

MODEL & MODE

OCTOBER 2020

FIND OUT MORE ABOUT
**JEREMY
ETHIER**

Armand Perri

*On how you too can get
in shape at any age*



**5 MUST-KNOW
SUIT HACKS FOR MEN**

**CELEBRATING BODY
DIVERSITY**

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EDITOR'S NOTES

Social media is without doubt a significant communication channel and as such, needs to be addressed and taken seriously. That's why various publications and businesses have woken up to the need to establish an effective social media presence to keep in touch with their customers and readers on a more personal basis.

Social media is definitely a solid part of the fabric of our publication hence the reason why Model & Mode Magazine is working twice as hard to be active on Facebook, Twitter and Instagram because these channels present a great opportunity for personal feedback from our readers. We have thousands of followers across all of our social media platforms and I'd like to personally thank our readers and followers for continually following us and supporting us over the years. That said, please don't hesitate to give us feedback whenever you get the chance, we'd love to hear from you.

Jenny Hu
Editor-in-chief

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TOP TEN MODELS OF THE MONTH

MAIA FUCHS

Maia Fuchs was originally born in Australia but she grew up in America, and now she's back home in Sydney. She lives in Sydney with her parents, her brother, her 2 pet birds, and her pet greyhound. She has been modeling for about a year now and she's never been happier. In just the past year she's acquired over 102,000 followers on Instagram, worked with Kanzi fashion and Hush Hush boutique as a commercial model, done a hair show for Paul Mitchell, made it to a Top Model final, gone to Bali for the Australian Supermodel of the Year competition, and placed top 5 for the Miss Auto D' Elegance pageant. I can't wait to see what the future holds for me.

SHANNON ELLIS

Shannon Victoria Ellis is a 23-year-old model who's kind, caring, and mature. She has a passion for fitness and fashion. She recently started doing work on TV and film, and she's extremely excited to see what the future holds. She has always been driven and ambitious from a young age with a business mindset. She became self-employed in January and she told herself that 2020 will be her best year yet despite the pandemic.



LAURA BLAND

Laura Bland is a 20-year-old athlete. She was originally born and raised in Paris, France but she is now based in Gold Coast, Queensland – she currently holds a Double Bachelor Degree in Business and Psychology. In addition to her academic life, she represented the Australian Team in Volleyball in 2017 and the Queensland teams years prior. She has 4 years of experience in the modeling industry, specialising in commercial, print, swimwear, fitness, and runway. She also placed top 15 in the Queensland State Finalist for Miss World Australia.

NATASHA ANDERSON

Natasha Anderson is a 25-year-old model who originally hails from a small town in Newfoundland. She's currently working as a safety advisor in Fort McMurray. She's a sun worshiper and her favourite place to spend time is the beach. She's extremely bubbly and optimistic and she enjoys everything outdoor-related from hunting and fishing to hiking and gardening. She loves spending time with her family and friends and she's very excited to see all the joy the rest of her life will bring.





BETH WALKEMEYER

Beth Walkemeyer is 26 years old and she has been a full-time freelance model and traveler for the past two years. She's passionate about the ocean, conscious living, and forever striving to be someone that can make a positive difference in the world no matter how big or small. She's also very passionate about supporting organisations that rescue kids from trafficking. Her love for the ocean, surfing, and daily adventures is what got her into swimwear modeling and now she's spreading her wings and making her way into the fashion and commercial world. She loves food so you can always find her close by to an acai bowl, a good coffee, ramen, or french fries.



CHANTELLE HALL

Chantelle Louise Hall is a passionate, outgoing, and bubbly model. She's currently working as a Metallurgist Laboratory assistant in a copper mine in Cloncurry. She's an emerging model and she was also a Miss World Australia State finalist for Queensland. Her hobbies include hanging out with her family and friends, driving her Jeep @tiffy_on_the_move, and playing with her puppy Lola. She also enjoys going to the gym and going to the city. She lives in a small country town called Tolga in Far North Queensland and she believes in taking every opportunity she can to better herself and learn.

ANDREA ECHEVERRI

Andrea Echeverri is an actor, model, influencer, photographer, singer, and TV presenter. She studied Film and TV at Central TAFE in Perth, Western Australia and she's the owner and founder of Golden by AE, handmade jewelry.



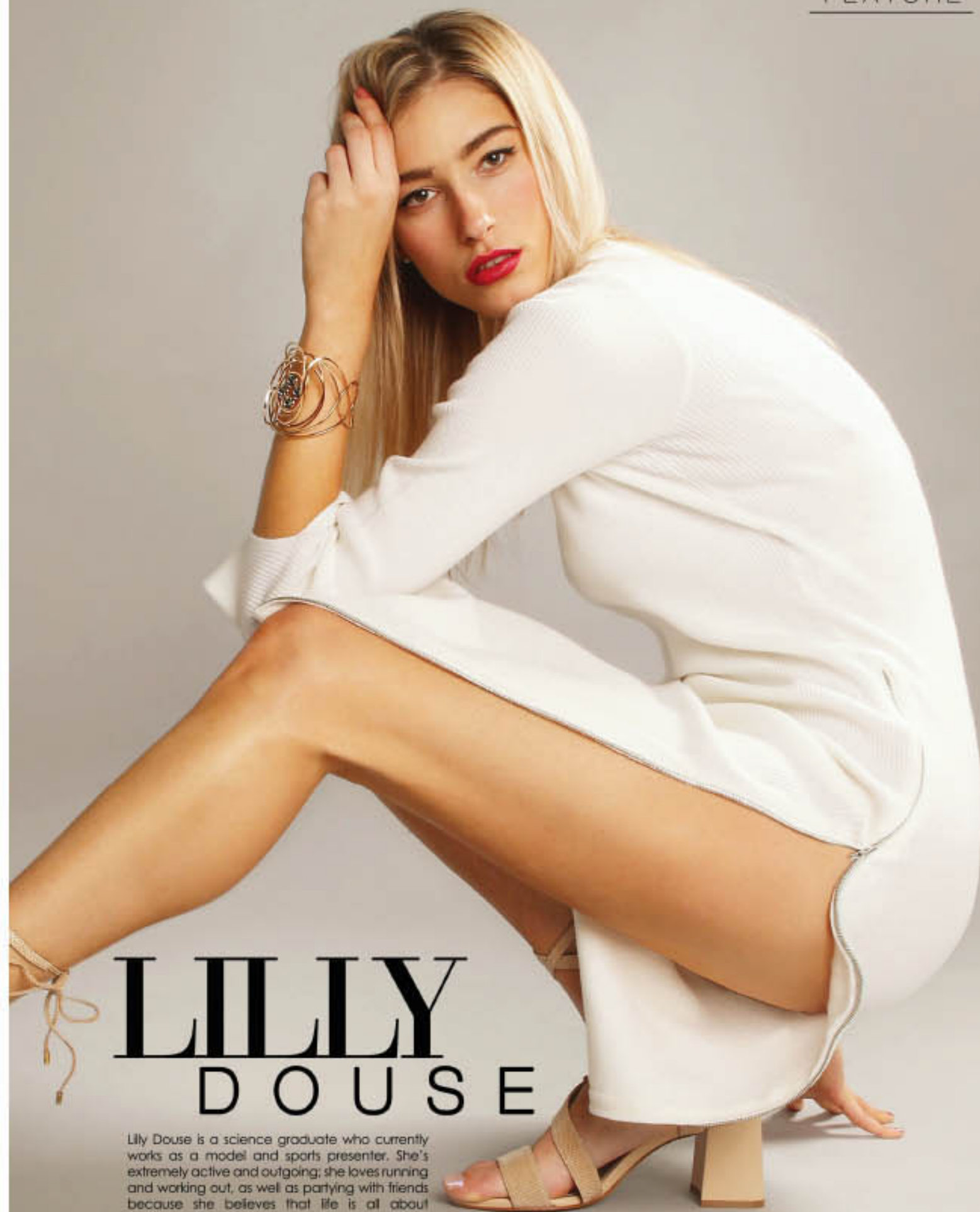
YUAN LIN

Yuan Lin is an experienced model/influencer who's always organised and who always tries to put in 110% in anything she does. She's got 2 years' experience in catwalk, TVC's and the fashion industry in general. She's currently studying at the University of Sydney and she loves sports, music, and travel.



STANISLAVA TSVETKOVA

Stanislava Tsvetkova is a 27-year-old model who originally hails from Bulgaria but is currently based in the UK. She started modeling at the age of 10 years old and she has not looked back ever since. She's done several shoots for various online clothing websites and she also has a number of projects coming up.



LILLY DOUSE

Lilly Douse is a science graduate who currently works as a model and sports presenter. She's extremely active and outgoing; she loves running and working out, as well as partying with friends because she believes that life is all about balance. She also enjoys traveling - although she's stuck at home just like everyone else who's in quarantine right now, so she can't wait to get back to traveling with her work and hopefully do some more swimwear shoots.



BY ROYALLE APPOINTMENT

Two new Royale Models: Hana and Heather out on location with Studio 49
 Photographed by TONY PALLISER Model HANA and HEATHER
 Styled by CHARLOTTE YOUNG and BOWERBIRDVINTAGE
 Hair by GENEVIEVE BABA Makeup by ROGUE MAKEUP





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!

INTRODUCING ARMAND

PHOTO



Bodybuilding expert and serial entrepreneur Armand Peri is no stranger to hard work and overcoming adversity. He was once a seventeen-year-old scrawny kid who used to be bullied a lot but he made a definitive decision to do something about it. He decided to get into weights so that no one would mess around with him anymore and two years later, he was rewarded for all his hard work with a first-place title in the teenage division of "Mr. New Jersey" which then led to winning the heavyweight division in the same competition two years later.

Armand Peri was originally born as the son of Portuguese parents who emigrated to the U.S.; they settled in New Jersey when he was just 12 years of age. He began competitive bodybuilding in the '90s and all of his hard work eventually paid off as he started winning one bodybuilding competition after another. Besides coming first in the teenage division of "Mr. New Jersey," he also placed first in other bodybuilding competitions such as the Junior Bodybuilding New Jersey State Championships as well as the NPC Suburban among others.

Fast forward to today and Armand is now a successful entrepreneur, investor, artist, author, and motivational speaker. His fitness goals are quite different now since he's older and he doesn't compete in bodybuilding competitions anymore, however, he still works out though just to stay fit and healthy. In his book "Unparalleled Success", which was published in 2019, he shares his recipe for success. He's also frequently engaged as a motivational

speaker. His genuine desire to help others to achieve true success, while keeping the focus on their professional and personal well-being, is what inspires others to find their own path to victory. Armand also happens to be a mentor to several high-profile personalities such as New York-based fashion model, actor, and former boxing heavyweight champion Rudy Bundini who has modeled for several high profile brands such as Dolce Gabbana, Nike, Armani, Versace, Calvin Klein, Roger Dubuis, Philipp Plein, and Hennessy among others. He also happens to be one of the world's top male models who was recently featured on Forbes.

Model & Mode magazine recently caught up with Armand to discuss his journey in the world of modeling and bodybuilding and here's what went down:

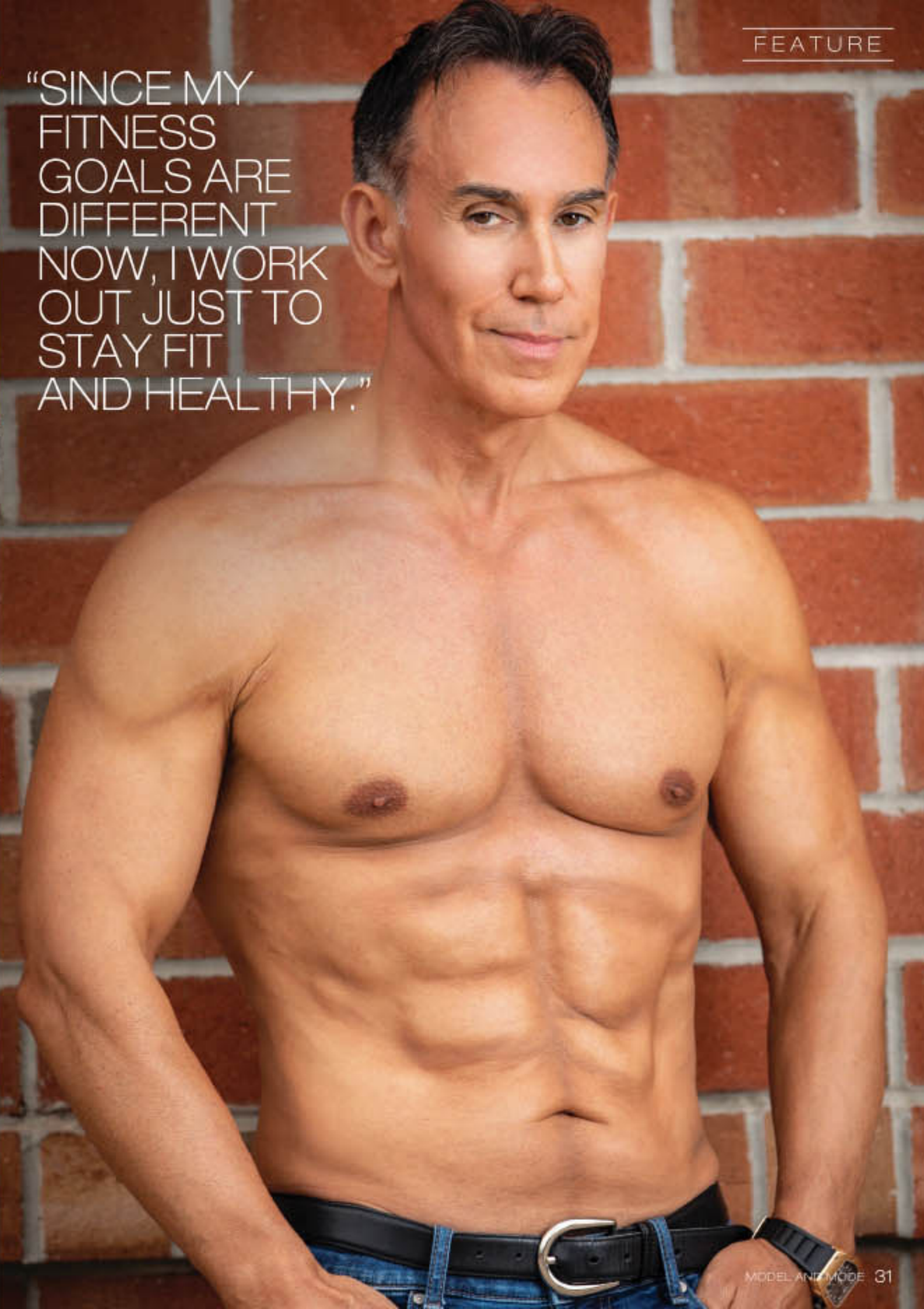
How did you develop an interest in fitness and what drove you to pursue that passion onto social media?

I developed an interest in fitness when I was a scrawny teenager wanting to improve my physical appearance; I began weight training at the age of 17 years old.

How do you balance maintaining a fit body while being busy with being an entrepreneur?

By making my workouts a priority in my life, I always make time for it!

"SINCE MY FITNESS GOALS ARE DIFFERENT NOW, I WORK OUT JUST TO STAY FIT AND HEALTHY."



We also note that you were a former bodybuilding champion, when you were competing, what was your diet like?

I began competitive bodybuilding in the '90s and the following is a list of my bodybuilding achievements: First place at the Junior Bodybuilding New Jersey State Championships, first place at the Mr. New Jersey competition, NPC Suburban Overall Winner (first place), third place at the NPC Jr. Nationals, fourth place at the NPC Jr. USA Championships and sixth place at the NPC USA Championships. My diet back then was low fat, moderate carbohydrates, and one gram of protein per pound of body weight.

Being now that you're older, has much changed in terms of your fitness training and diet? If so, what has changed?

Since my fitness goals are different now, I work out just to stay fit and healthy.

Do you have a moment in your career when you felt it was the pinnacle for you?

I'm still climbing up in my career so every day is a new pinnacle.

Do you have any "secrets" to bodybuilding success that you would like to share with everyone?

The secret to bodybuilding success is to just be consistent and stay the course, never give up!

What's your view on the sport of bodybuilding right now? What do you feel has changed since the days when you were competing?

I believe the sport of bodybuilding has changed in the direction of becoming more of a freak show! I prefer the aesthetics of a physique like "Frank Zane's" over the big monsters of present-day bodybuilding.

Are there any people you would like to thank for helping you get to where you are today? Is there anyone in particular who inspired you?

Yes, I would like to thank my wife Fran Peri who always supported and believed in me.

We further note that you're a mentor to some of the top male models in the world, which models are you mentoring at the moment and how do you juggle being a mentor with being a successful entrepreneur?

I mentor Rudy Bundini (@rudybundini) who is a New York-based fashion model, actor, and former boxing heavyweight champion. He was recognised as the male model of the year by IMTA. Rudy has so far modeled for high profile brands such as Dolce Gabbana, Nike, Armani, Versace, Calvin Klein, Roger Dubuis, Philipp Plein, and Hennessy and has appeared in numerous runways, campaigns, magazine covers, and billboards. He is also currently one of the world's top male models who was just featured on Forbes.

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

You have to get used to being rejected without losing faith, just remember that someone will eventually say yes because it's just a number's game!

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

Maybe Dwayne "The Rock" Johnson (laughs)!

The 'LIGHTNING FAST' Round:

1. Best comfort food: Tagliatelle pasta topped with shaved black truffles.

2. Best pick-me-up: Just always be yourself, never pretend to be someone you're not!

3. Last good movie I've seen: "The Gentlemen" starring Matthew McConaughey, Charlie Hunnam, Henry Golding, and Michelle Dockery.

4. Three most important characteristics in a person: Integrity, organization, and loyalty.

5. What haven't you done yet that you wish you could? Visit Australia.

For more details about Armand please visit his official website on www.armandperi.com or follow Armand on social media via his social media accounts: Instagram (@lifeperiway), Facebook (@ArmandPeriBodybuilder), Twitter (@armandperi), and TikTok (@armandperi).





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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 in 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.



Photo Credit: Eric Yip

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Salubre Entertainment Network is an entertainment company that empowers young people to bring awareness to the less fortunate. Salubre Entertainment Network not only celebrates the beauty of each of its beauty queens, but it also empowers them to help others in need. Established by Maryrose Salubre of Salubre Models International, our projects and publications aim to raise funds for a variety of worthy causes, chief of which is to help Bunga National High School (BNH) in Leyte, the Philippines rebuild.

