

AMETHYST

Anneth
Hailey
Luci
Macy
Makena

AKIRA
Featured Model

**Valentine's Day
for Singles:
5 Creative Ways
to Celebrate
the Day of Love**

**Top Six Tips
for Writing a
Standout Online
Dating Profile**





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magazine
AMETHYST

February 2025 ~ Issue #15

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AMETHYST

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February 2025

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FROM THE EDITOR

Issue #15 is here, marking the second new issue of twelve in a row as we publish new issues every month this year. This will be well worth the extra work as the magazine continues to evolve. We are still planning lots of new additions to the website, like a store where you'll be able to purchase Amethyst swag, such as prints, calendars, hats, t-shirts and other cool stuff. We are committed to making our subscriber experience the best it can be.

First up in this issue is 'Black Tie Optional'. This is Akira's first appearance in Amethyst and also our cover model. I'd wanted to shoot with her for a while, so very glad we got to. It was the first look of the day, but the best. You'll be seeing more of her in upcoming issues.

Next is 'Steamy Morning', with favorite, Macy. This editorial is from our first shoot together at her Manhattan Beach home way back when. So many great images were created that day.

'Tease in a Tee' features another favorite, Makena. This shoot is one of our earliest together in my old apartment in Costa Mesa. She's in one of my favorite croptops posing on the bed in front of mirrors. Zuzu, makes a cameo.

We've got two dating articles next, 'Valentine's Day for Singles: 5 Creative Ways to Celebrate the Day of Love,' and 'Six Tips for Writing a Standout Online Dating.' Both good reads for upcoming Valentine's Day.

'Queen of the Table' features Luci with a pool table in lingerie. It was an interesting studio, named the 'Mancave,' it had half setup like a pool hall and the other half with an entire wall of screens.

'Heartbreaker' brings back former cover model, Hailey. This is a shoot done the same day as her editorial, 'Fishnet Fantasy' from Issue#12. Appropriate for Valentine's Day and she looks great in red lipstick too.

This issue is rounded out with 'Playful Moments. Newcomer Anneth shot by Marco Squassina in Italy. There will be more editorials from these two as their work fits so well with ours.

I hope you enjoy this issue! Don't forget to check the website often for new photos, videos and improvements.

So relax, and enjoy this issue of Amethyst!

~ Jeff Gottlieb
Editor-In-Chief



BLACK TIE OPTIONAL

AKIRA
@akiramoons888
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MAY
@makeupby_maymay
Stylist
J.ALLAN5
Location
LOS ANGELES, CA





















STEAMY MORNING

MACY

@macychanelofficial

MUA

GINA FAUCHER

@makeupbygina888

Hair

JENYA

@jkhairtech

Stylist

JADE RAYNAE

@jaderaynae

Location

MANHATTAN BEACH, CA





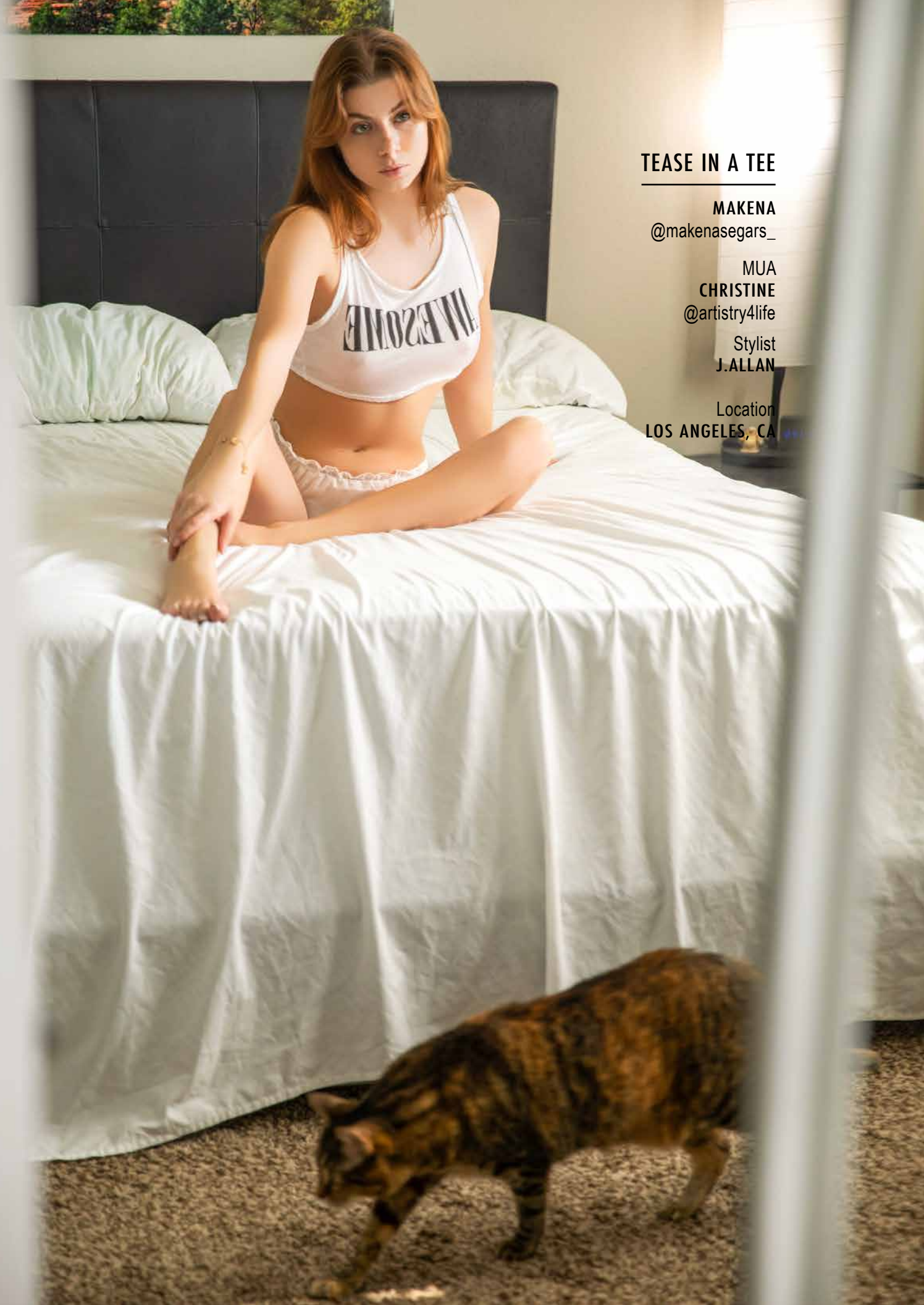












TEASE IN A TEE

MAKENA
@makenasegars_

MUA
CHRISTINE
@artistry4life

Stylist
J.ALLAN

Location
LOS ANGELES, CA





















Valentine's Day For Singles: 5 Creative Ways To Celebrate The Day Of Love!

Valentine's Day is often associated with couples enjoying chocolates, flowers, and romantic dates. But what if you're single?

Don't worry - there are plenty of ways to celebrate the day of love even when flying solo! This blog post will show you 5 ways to enjoy your own company, along with a multitude of unique and creative ideas to enhance your Valentine's Day as a single.

1. Get Out and About

Although Valentine's Day is commonly associated with being in a relationship, you don't need a significant other to be able to do something meaningful for the day or evening! Here are some creative ideas to make the most of the day of love:

*Plan a fun night out with your single friends! Go to your favourite restaurant or bar, or try something new and adventurous, such as rock climbing.

*Take yourself on a date! Treat yourself to a nice dinner, some shopping, or see a movie you've been wanting to watch.

*Do something nice for someone else. Volunteer at a local organisation, send a care package to a friend who is far away, or pay it forward in some other way.

*Spend time with family and loved ones. They may not be romantic partners, but they still play an important role in your life!

2. Make it a Self-Reflection Day: Take Time To Appreciate Yourself

It's easy to get caught up in the hustle and bustle of everyday life and forget to appreciate ourselves. A self-reflection day is a great opportunity to take some time out for yourself and reflect on all that you've accomplished. Give yourself a pat on the back for all your hard work, and remember to enjoy the moment! Here are some creative ways to celebrate self-reflection day:

*Treat yourself to a massage. This is a perfect way to relax and enable yourself to spend some time in introspection.

*Write down 10 things you love about yourself. It sounds cheesy, but it's actually really therapeutic. Focusing on the positive can do wonders for your self-esteem.

*Make a list of goals for the year ahead. What do you want to accomplish? What are your dreams? Putting your aspirations down

on paper will help you stay focused and motivated throughout the year.

*Take yourself on a day out walking in nature somewhere new. There's nothing like a change of scene to help you get a fresh perspective on life.

3. Have a Spa Day: Treat Yourself!

If you've never taken a day to rejuvenate at a spa, there's no better time than a single's Valentine's Day. Relax in the sauna and the jacuzzi, treat yourself to a facial or a pedicure, and luxuriate in the peace and quiet. Let all your worries float away. You deserve it!

4. Indulge in a Movie Marathon with Other Single Friends

What's better than cuddling up with your best friends, some snacks, and a good movie? Movie marathons are the perfect way to spend Valentine's Day if you're single and have other friends without dates. Plan the list of movies in advance, get a good stash of snacks and drinks in, and settle in for a night of fun.

5. Buy Something For Yourself - A Little Gift To Show You Care

A great way to treat yourself is to buy something nice. No matter how small, a gift can lift your day in ways you may not have anticipated.

Whether it's a new book, a piece of jewellery, or something else that catches your eye, buying something for yourself is a great way to show yourself some love on Valentine's Day. Plus, it's a great excuse to treat yourself to something you wouldn't normally buy!

You See? Singles CAN Have it Good Too!

Celebrating Valentine's Day doesn't have to be limited to couples or people in relationships. There are plenty of fun and creative things that singles can do on this day of love too, so don't let being single dampen your mood. From pampering yourself with spa treatments, organising a singles-only gathering, or exploring activities you haven't done before, the possibilities are endless.

So take this opportunity to relax and enjoy your own company on Valentine's Day!

Six Tips for Writing a Standout Online Dating Profile

It's no secret that the dating game has largely moved to the internet. A recent study found that almost 40% of couples met each other online, and people are increasingly turning to apps like Hinge, Bumble, and Tinder to find their soulmates - or just somebody to share a fun night on the town. But the popularity of dating apps means that you're competing for attention with a lot of other singles, and it's easy to get lost in the shuffle. So how do you grab potential dates' attention and make yourself stand out from the crowd?

The secret is to write a well-crafted profile. If you've spent any time on dating apps, you may have noticed that a lot of the profiles sound pretty much the same. By making sure your profile showcases the things that make you unique, interesting, and fun, you'll give yourself an edge and make it more likely that the boyfriend or girlfriend of your dreams will swipe right.

1. Be specific. A generic profile is a forgettable profile. On the other hand, vivid and well-chosen details will spark a potential match's interest and make them want to get to know you better. If you enjoy music, what's an album or performance that changed your life? If you love eating at restaurants, have you ever had a meal so delicious that you still daydream about it? If you like to travel, tell about an awesome moment from your vacation last summer.

2. Focus on the positive. Everyone has had some rough moments in their love life, and if you've been burned in the past, it's tempting to list the things you don't want: No liars, no cheaters, no fans of superhero movies, etc. The trouble is, this can turn off potential matches by coming across as bitter or closed-minded. Instead, try framing the negatives as positives: "Honesty is important to me." "I'm looking for a monogamous, long-term relationship." "If you love watching slacker comedies as much as I do, we'll get along great."

3. Enlist a friend. If you're comfortable, ask a trusted friend to brainstorm with you, or even to write a draft of your profile while you sit next to them and give input. Sometimes your buddies have a better feel for what makes you interesting than you do yourself, so they may come up with fun and memorable details that you would have overlooked.

4. Make sure your picture game is strong. It's best to have multiple pictures on your profile; dating experts recommend including at least one that focuses on your face and at least one full-body photo. Choose pictures that show you relaxed and having fun (and smiling!). If you don't have any pictures you like, see tip number three and enlist a friend to take some. And avoid the infamous bathroom mirror selfie. Nothing kills thoughts of romance quite like seeing a row of urinals in the background.

5. Stay away from cliches. You can find lots of witty, clever, well-written sample bios online--but so can everyone else. If your perfect match has been reading a lot of profiles, they'll notice if yours sounds familiar and probably keep swiping. Canned pickup lines are a bad idea for the same reason. There's a good chance they've heard that one before, and will find it stale rather than clever.

6. Proofread. It may give you scary flashbacks to writing essays for English class, but a little proofreading goes a long way. A good first impression is crucial, and if your profile is correctly punctuated and typo-free, you'll come across as capable, sophisticated, and in control. If your grammar and spelling skills are a little rusty, or if you want to make extra sure you caught any mistakes, check out grammar apps that can flag anything questionable.

It takes work to write a fantastic profile, but the results are worth it. Most of all, have fun with it. This is your chance to let yourself shine and show the world why you'll make an awesome partner. Good luck, and happy dating!



QUEEN OF THE TABLE

LUCI
@lucislane

MUA/Hair
MODEL

Stylist
J.ALLAN

Location
LOS ANGELES, CA























HEARTBREAKER

HAILEY
@haileymichelewes

MUA/Hair
ANGELIQUE
@angelmakeup45L

Stylist
J.ALLAN

Location
LOS ANGELES, CA

















PLAYFUL MOMENTS

ANNETH
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Photographer
MARCO
@marcosquassina

Location
ITALY















COMING SOON ...





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