

CHUVA

MAGAZINE | 2009

American Rayanne **Moraís** Tour

international
top model

Empowering
Young Women

CHUVA GROUP | FALL 2009



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CHUVA

group

Caros leitores,

Chuva Group recebeu, nos últimos anos, inúmeras personalidades internacionais, entre as quais a Miss Universo 2002, Amélia veja; a Miss Universo 2004, Jennifer Hawkins; a Miss Universo 2005, Natalie Glebova, bem como as atrizes brasileiras Grazielle Massafera e Deborah Seco. Ainda neste ano tivemos o prazer de receber a modelo e também Miss Minas Gerais 2009, Rayanne Moraes.

Para assessorar esse projeto internacional, Chuva Group contou com a parceria de profissionais do mais alto nível nas áreas de marketing pessoal de moda, televisão, jornalismo, fotografia e inúmeros especialistas em diversas áreas da saúde e da beleza. Entre esses profissionais destacamos: A.Parker Geiger III, Barbara Johnson, Dr. Monte Wilson, Latta Chawla, Caio Castro, Jimmy Vanboxel, Vicki Johnson, Dr. Cristine Lista, Dr. Joyce Reynolds, Jake Fiul, Renato Trigueiro e Anthony Bermudez. O projeto recebeu ainda o apoio financeiro do Coordenador Estadual do Concurso Miss Minas Gerais, José Alonso Dias.

Com uma agenda de trabalho de três meses, Rayanne participou do programa "Empowering Young Woman in today's business", que constou de treinamentos nas áreas de marketing, negócios e moda, além de comparecer a eventos públicos e campanhas publicitárias.

The CHUVA Group is an image development training center
located at Miami Circle in **Atlanta, Georgia**

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Em seu currículo, os profissionais do Chuva Group registram cursos nas áreas específicas de marketing pessoal, comunicação oral, passarela, domínio da fala em público, etiqueta de negócios, auto conhecimento, networking, linguagem corporal, técnicas de vídeo, vestuário profissional, globalização cultural, auto domínio. Outras áreas: auto maquilagem, cabelo e tratamentos, qualidade de voz para televisão e rádio, técnicas de entrevistas, nutrição, ginástica (corpo e mente), fotografia, tratamento de pele e cuidados pessoais.

A Miss Minas Gerais 2009 cumpriu agitada agenda nos Estados Unidos. Além de diversificada programação nas cidades de Atlanta, New York City, Miami, Orlando, Chatanooga e Nova Jersey, Rayanne Moraes frequentou aulas intensivas de inglês, bem como fez visitas a entidades públicas, políticas, assistenciais, e culturais, museus e teatros.

Esperamos que os leitores possam desfrutar desta jornada incrível que Rayanne Moraes vivenciou durante sua viagem aos Estados Unidos.

Toda a equipe do Chuva Group deseja a Rayane Moraes muito sucesso e grandes realizações profissionais.

Atenciosamente,
Ricardo Trigueiro
Director of International Marketing
Chuva Group



Inside CHUVA



Chuva Group is an Image Development Training Center based in Atlanta, Georgia, USA. Since 1985, Chuva Group has been conducting professional development programs in the United States and South America. Our ongoing client base includes CNN, Coca-Cola, Turner, ESPN, Cartoon Networking, Delta Airlines, Johnson & Johnson, HBO, Ernest & Young, Assurant Solutions, UCB, American Express, Ritz-Carlton Hotels, Hyatt Hotels just to name a few. We are about empowering professionals to help with their self-awareness, self-esteem, physical image and presence.



Self-Esteem

Chuva Group classes were all about helping Rayanne be the best she can be. It was about self-awareness, self-esteem, physical image and presence. For Rayanne the classes were also about taking responsibility, taking action, and taking control of her own career development.



Color Analysis

Our international Image Consultant Parker Geiger III worked with Rayanne to choose the perfect Color selection from 4 Color Palette(s). She learned which colors harmonize best with her skin, hair, and eyes. Parker recommended appropriate color parameters for hair, cosmetics and accessories. This knowledge will allow her to make appropriate choices in her upcoming Miss Brasil 2009 competition. A Combination Color Formula was given to Rayanne so she can learn how to combine colors that will not only enhance her professional presence, but create the perfect look.



Cosmetic Application

Chuva Group specialist "Barbara Johnson" reviewed Rayanne's current cosmetic colors and made appropriate recommendations were according to her coloring, clothing style, business needs and lifestyle. Barbara taught Rayanne a step-by-step application process. The colors used were from her color pallet. Recommendations were made for colors to add, delete, or keep in her cosmetic earth color profile.



Caio Castro Coaching Tips

Good posture is very important so stand up straight and be confident. To be sociable, open up and smile. Make eye contact and show interest in your new acquaintance. A short but firm handshake is always welcome and crucial in business settings. Tension and nervousness emerge in several ways, such as facial expressions and gestures. There's nothing more disconcerting than meeting someone who obviously doesn't want to be there — that is not the first impression you want to make.



Hair Style

Rayanne worked with Jimmy Van Boxel at the CHUVA Group. Jimmy holds top awards throughout Europe and is a 5 time USA national champion of international competitive hairstyling.



Dining Management

In today's world, new business relationships are often developed over a meal. Whether Rayanne is the host or the guest, the purpose of the meal is not just to eat, but to conduct business and build relationships. Chuva Group coach Ricardo Trigueiro taught Rayanne how to combine her business savvy abilities with dining etiquette and protocol skills.



Personal Coaching

Perception is more powerful than facts; and how Rayanne is perceived by others, can set the tone for how her relationship are going to develop...or not develop during her pageant and model career. During her 4 weeks of training she was coached by Dr. Christine Lista and Dr. Reynolds to learn every tool she can use during her pageant competition and career development.



Chattanooga

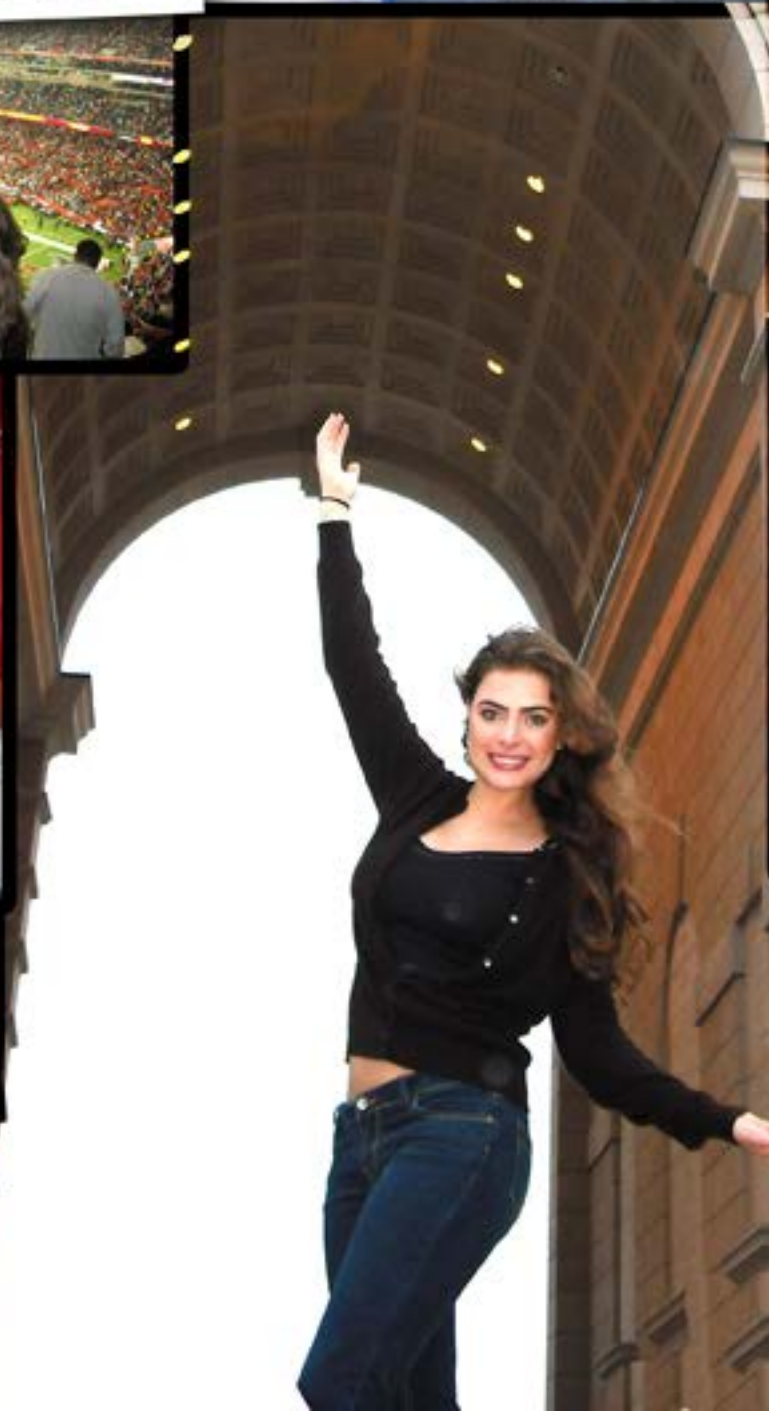
Chattanooga was citywide fun for Rayanne: an outstanding IMAX 3 D experience, great museums, eclectic shops, unique dining and a variety of world class attractions.

Surrounded by breathtaking mountain and water vistas, calm and relaxation was at Rayanne's beck and call.





Atlanta



MissBrasilUSA



SouthBeach



That area of Miami Beach is synonymous with glitz, glamour, and non stop sun. Located on the south end of a barrier island, South Beach is the epicenter of Miami's progressive, hip style.

Rayanne was never bored as she took in boutiques, restaurants, clubs, museums and of course the beach.





Orlando



STS-125
Final Shuttle Mission to
Hubble Space Telescope

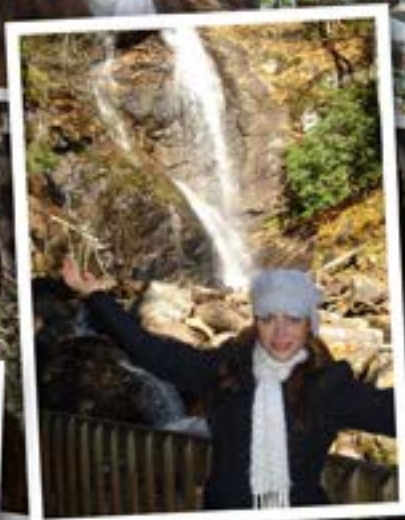
NASA

Complex is maintained
by North Companies.

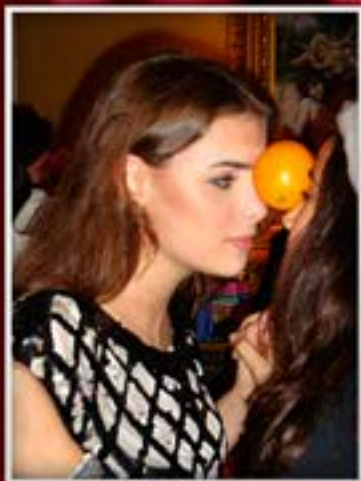
NASA

RoadTrip

During her extensive travel schedule Rayanne had a chance to experience a wide range of attractions and outdoor activities. One of the highlights was a road trip to Anna Ruby Fall in the heart of the Chattahoochee National Forest. This special trip with coach Anthony Bermudez and friends included hiking the trails in the national park for over 7 hours under extreme wintry conditions. Invigorating and exciting!



Christmas2008



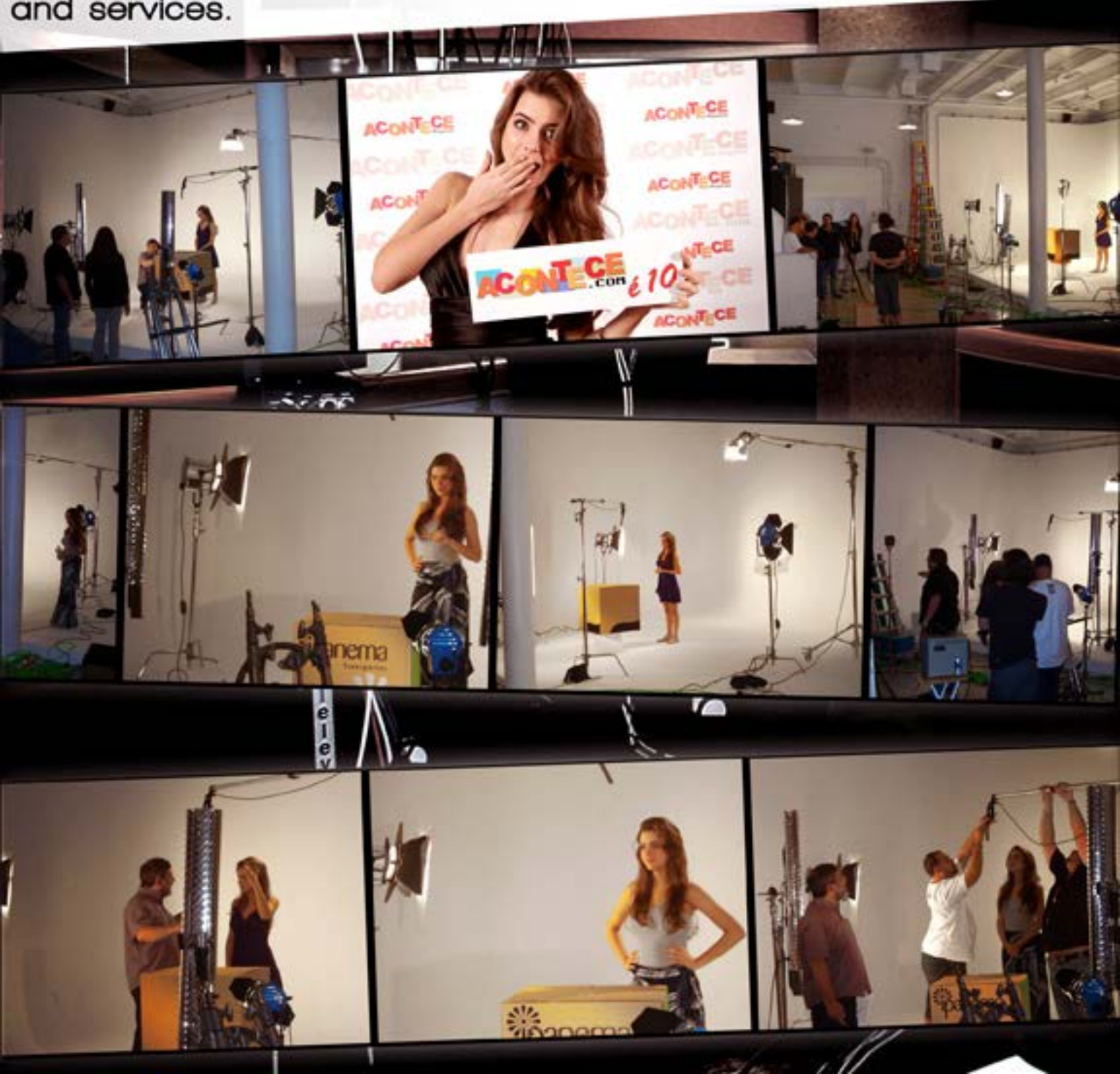
Christmas in Atlanta served up some of the best holiday fun for Rayanne. From helping to decorate with 5000 holiday lights and 1200 ornaments at Chuva Group to watching the "Nutcracker Ballet" at the Fabulous Fox Theater southern hospitality never shone so brightly. Christmas Eve at Ricardo Trigueiro's residence was especially unique. Rayanne ate American Christmas fare, beginning with prayers in eight languages; played several fun games with this group of special friends on this memorable, one of a kind Yule celebration.

Atlanta Aquarium



TV Commercial

Media Training, Magazine and TV Commercials were on top of her very intense training schedule with Chuva Group, Rayanne had the opportunity to work for Brazilian international companies assisting in creating positive images of their products and services.



TV commercial





Media Coverage

MiamiTropical

With Chuva Group, Rayanne experienced various types of photo shoots and photographers. Here are some of her insights for future models, beauty pageant contestants and those likely to pursue careers in fashion.





Rayanne now understands why people call it "the City that never sleeps." She, along with many locals and visitors, indulged in everything the city had to offer: the finest restaurants, museums, and of course, the best park ever, Central Park.

From art and architecture to Broadway and Battery Park, toss in her first experience of a snowfall and Rayanne was convinced that there is no place like New York City.

New York

Halloween



Rayanne had the best time at her first Halloween event in America. In Atlanta, Ricardo Trigueiro's Halloween feast is the talk of the Town. She was one of the special guests who helped make the "scary" evening ghoulish worthy.

Rayanne was intrigued by the famous Halloween activities: trick-or-treating, ghost tours, bonfires, costume parties, haunted attractions, carving jack-o'-lanterns, reading scary stories, and watching horror movies.



Charity



US Style

Networking



CHUVA

Special Thanks to: group

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Biojewel: Patricia Moura

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Revista " Acontece":
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New Jersey Pauletty Hair:
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