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MODEL MODE

FEBRUARY 2021

SASSY & CO

STYLE

Introducing a brand that's on a mission to provide affordable, ethical and sustainable clothing you can feel good about.

**MAKE WAY FOR
JEREMY ETHIER**



BODY DIVERSITY

Where we are now on the road to embracing body diversity

Photo Credit: Tony Palliser

GET TO KNOW

Paige
TONKIN



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CONTENTS

- 5 **In Pictures:** Sassy & Co style - a fashion brand that's on a mission to provide affordable, ethical and sustainable clothing that you can actually feel good about
- 20 **Industry tips:** Six important FAQ's every model should know
- 22 **Feature:** One on one with Jeremy Ethier - the influencer and fitness expert with millions of followers
- 26 **Fashion:** Five simple suit hacks that every man should know about
- 28 **Cover Story:** Find out more about Paige Tonkin
- 36 **Feature:** Celebrating Body Diversity in 2020

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EDITOR'S NOTES

It has been nearly 4 years now since we released the first ever issue of Model & Mode Magazine and I want to both share a couple of thoughts as well as wish you all the best for 2021. Firstly, I want to thank the great people behind Model & Mode Magazine who are tirelessly working behind the scenes to ensure that our magazine and website is in tip top shape. You should all be proud of the significant contribution you make to the overall business. Like any business there are, of course, ways we could improve. Working together, I am confident that we can elevate Model & Mode Magazine to an even higher level this year. I'm definitely looking forward to working with you all again this 2021, and for those of you who just came back from a break, I hope you enjoyed some much needed quality time with family and friends. God bless.

Joy Duca
Editor-in-chief



Photographed by JAMES MAO
Styled by RAINE WEALANDS
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SASSY

STYLE+CO.

Sassy & Co started from a place that was dedicated to showcasing up-and-coming fashion designers. A magazine platform that stemmed from two unique motivating ideas. The first being, there was a feeling of importance in providing a platform for new designers to make a big splash. We believe offering an opportunity for new faces and talent anywhere we can is not only important but a duty that we love to take advantage of! The second motivator was a desperate and dire love for fashion! We love every element that fashion provides us, creativity, art, comfort, excitement, joy! Oh, the joy that fashion brings us.

So how did Sassy & Co, a magazine about up-and-coming fashion designers lead down to a road filled with preloved clothing? Well, with statistics becoming more readily available we are able to fully realize just how damaging the fashion industry can be to our environment. This doesn't mean we have to stop all fashion production and cancel clothes! All it means, its that like everything else, we have to move forward which means to just do our part where we can. Don't know where to start regarding your fashion addiction? Start with just being more aware of what the environmental problems are in our textiles industry. Did you know that Australia fills more than 500,000 tonnes of textiles and leather in its landfills annually? And can you believe that 20% of the world's water waste comes from the fashion industry? With fast fashion producing mass amounts of low cost and often low-quality items a consumer feels less attached to the clothes they buy and more willing to buy things they'll never wear or throw out in 6 months.



Brand Ambassadors ROBBIE, TRINITY, MJ RUKESHMA, JASMINE, NATASHA, and JOJO
 Photographed by PEDRO VIRGIL
 Styled by RAINE WEALANDS / Hair by MEG MOSS (Eclectic Crew)
 Makeup by SHEREE FARMER (Lilac Beauty)



Photographed by JAMES MAO
 Styled by RAINE WEALANDS
 Hair by MEG MOSS (Eclectic Crew)
 Makeup by SHEREE FARMER (Lilac Beauty)



Photographed by JAMES MAO
Styled by RAINE WEALANDS
Hair by MEG MOSS (Eclectic Crew)
Makeup by SHEREE FARMER (Lilac Beauty)



Brand Ambassador NATASHA EARLE
Photographed by PEDRO VIRGIL
Styled by RAINE WEALANDS
Hair by MEG MOSS (Eclectic Crew)
Makeup by SHEREE FARMER (Lilac Beauty)

Does this sound like you? Well, your next step is to discover what you can do to help limit the waste, and can you believe it? It's shopping! By changing your shopping habits from buying brand new retail in bulk to buying preloved clothes. This means clothes that have previously been owned before, sometimes worn but are still in good condition for use. Now, before you get grossed out or feel ashamed to be wearing secondhand, think about all the clothes in your wardrobe that you haven't worn or have even given away or thrown out, Would you offer it to your friends and family to wear? That's how it should feel.



Brand Ambassador JASMINE EARLE
Photographed by PEDRO VIRGIL
Styled by RAINE WEALANDS
Hair by MEG MOSS (Eclectic Crew)
Makeup by SHEREE FARMER (Lilac Beauty)



Photographed by PEDRO VIRGIL
Styled by RAINE WEALANDS
Hair by MEG MOSS (Eclectic Crew)
Makeup by SHEREE FARMER (Lilac Beauty)

Re-using, recycling, or even upcycling our preloved fashion is not only clean for the environment but can be fun, adventurous, and we promise sanitary! How do we know this? Because we have made it so! Sassy & Co is taking that dingy op shop feel and turning it into something more luxurious and fun. All of our products are not only ethically sourced and washed but they are treated as if they were a treasure we have just had the pleasure of discovering. We believe preloved clothes can feel as exciting and glamorous as buying things brand new, except it comes without the guilt of how it will affect the environment. We are committed to finding unique, glamorous, and beautiful items from a range of designers at a range of prices.

Don't believe us? Browse through our trove and find your own treasure...



Photographed by JAMES MAO
Styled by RAINE WEALANDS
Hair by MEG MOSS (Eclectic Crew)
Makeup by SHEREE FARMER (Lilac Beauty)



Brand Ambassador JOJO SEBASTIAN
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Makeup by SHEREE FARMER (Lilac Beauty)



Photographed by PEDRO VIRGIL
Styled by RAINE WEALANDS
Hair by MEG MOSS (Eclectic Crew)
Makeup by SHEREE FARMER (Lilac Beauty)



SIX IMPORTANT Financial

FAQ'S EVERY MODEL SHOULD KNOW

If you're a freelance model, you'll know that managing your work can often feel like a juggling act - no less accurate when it comes to your finances. On the one hand there's making sure you are operating under the letter of the law... then, there's invoicing...plus, there's keeping track of your accounts... and most importantly, there's ensuring that you get paid on time. How to keep track of it all? Here are StarCentral's top FAQs for your finances as a freelance model.

ABN

As a freelance model, you will need to consider how you will operate. It's pretty much essential that you acquire an ABN (Australian Business Number) as companies and individuals will ask for this when you invoice, or if they pay you for your work via direct debit. If you consider yourself a professional, it is likely that the need to have an ABN will arise at some point in the future, so it's always a good idea to get this component of your financial set-up in order as your very first port-of-call.

Taxation

Long before it comes to tax time, you'll need to know how to deal with taxation as a freelance model. At the very least you need a Tax File Number (TFN), and you might want to consider registering for Pay As You Go Installments (PAYG), depending on the scope of your work. This can allow you to put away enough money to manage any taxation costs and debts come End of the Financial Year (EOFY).

Superannuation

While you don't have to pay yourself superannuation as a freelance model, you certainly don't want to leave yourself with an amount that isn't sufficient to live off when you become too old to continue your work. You're going to have to consider just how much you might need to support yourself when you retire. You can make personal super contributions that allow you to manage financial insecurity, particularly when it comes to your superannuation.

Invoicing

When you're a freelance model, it's likely that you will need to send invoices to collect payment for completed projects. Generally, once you send an invoice, those that contract your services have a three-month window in which to deposit the money in your bank account (or, to find a way to pay you via some other method). However, you can set your own invoicing terms and/or use a contract. This will help you to meet your commitments - like paying the rent and bills on time. You can use templates and use email/SMS to follow up. Always use clear, intelligible language and remember to always double check all your figures and details before you hit send.

Accounts

When working as a freelance model your finances can get a little messy. Always keep a separate business account to accurately keep track of your profits and expenses. There can be a lot of hidden costs associated with modeling (travel/beauty/health related) so, always consider the actual cost of undertaking an assignment. You need to be diligent and keep track of your earnings to manage your finances into the future.

Insurance

Did you know that as a freelance model it is very likely that you are not covered for injuries and illness when working on an assignment? Taking out personal insurance to cover you (should something untoward happen) is a good idea in protecting your career interests and a potential loss of income should you be unfit to work. Always make sure you properly assess a location to ensure that it is safe and never allow someone to put you in danger for the sake of a good shot.

Tick off your financial FAQs

So, what do you need to 'tick off' to make sure you're on track? We hope you have found this list useful and wish you the best in your future career endeavors - the team at StarCentral.

GET TO KNOW JEREMY

Ethier

INFLUENCER AND FITNESS EXPERT

Fitness expert and Built with Science founder Jeremy Ethier is an FMS and NASM certified Kinesiologist delivering science-based training programs that can all be done at home or in the gym, and whatever level of fitness. With a proven record of success, Jeremy has helped millions of people change their lives through his YouTube channel which boasts 2.57 million subscribers and over 233 million combined video views.

Jeremy's obsession for finding an evidence-based, objective approach to working out began ever since he was a kid. As a child, he wanted to achieve the aesthetic physiques that he'd see in magazines and Hollywood blockbusters. He began working out with his father, picking up tips from other members at the gym and realized every single person had their own methods, and quick "hacks." Everything from drinking a gallon of chocolate milk, to eating a dozen eggs – to performance-enhancing drugs. Unfortunately for Jeremy, and similarly for many individuals, he was a naturally skinny kid who had a hard time building muscle, and refused to use any drugs to "cheat" his way there, and these quick fixes didn't make sense, and often led him to feel terrible. It wasn't until he started using real, proven research that he started seeing results, and his passion only grew – even training his dad into the best shape of his life, too.

Jeremy created Built with Science to optimize training with methods that are proven and shown through the scientific literature to be the most effective way to train. Jeremy's goal with Built with Science is to bring a more scientific and research-backed approach to the fitness industry and weed out the BS and "bro-science" that the industry is full of at the moment. Jeremy's training methods are based on countless hours of research on peer-reviewed studies and trial-and-error. Jeremy's science-backed training programs include Beginner BUILD, Intermediate BUILD, Beginner SHRED, Intermediate SHRED, Female LEAN, and Female BUILD. Additionally, Jeremy offers 1-on-1 coaching.

Model & Mode Magazine recently caught up with Jeremy Ethier to discuss his journey and pick his brain for some diet and fitness tips and here's what went down:

Can you tell us more about yourself? How did you get started in the industry?

I'm half Filipino, half French-Canadian and currently living in Vancouver, Canada. I've been obsessed with everything to do with fitness for as long as I can remember. I played pretty much every sport out there growing up, and eventually transitioned that time/energy into the gym environment. I got my personal training certification as soon as I could once I turned 18, and from then on pursued a Bachelor's Degree in Kinesiology while attaining various other certifications and learning from workshops. Shortly after, I took that knowledge and my obsession with fitness online by posting content on various social media platforms. Through that, I developed a large following and launched my company Built With Science, and eventually got to where I'm at today.

2. How did you develop an interest in fitness and what drove you to pursue that passion onto social media?

Everything just kind of happened naturally. When I first got involved in fitness, I had a rough start. It seemed like I had tried every training/nutrition plan out there, followed the opinions and advice of others at the gym and online, but nothing seemed to "click" for me.





I never really got the results that I wanted. It wasn't until I got more educated, did more research, learned from other professionals within the field, and eventually became a professional myself, did I realize that there is a ton of research out there with regards to fitness. Within this research, it basically tells you "what works" versus "what doesn't work" when it comes to how to approach your training and nutrition. I was obsessed with this research and spent countless hours digging into it. Based on that research, I created a certain way of training and eating that was proven to work since it was grounded by scientific research. I tested this out with myself and with a handful of clients, and the results it created were incredible. I knew I had developed something special and I knew that it would be a shame if I didn't share it with the world because I knew just how many people this could help. This is what prompted me to start posting my findings and methods online mainly through YouTube since that's where I could explain these methods the best. Turns out, there were millions of other people out there who were in the same boat as I once was – frustrated with the distrust in the industry and just looking for "what works". They loved what I put out and that was the "secret" behind the success of my social media accounts and company, Built With Science. But it's simple, all I did was shared the truth and that's all I continue doing to this day!

3. What do you like most about being an influencer?

I love the personal connection you can build with your audience. When I talk to my audience on social media and even when I meet them in person, it's like we're family. It's probably why I get such a strong sense of passion and fulfillment from helping out my audience in any way that I can.

4. In what way has social media changed your life?

I get noticed in public more and more often. I remember the first time someone recognized me in public a couple of years back. It was at the gym. I was shocked and couldn't believe it, it felt so weird to me. It's still weird to me now, but I've grown to love it. When I meet fans now it's like we're family because we've already built such a personal connection through social media. We can relate, get along, and joke with each other right off the bat. I love it!

5. What are some of the difficulties of being in the industry?

Obviously, one of the biggest difficulties is being exposed to hate/criticism. It's one of the downsides of being in the spotlight. No matter how many positive comments I'd read, I used to still get completely bummed out after reading just one negative comment and it would ruin my day. Now, I've learned to block that out. It's a constant struggle but I don't let that stop me from doing what I love and helping others.

Another difficulty would be not knowing when to "unplug". Social media can definitely get toxic at times, especially when you're constantly plugged into it. Learning how to take time away from it, especially when spending time with loved ones, is a constant struggle given that my work is heavily involved with social media.

6. How does your thought process differ when creating content for Instagram versus content for YouTube?

YouTube is my bread and butter. It's my favorite platform and the platform I dedicate the most time and effort to. It's where I can be the most informative and deliver the most value in the way I enjoy the most. Instagram just doesn't provide that same capability for me. Not to mention that my audience is looking for solutions – and most of them head over to YouTube, rather than Instagram, when looking for solutions. So, I treat YouTube as the priority but still use Instagram to share a little more about my personal life and to share short yet informative snippets/previews of my longer YouTube videos.

7. What are your long-term goals for your social media accounts and Built with Science brand?

I'd like to continue growing my platforms and gaining more exposure for Built With Science, as well as continue developing and releasing innovative products and bringing on more talent onto the team. At the same time though, it's important that I stay true to myself, my core audience, and my values especially as our team continues to grow – especially as we experienced rapid growth and our team grows in size. In an industry full of distrust and misleading information, I want Built With Science to remain the beacon of light and source of truth for people to trust regardless of where the future takes us.

8. When choosing whether or not to work with a brand who wants to work with you, how do you decide? Which brand sponsorship(s) are you most proud of?

I'm extremely picky about this. I look at values. Do the values of the brand align with my values, the values of my customers, and the values of Built With Science? If not, then there's no way I'd even consider a collaboration with that brand. For that reason, I very rarely do brand sponsorships or collaborations. However, I definitely am open to it if it feels right, and if my audience would truly benefit from it. For example, there's been a few instances where I've personally used products that I genuinely am a fan of, and gladly share that to my audience because I know they'd value it as well. As for sponsorships I'm most proud of, I'm more proud of the extremely knowledgeable researchers I've collaborated within some of my videos. I just recently collaborated with world-renowned spinal researcher Dr. Stuart McGill on one of my latest YouTube videos which went great. I've always been a huge fan of him and his work, so getting to put out content with him was a big achievement for me.

9. If someone is going to make your life into a movie, who would play you?

Keanu Reeves. I think he best matches my personality. He seems down to earth, calm, collected, yet has a sense of humour as well.

10. What are your future plans? Inside your career or out of it.

I would like to focus on continued growth, awareness, and expansion of our team and product line for Built With Science. I'd also like to start taking up more hobbies, learning new things, and just setting more time aside for myself. Surfing, for example, is something I've always wanted to start devoting more time to learning. Traveling and seeing more of the world is definitely another priority of mine!



FIVE SIMPLE SUIT HACKS THAT'LL MAKE ANY MAN LOOK SEXY

Don't you want to look smart and dapper? We know you do! Fashion is an oddly strange thing – what's hot in the scene now would probably be the old news tomorrow. Keeping tabs on the rapidly changing trends isn't everyone's cup of tea. YET we all want to present the best versions of ourselves to the world. When it comes to men's fashion apparel – you really got to nail down how to style a suit! From wedding receptions to evening balls to business meetings and galas – a suit would take you everywhere!

Ill-fitting pants or jackets; unflattering colors; a silhouette that doesn't accentuate the best of your shape – all this can totally break your look even when you spend thousands on getting a great suit tailored for yourself. So, play smart. Check out these FIVE suit hacks every man must know for these would make you look instantly sexy! Just like that! Let's continue then.

Leave No "divot" Behind

The key to looking super sexy and smoking hot in a suit is to accentuate the best of your body posture. For that, you need to ensure your jacket fits you perfectly well. The shoulders of your jacket should be comfortably snug; any divot would mean it is a tad bit loose and that would completely ruin the entire look.

The Essence is in the Length

What should be the length of a suit's jacket is a question that many men struggle with! Here's the answer: as a rule of thumb your jacket should reach just around the knuckle of your thumb. This would make you appear taller and of course sexier!

Unbutton Thy Jacket When You Sit

While standing up, leave the bottom button of your jacket undone for better fit and posture. But when you sit make sure all of your buttons are undone so your jacket isn't hiking up and you are sitting confidently and comfortably.

Pay Attention to that Button-Up

While dressing up in a two-piece, most men tend to overlook the power of the crisp button-up they need under the jacket. The better fit it has, the better your entire look would pool together to be.

Flaunt it with Confidence

Women dig confidence! Men do too. Pick colors and accessories such a tie-pin; boutonnieres or lapel pin to accentuate your look and then bring on some power posing game!



FIND OUT MORE ABOUT *Paige Tonkin*

Paige Tonkin is a motivated, bubbly, and caring 17-year-old model who is currently studying for her H.S.C.

Paige has always been fascinated by watching the beautiful models and actors on television and has dreamed of one day making a name for herself.

It was at the age of 14 when her dream was kick-started and she was scouted and taken to Las Vegas for a talent and runway show. This amazing experience made Paige completely fall in love with the industry and has made her even more determined to succeed.

When Paige isn't working the camera or the runway you will find her coaching Aerial Silks, Aerial Lyra, and Women's Artistic Gymnastics at the local gym.

Paige's strong work ethic is demonstrated in everything that she does and she knows that by chasing your dreams, success is only footsteps away.

Model & Mode Magazine recently caught up with Paige to discuss her journey in the modelling industry and here's what went down:

1. How did you get into the modelling industry?

I was introduced to the industry at the age of 14 when I attended my first audition for acting and that's when the scouts encouraged me to audition for modelling as well, this casting was actually to be scouted to Las Vegas to perform in this amazing production called IPOP and after this amazing experience, I completely fell in love with the industry.

2. What do you like most about being a model?

I love everything about being a model but if I had to choose one, it would be the amazing people I meet and all the new friends I make every time I go to work.

3. Downside to being a model?

There are not many downsides to being a model, but I have to say I'm not the biggest fan of having to get in the water on a cold winters morning and the 4 am starts every now and then, I do like my beauty sleep but of course as soon as I'm up and going, nothing can stop me!

4. What has been the most memorable experience of being in the modelling industry so far?

Wow, this is a tough one, there are so many amazing memories I've made so far, but the ones that stand out the most would have to be modelling at the MGM Grand in Las Vegas and living out my dream of walking the runway as an angel in the ultimate cover girl search.

5. Who have been the most interesting people you've met so far?

I've been lucky enough to meet so many interesting people, I have worked with so many different photographers and designers from all over the world, and built so many lasting friendships with different models and actors, from as far away as Finland and parts of the U.S To name a few I would have to say the amazing designers Oogi Flower, Lisa Swinbanks and Fai Peni, The incredible Bridget Foster (starred in CSI Miami) and Mark Carroll (Abercrombie & Fitch model) scouted me to Las Vegas And lastly I cannot forget the amazing Mike Ilagan the CEO of StarCentral Magazine.

6. What has been the most valuable lesson you've learned while in the modelling industry. This can be about the industry or about yourself.

The most valuable lesson I have learned from the industry and something I live by from day to day is that confidence is key. I believe you can get to wherever you want to be when hold your head high and believe in yourself. The second most important lesson I have learned is to always know who you are working with and you're safety and integrity always come first.

7. Is your family supportive of you being a model?

My family is my biggest support system and I would not be where I am today without them, I could not thank my mum enough for driving me halfway around the world every weekend and my dad always standing there with a coffee in hand when I'm up for a long day of shooting. And of course, my sister always lending me half her wardrobe (laughs). I am the luckiest girl in the world to have such a supportive family.





8. If you could go back in a time machine to the time when you were just getting started, what would you do differently?

I honestly would not change a single thing about my journey in the industry as I would not be where I am today and the person I am today without the good and the bad times that have shaped me into the model and actress I am now.

9. What is the best advice you have ever been given?

One of the best pieces of advice I have always been told since I was a kid to now is to always treat others the way you wish to be treated, and this is something I will always carry throughout my life.

10. What are your future plans? Inside your career or out of it.

I have always had plans to hopefully make acting and modelling my full-time career, and one day be cast in a big-budget feature film and walk various catwalks all over the world.

The 'LIGHTNING FAST' Round:

1. Last good movie I've seen: Harry Potter - Goblet Of Fire.

2. What do you consider beautiful and why? The way someone carries them-self because it shows who they are.

3. What haven't you done yet that you wish you could? Skydiving.

4. Complete this sentence: "If I had no fear, I'd..." expose myself to copious amounts of gamma radiation and become the hulk.

5. What is the one "flaw" you wouldn't change about yourself? My brutal honesty.



EQUAL IMAGE SALON

Equal Image Salon Balmain is a welcoming salon located in the heart of Balmain. We are a small Boutique Salon that's able to offer the ultimate one on one experience. Equal Image Salon specialises in the latest trends from colouring, precision cutting, and various balayage techniques.

Customer satisfaction is our priority. When you visit Equal Image Salon Balmain, your visit will be greeted with a smile and with a consultation in which we'll discuss the condition of your hair, scalp, preference style, and colour.

Products we carry: La Biothetique ❖ Olaplex

Services Offered : Cut ❖ Ladies Cut • Wash • Blowdry ❖ Men's Cut • Wash • Blowdry ❖ Kids Cut ❖ Blow Dry ❖ Colour ❖ Regrowth ❖ Foil / Highlights ❖ Balayage / Ombre ❖ Keratine ❖ Permanent Straightening ❖ Treatment and many more!



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WHERE WE ARE NOW ON THE ROAD TO EMBRACING BODY DIVERSITY

By Patricia Higgins

The female body has long been the promotional tool of advertisers, even before the widespread proliferation of mass media. As both an aspirational ideal, and as a testament to the fact that sex sells - the use of attractive females in advertising can be traced back to as early as 1871, when Pearl Tobacco featured a 'naked maiden' on their packaging cover.

Fast forward to 2020, and we are now accustomed to the amplification of beauty standards in the online world. A recent study by the University of Melbourne shows that a display of 'low levels of diversity in body size, ethnicity and age among models' comprise a typical fashion magazine's imagery. This is even more disturbing given that this content is afforded a viral reach through digital media platforms.

With the rise of 'insta models' and influence marketing, we can see that cruel and fickle beauty standards are very much alive and kicking. And what's the consensus?

To be a relevant, acceptable and bankable female in today's digital era still, for the most part, means being young, white, attractive, and slender. Although, depending on the prevailing mood of the moment, it may also equal the addition of a 'bubble booty' or 'kick-arse abs'.

The narrow representation of body image in the media is linked to 'body dissatisfaction' - this may take the form of eating disorders, suicide, depression - or, some other myriad manifestation. This is accountable for the vague, yet still very palpable, psychology of 'not feeling good enough'.

This viewed is echoed by author and ad critic Jean Kilbourne. She deconstructs the subconscious messages in advertisements and described how they create a 'toxic cultural environment'. "Women and girls compare themselves to these images every day, and failure to live up to them is inevitable because they are based on a flawlessness that doesn't exist," said Kilbourne (in a 2016 address at Harvard University).

The question remains: has anything really changed when it comes to promoting body diversity in mass marketing? Are we gaining any ground in the name of female empowerment? Or, are we still back in 1871?

Let's have a look at the positives. It's true that some countries have implemented initiatives to improve body image diversity in the media and the fashion industry. This has included efforts to regulate

minimum body size of models (for example in Israel and France), and the development of codes of practices such as the Australian Industry Code of Conduct on Body Image.

In recent years, global brands JCPenney, Dove and Nike have all attempted some form of marketing mission in a bid to promote body diversity. JCPenney provides a controversial example with its 'Here I Am' campaign. Launched in 2016, this ad series featured several prominent plus-sized women 'breaking the beauty-standard mold' on 'their journeys of both worldly success and personal self-acceptance'. However, detractors slammed the campaign as 'glorifying obesity'.

On the homefront, we have seen several brands follow suit. One to make the news: activewear label The Upside, who launched an ad campaign (also in 2016) that featured five 'inspiring women', including 'plus-size' model Laura Wells. However, it's really up for debate if this model could even be considered voluptuous (apparently she is a size 14 and between 3-6 sizes larger than a normal, industry standard model but, she looks pretty taut and trim overall).

Local suppliers and beauty industry brands are also joining the ranks. Royal Society, an Aussie tanning brand with a vegan stance is making headway on social media with a current 12.6K following. They also buck the trend on body diversity with a smattering of candid shots of 'everyday ladies getting a tan and enjoying themselves out and about' displayed amongst the obligatory startlets and aspirant lifestyle content. It's a refreshing step in the right direction.

What does this all equate to? Let's face it, it's a hard road impacting beauty standards. Both the studies and the practical examples show there's still a long way to go.

Whilst it's in our best interest as an altruistic human collective to represent all sizes, appearances, cultures and creeds - it's not always in the best interest of advertisers and their bottom dollar. In a world where everything is for sale at the right price, ethics come off second best. It's probable we will be seeing advertising's 'naked maidens' for a while yet!

There is some hope that lies with the more 'grass roots' initiatives to influence the tides of change for the greater good. So, if you are an influencer in the world of advertising, branding - or, perhaps own your own business in a relevant industry - then do remember, the power to promote body diversity might just rest with you.



GERMANI JEWELLERY

Germani Jewellery has been established as an Italian brand in Australia since 1985. It became a household name for fine jewellery when it became an exclusive sponsor for the national TV show, 'Sale Of The Century' from 1988 to 2001.

Germani's extensive experience in creating distinctive, cosmopolitan, unique and exquisite jewellery is evident as he was awarded the prestigious Diamond De Beers Awards, designed and manufactured fine jewellery for the Saudi Royal Family, Queen Noor of Jordan, the Duke & Duchess Of Wellington, Elizabeth Taylor, Princess Diana and other well known international dignitaries around the world; thus gaining him international recognition.

Germani houses a huge range of quality, coloured gemstones and loose diamonds sourced from Belgium, Switzerland and the Far East. Customers can enjoy the luxury of purchasing directly from the wholesaler and having the jewellery made in-house. Each design is iteratively reworked until it fits the customer perfectly.

Prices are extremely competitive due to the magnitude of Germani's operation.



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