

# Officially **HER** magazine



Homecoming & Holiday Issue

FINDING  
THE PERFECT  
**LITTLE BLACK  
DRESS**

**Miss America**  
*merchandise*  
SHOWCASE

**BEST BUDDIES**

Miss America's  
**NEW** Partnership

*Introducing the*  
**OFFICIALLY HER  
BUSINESS DIRECTORY**  
coaches, photographers & more!

**HER HOLIDAY  
MUST-HAVES**

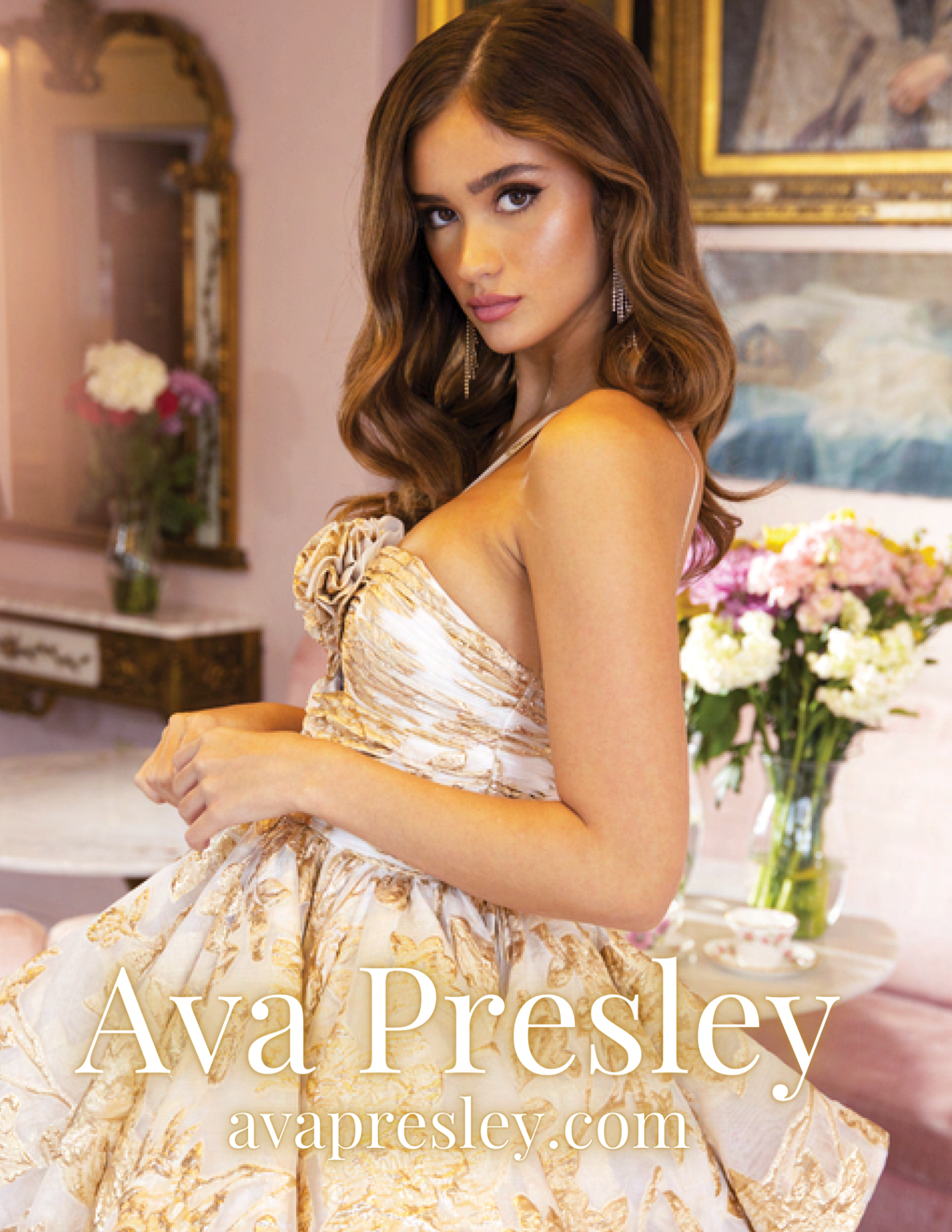
**PUERTO RICO  
RETURNS**  
**DETAILS INSIDE**

**HEALTHY HOLIDAY**  
TIPS FROM VITAMYNA

**Official**  
magazine of the  
Miss America  
Opportunity

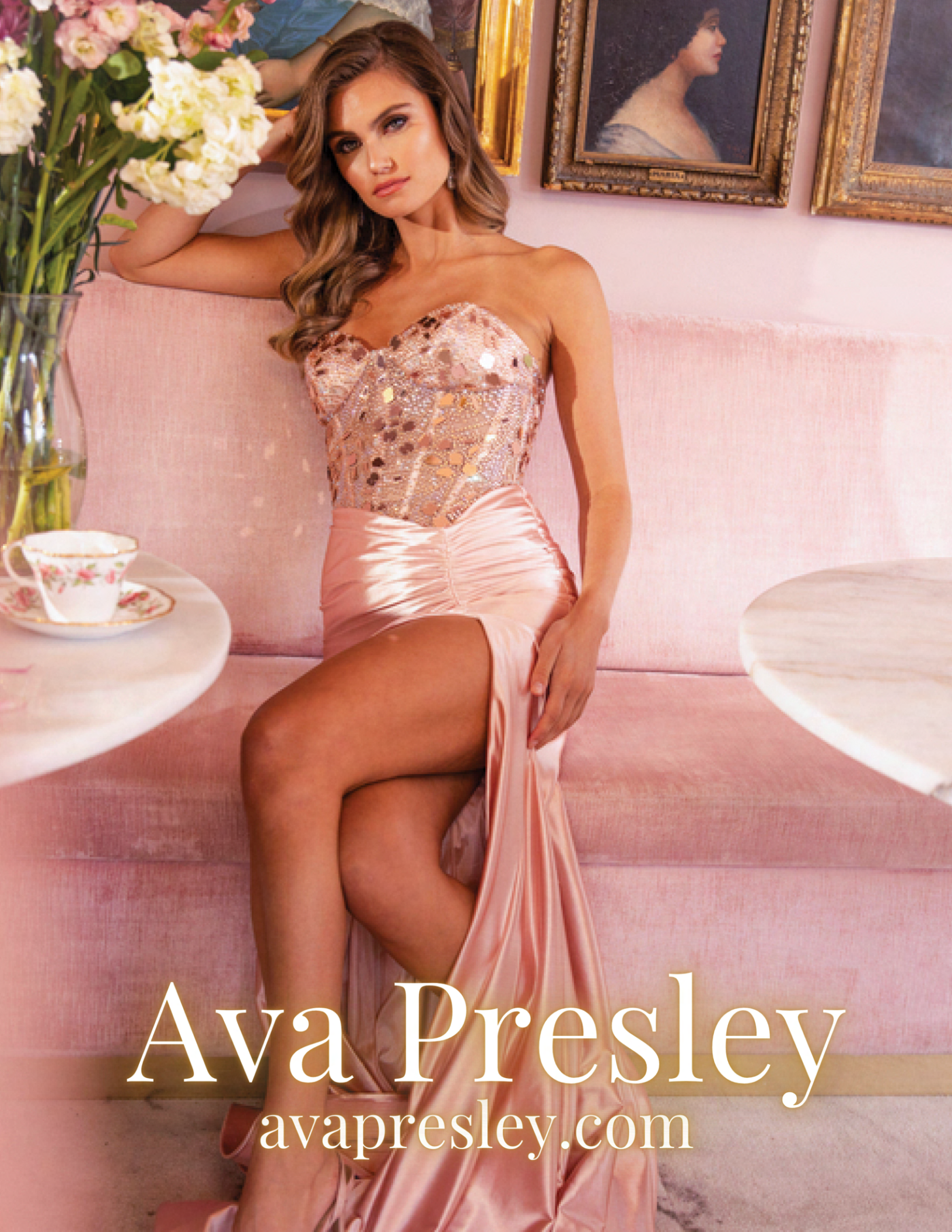






Ava Presley  
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# A Tan To Remember


Raleigh, North Carolina

Luxury Spray Tanning  
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SCAN HERE



Miss America's Teen 2024,  
Hanley House

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# Officially **HER** magazine

**EDITOR IN CHIEF**  
Robin Fleming

**MANAGING EDITOR**  
Bailey Barger

**GRAPHIC DESIGN**  
Mack Hopper

**CONTRIBUTORS**  
Luis Hernandez  
Hanley House  
Susan Malzoni  
Tiffani Singleton  
Mark Wylie

**PRINTER**  
Wheeler Printing

*Officially HER* is a quarterly print publication distributed to 400+ specialty retail markets nationwide with a digital audience of 3.8 million+.

For advertising inquiries, email Bailey Barger at [officiallyher@missamerica.org](mailto:officiallyher@missamerica.org)

Follow us on Instagram  
[@OfficiallyHERmagazine](https://www.instagram.com/OfficiallyHERmagazine)



**MODEL**  
Hanley House  
Miss America's Teen 2024

**COVER DESIGN**  
Mack Hopper

**PHOTOGRAPHY**  
Carlos Velez Studios

**WARDROBE**  
JOVANI Fashion

**HAIR & MAKE UP**  
Victoria Duke Beauty

**JEWELRY**  
Crown Jewel Designs



**Officially *HER***  
is a community - a  
space where being  
**HER** is all about you.



## EDITOR'S *letter*

**W**elcome to the latest issue of *Officially HER*!

Whether you're a long-time reader or joining us for the first time, we're thrilled to have you with us as we usher in one of the most exciting times of the year.

Our Homecoming and Holiday Issue is a special one, designed to embrace all that defines this season. We wanted to create something that resonates with the spirit and excitement of Homecoming events while also looking ahead with hope and joy toward the holidays.

This issue marks the first Business Directory publication where you can find some of the best resources across the county for all things pageantry, and more. Also, you'll find heart warming stories, *Officially HER* looks, our Miss America's Teen style guide, and inspiration for gift giving to make this season truly unforgettable.

But more than just a magazine, *Officially HER* is a community—a space where being HER is all about you. As we prepare for this festive season, I invite you to join the celebration, and make it your own.

Thank you for being part of the *Officially HER* family. Check out the new *Officially HER* collection at [shop.missamerica.org](http://shop.missamerica.org).

Here's to a season filled with love, laughter, sisterhood, friendship and joy!

Happy Homecoming and Holidays!

Robin Fleming  
Editor in Chief  
CEO Miss America



# KEEP YOUR FLOWERS FOREVER



Photo: Houston McCullough



THE NATION'S PREMIER BOUQUET  
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# SHOP THE DROP

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[Shop.MissAmerica.Org](https://Shop.MissAmerica.Org)



Pictured: Hanley House,  
Miss America's Teen 2024



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Takes the STAGE



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#### FIND YOUR WHERE

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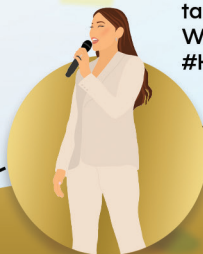


# #TakeTheAdventure

missamerica.org

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or scan the QR Code!



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talent options.  
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## STEP ON STAGE!

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Scan to learn more about the Miss America and Miss America's Teen programs nationwide, earning scholarships and gaining opportunities of a lifetime!







# Healthy Holiday Tips

## STAYING VIBRANT WITH VITAMYNA

By Susan Malzoni, Vitamyna Founder  
(pictured left)

**H**oliday season is a time for joy, celebration, and cherished moments with loved ones. But amidst the hustle and bustle, it's easy to let your wellness routines slip. That's where Vitamyna steps in – your partner in maintaining a balanced, healthy lifestyle during even the busiest of times.

### Who is Vitamyna?

Founded by Susan Malzoni, a passionate advocate for healthy living, Vitamyna is more than just another supplement and lifestyle brand – it's a movement towards personalized wellness. With a deep commitment to quality, Susan has created a line of products that cater to your unique needs. Whether you're looking to boost your energy, enhance your mental clarity, or support your overall well-being, Vitamyna's expertly crafted Solution Packs are designed to support your health journey.

At the core of Vitamyna's philosophy is a dedication to using only the highest quality ingredients, backed by science and tailored to your individual needs. Each product is carefully formulated to ensure you're not just getting a quick fix, but a lasting impact on your health.

Beyond Solution Packs, Vitamyna offers a range of products designed to complement your wellness routine, including whole food supplements, lifestyle products, and custom supplement packs. These offerings reflect Vitamyna's holistic approach to healthy living, providing comprehensive solutions that support every aspect of your well-being.

**Stay Energized:** With all the holiday activities, keeping your energy levels up is essential. Vitamyna's Living Fit Solution Pack is designed to help you stay active and energized throughout the season. Packed with essential nutrients, it supports your body's natural energy production, keeping you ready for whatever the holidays bring.

**Boost Your Immunity:** The colder months can challenge your immune system, especially with all the holiday gatherings. The Immunity Guard Solution Pack from Vitamyna is your go-to for staying strong and resilient. It's loaded with powerful antioxidants and vitamins that help fortify your immune defenses, ensuring you stay healthy and vibrant during the holidays.

**Support Mental Clarity:** The holiday season can be mentally exhausting with all the planning and social engagements. Vitamyna's Brain Power Solution Pack helps you stay sharp and focused, ensuring you're at your best, whether you're coordinating holiday events or simply enjoying time with loved ones.

**Rest and Recharge:** Good sleep is vital, especially during the busy holiday season. The Dream Team Solution Pack from Vitamyna helps you relax and unwind after a long day of festivities, promoting restful sleep so you can wake up refreshed and ready to enjoy the holiday fun.



This holiday season, give yourself the gift of health with Vitamyna. Explore our range of Solution Packs and other products to discover how personalized nutrition can transform your wellness journey. Because at Vitamyna, we believe that health is the best gift you can give yourself—and those you love.



A full-page advertisement for Jovani featuring three models in sequined dresses. The model on the left has blonde wavy hair and wears a pink and silver striped dress with gold heels. The middle model has blonde hair in a bun and wears a black and silver striped dress with silver heels. The model on the right has dark wavy hair and wears a gold and silver striped dress with silver heels. The background is a bright, ornate room with large windows. The Jovani logo is centered at the bottom in large white letters.

# JOVANI

OFFICIAL FASHION PARTNER OF MISS AMERICA AND MISS AMERICA'S TEEN  
[WWW.JOVANI.COM](http://WWW.JOVANI.COM)





# *Hanley's* Homecoming







**Rhinstone Pave Hoops**  
RealCrownJewels.com

#39750



**Flower Bling Earrings**  
HollyHardwick.com

**Rose Garden Clutch**  
CreationsByNikiLassiter.com



#23779



**Small Teardrop Earrings**  
RealCrownJewels.com



**Wine Crystal Clutch**  
CreationsByNikiLassiter.com



**Crystal Fireworks Clutch**  
CreationsByNikiLassiter.com

#02038



# & Holiday

Fashions by JOVANI, Jovani.com  
Style Numbers Provided

*Faves*



#37225



**Pave Open Drop Earrings**  
RealCrownJewels.com



**Red Bow Clutch**  
CreationsByNikiLassiter.com



#39888



**Clover Studs**  
RealCrownJewels.com



**Rose Studs**  
HollyHardwick.com



**Glorious Green Peacock Clutch**  
CreationsByNikiLassiter.com



**Emerald Crystal Clutch**  
CreationsByNikiLassiter.com

#40206







# Champions of Friendship

How Miss America and Best Buddies Are Making a Difference

By Tiffani Singleton & Mark Wylie

The partnership between Best Buddies and Miss America marks a significant milestone in the realms of advocacy, friendship, and inclusivity. Best Buddies, renowned for its unwavering commitment to fostering friendships and promoting inclusion for individuals with intellectual and developmental disabilities, has found a powerful ally in the Miss America Opportunity. This effort enables women to lead in their communities, showcasing shared values and a commitment to positive change.

Mark Wylie, Vice President of Talent Relations, expressed his enthusiasm about the transformative power of this collaboration. "Life's journey is not always smooth, and we often encounter challenges along the way," said Wylie. "I've found that the road becomes less rocky when our friends are there to lift us up. That's what I love about the partnership between Best Buddies and Miss America. We uplift each other while making a difference in the world, striving to create a better place for everyone."

Best Buddies stands as the largest organization dedicated to ending the social, physical, and economic isolation of the 200 million people worldwide with intellectual and developmental

"I've found that  
the road  
becomes less  
rocky when our  
friends are there  
to lift us up. That's  
what I love about  
the partnership  
between  
Best Buddies and  
Miss America."

-Mark Wylie

disabilities, such as Down syndrome and autism. Founded in 1989 by Anthony Kennedy Shriver, Best Buddies has grown from one original chapter to nearly 3,500 middle school, high school, and college chapters worldwide. Its programs span Elementary Schools, Middle Schools, High Schools, Colleges, Citizens, e-Buddies®, Jobs, Ambassadors, Promoters, Inclusive Living, Transitions, and Eunie's Buddies, engaging participants in each of the 50 states and 46 countries. This expansive positively

reach impacts the lives of over 1.3 million people with and without disabilities around the globe.

Miss America and Miss America's Teen ambassadors are committed to contributing their time and resources to support Best Buddies International. Their efforts are poised to have a transformative impact, fostering collaboration and shared values that will benefit individuals with intellectual and developmental disabilities. This partnership stands as a testament to the power of collaboration in creating a more inclusive and supportive society.



BEST BUDDIES®



**Anthony K. Shriver**, Founder, Chairman & CEO, Best Buddies International with his son **Joey Shriver** and Best Buddies Ambassadors **Tyrone** and **Dan**

**BESTBUDDIES.ORG**

Friendship, Jobs, Leadership Development and Living for people with intellectual and developmental disabilities.

Scan the QR code to learn more!    



**SCAN ME**



# RETURN of the CROWN

For the first time since 2017, Miss Puerto Rico will grace the Miss America stage.



L to R: Irma Nydia Vázquez, Miss Puerto Rico 1948 and Winnie Rodriguez, Miss Puerto Rico 1958

Puerto Rico has a rich history of celebrating pageants, with roots tracing back over 200 years to early carnival festivities across the island. However, it wasn't until 1930 that San Juan's high society organized the first official pageant, naming it Miss Borinquen, or Miss Puerto Rico in Spanish. This event gathered queens from various carnivals to compete for the crown. In 1937, Malén Pietrantoni, the reigning queen of the Juan Ponce de León Carnival, was crowned Miss Puerto Rico. That same year, she was invited to represent Puerto Rico in the Miss America Pageant in Atlantic City. However, coming from a conservative household, Ms. Pietrantoni refused to participate in the swimsuit competition, making headlines across the nation.



Above: Evangelina Moragón, Miss Puerto Rico 1950  
Left: Helga Edmee Monroig, Miss Puerto Rico 1952

Nearly a decade later, in 1948, the Miss Puerto Rico Pageant was officially established, and Puerto Rico sent Irma Nydia Vázquez to compete, making her the first Latina to participate in Miss America. From 1948 to 1956, and again in 1958 and 1962, Puerto Rico sent representatives to the national competition. The founding of the Puerto Rican Beauty Corporation further encouraged women to participate in a national pageant rather than a state pageant, reflecting the island's growing international presence and the reality that 90% of the population did not speak or understand English. During these early competitions, only women from San Juan's high society, who had access to higher education and English language training, could fully participate. It took 49 years for Puerto Rico to return to the Miss America stage, with Miriam "Mimi" Pabón representing the island in 2010. The organization continued sending candidates up to 2017.

Now, after an eight-year hiatus, Miss Puerto Rico and Miss Puerto Rico's Teen have returned to their rightful place. Under the leadership of Luis Hernandez-Martinez and the Miss Puerto Rico Scholarship Foundation, young women in Puerto Rico were given the opportunity to achieve their professional ambitions and create opportunities for their academic futures in the July competition. Beyond being a pageant, this platform aims to empower women, transforming not only the lives of participants but also their communities, heralding a new beginning and renewed purpose for lasting impact.



# Etiquette 101

*She's Beauty & She's Grace*  
*with Equipage Etiquette*

## Formal Table Setting



*Be Punctual*



*Hold Your Drink & Handbag  
in your Left Hand*



*Write Thank  
You Notes*



*Put Down  
Your Phone*

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ADVERTORIAL



# Little Black Dress

*Selecting the Perfect Little Black Dress  
for Homecoming & Holidays*

by TIFFANI SINGLETON

When it comes to timeless fashion staples, few items hold as much allure as the little black dress (LBD). Popularized nearly a century ago by Coco Chanel, the LBD revolutionized women's fashion, establishing itself as a symbol of timeless elegance and versatility. Whether preparing for homecoming or a holiday celebration, the LBD is your ticket to effortless sophistication. Here's a guide to help you find the perfect LBD for your next special event.

## LENGTH

The length of your LBD can dramatically influence its style and suitability for various occasions. A knee-length dress offers a classic look, ideal for both formal and semi-formal events. For a fun and flirty vibe, opt for a shorter dress, perfect for a lively night out. Remember, the "Little" in Little Black Dress is flexible! A tea-length strapless dress can be an exquisite choice for an evening soiree.

## OCCASION

The specific event will dictate your choice of style, length, and fabric. For festive gatherings, think glamour and sparkle. Sequins, metallic threads, or lace can infuse your dress with holiday magic. Midi lengths are particularly elegant for formal parties. For homecoming, aim for a youthful and playful look with shorter lengths and elements like tulle skirts, asymmetrical hems, or interesting cutouts.

## FABRIC

The fabric of your LBD significantly impacts its look and feel. For formal events like homecoming, consider luxurious material such as satin, silk, or velvet, which add a touch of

sophistication and elegance. For holiday parties, festive fabrics like sequins or lace reflect the celebratory spirit perfectly.

## SILHOUETTE

Finding a silhouette that flatters your body shape is crucial. Here are some tips:

*Hourglass:* Accentuate your waist with a fitted dress to highlight your curves.

*Pear-shaped:* An A-line dress skims over your hips and balances your proportions.

*Apple-shaped:* A dress with an empire waist draws attention upward, creating a longer, leaner line.

*Rectangular:* Opt for a dress with ruffles or embellishments to create the illusion of curves.

## ACCESSORIES

Accessories can take your LBD from simple to stunning. For homecoming, pair your dress with statement jewelry, like chandelier earrings or a bold necklace. For holiday parties, a sparkling clutch and glittering heels can add a festive touch. The right accessories can transform your look and ensure you stand out.

## COMFORT

While style is paramount, comfort should never be compromised. Ensure your LBD allows you to move, dance, and enjoy the night without constant adjustments. A well-fitted dress that feels good on your skin will enhance your overall experience.

The most crucial element of wearing an LBD is confidence. No matter which dress you choose, wear it with pride and grace. When





you feel good in what you're wearing, it shows, and you'll undoubtedly leave a lasting impression.

Selecting the perfect little black dress for homecoming or a holiday party doesn't have to be stressful. By understanding your style, choosing the right fabric, and finding a flattering silhouette, you can find a dress that looks great and makes you feel amazing. With the right accessories and a dose of confidence, you'll be ready to shine at any event.

Ultimately, the LBD's classic nature makes it perfect for dressing up or down. Pair it with statement jewelry and heels for a formal event, or dress it down with flats and a casual jacket for a relaxed gathering. With the right LBD, you'll embrace timeless charm and style, perfect for any celebration.



Left: *Hanley House*,  
*Miss America's Teen '24*  
Right: *Madison Marsh*,  
*Miss America '24*  
Gowns/Cocktails  
by *JOVANI*



# Officially **HER** Looks

## Official Miss America Gold Crown Ring

The Official Miss America Crown Ring by Holly Hardwick.  
[HollyHardwick.com](http://HollyHardwick.com)



## Oval Hoop Fringe Gold

Oval Hoop Rhinestone Long Drop Evening Earrings.  
[RealCrownJewels.com](http://RealCrownJewels.com)



## Libre Eau De Parfum

Step into your signature scent with Yves Saint Laurent's bold, floral perfume for women where French lavender essence combines with Moroccan orange blossom and daring musk accords.  
[Sephora.com](http://Sephora.com)



## Extra-Long Double Infrared Curling Iron 1.25"

Infrared heat and ionic technology locks in moisture by heating the hair from the inside out allowing curls to last longer without frizz and helps prevent heat damage. The extended barrel not only offers 3" of styling power, it saves time and makes the hair in back easier to reach.  
[BoujeeBeauty.com](http://BoujeeBeauty.com)



## Bow Clutch

Stunning silver crystals set in gold make up this beautiful crystal clutch by Creations by Niki Lassiter. Comes with a hidden shoulder strap.  
[CreationsByNikiLassiter.com](http://CreationsByNikiLassiter.com)

## I AM - Hydrating + Plumping Serum Lipstick

a plumping hydrating vitamin-e infused formula that provides full-coverage, long-wearing and lightweight.  
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Photo: Carlos Velez  
Fashions: Jovani  
Makeup: Victoria Duke Beauty  
Earrings: Crown Jewel Design





JOVANI HQ



NY Knicks City Dancers



*Sisterhood spans through so many organizations, I was able to experience the unsurpassed bond between the Knicks City Dancers. I am forever grateful to them and the Miss America Program for creating this electric and unforgettable opportunity.*

*Hanley House  
Miss America's Teen 2024*



Miss North Carolina's Teen Competition



Puerto Rico



US Golf Open

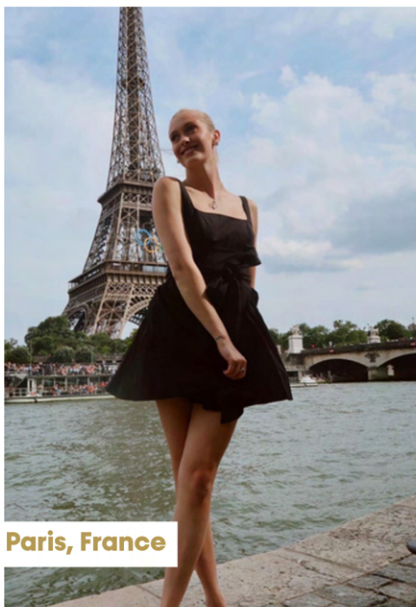


JOVANI Runway at Atlanta Market





Grand Ole Opry



Paris, France



NASCAR Cup Series



Good Morning America



U.S. Space & Rocket Center



Space Camp



Yankees vs Red Sox

*Visiting Space camp brought me back to where all of my dreams started. Not only did Space Camp make me love science, but it also gave me the confidence to chase any dream. Without a doubt, they are inspiring the next generation to lead far beyond Earth.*

*Madison Marsh  
Miss America 2024*



# BUSINESS DIRECTORY

## Accessories

### Crown Couture Collection

CrownCoutureCollection.com  
CrownCoutureCollection@gmail.com  
864-420-0216  
@CrownCoutureCollection

### Crown Jewel Designs

RealCrownJewels.com  
@Crown\_Jewel\_Designs

### Creations by Niki Lassiter

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@CreationsByNikiLassiter

### Holly Hardwick

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HollyHardwick.com  
800-684-1107  
@HollyHardwickCrowns

## Apparel

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## Coaching

### Equipage Etiquette

EquipageEtiquette.com  
Jennifer@EquipageEtiquette.com  
@EquipageEtiquette

### Mock with Me

MockWithMe.com  
MockWithMe@gmail.com  
@MockWithMe

### Rosen Media Consulting

RosenMediaConsulting.Square.Site  
RosenMediaConsulting@gmail.com  
312.479.3385  
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## Floral

### Bouquet Box

BouquetBox.com  
Team@BouquetXox.com  
866.826.8783  
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AshleyTart.com  
@AshleyTart\_Artistry

**Victoria Duke Beauty**

VictoriaDukeBeauty.com  
888.818.4526  
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**Photography****Carlos Velez Studios**

Booking.CarlosVelez@gmail.com  
@CarlosVelezStudios

**K. Garcia Productions**

Info@KGarciaProductions.com  
508.789.5761  
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**Other Resources****IJWH Consulting**

Natalie.IJWH@gmail.com  
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@Natalie.Edwardss

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