniqueness. Social media buzz continues to grow, with fans eagerly awaiting upcoming releases and exclusive collaborations. The brand’s presence in Atlanta is strengthening, with a proposed storefront in Buckhead Villages set to provide an immersive experience for customers. As the beauty industry evolves, BeautyWar stands out by blending innovation with authenticity. This brand isn’t just about makeup—it’s about inspiring confidence and fostering a sense of belonging. With Justice J. Williams’ vision guiding the way, BeautyWar promises to remain a major player in shaping future beauty trends.

beautywar

Shop The Collection

Explore the BeautyWar collection online and discover products designed to empower and inspire. From bold lip colors to radiant foundations, each item is crafted with quality and inclusivity in mind. Stay updated on new launches and exclusive offers by visiting their website regularly. Don't forget to follow BeautyWar USA on Instagram for the latest news and beauty tips.

 @beautywarusa
 www.beautywarusa.com

Restaurants



Mission + Market is a sleek standout, offering vibrant dishes in a refined, modern space. A true Atlanta favorite.

Mission + Market blends sophistication with ease, creating a modern dining escape in the heart of Buckhead. The atmosphere is light yet refined, with a focus on seasonal dishes that feel both inventive and approachable. Each plate is crafted to highlight clean ingredients and elegant balance. The space itself mirrors this approach—airy, sleek, and full of life. It has quietly become a favorite among locals, thanks to its consistency and subtle flair. Whether for a casual lunch or evening out, it delivers a dependable experience. Mission + Market continues to anchor itself as a standout.

Mission + Market’s culinary direction is helmed by Chef Ian Winslade, a name well-regarded in Atlanta’s dining circles. His thoughtful touch can be felt throughout the menu—from light, flavor-forward starters to rich, savory mains. There’s a clarity in his style that’s both distinctive and comforting. With a career marked by refinement and innovation, Winslade brings a seasoned hand to every plate. He understands how to elevate simple ingredients without losing their essence. Guests notice the detail, the restraint, and the balance. His leadership has shaped the restaurant’s unique identity in a crowded scene.

A perfect blend of tradition and modern culinary art.

There’s also a welcoming rhythm here—an ease to the dining experience that invites regular visits. Whether stopping in for a midday break or a lively evening out, the energy stays consistent. Elegant without being fussy, Mission + Market makes a statement by not trying too hard. The patio hums with conversation, and inside, the ambiance is always just right. The team’s attention to flow, timing, and guest comfort echoes Winslade’s precision in the kitchen. It’s a restaurant that knows who it is and what its guests want. Mission + Market continues to define what modern dining in Atlanta should feel like—unpretentious, thoughtful, and consistently excellent. With a menu that evolves but never chases trends, it remains grounded in quality. The wine selection is curated without being overwhelming, and the cocktails are balanced, never showy. Service feels intuitive, paced with the kind of care that makes guests feel truly welcome. It’s the sort of place that becomes part of your rhythm—ideal for celebrations, casual dinners, or spontaneous indulgence.



Bar Ti Amo

- 3199 Paces Ferry Pl NW, Atlanta
- 404-907-4141
- @bartiamo_atl
- www.bartiamo.com



Varasano’s Buckhead

- 2171 Peachtree Rd NE, Atlanta
- 404-352-8216
- @varasanospizzeria
- www.varasanos.com

Balancing Flavor and Growth in Atlanta’s Food Industry

Atlanta’s food scene is rapidly evolving, blending tradition with innovation. Local entrepreneurs are redefining dining experiences with bold flavors and unique concepts. The city’s vibrant culture fuels creativity in every kitchen. From classic comfort foods to cutting-edge culinary trends, Atlanta offers something for every palate. New restaurants and food businesses continue to emerge, attracting both locals and visitors. This growth reflects a dynamic market eager for fresh ideas and quality dining. Challenges remain, but the city’s food industry demonstrates resilience and adaptability. Collaboration and community support are key ingredients for success. Atlanta’s evolving food business landscape signals exciting times ahead for entrepreneurs and food lovers alike.

Strong leadership and clear vision are essential for success in Atlanta’s evolving food business scene. Building a loyal customer base requires consistency, creativity, and a deep understanding of the local market. Many new entrepreneurs face challenges, but those who adapt quickly and focus on quality stand out. The city’s vibrant culinary culture continues to inspire innovation and growth. Maintaining high standards and excellent service remains a top priority. Smart marketing and community engagement help businesses thrive amid competition. Collaboration with local suppliers and chefs brings fresh ideas and unique flavors to the table. This dynamic environment offers both challenges and opportunities for restaurateurs and food entrepreneurs alike.



Local flavors fuel a \$5 billion culinary industry.

Atlanta’s vibrant restaurant scene continues to grow, fueled by innovative chefs and passionate entrepreneurs. New dining experiences and bold flavors draw visitors and locals alike, creating a dynamic food culture. With strong community support and a spirit of creativity, Atlanta is poised to become a lasting culinary destination. The city embraces diversity in cuisine, blending tradition with modern trends. This fusion keeps the restaurant industry fresh and exciting. Atlanta’s food scene remains a beacon for those seeking both quality and originality. With each new opening, the city’s reputation flourishes, promising an even brighter future for dining enthusiasts everywhere.



Cafe Sunflower

- 2140 Peachtree Rd, Atlanta, GA
- 404-352-8859
- @cafesunflower
- www.cafesunflower.com

20% Off on your first purchase
+ FREE SHIPPING