



Pageant promotes cultural modelling

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9/30/2011

The World Supermodel Pageant being held in Fiji is one way of instilling cultural and traditional values in youths.

Director of development for the World Supermodel Pageant, Lady Carla Davis said the goal of establishing a modelling pageant as such was to promote cultural modelling for the younger generation.

The pageant is under way at the Amanuca Island Resort at Tokoriki Island in the Mamanuca Group. Eighteen models from around the world are contesting the World Supermodel title.

We are setting high standards for these models and at the same time providing the opportunity for them models to make it big in the modelling industry.

They will become role models for young girls who wish to pursue a career in modelling, Lady Davis said.

She said the modelling pageant would help young models build their self esteem, communication skills and build a better network among them.

Organising a pageant as such is a real eye-opener for some of the models who have had to travel across the world to be in Fiji.

Lost of the models are in Fiji for the first time and they love the friendliness of Fijians, she said.

Lady Davis is also one of the five judges in the six-day pageant and says that the beauty within each model is one of the criteria for winning the crown.

I always tell the models that sexy is not beautiful, but beautiful is sexy. We hope to bring out the real characters in the models and the some of the judging criteria will be based on their intelligence, communication skills and what they have in mind that sets them apart from other models.

We only have the winner to promote the World Supermodel Pageant for a year and she is free to do as she pleases. If she wishes to pursue a modelling career with another agent, that is entirely up to them.

Unlike some other agencies, the winner, after winning will then have to go into business with them, she said.

The crowning of the winner of the World Supermodel Pageant will be held tonight at the resort.

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