

# Candy Kawaii Lover Ashley



Ashley Dy is a blogger, writer, photographer, visual merchandiser, beauty and fashion influencer and kawaii ambassador. Everything kawaii rolled into one. She started her blog as a hobby by pro-

moting her fashion sense and style. Her initiative quickly established ties with the fashion industry both in the corporate and personal bloggers like her too.

She brought a different view of fashion in Japan by promoting personal and sponsored apparel, shoes and accessories. She strongly believes in only working with brands that she personally supports. She has worked for different international brands and big names in the beauty industry - such as Lancome, Essie and Maybelline. Aside from writing for her own blog "Candy Kawaii Lover", she also wrote several Japanese travel articles for Cebu Pacific's (PH Airline Carrier) SMILE magazine and FilJap, a magazine for Filipinos in Japan.

Few years ago, she also had a stint as a visual merchandiser in American Apparel Osaka.

In the Philippines, she participated in Bloggers' United, an initiative of fashion bloggers to gather, promote and sell their own fashion line to their readers/followers and the general public. She also participated in Kawaii in Mani-

la 2, where she brought Harajuku fashion in the Philippines. She was also named as the first Kawaii.PH ambassadress along with her active participation in the event.

In Japan, she worked with anan magazine (a top Japanese magazine) as a coordinator bridging different Asian-based photographers, giving them jobs in the said magazine. She was also featured at Nylon Japan magazine for her street style. She's been invited to several shows such as Nozomi Ishiguro, KBF, alice auaa, etc. for Tokyo Fashion Week as a blogger.

Her most recent achievement is having a published book cover for Banana Yoshimoto's (Japanese author) "Moshi Moshi Shimokitazawa," a re-published Japanese book in German. It's being sold in Germany and other European countries from Spring 2015.

In the future, she wants to establish a slash establishment, Candy Kawaii Lover café and clothing line. And, be of help with dreamers who want to follow the same path she took by creating activities that will ensure their personal growth.

Ashley considers blogging as a form of art full of ideas, stories and creativity. For more information, you may visit her new blog at [www.ashleydy.com](http://www.ashleydy.com).