

## LA Unscripted | September 7th, 2023

From hot spots to hidden gems and lots of local flavor It's your guide to L A the unscripted way And tonight it's ladies only Hello and welcome to L A unscripted I'm Dana Devin and we are celebrating the power of women tonight and there is no better place to do it than the renowned hotel Figueroa in downtown Los Angeles Back in 1926 when it first opened this hotel was the largest commercial space funded for women by women and was considered a safe haven for solo female travelers Over the years they've continued their commitment to fierce females and supporting important issues and now they're going even one step further with the all new her suite So Hotel Figueroa started in 1926 It was the first hotel of its kind that was opened funded managed by women for women for those travelers who couldn't travel without a male chaperone So the Hotel Figueroa is 268 rooms And as you can tell this beautiful building has is of Spanish Mediterranean design and heritage In part of the renovation back in 2018 the owners really wanted to recapture that glory from 1926 when the hotel was first built the only ground level coffin shaped pool in downtown L A as well as the modern conveniences of three of the best restaurants in downtown LA from Cafe fig to Sparrow Italia and then also to Bar Magnolia There are so many cool things here in the Hearst Suite So the her suite is all about being happy empowered rested This suite was designed with a lot of local partners females that have built businesses based upon core principles that they find important to them So the products inside the room we have 10 to 12 partnerships from local area businesses the all female owned and operated And can we just talk about these amazing sheets by parachute And we've got these eco friendly toothpaste tablets put that on your legs and you look like Beyonce in concert So you've got to try this Gin Pump and whimsy It really does give them a voice and a place and a purpose that they're being recognized by all of these guests that come in from all over the world as well Downtown Los Angeles I still can't believe you could just keep all these products So here's some I'm gonna put my juices in here I'm gonna put my gin in here and I'm leaving with all these products I'm not supposed to take the road but I'm taking that anyway They'll figure that out later Cheers and by the way did You know there are over 13 million women owned businesses in the United States today we're making waves closing that gap especially when you consider women could not check into a hotel other than this one without a man back in 1926 that's less than a century ago you guys So it's no

wonder we have so many fierce females to celebrate tonight 241 cosmetics is a clean beauty brand and we are the founders So it's a play on words growing up as twins people constantly ask are you guys 24 for one And our father said one day and it kind of stuck with us No there is no discount on yourself So that's why it's called Two for Cosmetics as women And growing up we kind of got compared a lot and we really just started taking ownership of our own story and say hey we can be both brains and beauty We are from a country called Eritrea located the Horn of Africa We're very proud of it We are political refugees who were born in a hut in Sudan Our parents actually walked from Eritrea to give us Sudan to seek refuge And I remember asking my father what that was like And he said it's like walking from L A to San Francisco So we were two years old when we were very fortunate enough to be selected we were sponsored by a Presbyterian church in Rochester New York and as political refugees we left everything and the people that we knew and loved very much to start a new country in upstate New York which is very cold We always just been into beauty and beauty not a frivolous thing We believe that it's a way to connect with people but also to um for deeper conversation It was a con to connection It was his best But seven and I have always had an interest in entrepreneurship and just being really the boss of our own lives and being in the driver seat of our own lives Ultimately we want to be brand that we didn't see in the world and creating the brand was this amazing opportunity to bet on ourselves and to invest in ourselves as well We didn't have a road map We just had to make up our own template that we just decided to go with it And I remember looking at we just got a bet on ourselves and we just we just got to take the chance on ourselves So we pulled the other our own money but we were struggling and then um in style picked up our story and then from there uh you know Oprah's team caught wind of our story and then basically she was our lifeline for being Oprah's favorite is it sounds actually crazy like a dream It feels like a dream A lot of our brand is about daring to be classic Because we we say confidence is the best contour that privilege to age It really is a privilege We have another mantra at two for one which is always in never can see So we take the approach that makeup should enhance a woman's beauty or on promoting being comfortable in your own skin because nothing is nothing is more beautiful than a person who is very confident like that Confident Yes Both of those I don't know what life is like not being a twin So as all being a twin is the best honestly the best gift in the world you have a best friend the day that you're born very bonded And it's amazing to be able to bounce ideas

off of that You know what I love about working with Helena is I joke and say that she's my boss She's she's my anchor So she allows me to kind of like you know dream we can keep it 100% real 100 We're still on our journey and we have visions of doing so much more and being able to be a huge contributor to re but I'm very honored and it it is it's an honor and it's a responsibility for us to shed light on And our parents are very proud of us as air train immigrants coming to America we had a front row seat to see our parents struggle and they work so hard They're the probably the most inspiring people that I that we know that I know and they are the American dream They are the American dream And what I've learned with that and I have really taken away is that kindness is the secret sauce I I firmly believe this is that you if you do a lot of great work you have to have a whole lot of faith Faith has to be your North Star and just be kind along entrepreneurial journey because it will pay in dividends We're changing the world one island at a time More fierce females coming at you Now I'll say that three cures low impact on your body Maximum cardio maximum fat burning anti gravity cardio exercise Hi Dana This is Shawn from DNA flying Yoga I dare you try a bunch of fitness Are you ready when I'm on fly high 123 I'm so confused Like you're wearing pants We offer a yoga bungee fitness pole dance everything kind of area here So that's how it is So tell me what is a bungee yoga exercise A bungee fitness is you use a bungee cord attach to sing and use the harness to add your um gear and you exercise The fun part of the bungee fitness is is actually you can do things that are something you cannot do in real life Using the bungee cord like doing the inversion jumping up and down to a handstand It's very stress releasing too Well where else you go go out and scream and having fun and jumping all over the place This is exactly what it is I feel like Spiderman I was a ballerina a long time ago I sprained my ankle That was a childhood dream and I couldn't do anything So I changed my job to designer in fashion I still wanted to have a little feelings for dance and something dance related An aerial yoga is second closer to do what I was able to do back then But I think we need a lot of cardio exercises and I wanted to do something something an aerial version and that's how bungee came in Ok Bring it up Ok Step Ok Up here facing the front That's bad already It's like pulling my butt out Is there anything dangerous about it Nope That holds about £1000 I'm gonna give you a spin Ready No no ready Are you ready Oh God Coming up more of our fierce females from the hotel Figueroa in downtown L A We'll be right back Welcome back to L A unscripted from the hotel Figueroa in downtown Los Angeles a place known

as a paradise of feminine energy I'm Danny Devin And going off script means getting to know the places and people that make Southern California so special since 1926 when they first opened their doors to women only the hotel Figueroa has remained tethered to the women's movement It's the perfect place for this next fierce female to check in How did you get started doing this The Global Angeles project began in 2012 in the streets of LA I did start with the city of Angels intentionally because it's called the city of Angels And I just felt an urgency to act on that idea and vision and make them human size so that people could become part of the art and be reminded of their higher natures They became popular very quickly through social media and Instagram which I did not even have It's great to see all the different ideas people have in front of the wings the internet propelled it to become international right away She's gonna let me add my own personal touches to this I feel like we need some more blue you know like KT blue Oh my God I feel like such an artist right now An artist I like to say artist and do we want the paper to kind of go in the middle Yeah that would be the best Ok I paint the wings at home and then I adhere them to the surface with varnishes and art gel mediums and transparent paint like glue paint and they become embedded into the surface As you can see this surface has a lot of texture and so I just finish it and shape it on site and work sometimes on the background I'm helping one of the most famous artists in Los Angeles with one of my most famous artistic projects that I've ever seen I actually remember these wings from when I first moved to LA and I love the fact that I'm actually working with her right now to help her I'm getting my wings Yeah Where's the artist sign I just we want to thank Intelligentsia Coffee Smack Middle in Hollywood on Kaa and Hollywood Boulevard for giving this wall to make this mural happen This is the first photo ever taken in front of the new remarkable set of angel wings and we'll be right back with much more of our fierce female special from the hotel Figueroa in downtown Los Angeles Welcome back to L A unscripted from the Hotel Figueroa in downtown Los Angeles an oasis for women since 1926 Hard to believe how far women have come in the last 100 years and perhaps no one symbolizes that better than this fierce female I'm ready to make a mess Yeah great I'm excited I'm excited for you to make a mess Just what I needed is a all vegan cafe and bakery We started right in the middle of the pandemic in 2020 And now we've expanded from cinnamon rolls and pie to bagel sandwiches biscuit sandwiches Happy hours We kind of are like a hub for the community Our new oven she's electric Her name is Cherry She comes from Texas We

bought her on ebay We love her My whole family bakes we love baking We're polish and Mexican and a little Italian And so just like that as a baking culture is huge bread cinnamon rolls All that stuff is just already like ingrained in our every day So are some of these family recipes a doubt Did My grandma loves making like this braided cinnamon bread It's like less involved but that's adapted into our cinnamon rolls How proud would grandma be of you Now seeing that you've created this business and you are like continuing on in the tradition of baking in the family I mean she's so proud She's she's amazing and she's so funny because she'll try something and she'll be like pretty good I think what a woman of color who is a native kind of brings to the table is like this unique connection to the people that are coming in to the people that work here I think that having women in our kitchen I feel like it's sort of kismet working alongside a lot of women It's incredibly fulfilling It's amazing to see what these women can do The work ethic is absolutely insane Am I even close I mean it looks great I grew up really close I grew up in Echo Park And traditionally this is like where you would go in high school for a warehouse party or you'd walk the L A river and find old bowling balls Like it was just kind of this weird I don't want to see place for teenagers but that's kind of how I interpret it I mean I'm incredibly grateful It's insane to see something that was just kind of a shell with dirt and then you built everything It's all because of our community who shows up everything is vegan We do pop tarts a lot of the times our pop charts reflect what's happening in the world So either politically or I don't know just general feelings we put on pop charts and I think that's where we found our community That's when I knew that like oh wow the people who are following us and interested and I feel like that was the moment I had some sort of trust and then I was able to feel like ok cool I can speak about these political things All right So you're going to grab your bottom and you're going to brush this and then you're going to crimp the sides We're getting adventurous and dip it in Oh my intuition is just to make a mess and then still eat it I think it's getting worse I think it actually looks good Yeah Ok Let's go Oh yeah Sprinkles in the hair That's it Who cares This is good Women owned and women run businesses make up 40% of all businesses in America and they're run by fierce females just like this one Hey I'm Carolyn at Silver Lake Fencing and Dana I dare you to a duel We started teaching fencing in Silver Lake in 2014 So it offered kids in this neighborhood an opportunity to learn how to sword fight as a part of their exercise and as a lot of benefits like agility coordinations Just a great after school activity The

sport of fencing United States fencing Association has definitely grown in popularity I started when I was around in the seventh grade and there was a Y MC A camp over the summer and I just watched the parent trap with Lindsay Lohan fence again And I was like hey I could do that too I just loved it and it was very empowering and I just couldn't get enough of it Yeah Terry So you can go straight Are you seeing more women and more girls taking fencing now than than before Uh Yes I think me being a woman coach and a woman's cell phone fencing business I've definitely been able to empower a lot more girls to take fencing here Put both arms in like a straight jacket Benzing is a great workout because you're stretching out your body You're working on your forearm 3221 Data I think you're ready for a duel I think you're ready So I'm bringing in one of my finest students Are you ready My name is Hunter Morden I'm 11 years old and I'm learning how to fence at Silver Lake fencing I the footwork and stabbing people with my fake sword Oh you've got me oh you got me A woman should be two things who and what she wants Coco Chadel may have said it and this fierce female is doing it I remember waking up in the hospital and looking down and realizing like oh my gosh my arm is gone But I also realized I could have died and and so I chose to be thankful through that time Aloha I'm Bethany Hamilton I grew up with two parents who were passionate surfers I adopted a love for riding waves and challenging myself out in the ocean at a really young age And it was in 2003 At age 13 I went to the national finals and then it was that fall that I lost my arm to a shark after I lost my arm I didn't know if I would be able to surf immediately but I was really more fearful of losing surfing than of sharks And that why now I'm a mother of three I've done a lot in surf and just sharing my story turned something that seems so awful into something really beautiful and encourage many people to overcome their challenges and get back on their board and to just make the most of what we have in life that kind of led us to eventually start our foundation which we specifically focus on retreats for women with limb difference and helping them switch their mindset to believe that they can you know live life to the fullest and adapt and and make the most of their situation push through and um find a reason to live each day is so important We hope you loved all of our fierce females as much as we do and a special Thank you to the hotel Figueroa continuing to stand up for women and speak out for progress We love you guys We'll see you next time Good night