

PAYTOPLAY MAG

***2025 FASHION
TRENDS &
PREDICTIONS***

***MODEL OF THE
MONTH:
KYLA
LASHAY***

***“SOFT-SPOKEN,
STRONG-WILLED.”
INSIDE: KYLA
DOESN'T SAY MUCH,
BUT WHEN SHE
STEPS IN THE ROOM,
SHE SAYS
EVERYTHING.
(PAGES 5-6)***

***FEATURING
EXCLUSIVE
INTERVIEWS, BOLD
LOOKS & REAL
STORIES***

**JULY 4, 2025
ISSUE 002**

***PHOTO CRED:
@JOE.MAPP***



TABLE OF CONTENTS

PAGE 1: COVER

PAGE 2: TABLE OF CONTENTS

PAGES 3-4: DQ OF THE MONTH- NIKKI JAY

PAGES 5-6: MODEL OF THE MONTH- KYLA LASHAY

PAGES 7-8: ARTIST OF THE MONTH- LUL JAIDA

PAGES 9-10: WHAT'S THE STITCH, MITCH?

PAGES 11-12: DESIGNER OF THE MONTH- NBD FASHION

PAGES 13-14: GET TO KNOW THE CAST

PAGES 15-18: MEET THE WALKEM DOWN WINNERS

PAGES 19-20: COLLABORATION OF THE MONTH

PAGE 21: COMMUNITY SPOTLIGHT: MITCH ESTATES

PAGE 22: PROMO AD SPACE

PAGE 23: THANKYOU

DREAM QUEEN OF THE MONTH: NIKKI JAY



PHOTO CRED:
@wolfpackvisualmedia

Nikki Jay isn't just a model, she's a movement. As one of Houston's most consistent content creators and a respected model coach, she's been instrumental in grooming the next generation of talent. Her walk commands attention, but it's her energy that truly lights up every room. At the Houston WalkEm Down, Nikki delivered unmatched presence and authenticity, proving why she's a standout on and off the runway. On camera, in the streets, and behind the crown, she's setting the standard.



PHOTO CRED:
@mac_shot_this



PHOTO CRED:
@lillisproductions

**FOLLOW NIKKI ON INSTAGRAM
@THEREAL_NIKKIJAY**

GET TO KNOW THE QUEEN

NIKKI JAY

"I'd live in the middle of a rainforest if I could."



PHOTO CRED:
@trillrealitystudios

Q: Favorite Food:

Cajun/Creole, all the flavor, all the spice.
Southern roots run deep.

Q: What Inspired You to Start Modeling?
Growing up, my family always told me how beautiful I was and that I should model. I've always loved fashion and dressing up, even as a kid, I'd create an alter ego through style.

Q: Creative Inspiration:

Definitely Naomi Campbell, I love everything about her: her walk, her confidence, and her timeless presence.

Q: Random Fact:

I'm super into nature and adventure, like, I would literally live in the middle of a rainforest if I could.



PHOTO CRED:
@mac_shot_this



PHOTO CRED:
@dvrkgreyphoto

MODEL OF THE MONTH: KYLA LASHAY

***“I ALWAYS KNEW I BELONGED ON THE RUNWAY.”
— KYLA***

***PHOTO CRED:
@joe.mapp***



Kyla doesn't just model, she moves with meaning. As a Chicago native, her quiet presence speaks louder than words, commanding attention the moment she steps into frame. Once a lifelong tomboy and basketball player, modeling helped her tap into a softer side, balancing grit with grace in every photo.

Inspired by runway shows and encouraged by mentors like Blake Martin, Kyla realized early on that she belonged in front of the lights. Whether suited up or stripped down to raw confidence, she doesn't try to be seen, she is seen. With calm poise, a fierce walk, and natural magnetism, Kyla Lashay proves that femininity and strength can coexist in every step.

***FOLLOW KYLA LASHAY ON INSTAGRAM
@THEKYLALASHAY***

MODEL OF THE MONTH: KYLA LASHAY

PHOTO CRED:
@akachemarcino



Q: Favorite Food:

“My favorite food is steak tacos 🌮🔥 However, I only like corn shells with only onion and cilantro.”

Q: What inspired you to start modeling?

“Going to runway shows and seeing I could do the same thing. I don’t know, I just felt like I belonged.”

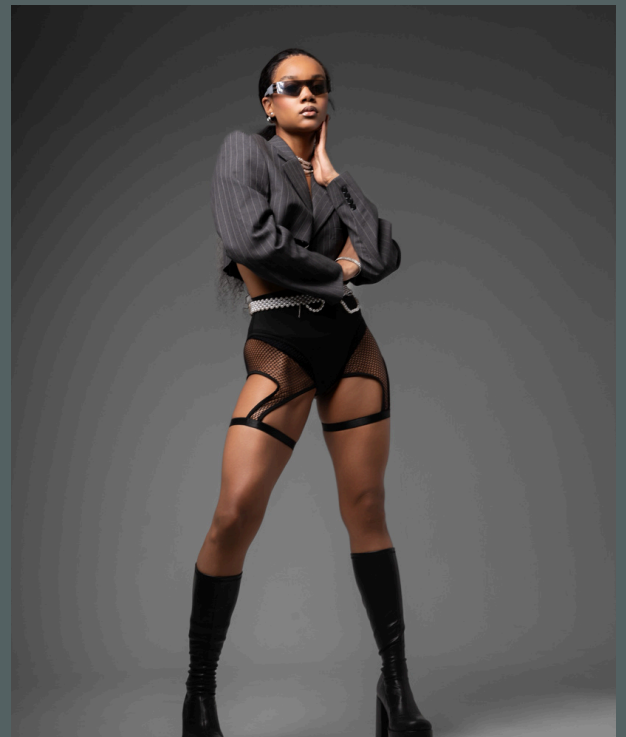
Q: Who is someone you look up to in your industry?

Blake Martin, a well-respected figure in fashion and runway production known for championing new talent.



PHOTO CRED:
@xotic.certified

PHOTO CRED:
@ATLVISUALZ



ARTIST OF THE MONTH:

LUL JAIDA

“Lul Jaida doesn’t just rap, she moves with purpose.”



Hailing from Chicago, she’s been rocking with PayToPlay since day one, performing at shows, staying tapped in, and always showing love. Her grind is relentless, traveling city to city, stage to stage, proving that hard work and realness still matter. Whether it’s the trap, the stage, or the studio... Lul Jaida brings heat. The streets feel her because she speaks for them, raw, unfiltered, and unapologetically herself. This ain’t industry love, it’s earned love.

Main Single Out Now:

🎵 **“Backseat”** A smooth, unapologetic anthem that showcases Lul Jaida’s balance of femininity and fire.

Next Single Dropping Soon:

🔥 **“In & Out”** Stay tuned. The rollout’s heating up and the momentum is real.

FOLLOW LUL JAIDA ON INSTAGRAM
@LULJAIDA_

BEHIND THE BARS: WHO IS LUL JAIDA?

“Lul Jaida doesn’t just rap, she moves with purpose.”



Q: Favorite Food:

Shrimp & lobster, seafood is always at the top of the list.

Q: What Inspired You to Start Music?

I figured out I had a hidden talent, then I fell in love with making music that people can relate to, even internationally.

Q: Who Do You Look Up To in Music?

Nicki Minaj, Ciara, Rihanna, and Chris Brown. They’re all extremely talented, creative, and versatile in their own lanes. I love it!

Q: Random Fact About You:

Most people don’t know this, but I have a deep love for animals. When I lived in Virginia, I used to feed over 8 stray cats, and I even named each one based on their personalities.

 Stream her single “Backseat” now on all platforms.

**FOLLOW LUL JAIDA ON INSTAGRAM
@LULJAIDA_**

WHAT'S THE STITCH, MITCH?



“MID YEAR MIRRIR CHECK” BY SHAWN MITCH

We're halfway through the year.

If you're not where you thought you'd be by now, don't panic, but don't lie to yourself either. This is the moment for a mirror check. Ask yourself, what have you really been putting in? Not what you posted, not what you planned, what did you actually produce? Because at the end of the day, the energy you apply and the consistency you maintain will always speak louder than the excuses.

“WHAT YOU PUT IN, IS WHAT YOU GET OUT”

FOLLOW SHAWN MITCH ON INSTAGRAM

@_SHAWNMITCH

PAGE 9

“MAN IN THE MIRROR”

(CONT'D)

**PHOTO CRED:
@SHAUNANDRU**

“At every moment, be the person that the man in the mirror would be proud of.”

Every empire is built brick by brick.

You don't need a handout. You need habits.

You don't need validation. You need vision.

And if you're leading, in your city, in your circle, in your craft, then understand that people are watching. Not just what you say, but how you move.

So tighten your circle. Sharpen your focus. Wake up early. Check in with God. Take care of your body. Check on your people. Promote your work.

And then do it again tomorrow.

July is the turning point, not just on the calendar, but in your mindset.

The real ones don't wait for opportunity.

We create it.

Legacy is built daily, brick by brick.



WRITTEN BY SHAWN MITCH



FOUNDER OF PAYTOPLAY ENT



@_SHAWNMITCH

DESIGNER OF THE MONTH:

NBD FASHION

CEO:@NBD_FASHION

“I get my designs from the culture of London, but how my people took on London’s fashion scene is what shaped me.”



Product Highlights:

- **The Cow-Print Utility Bag**



Available now at
natabydesign.com

- **The Cheetah Bag
“STATEMENT PRINT”**



Made for stylists, tailors, and creatives who stand out while staying locked in.

- Interior key ring
- Mesh + zip storage
- 2” adjustable strap

MEET NAT



Q: Favorite Food:

“I’m an Asian-food lover through and through, sushi, ramen, Korean BBQ, pho... honestly, the whole menu.”

Q: What Sparked Your Passion for Designing?

“As a kid I made clothes for my Bratz dolls. A little older, I sewed myself a birthday outfit, and it just took off from there.”

Q: Who’s Fueling Your Inspiration Right Now?

“I’m keeping it close to home: Charles, creator of Hollyandro, and Rashad Burghalie. Working with both of them in the Atlanta scene has opened my mind and proved I can do anything I put effort into.”

Q: Random Fact:

“I’m British-Jamaican! The London roots run deep, and that blend of cultures shapes a lot of my design aesthetic.”

Based in Atlanta, Nat is no stranger to hustle. Known for her bold creativity and unmatched work ethic, she was the designer behind the Dream Queens’ standout looks during the Piedmont Park shoot, a moment that helped define the PayToPlay aesthetic in the city. Whether it’s behind the scenes or sewing late into the night, Nat’s dedication to the Atlanta fashion scene is undeniable.

**FOLLOW NAT ON INSTAGRAM:
@NBD_FASHION**

GET TO KNOW THE CAST

Spotlight: Tiara (aka Tee)

Chicago Dream Queen

✨ *PayToPlayTV Cast Member*



PHOTO CRED:
@obey_ace



Tee's work ethic and dedication don't go unnoticed. Even with a packed overnight training schedule, she still finds time to support the Dream Queen team, and that's exactly why she's this month's "Get to Know the Cast" feature. Whether she's in front of the lens or behind the scenes, Tee brings good energy and loyalty every time.

FOLLOW TEE ON INSTAGRAM:

@TEE._MAC

GET TO KNOW THE CAST

FOLLOW TEE ON INSTAGRAM:

@TEE._MAC



PHOTO CRED:

@albrackenphotography



Q1 : Have you ever thought about acting?

Absolutely. I think modeling and acting go hand in hand, both are about telling a unique story that inspire people in different ways. Acting is just another way to express emotion and creativity. This is another exciting goal I'm aiming to accomplish.

Q2: What does being a Dream Queen mean to you?

It means putting actions behind your affirmations. Period. It's not about titles or crowns ... it's about how you present yourself, elevating your people, additional to showing up and handling your business. A Dream Queen doesn't beg for space. We create it. When everything shifts in the room upon arrival. That's energy. That's legacy.

Q3: What made you get into modeling?

Honestly it started with a love for fashion, and admiration for the models confidence. You can say walking the runway broke me out of my shy shell. That's where I evolved power, and energy behind every step. Being blessed to inspire people around the world & collaborate with creative minds has always been a dream of mine that I'm now grateful to call a reality.

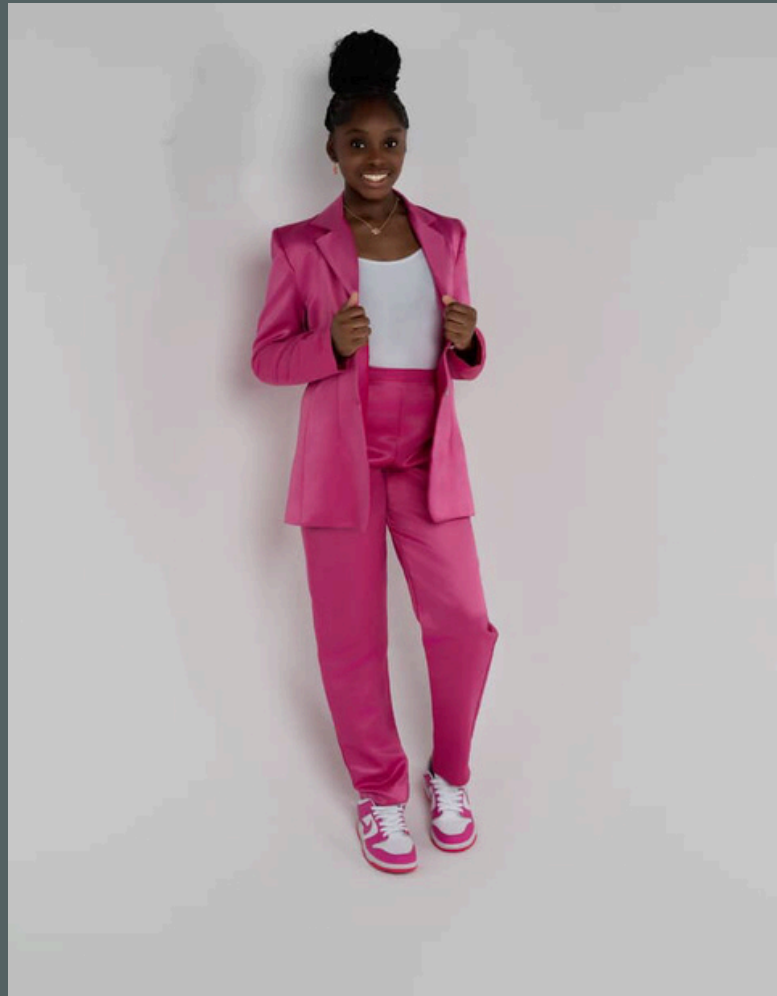
Q4: If you could go on vacation anywhere, where would it be?

Bali. No hesitation. I'd love a calm paced escape where I can unwind, expand my tastebuds, go for a swim, and eat fresh tropical fruit while taking in all of Balis natural beauty.

MEET THE WALKEM DOWN HOUSTON WINNER: STEF

***“FROM THE MOMENT SHE WALKED IN THE VENUE SHE
DEMANDED RESPECT. HER EXACT WORDS WERE, “THERE’S NO
COMPETITION.””***

- SHAWN MITCH



**WalkEm-Down Champion from Houston.
Crowned for her confidence, presence, and runway
dominance in the city where talent shines boldest.**

***FOLLOW STEF ON INSTAGRAM:
@STEF.MODEL***

MEET THE WALKEM DOWN HOUSTON WINNER: STEF CONT.

RISING TALENT TO WATCH



Q: Favorite Food:

Seafood, simple and undefeated.

Q: What Inspired You to Model?

At just 2 years old, I was already striking poses during family photos. My mom saw the spark early and signed me up at the Neal Hamil Agency by age 5. They helped develop the acting and modeling talent that was already in me.

Q: Who Do You Look Up To?

Naomi Campbell, we share a similar walk, and I've always admired her poise and presence.

Q: Random Fact:

I love to sleep!

**WalkEm-Down Champion from Houston.
Crowned for her confidence, presence, and runway
dominance in the city where talent shines boldest.**

FOLLOW STEF ON INSTAGRAM:

@STEF.MODEL

MEET THE WALKEM DOWN CHICAGO WINNER: YUMMEE

***“HER ENERGY WAS AT AN ALL TIME HIGH! I THINK EVERYONE
THERE KNEW WHO WAS WALKING AWAY WITH THE \$500!”
- SHAWN MITCH***

***PHOTO CRED:
@SHOOTERSOCIETYSTUDIOS***



Yummee isn't just a model, she's a walking canvas. As the crowned winner of PayToPlay ENT's WalkEm-Down Chicago, she turned the runway into a statement. Her unique blend of confidence, creativity, and captivating energy set her apart, but her artistry stretches far beyond modeling.

FOLLOW YUMMEEEEE ON INSTAGRAM:

@YUMMEEEEE

MEET THE WALKEM DOWN CHICAGO WINNER: YUMMEE CONT.

RISING TALENT TO WATCH

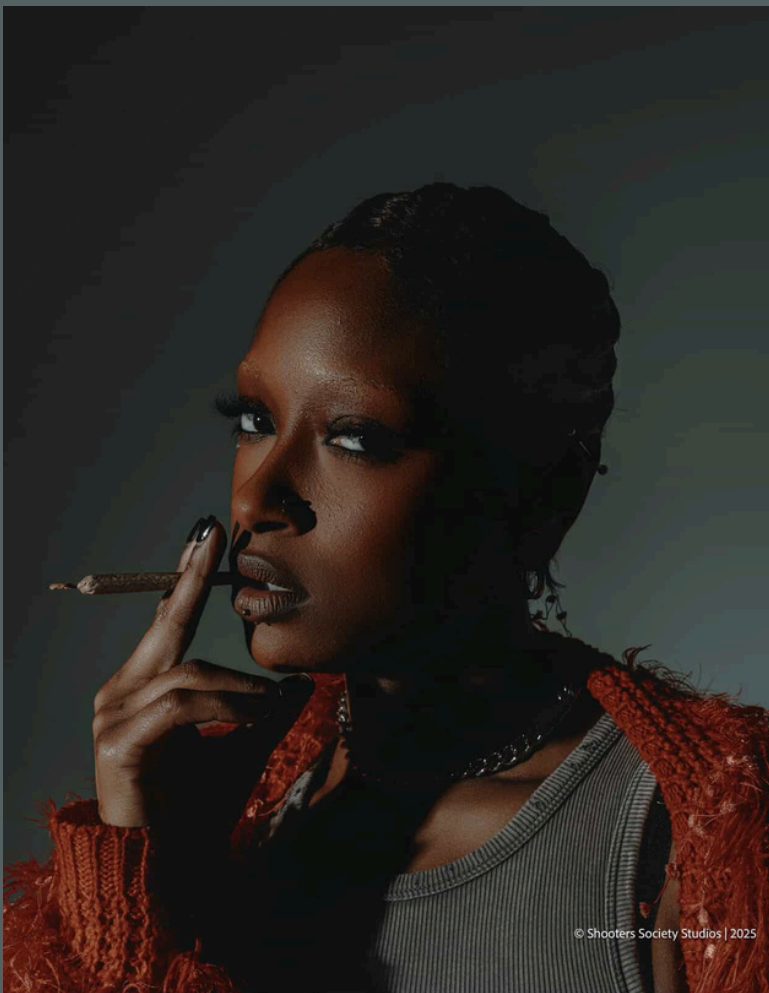


PHOTO CRED:
@SHOOTERSOCIETYSTUDIOS

Q: Favorite Food:

“I don’t think I have a favorite dish because I just love food in general, but seafood definitely tops the list.”

Q: What Inspired You to Start Modeling?

“Probably America’s Next Top Model! I’ve always been into fashion, so seeing creative campaigns for fashion and beauty brands, plus watching the VS Fashion Shows, really sparked my interest.”

Q: Role Models:

“Grace Jones. Jazzelle Zanaughtti (aka @UglyWorldWide). Tiana Parker. All three embody fearlessness and expression — just like I strive to.”

Q: Random Fact:

“I actually wanted to be an actress first. That was the very first art form I felt pulled toward — right after dance, which is where my journey began.”

 **Instagram: @yummeeeee**

 **Owner of @artistrye.y.e | Artist of Many Fantasies ✨**

FOLLOW YUMMEEEEE ON INSTAGRAM:

@YUMMEEEEE

COLLABORATION OF THE MONTH: Amazon Goddess Experience x I.M.M



**Influential
Money Mob is
a lifestyle
brand**

**PHOTO CRED:
@THEALIYAHFERRELL**

This month's standout collaboration highlights two rising forces in Atlanta's creative scene: The Amazon Goddess Experience, led by visionary entrepreneur and model developer Aliyah Ferrell, and the bold streetwear brand Influential Money Mob (I.M.M), originally from Chicago, a lifestyle label known for its unapologetic message and vibrant capsule drops.

Together, they brought a unique fusion of power and play to life. Set against the backdrop of sunlit courts and steel bleachers, this shoot showcased the confidence, style, and versatility of I.M.M's latest collection, amplified by Aliyah's sharp eye for casting and creative direction.

COLLABORATION OF THE MONTH: Amazon Goddess Experience x I.M.M



From the hats to the fitted tees, every piece told a story of influence, hustle, and individuality. Shot by @thealiyahferrell, the campaign was more than content, it was a cinematic expression of what it means to be seen and remembered.

“Power doesn’t beg. It arrives and makes space..”



📸 Photos by: @thealiyahferrell

🧢 Follow I.M.M: @influential_mm

👑 Explore the Experience:
@the_amazon_goddess |
www.amazongoddessexperience.com

PHOTO CRED:

@THEALIYAHFERRELL

“Influence isn’t worn, it’s embodied.”

COMMUNITY SPOTLIGHT:

MITCH ESTATES



UNSECURED FUNDING PROGRAMS

QUALIFY FOR UP TO \$500,000 TODAY

▶ 5 or 7 YEAR TERM LOANS

- Rates range from 9-15% (Dependent on strength of personal credit)
- No minimum length of time in business
- Fixed monthly payment
- No upfront fees or down payment
- Full liquidity immediately
- Funding in 7-15 business days
- No assets or collateral required
- No prepayment penalty

REQUIREMENTS

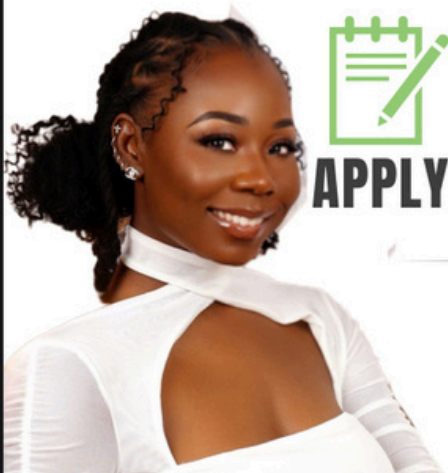
- 680+ Personal Credit scores in all 3 bureaus
- 2 years personal tax returns showing \$50,000 or more of taxable income

▶ BUSINESS CREDIT CARD PROGRAM

- 0% Interest for 6-12 months
- No minimum length of time in business
- Stated income
- No upfront fees
- Reports only to the business

REQUIREMENTS

- 700+ Personal Credit Scores on all 3 bureaus
- New or Seasoned Business Entity



APPLY



CONSULT



FUNDED

SHY MITCHELL
LOAN ORIGINATOR
(615) 939-9489

WWW.MITCHESTATES.COM

WANT TO BE FEATURED?

**PROMOTE YOUR BRAND IN THE
NEXT ISSUE OF PAYTOPLAY MAG.**

**ARE YOU A DESIGNER, ARTIST,
MODEL, PHOTOGRAPHER, OR
ENTREPRENEUR LOOKING TO
GROW YOUR AUDIENCE?**



**YOUR AD
HERE**

**PAYTOPLAY MAG IS NOW
ACCEPTING AD PLACEMENTS
AND FEATURE REQUESTS FOR
UPCOMING ISSUES.**

 **MODEL & ARTIST
FEATURES**

 **CLOTHING BRAND
PROMOS**

 **TOUR AND EVENT
SHOUTOUTS**

 **BUSINESS SPOTLIGHTS**

**YOUR AD COULD BE HERE NEXT
MONTH.**

 **Contact:**

For inquiries, rates, and booking:

 **Email: paytoplayllc@paytoplayent.com**

 **DM: [@_shawnmitch](#) or [@paytoplaymagazine](#)**

THANKYOU FOR TAPPING IN!



THANK YOU FOR YOUR SUPPORT !

Shawn Mitch

To everyone who contributed, modeled, performed, photographed, styled,
or simply supported —
Thank you.

PayToPlay Mag is more than a magazine.
It's a movement.
It's proof that when we build together, we shine louder.

From Chicago to Atlanta to Houston... we're just getting started.

 Shawn Mitch
Founder | Visionary | Creator

 Powered by PayToPlay ENT

 Visit: PayToPlayENT.com

➡ Follow: @_shawnmitch | @paytoplay_ent |
@paytoplaymagazine | @_dreamqueens

BEHIND THE BRAND: A SIT-DOWN WITH SHAWN MITCH



**Follow @_shawnmitch | PayToPlayENT.com |
Dream bigger. Move smarter. Hustle with
purpose.**

**Q: What inspired you to start
PayToPlay ENT?**

**A: I was tired of waiting for
opportunities, so I built my own
platform. I saw how fashion,
music, and business could
empower people when they're
combined with purpose.**

**Q: What's your mission
today?**

**A: To give people the blueprint,
especially the youth. I want
them to see that you don't have
to limit yourself to one path.
You can build your own lane.**

Q: Who are you doing it for?

**A: My son. My family. The future.
I'm laying the foundation so my
people can eat for generations.**

Q: Favorite quote?

**A: "You don't get the life you
deserve. You get the life you
demand."**