

TIMS
THIS IS MY STORY

HOUSEHOLD TALES: AN EXCLUSIVE

Just sitting and chilling together and doing absolutely nothing is something we missed doing.

AN UNEXPECTED CREATIVITY REVIVAL!

"All the quarantining also helped me brush up my creativity and indulge even more in exploring new ways and techniques that could up my ante."

FROM INCEPTION TO *Celebration!*

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ISSUE NO. 1 | EDITION 2020

THE Turakhias

KEEPING UP WITH

Snuggling, Styling
EVERYTHING CHIC!



The coronavirus pandemic brought with it, a plethora of feelings, emotions and new experiences. Along with it being a time when the whole world came to an absolute standstill, there were still people who were making the most of the situation; the content-creators! While everyone was focusing on coping with the emotional and financial punch, the creators online were trying to make the journey worthwhile. Mustering up enough self-motivation to keep creating content for their viewers even with the dire situation around, the influencers deserve a clap on their backs! Riya Turakhia was one of those influencers who was utilising all the free time to experiment with new styles of content creation and enlightening people simultaneously! Here's to her story of how she built Snug Style Chic, her Instagram blog and how she aims to keep growing by continuing to do what she absolutely loves doing!





THE Emergence OF

"I realised that my dreams were clearly inclined towards fashion. I even wanted to pursue fashion designing for my undergraduate study, however, something always stopped me! That is when I discovered all these influencers who were creating fantastic content, similar to what I wanted to do!"

Riya's blog Snug.Style.Chic wasn't launched overnight but instead was a lengthy process wherein she began with a DIY page and slowly warmed up to the idea of branching out into the fashion genre. Having experimented with sharing her Do-it-Yourself gifting ideas during her 12th grade vacations in the year 2017, Riya was quite acquainted with the idea of blogging. She used to follow influencers who were already creating content in the field of fashion and styling and ever since then, Riya was bitten by the fashion bug. The idea of blogging had germinated in Riya's mind however she was still a long way away from launching her own Instagram blog. Read on to find out about the exciting journey of Riya's dream project, Snug.Style.Chic!

ISSUE NO. 1
TIMS EDITION 2020



"With the lockdown announced for the protection of people from the coronavirus, it was almost as if everyone's daily routine was halted. This served as the perfect time for influencers and content-creators like me, to utilise the situation to engage people and help them cope with the testing times and spread positivity!" -Riya on the effect of the pandemic on her content-creation

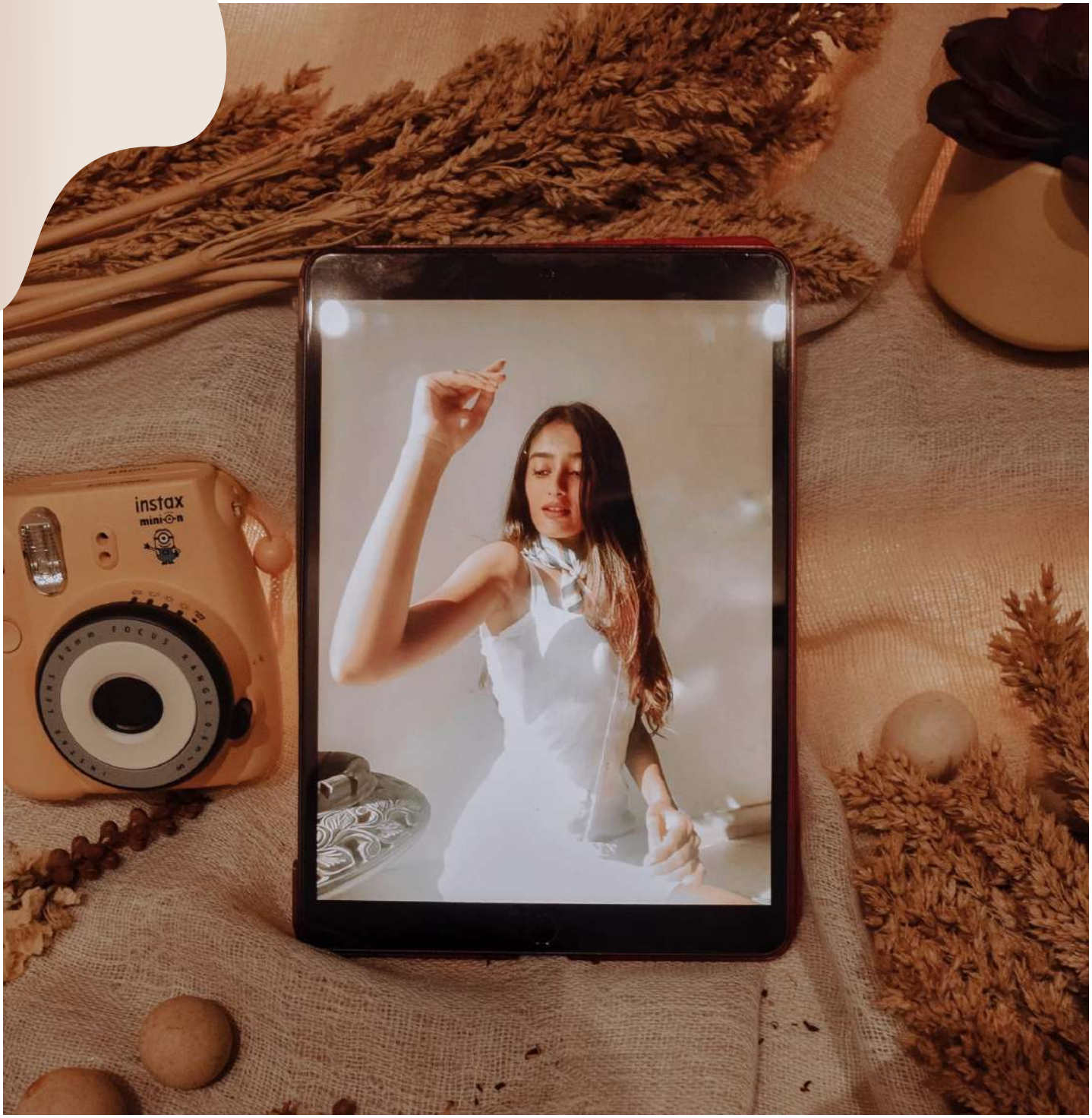


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FROM INCEPTION TO *Celebration!*

Riya knew that everything the fashion bloggers were sharing, there were no limits to it. There was a lot more than met the eyes and it went beyond just what we saw on the screen. This was the inspiration that spiked Riya to finally give wings to her dreams and launch her own blog. She indeed knew that having an idea was just the tip of the iceberg when it came to establishing her own blog and Riya knew that her road to achieving everything that she was aiming for, wasn't going to be an easy feat. It took her six months only to convince her parents about the idea of influencing. "I wanted to make sure that my parents were aboard my plans because without their consent, it would've been doomed right from the beginning!" Eventually, after convincing her parents, Riya was studying for her second semester of college when she was finally able to share her dream project out with the whole world. It became an outlet for Riya, who was extremely passionate about getting her creative juices flowing for the field of fashion. It was in January 2018, when Riya began blogging and ever since then, she hasn't looked back unless for reminiscing about all the fun she's had over the years!



HITTING *the sweet silver* 25K MARK

The lockdown has been a very special time for Riya because of a lot of reasons; from getting time to create the kind of content she has always strived to create to reaching another milestone in her follower count. The morning of 26th April, 2020 started out as just any other day but little did Riya know, that this day was about to become one of her most special days in her list of top favourite days of her SSC journey! It was on that day, that she hit the 25,000 follower mark and as ecstatic as she was, it turned out to be an absolute mood lifter for her on an otherwise gloomy day! "Even though I do not create content solely for the purpose of increasing my followers, I surely celebrate each of my follower count milestones with so much happiness. It somehow makes me believe that I have built a family on a social media platform who enjoys my work and supports me to keep going strong! Because in reality, numbers do not matter but growth does!" Elaborating over her views about not keeping up with the number games, she says "When it comes to followers, I don't have any targets to hit. I do not believe in having a number to chase. Instead, it has always been quality over quantity for me. I want to continually keep growing and keep producing content that engages people. I want to serve my audience with content that they enjoy!"

Riya believes that creating content during the lockdown situation was a lot different than creating content in usual times. Because of the abundant free time that the viewers had and the increased engagement of people on social media, it provided the content creators with an opportunity to really create content that had an impact relatable to the ongoing situation. “Along with it being a time where influencers really explored their creativity, it was also a time where we had to take responsibility and create content that was informative as well as helped people cope with these emotionally testing times in one way or another.



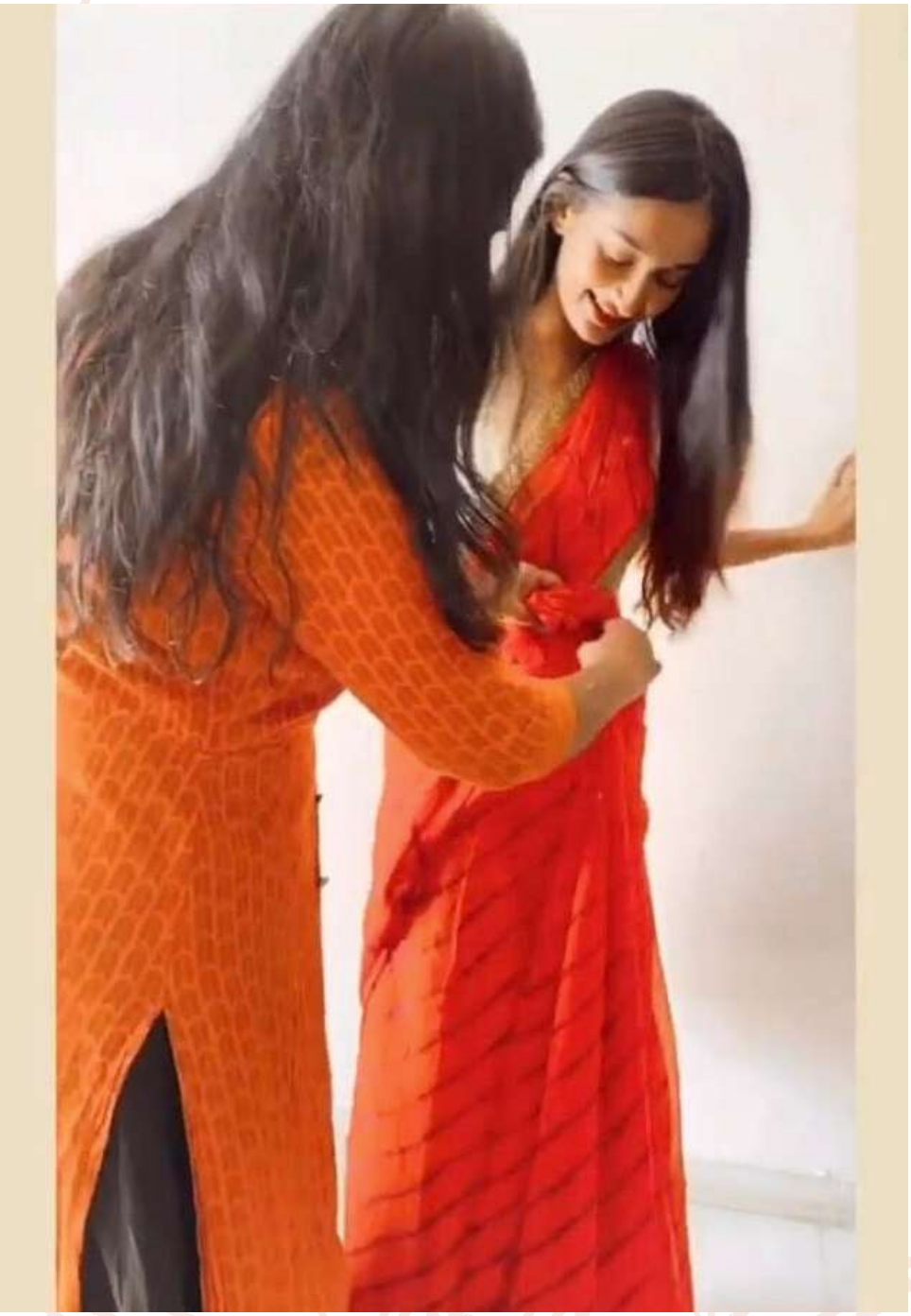
THE RESPONSIBLE

INFLUENCER EXTRAORDINAIRE



Surviving the lockdown situation has been a battle, and it was the influencers task to help keep everyone positive and hoping for better times ahead. ”Riya recalls the multiple challenges that she faced in lieu of the pandemic; Being stuck at home also meant not being able to step out to shoot. It was very challenging to get creative with all the mandatory quarantine restrictions. As difficult as it was, Riya made sure to turn the situation around such that it would be of an advantage to her. If it was getting difficult to step out to click pictures, our influencer extraordinaire decided to start producing video content which was easier to shoot indoors. Finding a way out when situations change is a quality of a creator who wouldn’t let anything come between her wish to serve her followers!

3 IMPROVISATIONS
to suit the situation



1.

Riya focused on creating content that was relatable. Before the world was shut down, she used to create styling videos meant for people to step out fashionably. However with everyone stuck inside, she shifted her centre of attention to concepts like "Quarantine outfit ideas" and DIYs.

2.

Riya did hold on to her roots and was still creating styling videos in a renewed manner to better suit the situation however shooting at home came with a never experienced before problem. Lack of change of scenery. When she was faced with having to create videos in front of the same 2-3 pretty spots at her home, she decided to change the way of editing her videos. She diverted her efforts into making the same wall to look creative in her videos.

3.

Utilising the lockdown period to organise her content better was something Riya took up too! She decided to allocate days for posting a particular type of content so as to make it easier for her viewers to reach their favourites. "DIYs, quick fashion hacks, StylexSSC and makeup tutorials are a few of the topics that I decided to allocate days to so that my followers knew when to come back for the content they wanted to keep up with!"

Lights, Camera SHOOT



"I shifted my focus on creating more video content during the lockdown situation. So much so that I was sharing a new video almost every alternative day!" Talk about making use of all the free time. Instead of blaming the situation and in turn killing their creativity, Riya chose to make the best of the situation she was faced with. Elaborating over the kind of content she created during the lockdown, Riya describes how she was always interested in creative styling ways to repurpose clothing. "Even before the lockdown began, I had established a series called StylexSSC wherein I showcased multiple ways how a single piece of clothing could be styled. Now during all the extra time on my hands, I was able to take it forward and create more content continuing on with my ideas."

AN UNEXPECTED

creativity revival!



Riya confesses to having experienced an unexpected creativity boost due to the current happenings. It is true when they said that sometimes when you assume a situation to be bad, it instead puts us on a path to the best thing that could possibly happen to us! If anyone stayed true to this fact, it was our phenomenal stylist, Riya. “All the quarantining also helped me brush up my creativity and indulge even more in exploring new ways and techniques that could up my ante. I was keeping up with the trends like the newspaper backdrop content while simultaneously adding my own interpretation to it. Honestly, it was unimaginable how much content I could squeeze out of myself while being at home for three months straight!” When the Lockdown 1 was announced, Riya had taken up the #21 Days challenge, wherein she was trying something new that she’d not done before, everyday for twenty one days. “It was a big exploration and it was such a blast. I tried doing everything that I always wanted to do but somehow was never able to take the time out for! I tried plenty of new things like cooking a new dish, doodling, making art and so many such activities, just to name a few!” Even with various industries facing the downsides of the closed down market, social media was booming with traffic! The lockdown situation instead turned out to be incredibly beneficial for content creators as the average time people spent on platforms like Instagram and Facebook shot up to over 60% more than usual!



Keeping up WITH THE TURAKHIAS

Unlike popular beliefs, influencers do not spend the entirety of their lives hanging around on social media. Riya's life apart from social media is quite a sweet one! A family who has always loved bonding over board games, unlike normal times when they used to find the time to only play a game once or twice a month, they sure got a lot of time now! "With all my family members being at home all day, especially in the noon-time when everyone used to get bored and lazy, there came out our board games and our carrom board and the house used to be revived with energy!" The Turakhia household had a schedule in place to cope with the lockdown. Every night, after 9pm, it was family time and they would sit together, maybe watch something together or play board games and just spend time with each other together, as a family. When they weren't brushing their minds over a game of Scrabble, they would be found enjoying a game of sequence or dealing a stack of monodeal cards! While pictionary remained a top favourite among the household, the carrom board was also brought out with gusto for a game or two, during the lockdown. A welcome change in lifestyle that they brought was to sit and pray for some time during the night. Not used to doing it regularly, it was an activity that Riya really enjoyed participating in.



Household Tales:

AN EXCLUSIVE

Riya shared with us some never heard before stories from her daily home life. From enjoying rains with her sister in the balcony to finally helping her mom out with chores, these heartwarming tales from her home, surely give a deeper insight to the real life of the Snug.Style.Chic creator!

- Riya has an elder sister who she loves spending time with. One of their favourite hobbies is to sit on their balcony and enjoy the beautiful rainy weather. “Just yesterday when the weather changed to all cloudy and beautiful, we sat and enjoyed maggi together! Just sitting and chilling together and doing absolutely nothing is something we missed doing. Witnessing the beautiful skies and having more time to gel up with the fam was definitely an upside of this otherwise terrible situation!”

- Because her sister tried out new dishes for the family during the lockdown, Riya confesses having the best time trying them all! Riya also tried her hands on cooking, something that apparently she has never done before, and made bhindi sabzi along with varied styles of maggi like a delicious alfredo cheesy maggi and the sort, however she says, “I didn’t experiment too much in the kitchen because I knew the resources were low and my experiments wouldn’t have ended fruitfully, ha ha ha!”





- Riya jokingly calls herself a sluggard when it comes to helping out in house chores. “This was the perfect situation where I had no excuses left and I surely had to help mom out with the house!” The girls at home experienced a trailer to the movie of quarantine home management when their mom had travelled to their grandmother’s home to attend a function and the lockdown was announced. They had to manage everything themselves before their mother’s arrival which happened to be on the day when the lockdown was eventually implemented. Later on, Riya also appeared for her university exams from home, during when she was on a break from her house chore duties, however with the completion of her academic responsibilities, she got right back to the task of helping her mommy!



POST-LOCKDOWN CONTEMPLATION

"As a creator, I believe in making the best out of whatever situation I am faced with. I do not believe in waiting for the perfect opportunity to begin something, instead I believe that any minute can be turned around to be the perfect moment for a beginning! This is definitely a takeaway from the lockdown experience. As a person, I feel that the lockdown situation really gave everyone a lot of clarity and learning. Learning to respect nature and also how to spend more time with your family and not take them for granted were definitely my key learnings from this time. We all end up going out all the time searching for ways to keep ourselves busy whereas all the free time at home made us realise just how much fun being at home can be. Giving time to your family is equal to chilling out with friends. I also realised the importance of working from home and all the benefits that come with it! My organisational skills also renewed and I quit being a lazy bum and I started making the most of my day. Having a routine really helped me organise my time well due to which I was doing everything at once with ease. Waking up and firstly helping out with home chores, having lunch and then giving at least 4 to 5 hours of my time to content creation made me realise just how better I was at utilising my time. Going out and about in search of inspiration used to distract me from actually producing content and used to make me lose my focus. I also want to take this opportunity to thank all my viewers and followers who have been so supportive all throughout my journey and continually keep pushing me to do my best. It is an incredible feeling to be able to keep doing what I love and actually affecting other people's lives and thoughts, positively. I intend to keep learning, keep growing and it would be impossible without each and everyone who believes in me. Thank you, and I absolutely love all of you. XOXO"

CUSTOMISED MAGAZINES

TIMS (This Is My Story) as a brand started in 2018, but the term was coined by founders back in 2013. TIMS started it's first venture as a film production company, under the name **TIMS ENTERTAINMENT** and produced a Gujarati film 'Bau na vichaar'. Film's story was based on their second venture which is about customised design based products,

TIMS MEMORIES, and it started on 3rd May 2019. Later founders came up with an idea to use TIMS as a prefix to every product they conceptualise. As a result **TIMS MAGAZINES** was born as one of their first product brand, which will be scaled nationally and internationally catering in multiple segments.



Travel magazine



Wedding magazine



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