

STREET FASHION

VOL.2

MAGZZINE

CAYMAN

AVERY

Model Feature

IV PIP

Model Feature

DANIEL DEMUNTER

Editor's Choice

PETER ENGSTRÖM

Photographer Feature

Alessandro Rossi
Photographer Feature



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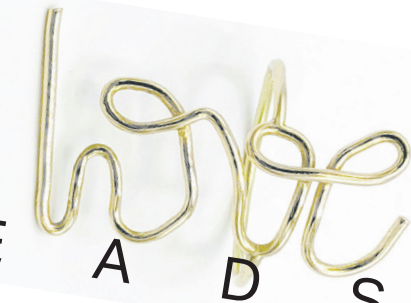


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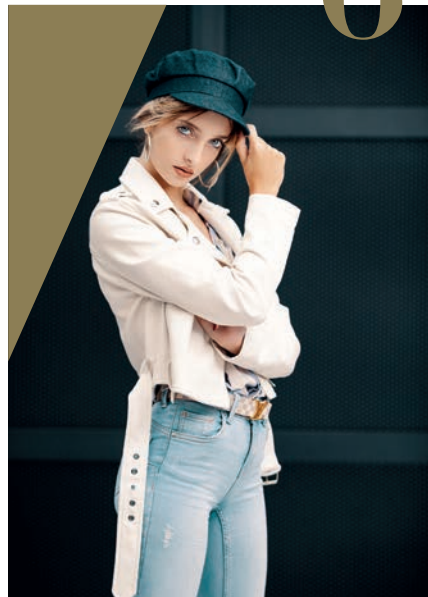
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EDITOR'S NOTE

We are proud to present you our long-in-the works print issue number 2. Although the issue was intended to come out in summer, we had to adjust our expectations when the pandemic hit. Like many others we had to adjust to the new (but hopefully only temporarily) normal.

To begin with, I would like to take this opportunity to thank not only our readers and contributors but also my fabulous co-editor Annika Maug, without whom this issue could not have come about. I also want to welcome our new editor Peter Engström, to whom we have dedicated an article in this issue in order to present him not only as an editor, but also as a photographer. Also, I would like to express my wish and hope, that we will win numerous further editors in the near future to join our family. For everyone, who feels addressed here, we are currently looking for new editors, who are interested in helping us design and fill our magazine with life. Now the end of another year is upon us. It was a tough year for all of us. With the pandemic that has restricted our lives and still does it seems like 2020 just began, and yet here we are, the final month of the year has come. So as we celebrate this season of togetherness, family and friends, we'd like to wish you a merry Christmas and happy holidays from all of us here at Streetfashion MagZZine.

Thank you, dear readers, for being part of Streetfashion MagZZine. Whether you're an old fellow who's been around for a while, or somebody, who has just joined our family, we welcome and appreciate you as a part of our community. Your present to us is your readership and we hope, that in return our articles help keep you informed and entertained. Please enjoy the upcoming holidays or whatever you may celebrate at this time of the year.

Yours sincerely,

Helmut Jeels

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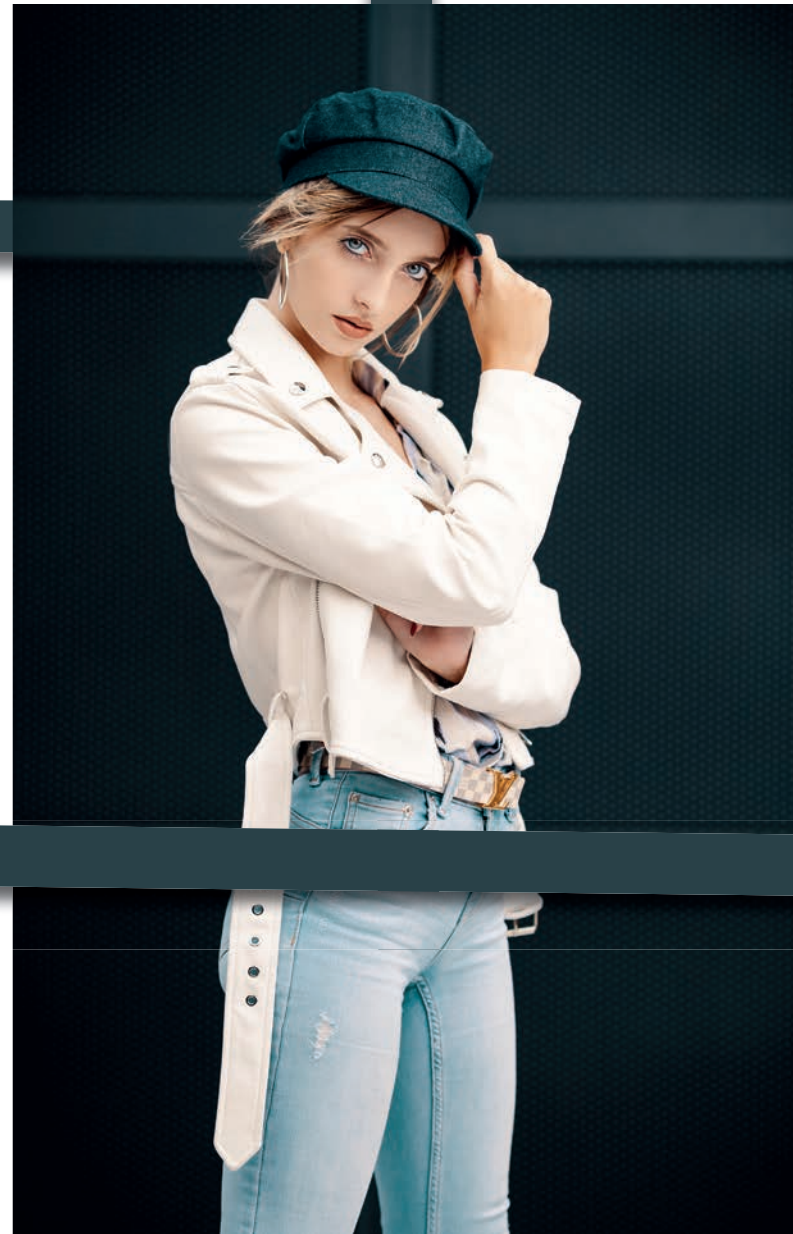
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Alessandro Rossi

Chieti & Rome, Italy





Model: Victoria





Model: Victoria

Alessandro, please tell us a little bit about yourself to begin with.

Hello everyone, my name is Alessandro Rossi, I'm 35 years old and I was born in Ortona, Italy. I'm actually based in Chieti and Rome. I've been into portrait and fashion photography since 2015.

Have you been involved in the arts in some form other than photography?

Yes, before photography I was a musician (jazz/fusion drummer), I studied for several years at the Saint Louis College of Music, in Rome.

Seeing your remarkable work, I am curious where your creativity comes from?

Photography has always generated great interest in me, from an early age, although I only pursued it mainly in recent years.

After purchasing my first DSLR Camera, I immediately started studying photography techniques in any way possible: books, video tutorials, workshops, and working with other photographers.

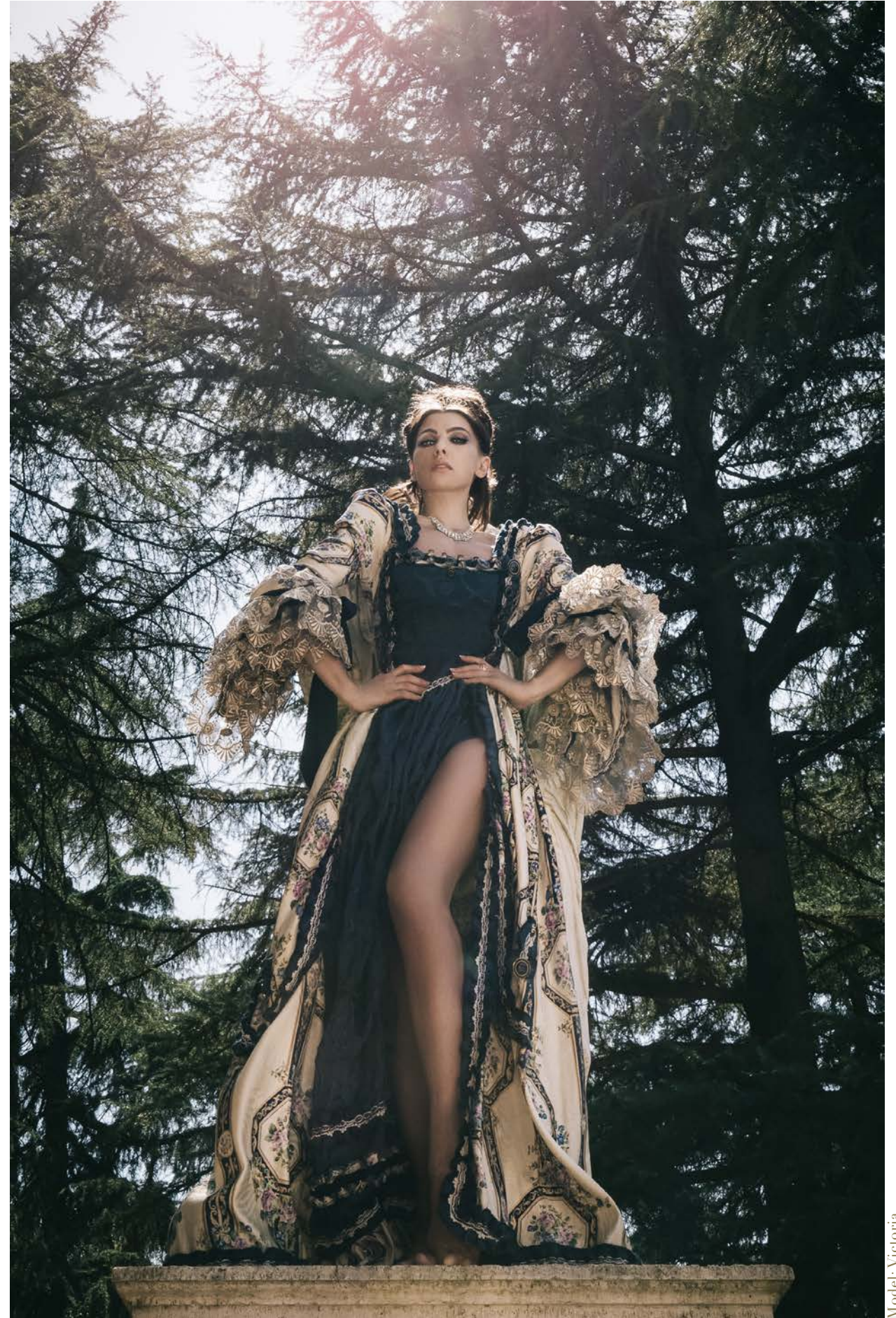
I started photographing landscapes, then I had some work-experience in many different genres: from portraits to reportage, from ADV's to sportcars.

I later found myself more interested in the "art of lighting" and in the portrait and fashion photography, which has quickly become my main genre.

Usually I plan the shoot, try to research for something interesting and then create a "mood". I try to pay maximum attention to the entire scene's composition and the different colours. In the post-processing part, I'm also a big fan of colour grading, which I always try to pay extra attention to in order to achieve the right results.

During the shoot it is very important for me to seek a sort of "connection" with the subject, to search for the most important thing: to convey an emotion. That's the most important thing in photography, and that is what I always try to do.

I am a big fan of contrasts, lines and geometries, I always look at these. I always try to study and learn from my mistakes and to improve as a photographer. The planning and commitment behind one single click, the ability to



Model: Victoria



Model: Trudy



Model: Viktoria



Model: Carlotta

create something that can convey what I see with my own eyes in a single picture describes the passion I have for this job and leads me to improve myself over time.

Could you share with us how you first became interested in photography?

I always loved photography in general, but I got approached for the first time when I was in elementary school. I found an old Zenit camera film in my parents' room... from there I started to look through the viewfinder and listened to the charging noise of the external flash.

What equipment are you using now and with what did you get started? What is your favorite lens?

I currently shoot with a Canon EOS 6D, with Canon Lens: 16-35 F/4 L IS; 24-70 f/2.8 L USM, 50 f/1.2 L USM; 135mm f/2 L and 70-200 f/4 L IS

I also have a bunch of other equipment (Polarizer, ND Filters, various sizes of reflectors and light modifiers)

For lighting, I use a Godox Winstro AD200 as a main flash, and two Good VC-860 Mark II, all of that set off by the Godox X1C TTL Triggers.

My favorite lens is the 135 f/2 L, which

I use the most. I started in 2012 with a Canon Powershot SX40HS, then I moved to DSLR and I bought a Canon 600D with a Canon 15-85 USM, 50 f/1.8 and a Sigma 10-20 f/4-5.6.

Can you tell us about your work flow from the point until you showcase the developed picture?

First of all, I talk with the model about the shoot and try to put her at ease. I usually research the location, searching for the right spots and the right time of day for the shoot. Then I try to pay the highest attention during the shoot: I seek for the highest quality of light and the proper lighting set-up for the subject, as well as paying attention to the background: very important.

During the shoot, I communicate constantly with the subject for feedback and taking care about posing.

Back home, I wait at least 24 hours before making a selection of the photos. I want to see them with fresher eyes, unaffected by what has just been done, so I can manage the selection better.

After the selection of the favoured (always shooting in RAW), beginning the basic processing in Lightroom, then move

on to Photoshop for other corrections. Finally back in Lightroom and prepare photos for export.

Do you see a particular influence, be it a photographer or school on your work? Any subject that attracts you?

Yes, one of my favourite modern photographers is Karl Taylor, impressive teacher and photographer. I got a lot of inspiration and learned a lot, thanks to his tutorials. His style is similar to what I would love to have one day, but there are many photographers that I appreciate and follow. The list is really long with the likes of Joe McNally, Steve McCurry, Joel Grimes, André Brito, Giovanni Gastel and Sylvio Testa. One of my biggest inspirations is my mentor and best friend Alex Comaschi.

I am very attracted to representing female beauty, in general I am very attracted to the shapes and contrasts. I prefer to shoot at a location rather than in a studio.

What would you say characterizes your work in comparison to other photographers?

I do not know very well... if I were to describe my style I would say: I like to

shoot wide open, I like small depth of field, I prefer to use long focal lengths (my favourite focal length 135mm). I like to use the flashes and am always looking for personal lighting.

Among your works, which is your favorite and why?

My favorite work is my latest fashion work, in Villa Ada, Rome, with an incredible model: Viky.

Tell us your funniest or most awkward photography story.

I was in the city-center for a shoot and had passed a police patrol. After asking me why I was taking pictures at that place, and having shown them a few shots, a policeman offered to help me with my light stand. Just for a second of course, then we had to leave, but it was fun.

What would you tell a newcomer who asks for your advice on how to start?

After having just purchased only the basic equipment to shoot: you need to study, study, study; practice, practice, practice! The camera does not do the photo, but the photographer. The equipment is only a tool that helps to capture the expression of the vision of an image.

Have a good knowledge of light and be extremely thorough with your equipment, so that you will soon forget the technique and just focus on what really matters most of all in photography: content and emotion.

Do not feel unfinished and always accept constructive advice with humility. Always be open to share your knowledge. Search for your style and always commit to the maximum to improve yourself as a photographer.



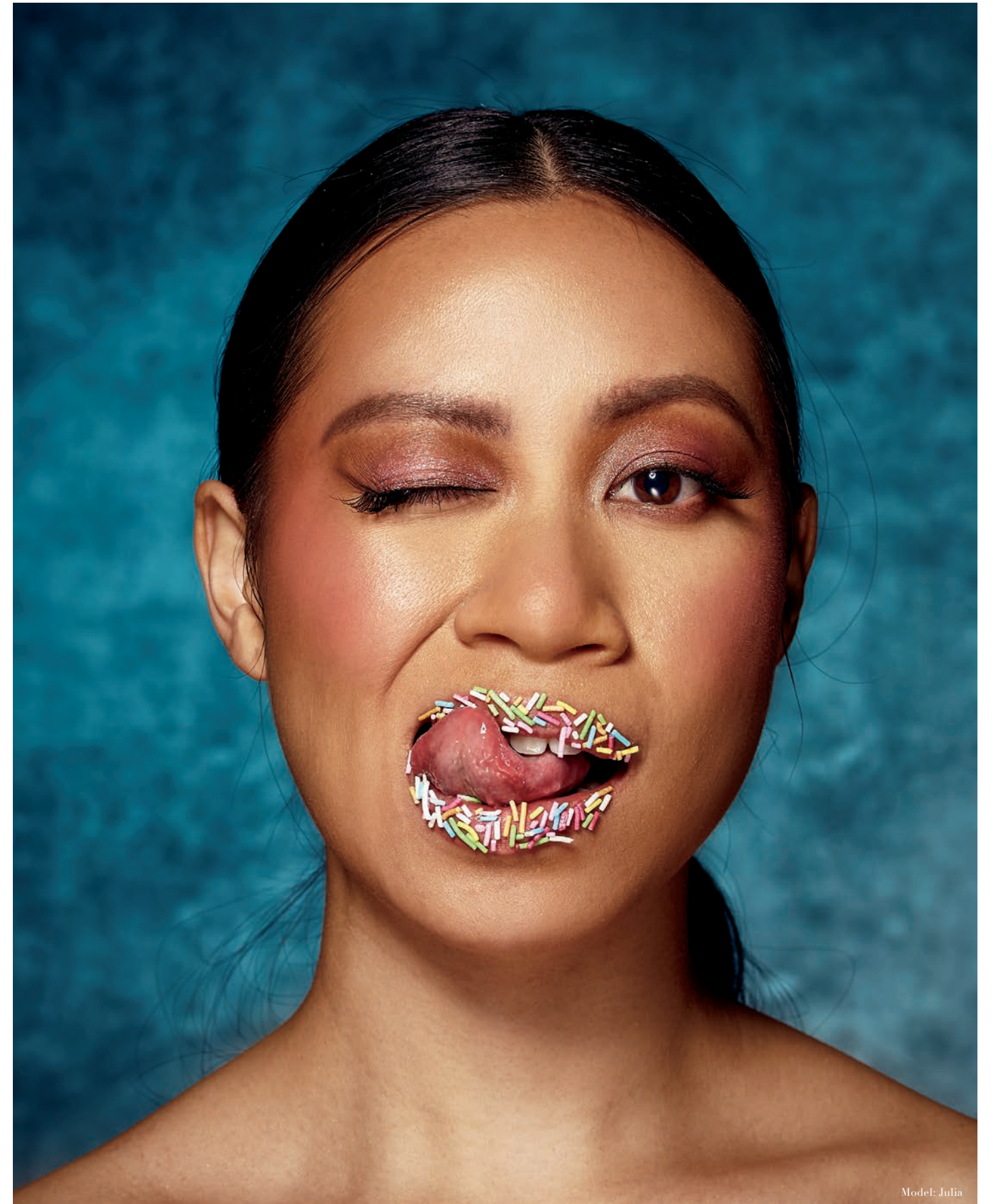
Model: Viktoria

PETER ENGSTRÖM



Model: Fina

Gothenborg, Sweden



Model: Julia



Model: Siri

Peter, please tell us a little bit about yourself to begin with.

My name is Peter Engström. I'm 37 years old. Born in Bergsjön, Göteborg, grew up in Jörlanda and now I live in Kungälv, Sweden. I have been working as a salesassistant / photographer in a photostore/studio in Kungälv, Sweden called Bomans Foto for almost 3 years.

Have you been involved in the arts in some form other than photography?

I have been a musician my entire life. Playing the

keyboard in multiple bands and constellations. One is called '047' and is a bitpop electro duo. Later on, I got more into music production and my primary instrument became my computer with logic pro.

In 2016, I started to get bored by music. It simply wasn't fun anymore. That's when I started taking photography more seriously. I had only been taking everyday photos since 2013, but in 2016, I bought my beloved Canon EOS 6D Full frame DSLR and during the autumn of 2017 I

did my very first print model shooting. Since then, model photography is my new big passion/hobby and I strive to get as good at it as possible.

What does photography mean to you?

Photography for me is creativity. It's my way of being as creative as I previously was when doing music, but with more intensity and responsibility in a way.

After a model shooting my brain is completely exhausted due to all the activity, talking, decisions, camera settings, lighting equipment, posing etc. But I simply love that feeling.

Then I rest for a while and then I start my other creative process, which is editing my photos :-)

I love that long "chain of creativity". I need to create something otherwise I feel sad, anxious and bored. :-)

Seeing your remarkable work, we are curious where your creativity comes from?

When making music, you have the basic idea in your head. You record a melody, then you add chords, then you create the sound and turn the ideas into a whole uniform piece. Then you mix it, then you master it, then you let other people hear it and enjoy the finished result.

Photography is the same

process but yet slightly different. You see a picture in your head, you pose the model, you check your settings, you take the shot, you edit the image, you post it on Instagram and get likes. Or you print it and put it on your wall.

I guess I was born a creative person. I'm terrible at many other things, like math, mechanics and sports so all my good abilities are abstract or on the art/music side. Sometimes that might be bad, but actually I wouldn't change it if I could.

Could you share with us how you first became interested in photography?

I guess, way back, during my childhood, I've always loved colourful stuff :-). I played a lot of Nintendo games, which also stimulates the mind in a way. I started drawing early and that was my first creative channel. Loved drawing characters from videogames and the art on the boxes was fantastic. So, Colours and art have always been close to me. Also, I've always admired the look of women. Their many expressions, makeup, hairstyles, clothes, bodies and poses made a huge impact on me even as a child somehow.

I guess that when I post a picture on Instagram or in any other way finish a picture. It's my kind of artwork! The true



Model: Julia

good feeling is when a photographer somewhere in the world sees my image and might think:

Wow! That's a smart/great photo and not just give the model praise. Those times I'm satisfied :-)

What gear are you using today and with what did you start with?

I bought my first DSLR in 2013 and that was a Canon EOS 600D (Rebel T3i) Nowadays I own a Canon EOS 6D as my main camera. The old 600D is still with me, but now converted into full spectrum to be able to shoot in infrared, which I sometimes do, even for model shootings. I also own

a Canon EOS M, (also full spectrum mudded) with a 9mm wide angle lens to get weird perspectives and odd photos. Also, I try to use flashes during my shoots as much as possible because I like the artificial lighting. I use Godox flashes (AD600B and 2 of the AD200s with different lighting modifiers depending on the situation. Lenses are Canon EF85 1.8, 50mm 1.4, 24-105 f4L, Sigma 35 f1.4 Art, Tamron 70-200 2.8 and my Laowa 9mm.

What is your favorite lens? Most of my photos are taken with my beloved Canon EF 85mm f1.8 which was my first prime lens and has



Model: Julia

always worked for me so I guess I have to say that one even if like my other lenses just as much.

Can you tell us about your workflow from the point until you showcase the developed picture?

I shoot my photos. Usually between 100-300 photos depending on the session. If the model and I have the time, we transfer the files onto my iPad which I always bring on my shoots. She can there quickly choose some of her own favourites and also, I can see so I don't miss any pose or shot. When I come home - I transfer all my raw files to my Canon CS100, just for backup.

Then I transfer my files to my photo drive and to an external backup as well.

Then I bring them into Capture One and start my culling process.

Blurry or bad pictures gets a red flag and good ones get a green flag. Perfect killer shots get a star as well. I check the exposure, so I don't clip any highlights or such. I sometimes make minor adjustments in C1, but then I edit the image in Photoshop.

Here I remove blemishes, sometimes use Frequency separation or other smoothing methods, use Dodge and Burn, adjust skin colour with adjustment



Model: Julia

layers and gradient maps. Then I save the image. I then make the final adjustments in C1 where I sometimes add styles or create more uniformed skin tones etc. Then I export the image to different formats straight from C1.

What or who has influenced your work?

Since I'm pretty new in the photography world, I really don't have any favourite photographer that I try to take after. There are a lot of skilled photographers out there

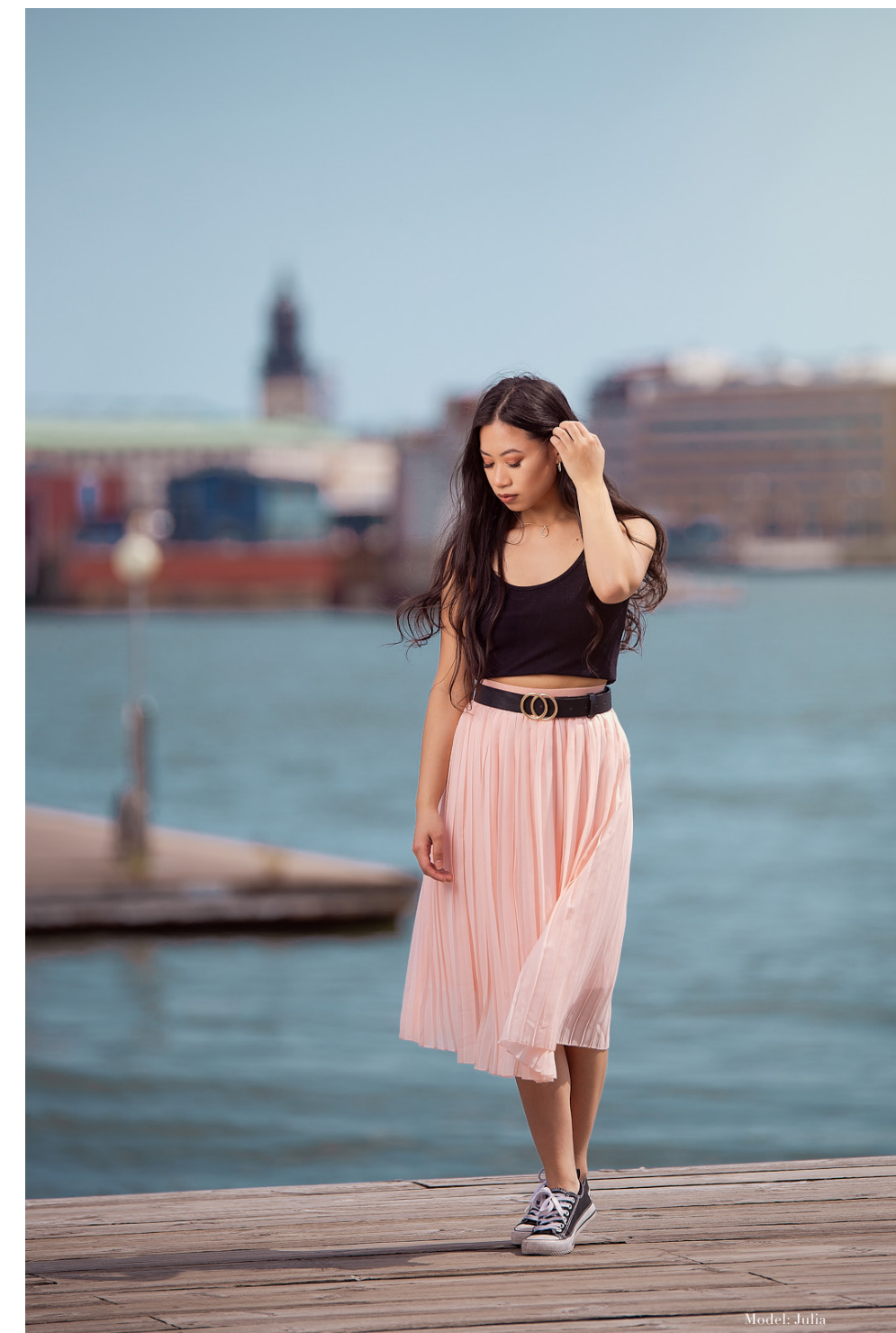
and I try to find inspiration from images, more than from photographers. But I guess the goal is though get people to see that the image is yours without the need of a watermark and for some photographers you can actually see it's their

work from look of the image alone.

What is your favorite subject to photograph?

Women. I've always admired the look of women. Their many facial expressions, their different makeup, hairstyles, clothes, beautiful

bodies and poses. Pictures of girls and women made a huge impact on me as a child for some reason. I guess they were a bit goddess-like to me and I was actually jealous sometimes of how beautiful they were and of the attention they got in magazines, commercials etc. Maybe my self-esteem wasn't that good back then!



Model: Julia



Model: Julia

me. The tree is also a nice element in the picture with all the structure.

Tell us your funniest photography story.

Not sure if I have any funny stories... A few terrible photography stories though! Those where you come home and notice that 90% of the shots are blurry because of a drop of rain snuck into the camera body when switching lenses.

I truly hate rain... when I shoot models at least.

I have also forgot THAT piece of equipment you need the most at certain shoots. And you simply want to kill yourself for being so stupid to leave it at home.

In your opinion, what makes a good picture stand out from the average?

In the Instagram/ digital world we all scroll quite fast. If something gets your attention or if you swipe up again to see the picture again. You have succeeded. Like I wrote earlier, if there is something extra, a tiny detail

or something more than just a beautiful girl posing that gets your attention you have succeeded. Unfortunately, the landscape mode photos don't come out the way they are supposed to because of the smartphone format so I guess it depends on the way we view pictures. For me, the editing should be good, but I don't want the pictures to LOOK edited. Sometimes you see a picture of a girl where the smoothness or dodge and burn has been overdone. I don't like that kind of photos. You should never see the retouching work in the final result, I think.

What would you tell a newcomer who asks for your advice on how to start? Before I got my job in the photo store, I was working as a warehouse employee. I was lifting/carrying truck parts. Heavy, dull things I still don't know the name or purpose of. Worst of all, I did it for 10 years. The reason for that was that I didn't feel good and I've had

What would you say characterizes your work in comparison to other photographers?

I really don't know actually. Every time I shoot and every time I edit, I try to make some part of it different to previous times. Otherwise I don't evolve. Also, I love editing and see that part of the process more as creating rather than adjusting. More recently I've found an edit process that I like and when I shoot models today, I try to take at least one picture that would fit as a print in a frame on a wall. Something more than just a photo of a beautiful woman. A tiny detail, something odd...

Something that gets stuck in the viewer while still just being a photo of a beautiful woman somehow. That is my goal nowadays, I guess.

Among your works, which is your favorite and why?

The one with Julia Häll next to the big tree. The lighting was amazing under that tree and I spotted the location from a distance. I knew the shot would be good before I took it. The pose of Julia, being beautiful as always, yet loose and relaxed and also the mix of the city girl/ modern outfit next to the greens and vivid colours of the nature is a great combination for



Model: Andréa



Model: Satu



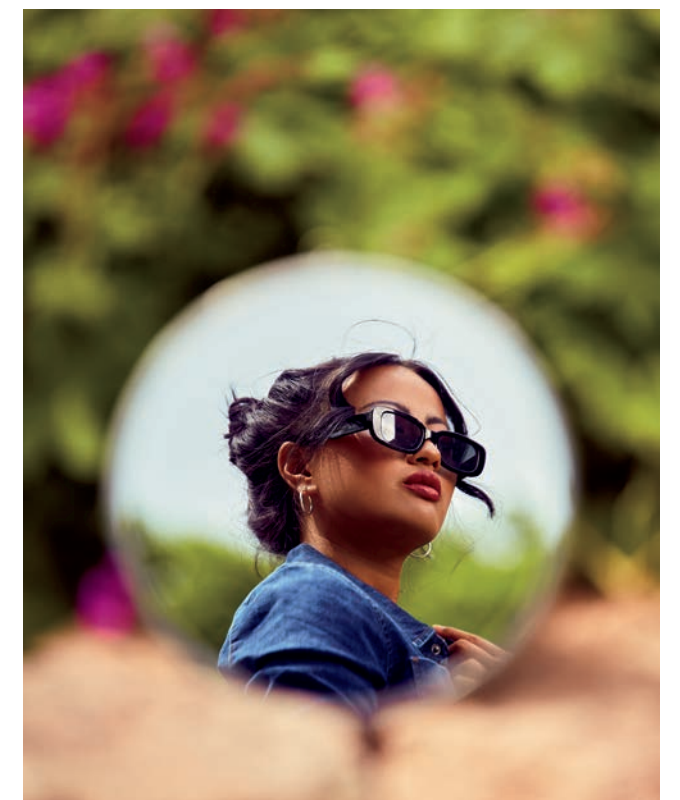
Model: Hélena

issues with myself for many years.

After going through therapy for almost two years I felt more stable much better, emotionally and mentally. During this time the company reorganized, and I was let go. So, I decided to do something different this time. Something I WANTED to work with. This was the time where I got interested in photography and model photography, so I decided to find a job in the industry somehow and I was lucky to get a job as a photographer here in Kungälv. It was scary in the beginning, both

socially and technically but I evolved quickly and learned as much as possible. To me, creativity is more important than money!

My advice to newcomers is to find out what you LOVE to do, what makes you happy and stimulates your mind. If you are a creative person you will probably find yourself thinking about different kinds of photography, music or art when you're out for a walk or such. Try out the ideas in real life. If you enjoy it, do it again but this time, try something new. Otherwise you won't evolve.

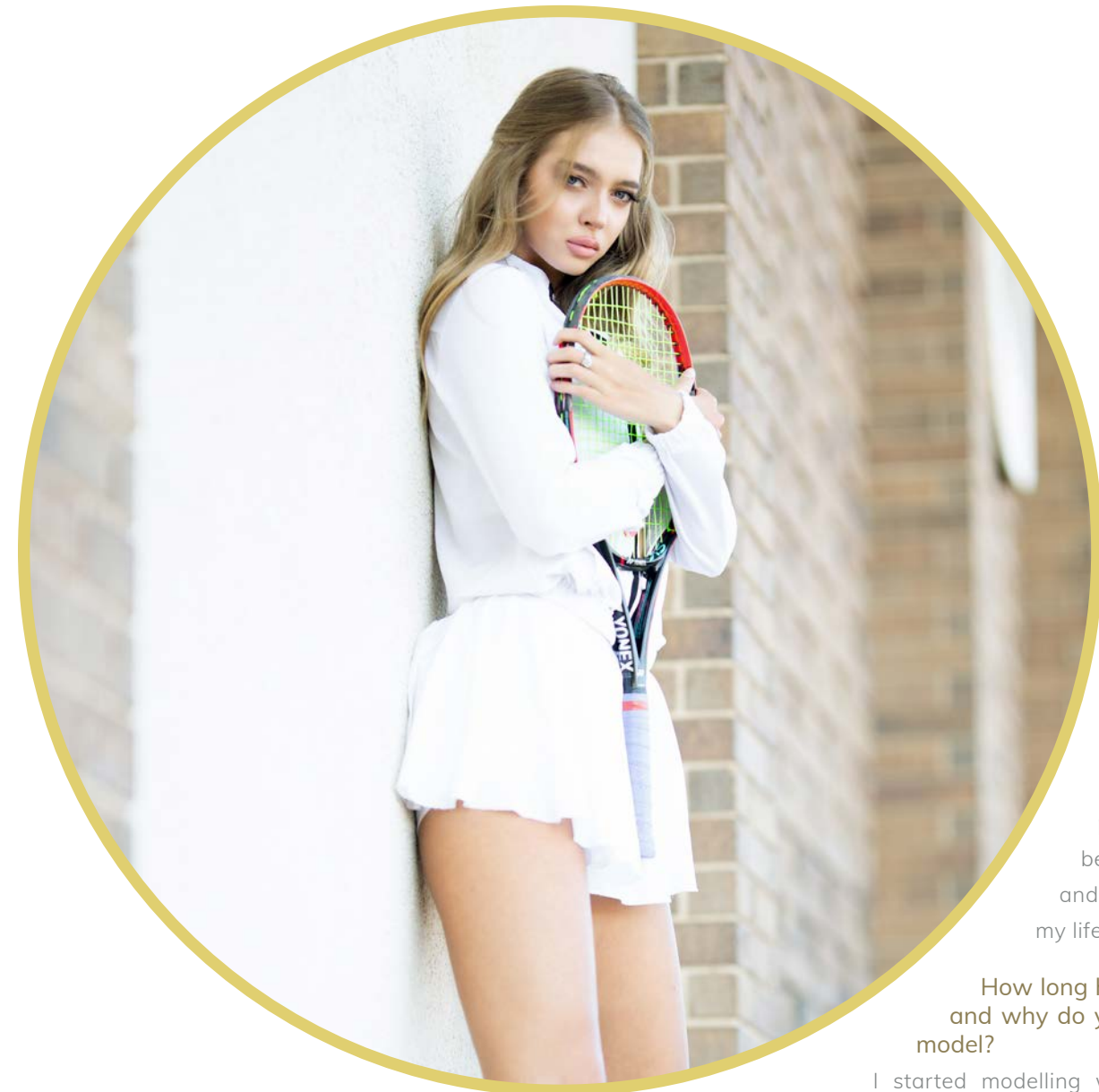


Model: Siri



Angelina Shakhraichuk

Kiev, Ukraine & Texas, United States of America



Please tell us a little bit about yourself to begin with.

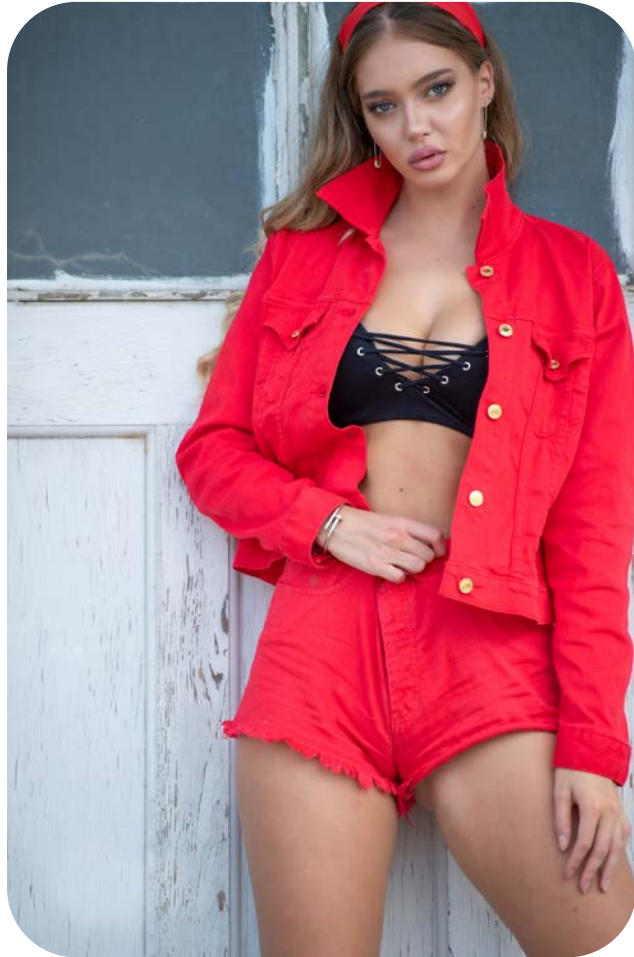
I am from Ukraine, was born in Germany, lived in 5 countries and now I live in Texas. I study and play tennis for Baylor University. I am 21 years old. Besides modelling I play tennis, I had a professional ranking before I came to college and tennis is a huge part of my life.

How long have you been a model and why do you want to work as a model?

I started modelling when I was 14, I was noticed by a scout in my hometown Kiev. I started to work a little bit but couldn't fully focus on modelling since I played tennis professionally and it was my priority. I was invited to go and work in New York and Milan but my parents decided that I'm too young. I stopped modelling for 4 years and a year ago I started again. I want to work as a model because it brings me so much joy. I meet new people, get to travel, experience new things. I also love to see what I am capable of doing on shoots and how much I improve as a model.

How did you get your start in the industry and did you educate yourself in the field by e.g. a course?

I got my start in Ukraine, my team there helped me to understand how modelling works in Ukraine and Europe and what I need to do in order to be successful. However, my photographer Tim Prefume from Modelemi agency helped me to understand the industry in the USA and is helping me to become the best model I can be.



During shoots, what is often the most fun part, and what is the most challenging part?

I think the most challenging part for me during the shoots is to be on set the entire day and to not get distracted by school and tennis while I'm modelling. However, there are way more fun parts. My favorite part is to learn and experiment with new poses and emotions. I become an actress during shoots and it is so fun to see what I am capable of. I also love to see the results of my shoots, it makes me very happy. Trying new looks, clothes and make up is also my favorite part.

You have travelled and lived in different parts of the world. How is modelling different in e.g. New York or your area?

I modeled in the Ukraine and the USA and I can tell that there is definitely a difference in how models are being treated. In Ukraine models can only rely on themselves

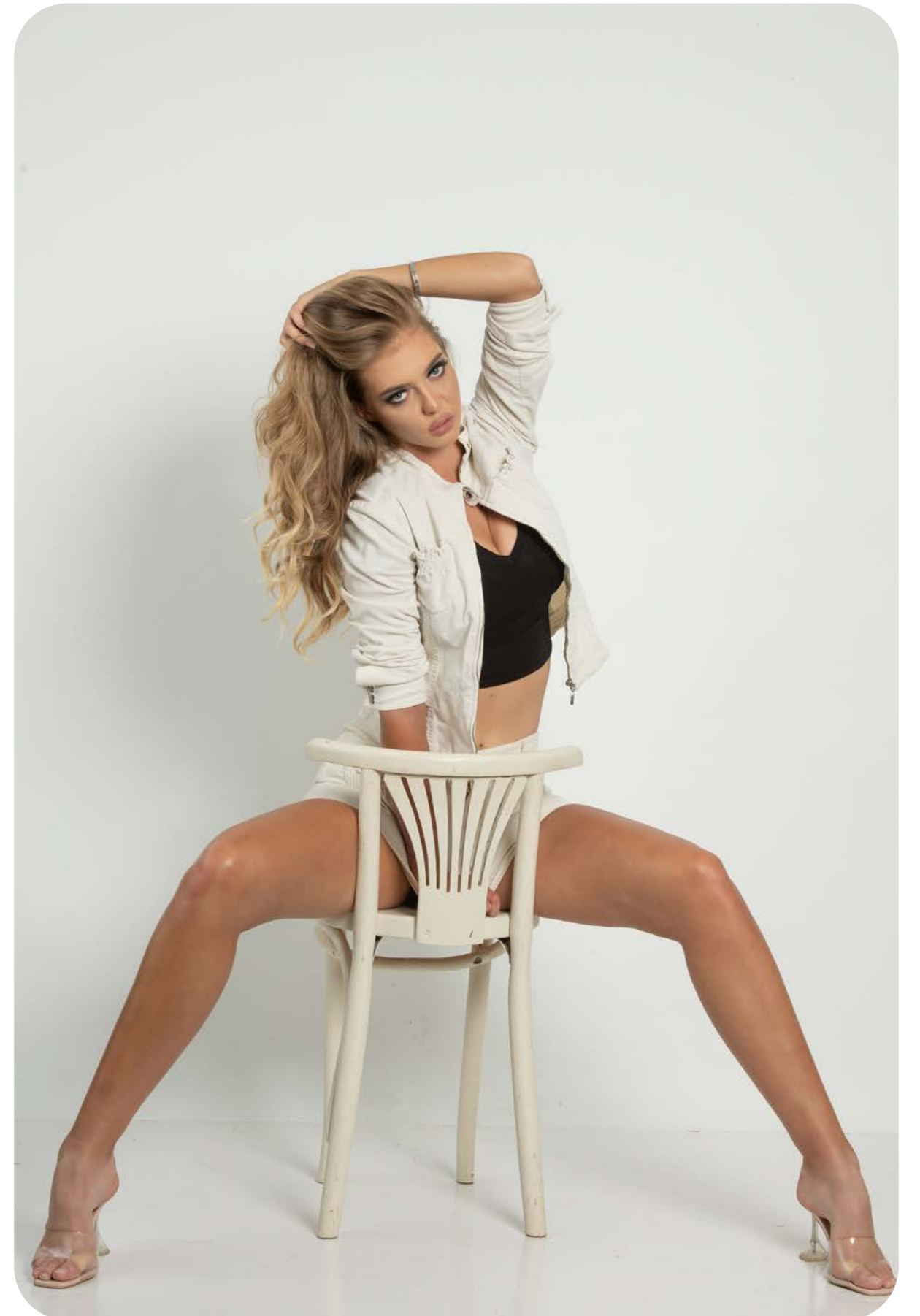
and they do not get a lot of support from their agencies and agents. In the USA it is different, models are treated with respect. Also, in Ukraine models are required to look a certain way, be very skinny, while in the USA it is not the priority.

What is your go-to outfit for daytime?

I absolutely love to dress up every day, fashion is a huge part of my life. I like to experiment with my style and I believe that style can tell a lot about us. During daytime I can either wear a dress or jeans with a top and make it look very stylish. I also like everything tight so it can show my body.

How do you master the art of posing?

It is ongoing learning, and I can't say that I'm perfect at posing. I learn every time I shoot. I also look at other models' pictures and try to recreate it myself.





What do you do to stay in shape?

I play tennis for university and I have workouts every single day. I usually spend 5 hours a day doing physical exercises. 3 hour tennis and 2 hours lifting or conditioning. I also try to eat healthy and put the right food in my body.

What is your favourite food?

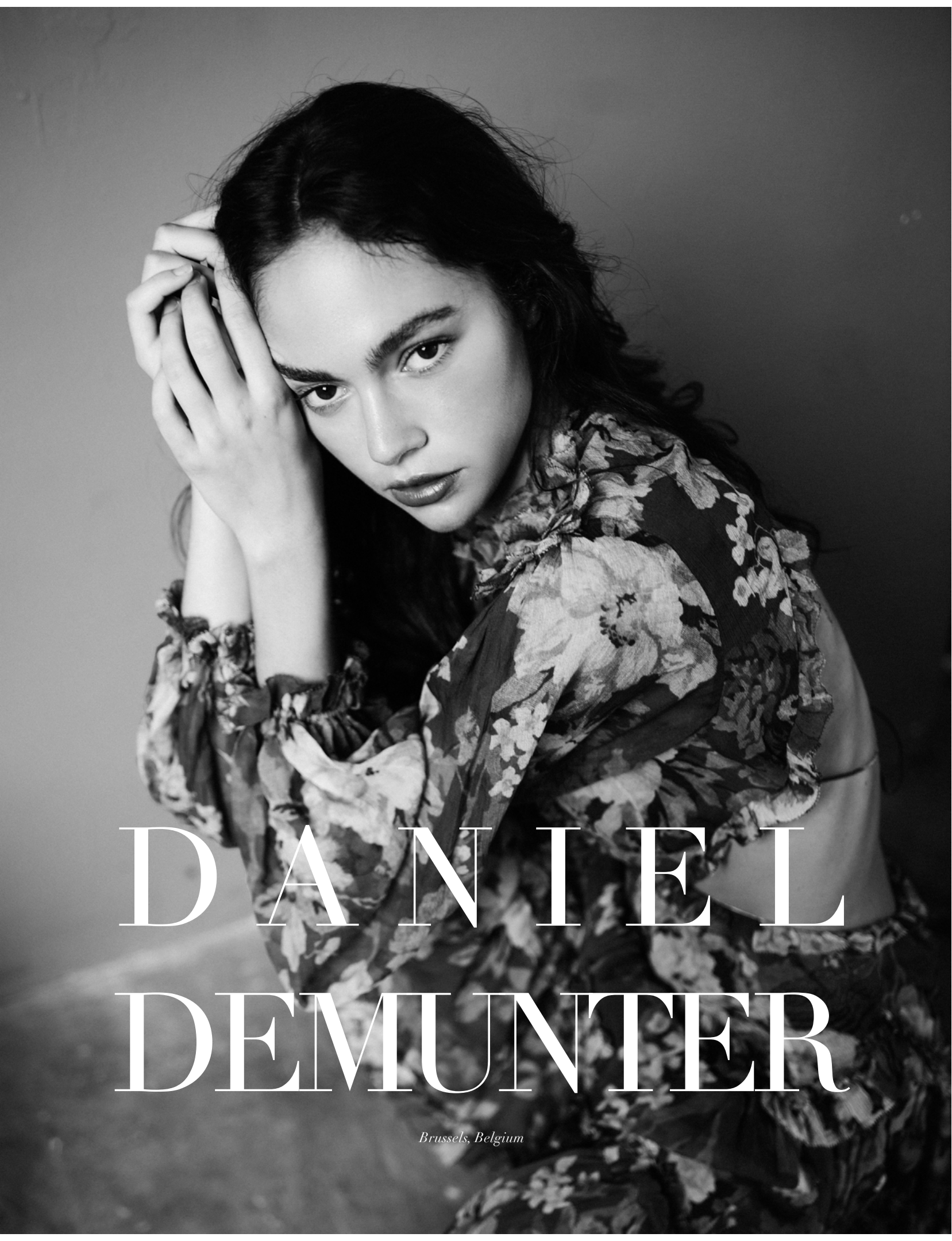
I absolutely love seafood and sushi.

What is your beauty routine?

Beauty routine is very important for a model. It is very important for a model to always look her best. One day a week I try to spend time on myself and do my beauty routines. First of all I always keep my hair healthy and clean. It is very important to have beautiful and healthy hair. I always take care of my body and skin as well. I work with a cosmetologist who regularly sends me cosmetics which helps me to always look flawless.

What do you love most about modelling?

I love that I can meet new people who can become my friends in the future. I love to be challenged and see what I am capable of on set. I love to try different looks and experiment with myself. Also, modelling just brings me confidence and I feel like a different person. Modelling makes me happy.



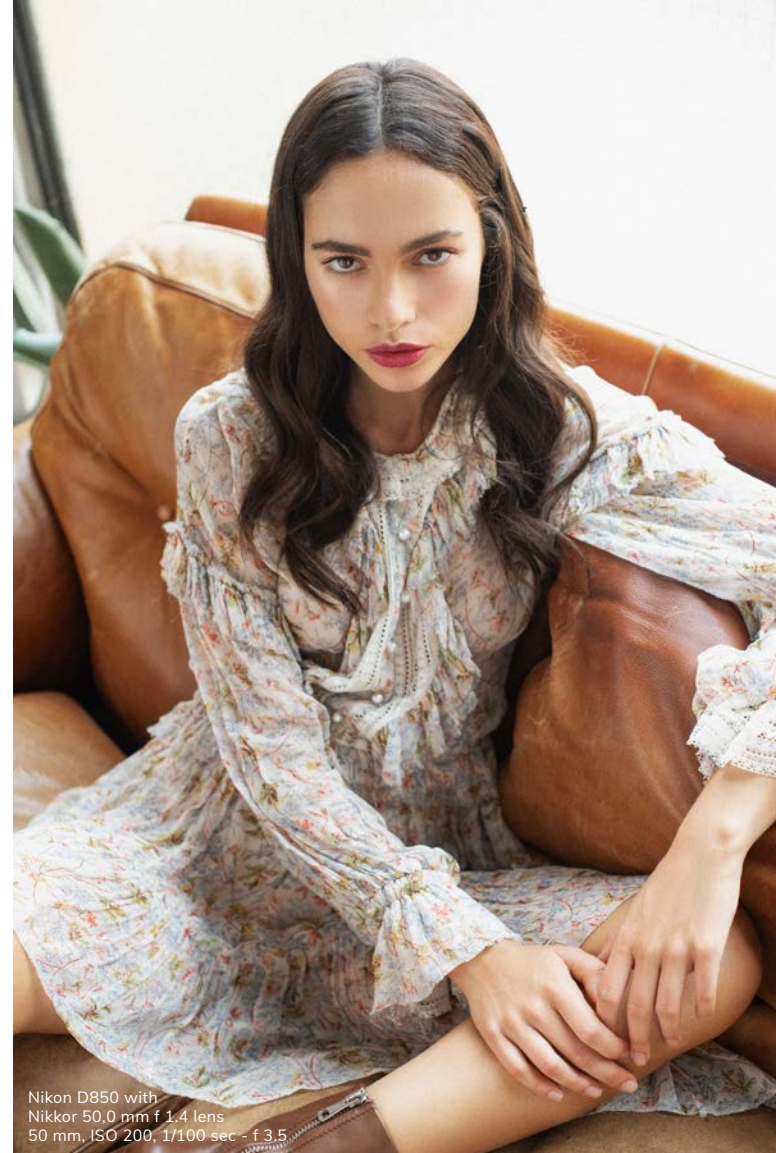
DANIEL DEMUNTER

Brussels, Belgium



Nikon D850 with
Nikkor 24.0 - 70.0 mm f 2.8 lens
29 mm, ISO 100, 1/125 sec - f 8.0

“ My name is Daniel Demunter and I was born in Brussels on 13 November 1955. I live in the countryside south of Brussels (Belgium). After my humanities and music school, I went to the Royal Conservatory of Ghent (Belgium), to complete my music studies. I played first clarinet and then percussion mainly in the Royal Band of the Belgian Air Force for a bit more than 30 years. After a career in music, I have been working independently for a blood transfusion center for some time. The “real” switch from music towards photography happened around 2010 when I started to do artistic nudes. My first workshop was with the Belgian „Fine Art Photographer“ Pascal Baetens. Most of the time, I shoot only with the available light. Meeting models and other photographers is always challenging for me. Thanks to Fashion Art Wise productions I had the chance to follow a few masterclasses in Rome with big names of fashion photography like Simone Passeri (Rome-Italy), Neil Snape (Paris-France), Alfonso Vidal-Quadras (Barcelona-Spain), Luc Braquet (Paris-France), Lukas Dvorak (Prague-Czech Republic), Fulvio Maiani (Italy), Dematrios Drystellas (Athens-Greece) and Francesco Vincenti (Milan-Italy). They are really inspiring people which motivate you to do better. Having been in Rome so many times also gave me the opportunity to see and learn to love the Italian finesse, as well as shooting Italian haute couture. I also had the chance to shoot some international models and I love to travel for the sake of scouting beautiful locations for editorials.”



Nikon D850 with
Nikkor 50.0 mm f 1.4 lens
50 mm, ISO 200, 1/100 sec - f 3.5



Nikon D850 with
Nikkor 85.0 mm f 1.4 lens
85 mm, ISO 200, 1/100 sec - f 2.2



Nikon D850 with
Nikkor 50.0 mm f 1.4 lens
50 mm, ISO 200, 1/80 sec - f 3.5



About the shoot with Giulia

Rome
"The shoot with Giulia (2019) was an improvised shoot with the model who wrote me and asked to do a shoot with me. In fact, I was in Rome to shoot several other models and I had only 3 - 4 hours available for this shoot. The agent of the model provided me make up, styling and location, which was a natural light loft. Since the location had vintage style and furnitures, the stylist brought seventies style looks. The posing was a bit a mix, I made her pose but also vice versa. We tried out things together."

Nikon D850 with Nikkor 50,0 mm f 1.4 lens
50 mm, ISO 100, 1/125 sec - f 8.0



Nikon D850 with Nikkor 24,0 - 70,0 mm f 2.8 lens
34 mm, ISO 400, 1/200 sec - f 2.8



About the shoot with Giulia

Rome

The second shoot with Giulia (2020) was again organized by the agency of the model. The stylist provided a moodboard which was high fashion with fetish elements. Giulia is a great model, she just saw the moodboard and she started posing. I didn't really need to guide her, just let her pose almost fully freely. This shoot was a studio shoot where I used Profoto D1 AC power flashes.



About the shoot with Ana Bury, Belgium

The location was at a historic glasshouse and orangerie attached to a beautiful Belgium Chateau. The available light in here was abundant and the light reflected very nicely off the internal white walls of the building. The frames of the windows cast interesting shadows on the wall so that the strict lines of Anas corset,

by Jeroen Van Der Klis of Bizarre Designs in Amsterdam and styled by Zoi of Dreaming of Models Events were very well complimented. Ana is posing against the plain white wall which adds contrast and helps the image stand out especially with the monochrome conversion. Ana is a top model and her posing was just perfect to emulate the beauty of this great location.

ANDREAS JOACHIM LINS

featuring

Hanover, Germany

OLY A
ALLES SANDRA





“The shoot took place in two different locations: a bar and a restaurant with an inner courtyard to stage designer fashion. Oxana Reger was the make-up artist - "Face Dresses". To match the more glamorous outfits, we photographed scenes in a bar and a covered courtyard of a well-known restaurant. The theme "glamour" was in the foreground in order to present the particularly body-hugging individual pieces. The shoot was carried out using available light to keep and compliment the lighting mood of for, example, the inside of the bar. Where necessary, the light was reflected back onto Olya by my friend and lighting assistant Florian Rudolph with a large California Sunbouncer in order to lighten shadows and achieve the most flawless light possible.”

Emma, please tell us a little bit about yourself to begin with.

I'm a 27-year-old student from Gothenburg, studying for a bachelor's degree in social work at the University of Gothenburg. I live in a tiny student apartment close to campus. Life as a student can be quite stressful, but I always make the time for my modelling work as it gives me a lot of energy. It's so much fun and also gives me a creative outlet. Besides modelling and studying, I am also a dancer and a boxing instructor. I like to keep my plate full!

What do you love most about modelling?

For me, the best part is the thrill. To see a vision come to life is such a rush. Even if there was no clear vision beforehand, improvising a shoot is also fun. The feeling of creating something and instantly seeing the results is so rewarding.

What's been the highlight of your career so far?

I'm proud that I have been a model for a clothes store because that's something I never thought I could do because of my height. I'm only 158cm, so that was a huge thing for me.

Tell us about some of your recent shoots.

My most recent shoot was a Halloween themed shoot where I was a clown. It was very entertaining. I love Halloween and I love doing crazy stuff. I had a lot fun pretending I was a crazy clown. At first, we were at a really old carousel in the countryside. We then went to the second location, which was an old car graveyard. We were four people: the photographer, two assistants and me. I had some balloons to add to the effects. At one time an assistant even held a smoke grenade to create even more spookiness.

What really goes on behind the scenes as a model?

It depends on the shoot. I mostly do my own makeup because I also am a makeup artist. I've only worked with another makeup artist a few times. If the shoot is at an outside location, I usually change clothes under a robe or in a car. We start the shoot by first testing out the lighting and then we begin with the actual shoot. What happens next usually depends on the photographer. Some photographers like to modify every pose to perfection and some just want me to move. Hence it can end up being a lot of running back and forth, or it can be very straining trying to hold every muscle in the exact same position. It's challenging sometimes!



Photo: Rijad



Photo: Rijad



Photo: Niclas



Photo: Helmut

Which photographers in the industry do you most enjoy working with?

I don't want to step on anyone's toes, so I'm just going to pick the one whom I've worked with the most: Rijad Buzimkic. I like it when a photographer captures a feeling, and not just the good light.

What is in your opinion the best spot for photo shoots in the city of Gothenburg?

I have so many favourite spots! I think one spot that is underrated is at the Maritime museum (in Swedish: "Sjöfartsmuseet"), because it has really grand stairs and a great view.

Define your personal style.

This is always so hard because I change my style from day to day. I can come to work one day wearing something super girly à la Blair Waldorf in Gossip Girl, and then the next day wear something reminding of Billie Eilish. My motto is: "One can never be overdressed", and I love to coordinate my outfits. I relish in being extra!

Who would you say is your 'style muse'?

Again, this is also hard because what I like to wear depends on my daily mood. Instead of looking at a single person, I like to watch people in the streets or on TV and pick up on the small things in every person's personal style that I like and incorporate it into my own style.

Your favourite designer is... ?

If I had to choose one, I would say Balmain, because I like things that are over the top.

Is there any particular designer piece you are crushing on right now?

Ever since I first laid eyes on Zac Posen's Led gown in 2016, I've been craving it. Did I mention I like things over the top? I do.

What do you hope to be doing in the next 5 years?

I hope to be signed as a model to a good label. One of my dreams is to star in a commercial. I also hope I will be working as a social worker, perhaps helping families.

If you could be anywhere else but here, where would you go?

I have always wanted to go to Japan. The Culture is so interesting, and their fashion is so different.



Photo: Rijad



Photo: Tobias



Photo: Helmut



Austin, Texas, United States of America



Please tell us a little bit about yourself to begin with.

I'm Cayman Avery, I'm 18 years old and I have been modelling since I was 13. I was born and raised in Austin, Texas, and I currently still reside here.

How did you get your start in the industry?

I've been modelling for 5 years and I started my career by signing with a small agency in Sugarland, Texas.

During shoots, what is often the most fun part, and what is the most challenging part?

The most fun part about photoshoots is the interactions between fellow models, my photographer, and myself. Our agency feels more like a family. The most difficult part about photoshoots is getting the hair/makeup/ outfit right as I'm quite petite and a lot of clothes don't fit me.

What goes on behind the scenes as a model?

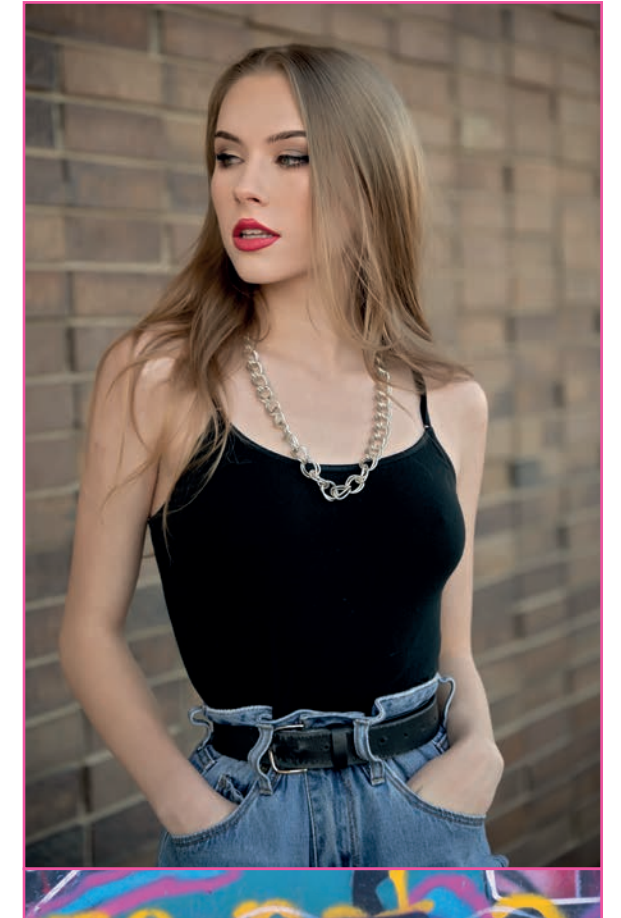
Behind the scenes of being a model is quite difficult. You must be strong minded in order to not compare yourself to other models.

You modelled on the New York Fashion week in 2019. How is modelling different in New York than in Texas?

I travelled to New York for New York Fashion Week 2019, and it was the most amazing experience and opportunity I've ever had. So far, I would definitely say that it was the highlight of my career so far. Modelling is even more fun in New York because I had the feeling of accomplishment and self fulfillment.

What is your go-to outfit for daytime?

My go-to style takes main inspiration from the grunge subculture mixed with various other subcultures of fashion. I like to present myself as super feminine yet powerful.



How would you describe your personal style and who do you look at for inspiration?

I would define my personal style as vintage alternative. I stopped looking for fashion inspiration in others because I wanted a chance to develop my own style.

How do you master the art of posing?

Posing took a long time for me to master, but after countless shoots I became more confident with my poses and learned all of my good and bad angles. It's also important to have a photographer who is patient, encouraging, and experienced when it comes to posing.

What do you do to stay in shape?

I do not actually do much but mainly just have to overeat to keep my weight looking healthy.

What is your beauty routine?

My beauty routine includes retinol to keep my skin clear and to retain a youthful look forever, under eye moisturizer to help my dark circles, and SPF moisturizer. I avoid the sun if possible and I make sure to wear sunscreen daily.

What is your favourite food?

My favorite food is sushi, or to be more specifically the spider roll! I love spider rolls!

What do you love most about modelling?

My favorite thing about modelling is the experiences and relationships I get to form with others. My agency is the best I could ever ask for and I love my photographer and model friends so much.

Where do you see yourself in the next 5 years?

In the next 5 years I hope to continue modelling and maybe even pursue a career in the fashion/ makeup industry.

If you could be anywhere right now, where would you be?

If I could be anywhere in the world right now, I would want to be eating authentic sushi in Japan with my parents.





NV

Pip

Belgrade, Serbia & Manchester, United Kingdom



Please tell us a little bit about yourself to begin with. How old are you? Where were you born and where do you live now? What is your profession, and do you have other besides modelling?

I am a 26 year old professional model, born and raised in Serbia, where I still live, until I moved over to Manchester where my husband is from. We've been together for over seven years now and he's my huge support. Modelling is my main occupation. I have to say though, it's not only an occupation, it's a lifestyle as well. Such that doesn't leave you a lot of free time. However, I am also studying literature and have a bunch of hobbies. Some

of which are learning languages, travelling and writing. I'm also an artistic person and a big lover of poetry, music, theatre, films and visual arts in general.

What do you love most about modelling?

It's really hard to pick only one thing as I truly love all aspects of my job. As I said before, I love the fact it's not just a job, but basically a lifestyle. I love that it's my job to take care of myself, train regularly and have my pampering rituals, which I all enjoy doing. Then, I love meeting and working with creative people, preparing shoots and exchanging ideas. Also, sharing my work online, arranging actual jobs, managing my social media as an influencer and engaging with

followers - all that is, although time consuming and stressful at times, super exciting and something I enjoy a lot. Anyway, if I have to pick only one thing - that would be the actual shooting. Because it gives me the chance to be so many different characters. Each set I've got a new role. It's ever-changing and never boring - and I live for variety.

What's been the highlight of your career so far?

That would have to be starring in a music video for a song called Da budem tvoj, by a Serbian blues band Texas Flood. I've talked about how much I love getting into new roles every set and that was the closest to acting I had to do. I take a lot of inspiration from music

videos, so seeing myself in one, once it was finished, was a dream come true. I can't wait for the world to see it, too! It will be released soon!

Tell us about some of your recent shoots.

I've not had a shoot since the whole Coronavirus outbreak in Europe, all shoots have been postponed until better times. Fortunately, I worked hard before the pandemic hit. Some of my latest shoots include shootings for the UK clothing brand Nador and for Milica Ivanković Atelier. The shoot for Nador was a fantastic shoot in which everything went according to plan, so we were stress-free and had loads of fun. Not even the rain that started during the last set affected it. On the other hand, the shoot for the atelier was a real race against time. The locations we shot at were far away from each other, the traffic was just terrible that day and the sun doesn't wait for anyone. Plus, we also had a lot of little problems along the way. So, quite a stressful day. Despite all of that, we made phenomenal pictures and that's the only thing that matters at the end of the day.

What really goes on behind the scenes as a model?

A lot of the things can go on behind the scenes. One thing is sure - nothing is as glamorous and effortless as it looks like in the final pictures and videos. No matter how well you plan a shoot ahead, like I mentioned earlier, shoots can become stressful due to many things you can't predict and control such as the weather, traffic, timings, crowds in town, people interrupting, etc. Sometimes one of us is exhausted or has a cold and is not feeling well. I could be on my period and having bad cramps all day, or I could get the period in the middle of the set (!) - yes, that happened a good few times, too. But I work with professionals and we don't let any of that affect the work negatively and I don't let it show in pictures - I am a professional poser, after all, right? :D Experience taught me how to be ready for and deal quickly with whatever happens. Nonetheless, above anything else, there is always a lot of fun and laughter behind the scenes as well.

Which photographers in the industry do you most enjoy working with?

Dragan Medaković is without a doubt the photographer I enjoy working with the most. I love his thorough and committed approach to work, as I am the same. I treat the work seriously and love working with reliable people - and Dragan is a true professional. He's always fully prepared for the shoots and pays attention to every detail. First time I received the pictures from him after a shoot, going through





them I started producing inarticulate, inhumane noises out of excitement. Ever since, he has never failed to amaze me with anything we did together nor let me down in any way. On top of all that, shooting with him doesn't even feel like work - in the best way possible.

Define your personal style.

That's a tricky one. When people talk about their style, they usually talk about what makes them feel good wearing. While I do think putting on a fierce dress can lift your mood

and confidence, I, at the same time, reckon that's the wrong way to perceive style and fashion in general. I think the way to develop your personal style should go in the opposite direction. Instead of searching for clothes that make you feel good and looking for confidence in clothes, rather search for confidence within yourself and then bring it to any outfit. So, in order to develop your personal style, work on developing yourself personally. When you build yourself first, the style will simply follow. It is just an expression of you. Well, that's at least how I see style. For me that's the

only right way and how I've built my style. Because when I feel good about myself, I can pull off any style, there are no restrictions. That way I feel equally good in a sexy dress and in sweatpants. In that sense, I am my style, and I, as a human being, am dynamic. Plus, again, I love diversity in life and it applies to fashion as well. So that's why it's impossible for me to define my style concretely. It depends on what I wake up as.

Who would you say is your 'style muse'?

I don't really have one. I take inspiration for my outfits from all over the place. I love to pick up on vibes and aesthetics from all kinds of things. From music videos and films, over pinterest boards, magazines, instagram feeds, to paintings, holiday destinations and fancy bathrooms. It's literally that random. Seeing an aesthetically pleasing interior, for example, can inspire different looks: either cosy, or modern and minimalistic, or let's say edgy. I pick up on shapes, colours and attitudes from anything around me, be it people or things, and then, in my own style, incorporate it into my outfits.

Your favourite designer is... ?

My favourite designer is Juraj Zigman. His pieces are unlike any other. Absolutely stunning and undeniably powerful and sexy.

Vogue or Harper's Bazaar?

I prefer Harper's Bazaar. However, to be featured in either one would be incredible!

Is there any particular designer piece you are crushing on right now?

Yes, two! Christian Louboutin's So Kate 120mm pumps in nude or black and 100mm black ankle booties with the same name.

What do you hope to be doing in the next 5 years?

I hope I'm still working as a model and gaining more and more success. I'd love to work with big brands and shoot all over the world. All the while I'm sharing my journey with many people as an established influencer. That's my career goal that I'll work my butt off in order to achieve during the next five years.

If you could be anywhere else but here, where would you go?

Oh, I'm longing for a beach holiday somewhere!! Thailand would be perfect!



HANNS

ALDEN

HOGVEN

Mannheim, Germany





“ My name is Hans Aldenhoven, I am a passionate hobby photographer, I'm 58 years old and I was born in Mannheim, Germany where I live. I am a trained landscape gardener, which probably is the source to my passion of creating something new or to implement my ideas. Over the years I have changed my professional life and transferred into the commercial sector, at a large international Swedish company, that is based in the sanitary and wood industry. Family and sports of all kinds have always been important to me. With this shoot I wanted to combine the feminine and the grace of a woman with the industrial style. I found the location and showed it to the model and we planned a whole day for different sets. I work with a Sony a7III and preferably with natural light but also with LED continuous light. The camera settings are always very different depending on the lighting conditions.”







Soraya Solis Morillo

New York, United States of America & Gothenborg, Sweden



Photo: Irvin

Please tell us a little bit about yourself to begin with. My name is Soraya and I was born in a small town called Villaverde del Rio just outside of Seville in southern Spain. Throughout my life, I have lived and travelled to many places and right now I enjoy experiencing the city of Gothenburg in Sweden.

By the way, did you know that “Soraya” is a Persian name?

When I was born my parents could not decide what name to give me but one day my mum read about a beautiful Persian queen called Soraya in a magazine. They wanted to choose a rare and special name and they thought it was the perfect match. Although, in the nineties it was mandatory to give your child a catholic name in order to be accepted by the church and as a result I also got my second name, María.

No one really calls me by my full name though. Well, except for my mum when she is upset with me.

What is your profession?

In my early twenties I finished a degree in tourism, but soon after, I realized that it was not for me and I went on to pursue a career in Aviation. I have been working as a flight attendant for some six years now and most of the time I am up in the sky travelling around the

world. It is a fascinating job with many good sides, you basically get paid to discover new continents and countries. There is no fixed routine so you will never get bored and you have the chance to meet people with different nationalities and cultural backgrounds. The hardest part of the job is to deal with the Jet lag but it is compensated by the fact that you get a lot of free time between work periods.



Photo: Helmut

What do you do besides modelling?

Due to the current virus situation I do not find myself flying much at the moment. Therefore, I am studying marketing and nutrition whilst waiting for the planes to return to the skies. I always like to expand my knowledge and both of the aforementioned subjects really interest me. I always say that you never know what the future may hold and that knowledge is never heavy to carry.

How long have you been a model and why do you want to work as a model?

I have been working, part time, as a model since 2017. I believe that modelling is diverse and allows you to channel any style you prefer and this keeps the job interesting and inspiring. During these years I have learned numerous new skills. It has helped to improve my confidence which I think will assist me with whatever opportunity that comes my way in the future.

Nowadays, being a model is not only about being beautiful or attractive. It is also about being creative, artistic and original. You create art with your hands, soul, body and expression. This is something that I really like about modelling. Besides, you always learn new things and meet interesting people.

How did you get your start in the industry and did you educate yourself in the field by e.g. a course?

It was never my intention to get into the modelling world but I have always loved photography. I used to be on the other side of the camera taking photos of nearly everything, capturing unforgettable moments and wonderful places during my travels. However, one day, a photographer was doing a photography exhibition for a museum and he asked me if I could pose for him. I was a bit shy and I did not know how to act in front of the camera. It felt as if I was not the right size or shape for typical modelling work but after seeing the incredible results I got intrigued. Hence, I started to get into modelling and slowly mastering the art of posing which I defined as being natural, confident and relaxed whilst bringing out the emotions. Then I went on to look at fashion shows and magazines trying to recreate the poses of the models. Since then I have always striven to do as many photoshoots as possible and to learn something new every time.

During shoots, what is often the most fun part, and what is the most challenging part?

Exploring a new place and meeting new people is the most fun part. However, I find it really difficult to deal

with the weather sometimes. Imagine that the temperature is below freezing and the outfit for that day is a short dress... It surely is really hard to pose naturally while you are cold as ice.

You have travelled and lived in different parts of the world. How is modelling different in e.g. New York or Gothenburg? Every city and place has something unique and special about it but the modelling part will normally depend on how you approach the situation and what you are looking to achieve. I must say that New York is the modelling capital of the U.S. The city has the perfect requisites for modelling with its sparkling cultural and commercial landscape. Over there it is really easy to get in contact with photographers and do any work you want. Gothenburg on the other hand is greener and more natural in a way. In short, they are both great cities to do modelling in but they are for sure very different.

What is your go-to outfit for daytime?

I have got a simple relaxed style. Normally, I love to use comfortable sporty clothes, so most of the time that translates into leggings, t-shirt, sweater and of course, comfy shoes.

What do you do to stay in shape?

From an early age I have been playing all kinds of sports but mainly basketball. This habit of staying active has stayed with me till this day and I always take the chance to play. I try to do a bit of daily exercise after a day of work or studying, even if it is just a walk in the forest.

I try to eat healthy during the weekdays but I do allow myself to have some treats during the weekend. I believe that an important key to being in shape is to set goals and keep a positive mindset. If you stay positive, you will be able to push yourself to get that body you have always wanted but the most important thing is to be healthy and do it for your own wellbeing.



Photo: Helmut



Photo: Helmut



Photo: Alex

What is your beauty routine?

To be honest, I do not have too much of a specific beauty routine but these are the things I do: I wash my face twice a day, once in the morning when I wake up and once at night before going to sleep. After washing my face, I hydrate my skin with a day or night cream. Most of the time I do not use any makeup at all. Once a week, or when time permits, I do a deeper cleaning, using a facial mask and exfoliators. I must say that I like to take care of my skin, that is why I try to use products that are organic and free from silicon and paraben. I also find it really important to use sunscreen for protection.



What is your favourite food?

I am a real foodie, vegetarian and I love cooking. There are so many dishes available today that it is hard for me to choose a specific one, although I do like the Mediterranean cuisine. Every time I have the chance to go home, I always ask my mum to make Gazpacho, I have

tried to copy her recipe but it never tastes as good as when she does it.

Do you have any advice for aspiring models?

Challenge yourself. Don't hold back if there is something you want to try! Like any industry, modelling takes a lot of hard work and determination if you want to make it your career. If you're willing to give it a go because you're curious and want to experience something new, then put yourself out there! Be creative, let yourself go, and if you feel embarrassed put on your favourite music and move to the beat.





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