

La Unscripted | September 20th, 2023

From hotspots to hidden gems This is your guide to all things local as we celebrate Hispanic Heritage Month The L A unscripted way trailblazers change makers legends and our neighbors Welcome to L A unscripted I'm Dana Devin and we are going off script for Hispanic Heritage Month with the half hour dedicated to some of our favorite American Latino local finds and the stories that make them so special First up it's a stop in City Terrace where a husband wife duo is providing goods and good vibes in their beloved titta Loosely translated That means mini market or corner store Sarah's market is a tit that is known here in City Terrace It's your typical mom and pop shop It's where you come and get all your local goods and it's accessible to everybody in the community Gracias Hi I'm Sarah Valdez Hi I'm Steven Valdez And we're the owners of Sarah's Market in total I believe we have a little bit over 300 products market carry curated items that we've selected or they've reached out to us from restaurants all over L A People that we've bonded formed friendships with that Now we carry all their products from pizzas These tortillas are called Caramelo There's one that's made with pork fat We have another one that's made with avocado oil So we have the chori chorizo which they're located in San Pedro We carry their maple habanero chorizo their red chicken chorizo So the history behind s Market is so it's been in my family for over 60 years It first belonged to my great uncle Pedro Martinez when he had it it was called Market which was his daughter So they ran it for about maybe 30 years or so Then they passed it down to my mom and dad which then they renamed it Sarah's Market I grew up in the store when I was in elementary school my job was to charge the chips at the time at the door So my parents ran it for about another 30 years or so Being in this neighborhood for so long not only does it mean home it also means unity just because we're so united with everybody here We're very community oriented because these are the people that help us survive every day Even during the pandemic When things were weird we had to keep our store stock to be able to provide for our community We sold one item per person like the water the toilet paper when that was going on People from out of town kept trying to buy us out But we're like no we need our community to stay afloat and we need to provide for them being Mexican owned you know Latin owned business owners I I myself I feel a sense of pride just because for many years you know we felt like we've been at the bottom But I have always said this as long as we come up and succeed

it's not just us but my community it's my neighborhood that is coming up with us We are trying to be here now and forever so we can provide these services for not just the kids that we see go to school now in elementary school but the kids that we see going to high school now So that's what Sarah's market is just a staple to be here for a while I love that It's been in her family for 60 years I mean that's pretty iconic and speaking of icons now how to get up close with the Colombian superstar Shakira moving over to downtown L A Our Doug Cok has the hi everyone My immersive exhibit Shakira Shakira is now open in Los Angeles at the Grammy Museum Shakira Shakira Well we all know Shakira as a multi Grammy award winning global phenomenon but there's a lot more to her career and we're about to get the DEETs on Shakira right here at the Grammy Museum What it's Shakira played such a huge role in making Latin music as big as it is today because she was really one of those breakthrough artists And throughout her career she's really drawn on music from all over the world She opened up her archive to us So 99% of what you see on display is directly from Shakira You can see two of her Super Bowl outfits When she performed with J Lo we've got a number of other artifacts that show her as in multi instrumentalists and then also a number of her costumes So we enter Shakira's world Yeah Really We wanted to show her you know the basically the Shakira Atlas like what are her influences around the world So looking at different parts you know she played at the World Cup and you know Indian music is something that she's drawn from and then her dad was Lebanese So the belly dancing actually comes from her family It's part of her heritage I just want to thank you for all the support and the love that you've given me I think you know with Shakira she's really a global superstar and it was telling that story of how did somebody who started em Baranga Colombia as a singer songwriter become this huge star around the world She's somebody that reaches probably more of the world than almost any star So what's the story behind the rhyming dictionary Shakira on her third album uh Laundry Service decides OK I'm not going to write in Spanish anymore I'm gonna write in English But to do that she has to learn English So she takes a year learns English and then writes her songs for this album in English So this is this key tool she uses to pull out those songs Shakira has incredible ambition and I think part of it is that you know early in her in her life her parents were struggling financially and they kind of looked to her like can you help carry some of the weight here She worked as an actress early in her career as a teenager And it wasn't because that's what she wanted to do It was like ok

this is part of helping to support my family So for her I think a lot of it was I don't want to be in a position where I'm in this financially strapped I wanna be a success So what instruments does she play She plays guitar keyboard she sings harmonica and bass and also percussion Yeah Really good So I guess everything I think you know people have this sort of narrow idea of who Shakira is It's like she's a pop star and she swivels her hips and when they come away from it they're like wow she writes all her songs She's a multi instrumentalist She's super smart She speaks five languages She has as many listeners on Spotify as Taylor Swift but also she has this ability to sort of reach people in different ways You know she's very charismatic She's got a great voice and there's something about her music because it draws on so many influences that it allows her to appeal to a broader audience from shaking hips to shaking hydraulics If you live in L A chances are you seen low riders cruising the city streets But the intricately customized cars hold much deeper meaning beyond their elaborate exteriors And it's not just men behind the mechanics Now fasten your seatbelts because you're about to roll into the world of local Chicano low riders For me it's telling the story of just Chicano low riding There's so many different elements that come into play I'm Jacqueline Valenzuela I'm a Chicana a low rider and a fine artist And I'm gonna reveal how art and low riding intersects I do work in a body shop but I have an art studio inside a body shop So this is Stephanie works full time She's a mom still finds time to be in the car community I never knew I could be an artist I kind of applied to school because I was forced to So I decided to go to art school now Well it's been four years since I graduated and I've completely delved into my art practice flow Writing is more about the person and then the car is an extension of that person and I never saw the low riding influencing it or that it would become so intermeshed but it very much did as soon as I got my car I started to realize that there were stories around that were just being brought to my attention that I wouldn't have known otherwise And I felt the need to document them in some way And I knew my art was the way to do that And I've painted her or her car about three times This is the third time she comes from a whole family of low riders And my dad gave me a 69 hard top impala and that was my first car I actually started working on hands on completely hands on the nails the fashion I really highlight the women within the community It's a male dominated community So when you're in these spaces sometimes you're not taken seriously So you have to kind of prove yourself You're like no I work on my car I know how to do this and that And every woman I was talking to had the exact same

experience over the last 78 years It's really just snowballed into an effect of more women They start seeing more families that are doing it together Like mother daughter father son grandchild In the early sixties seventies there were all girls car clubs They were always there It's inspiring to see other women doing that because it is like I said such a male dominated space But the women are doing the exact same thing that the men are I think sometimes even more as far as the culture and the low riding going together That's exactly where Jackie comes in at She has found a way to bridge the two communities the art culture community and photography and the low riding community by her inspirations and the paintings that she's done has just brought everything together This is Ashley She owns an El Camino I like kind of building a dialogue between the two that the fine art world can see Oh there's artistry and low writing these cars and this community they're really an escape I think from that harsh lifestyle it's a way for someone to pour all their passions into something Hey these people are regular people They just have really crazy cars Stories like Jacqueline's are reminders of why I love our city and the people in it and we are putting the pedal to the metal with a super special low rider themed episode coming soon with even more wheels and low rider legends You won't want to miss it But for now we still got plenty of gas in the tank and a lot more places to visit a unscripted will be right back Welcome back to unscripted I'm Dana Devin observed every year from September 15th to October 15th Hispanic Heritage Month recognizes the culture and contributions of American Latinos and Latinx communities Now meet one entrepreneur who is cobbling together his empire one shoe at a time Ok So how long does it take to make one pair of shoes Well it depends I would say the easiest shoe to make is probably seven hours and some of our footwear require up to 30 or 40 hours They say shoe making is a lost art but not pursue an accessory designer George Escobar who's made some custom shoes for some of your favorite stars like this guy you've done some great collaborations but you've also done shoes for some big names who got some big feet I mean those were used when lebron James got married We made some over This is the Andre another NBA player champion This one's got some tiny feet at this In the stone Madonna That's a 5.5 I know this guy Hey Tyson And then this was yo look at this Who That was the big one Oh This one is kind of fun Britney Griner I used to be into vintage like the whole punk rockabilly scene here in Orange County in L A And I used to buy vintage shoes The problem with vintage shoes I'm a size 10 Nothing quite fit I finally found a gentleman in the city of commerce and

we ended up it kind of just took off He made me one pair and we made 2500 pairs of shoes in two years And if you can think of the musicians that we made shoes for it's crazy So the hot pink bubble gum boots for Gwen Stefani we made those out of the garage the band lit where Pamela Anderson eats the band and spits out the shoe That's my shoe that we made out of a garage And then it just kind of kept going from there So this is our leather and this is where it all starts So over the years I just became that guy who people call on for something a little bit fun and cool and different from the musicians to athletes and then back to musicians in 2009 I was part of the C FDA Vogue Fashion Fund and I was one of the finalists I didn't win but I think I won So Janelle Monae was my muse She shows up in New York and when she's wearing this white tuxedo we she got to choose her shoes and we just kind of hit it off from there And that's kind of what changed the whole brand the C FDA Vogue Fashion Fund and then having people like Janelle wear my shoes and then made more boots for Gwen And it just kept kind of growing from there We've been doing collaborations over the years I love working with other brands I did a collaboration part of the Fashion Fund I did a collaboration with Chloe in Paris Tommy Hilfiger I worked for Toomey as a creative director which really wasn't a collaboration Nick Fouquet I've worked with him and I have other collaborations the Beverly Hills Hotel I've been collaborating with for about six or seven years now So you redid this design though The pattern is I reworked the pattern It's not the traditional Beverly Hills It's been really difficult finding people uh really really hard skilled technicians artisans to grow the brand But at the same time it's been amazing because the people that wear our product it's an honor See from head to toe we've got you covered but don't step away just yet Ellie unscripted Hispanic Heritage Month celebration continues right after the break from east to west L A We've been sharing all our favorite local Latino owned spots And along the way we discovered a unique gift shop on wheels It's a big neighborhood favorite and you're about to see why Hi My name is Alex Miguel and I'm here to reveal how bring Oaxaca to L A Everything right here is from Oaxaca Saturday I come out with my with my truck I can move around where I wanna go I just park in open the doors and people come to me Ari is owned by a family two boys and one girl and my wife She's from Indiana She support me help me Alevis typical clothes that my mom made This one is in different villages This one my mom can make and we buy this one for helping families there too These exiles coming from Tit Del Valle It's a different village made with hair cotton and animal hair These

items is very special because it's making with hands and feelings Everything inside of my truck is made by family and friends This one is the more nice one I have right now Aris is a mystical animal The Abri is coming from Jimenez family in Mexico City They start making with paper but the Oaxaca adopted So now is uh all the Aleris with wood All say me Everything I do is for family family here and family in Mexico from folk art to face art I mean makeup We already love this local cosmetics brand But when we got to meet the he in charge that means boss in Spanish Let's just say our hearts melted over her story Male Cosmetics is for anybody anybody that wants to play with color Um Anybody that wants to feel young so it could be any age any sex any race anything we make it inclusive for everybody My name is Laura Arellano and I am the co founder and CEO of Mount Cosmetics I was named in the top 100 Latina Powerhouses and that's mind blowing because I don't realize how many people have eyes on what I'm doing I have to pinch myself every day Growing up I grew up in the valley in San Fernando Valley Pacoima to be exact And I was always very artistic Uh growing up I fell in love with makeup around the time that I was in high school when I found the book of Kevin Awan making faces And uh I saw the transformation how he can turn somebody into a completely different character And I thought that was so cool It was amazing to me and it made me really kind of dive into the world of makeup when I wasn't allowed to wear makeup back when I was like 15 I used to come to school and like pinch my heart because that's like the old school way of wearing blush without actually wearing blush When I first started doing makeup I started working for a counter at Nordstrom I actually worked for a brand that had a huge range of colors for skin skin tones At the time I felt like what was missing was boldly colored lipsticks in a true matte formula and they just weren't pigmented enough So that's kind of how me and my business partner sparked up The idea one day is that we both felt there was something missing in the cosmetics industry We started with the thought of lipsticks and that's what really made my company take off Now I'm gonna take a brown lip liner don't be intimidated by it I swear it'll work out and I'm just gonna line just around the outside One of our biggest most successful collections that we've had to date was our Amo Ter No collection Everything that we've made from the gel liners to the lipsticks to the eyeshadow palettes had some kind of story behind it from my cultural roots Some of the colors that I remember seeing from my childhood whenever I would go to trips to Mexico we used to go to trips to Mexico every year with my family to Michoacan When you see like young girls like

young like Latina girls and when they come up to you and they look at you like what does that mean to you That you're probably inspiring a whole generation I can't believe I'm a role model to people And I didn't really realize I was a role model to people until my niece actually moved in with me a few years ago She was maybe 15 years old and I'm sorry I don't wanna get all choked up because I talk about her before she lived with me She wasn't doing that great in school And when she saw me and at the time my struggles as a single mom she also saw my successes and how hard life was at at at certain points So she really wanted to turn it around She got a full right scholarship to her University of Dreams and she's gonna be uh a doctor Just go do what you wanna do because you have no idea how much you can accomplish If you really give it your all like everything you got you can do anything in this world you guys OK I'm not the only one getting treats today You are too You guys have a discount code for us Yes discount code KTL A for 30% off 30% of your shop I'm so excited for you guys to try it I hope you love everything Oh my God Laura and Dana we love you so much and we love milk cosmetics Thank you Hispanic Heritage Month maybe a 30 day celebration But we encourage you to explore discover and find new favorites in our city every day and then let us know about them because you never know where we will end up next Thank you for going off script with us Good night everyone