



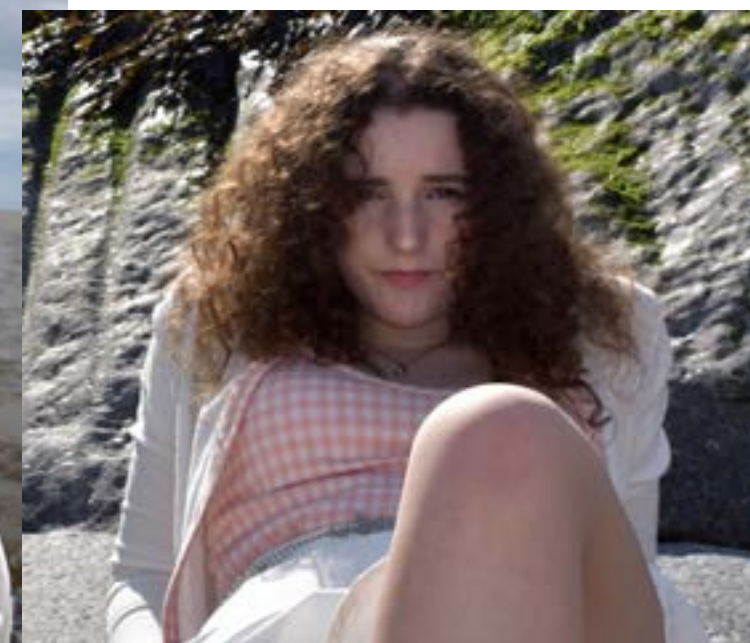
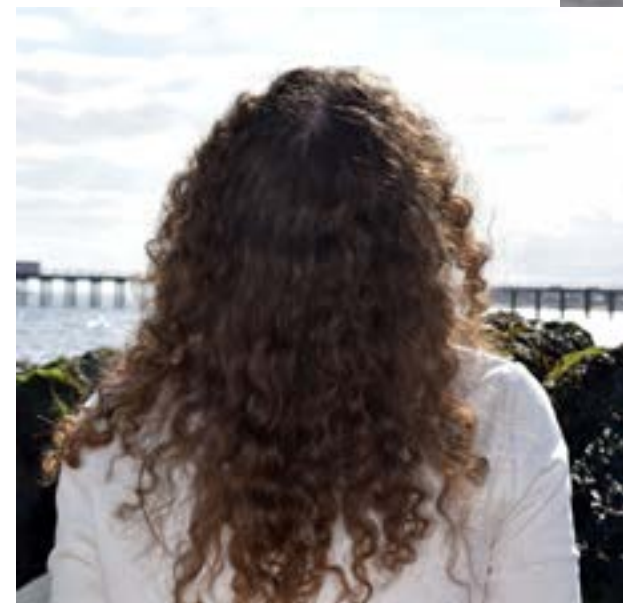
Behind The Mask

The truth of the Modelling Industry

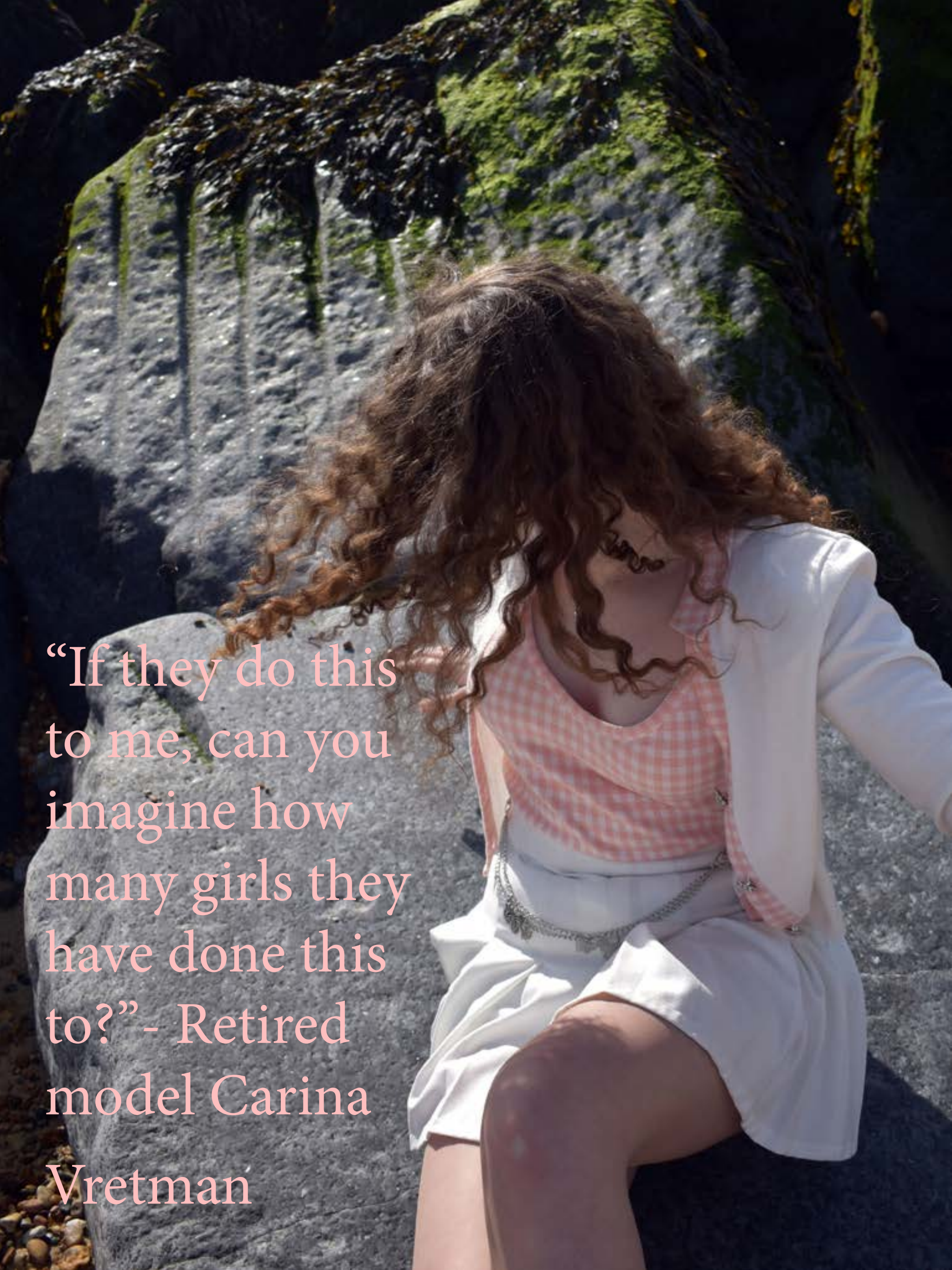
May Issue 2022



“I never cared
about modelling.
As a model, you’re
powerless” - Karen
Gillan



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“If they do this to me, can you imagine how many girls they have done this to?”- Retired model Carina Vretman

Our Story

Behind The Mask magazine is solely based on exploring and telling the secrets of the Modelling Industry.

We all know how glamorous and beautiful the world of modelling is shown to look, however throughout the years there have been models, photographers, artists and just people in general who have experienced much backlash and personal horrors from the huge industry.

We wanted to create a magazine platform to share and show people the true effects of the Modelling Industry.

I have personally always been into the Modelling industry myself. I have always looked at videos of different Supermodels, Magazine covers, Social media accounts etc, however since finding out some of the things I now know about the industry my opinions on the industry have changed drastically.

I hope readers like yourself find this magazine impactful and hopefully it makes you think about the way in which people are treated within the glamorous world of the Modelling industry.

OPRATER

The Modelling Industry

Who has not looked at a pretty model walking down the ramp in a fashion show, looked at images of different models and wanted her glamorous lifestyle? Most of us, at one point or the other in life, have admired models, their beauty and charm. Some of us have even wanted to be models. However, the life and career of a model is not as glam, as it looks like from the outside. Modeling is not just about having a pretty face; it is much more than that. A lot goes into the making of a model and the modelling industry as a whole.

The modelling industry is one of the most well known industries in the world, constantly changing and growing. Due to the internet, models like Cara Delevingne and Kendall Jenner use social media as platform for both working and interacting with fans. The multimedia presence of models in both print and digital forms has expanded their horizons even further. In today's world, models are more than walking fashion displays. They are activists, public speakers, media personalities, business-owners and much more.

The major traits to becoming a model are being photogenic and having an attitude. Being tall, slim and pretty are valuable assets to work with, but more important than that is being photogenic. Models could be standing in front of a camera for upto a few hours to a whole day making it a big part of their career. This is where a lot of models fall back on as they aren't confident enough to be standing in front of a camera or comfortable enough to be standing in front of one for the many hours needed.

Fashion modelling is a highly competitive career. It would not be wrong to say that it is as demanding a career as it is pushy. A lot of hard work, patience, dedication and strong determination are required to pursue a career in this field. A person starting out a career in fashion modelling usually has to face a lot of rejections and struggle.

If you as a reader wants to become a model just think to yourself are you mentally stable enough to be able to cope with the things required of you within this field and industry.



The modelling industry in total has changed a lot throughout the years in terms of treating models a lot better and taking care of them. Models are treated a lot more like humans nowadays and not like objects which is how they were mostly seen in the past. There are many reasons on why this could be however a big reason could be that a lot of models themselves are scared to speak out as it can really damage their reputation and can result in them getting less jobs. A lot of models actually end up getting bullied out of the modelling industry. Models who do have the courage to speak out normally get in a lot of trouble, normally ending up in them losing their job which is why a lot of the people who do speak about out the industry are ex models who feel like they have nothing to lose and want to spread the news about how toxic the industry really is. There has been so much leaked data clearly showing and telling that models aren't happy with how they are treated within the industry which is honestly really sad as a lot of them enjoy their job but just hate the way they are treated and exploited for money and fame. From early 1800s, when modelling first came about to now the industry has drastically changed as we can very clearly see. This is a hugely positive aspect for people looking to become a model, however with younger people wanting to join the industry it raises questions and concerns of if they are really safe? and if they will be looked after. There have been many reports of the younger generation being manipulated and groomed a lot easier than older models. This has been seen to be true with how many younger models there are nowadays.

Modelling is such a big thing especially now, we constantly see content with models in everywhere from social media, magazines, billboards, tv etc. knowing what actually goes on within the industry can help to give us a better understanding of it as a whole and can help people who are wanting to join the industry know what they might be going into, making them more prepared. In the following articles we will be talking about the different sides of the modelling industry, the good, the bad, the effects and the ways in which you can help promote change within the industry. We really want people to be aware of the behind the scenes aspects of the industry and the ways in which the industry has effected and damaged some of the people who have worked within it. We have researched and asked a lot of different people about modelling as a whole to be able to create the articles. We wanted to get as much proper and official research before writing them. I do love the modelling industry as I find it to be a very beautiful, glamorous and unique profession however I feel that change needs to be made in order to make it a much more safe, secure career to go into. I also feel that writing and reading these articles can really help to inspire change. Seeing the true reality of the industry is when change can really begin.

Positives about the Modelling Industry

The modelling Industry may have many negatives however it still has a lot of positives. People would not join the industry if it did not have anything good to say about it. The glitz, glamour, parties, contacts etc all make up amazing things about the industry. Who wouldnt want to become friends with some of the most beautiful people in the world ?, who wouldnt want to be invited to some of the biggest parties ? or see yourself on magazines and billboards ? The modelling industry is a job many people dream of becoming. In this magazine we do not want to put you off becoming a model, we want to educate you on the industry as a whole, we want you to be aware of the things that could potentially happen to you while joining the industry.

you will have so many new opportunities if you join the industry, you will meet so many new people, have amazing opportunities to travel and just all in all get to experience so many new things that you most likely would never get to experience in another career.

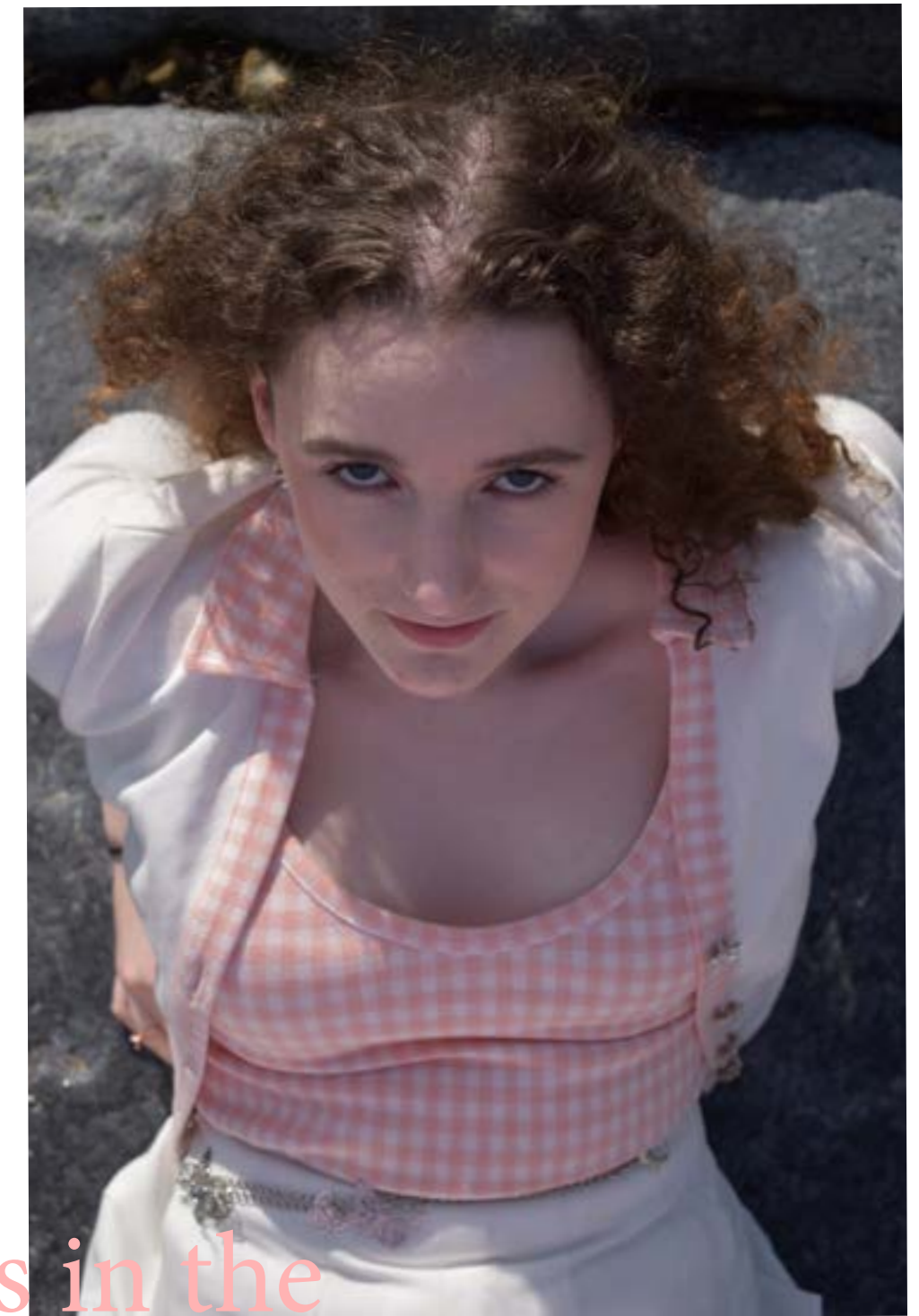
Being a model will expose you to a lot of different skills, such as proper posture, communication skills and poise, that you can apply to other careers. This is good because if models decide that they want to do something different they have a lot of new skills to put towards a new career. You will also most likely be a lot more confident as modelling will give you a huge confidence boost with what is involved of the job. There are many perks to becoming a model, One of them is being able to receive things for free such as professional photographs, tickets to events and invitations to parties. As we have mentioned previously, wouldnt want to be invited to some of the best parties ? I know I would! There are so many amazing opportunities to get free gifts and experiences.



Traveling is one of the biggest perks of becoming a model. You may secure projects that require you to travel domestically or internationally. The company you are working with may also give you a travel allowance while working to allow you to fully experience the place you will be travelling to. A lot of the time depending on the company, country and job, the traveling will be paid for meaning nothing would be coming out of your pocket. Always ask the company you work for before assuming anything though as you do not want to lose out on anything or cause trouble for the industry. Always make sure you research any job beforehand.

Whether you are only doing modeling part-time or building a career out of it, exposure is one of the main benefits of becoming a model. You may gain popularity or recognition through your photographs or TV spots. You will always get many opportunities to help further your career within this type of job industry. The more jobs you tend to do to get your work shown to more people, the more it will help you to become more popular and will help you to be able to get more business opportunities. If you are wanting to stay fit, healthy and in shape, the modelling industry is a clear motivator to workout and keep yourself in shape as you will most likely need to stay looking slim and in shape for photoshoots, catwalks and constantly looking good as you will be representing an industry.

The more you make it in the industry the more money you will tend to make. Models can make anywhere from £200 a day to £1,000 a day. This obviously ranges from the type of job you are doing and the company you are doing it for, this is because different companies will pay different amounts. The pay can tend to be very appealing especially for younger people wanting to become a model. You may also be very happy with your pay however you should always check that you are being paid the correct amount.



“The best models in the industry are the ones who feel comfortable on set. If she doesn’t feel comfortable, the images wont be beautiful”

- Anja Rubik

All together within this article we have only talked about some of the positives of the industry and all though there isnt a lot here, there is so much available in the outside world and online. Knowing some of the things we have talked about may help someone looking to join the industry and can help with spreading awareness of the positives and negatives of the industry. We want you to know once again that there are a lot of positives to the industry as a whole as it is such a beautiful environment to work in with a toxic underlining that people just need to know more about. We hope reading the positives has given you a better understanding of what to expect in terms of the actual job itself.

Negatives about the Modelling

Industry

As we all know by now, modelling may seem like the most glamorous industry to be part of, however only a small percentage of models reach the elite level where they have such advantages. Regardless of where models work, however, the conditions are demanding and stressful, the hours are long, and the profession requires a commitment to looking your best at all times. After researching thoroughly into the modelling industry I can say that I personally am truly disgusted and disturbed by some of the facts that I have found out. I do not want to scare anyone from becoming a model, however I just want to educate on the things that you will most likely be subjected to by joining the darkened industry.

Some situations are downright dangerous within the modelling industry. In Florida, a number of young women were so desperate for modelling work that they fell victim to a fake business that allegedly drugged them and used them to create pornographic films. There was no actual proof of the drugging meaning the men got away with it and the poor woman were left traumatised. Is this the type of industry you want to be involved with....?

No matter what the job is, agencies and clients can take months to pay anything at all to their models. To afford bills, some models resort to taking cash advances from their agency, which further reduce their pay with fees of around 5%. Some models actually end up worse off after completing some jobs as they don't get paid properly and most likely have spent a lot of money on trying to get the job in the first place whether it be paying for transport, hotels, clothing etc. When a paycheck does arrive, it's often a fraction of what the model actually paid the agency. In addition to big commissions, earnings can be cut by other deductions as models are billed for expenses ranging from walking lessons and dermatology visits to overpriced accommodations. This is why you should always work out your earnings before a job, write down all of the potential things that the industry could bill you for and make sure that you are not being conned out of your well earned money as the industry will most definitely try and make more money out of you without your knowledge most of the time. Always keep a watchful eye out and protect yourself and your money.

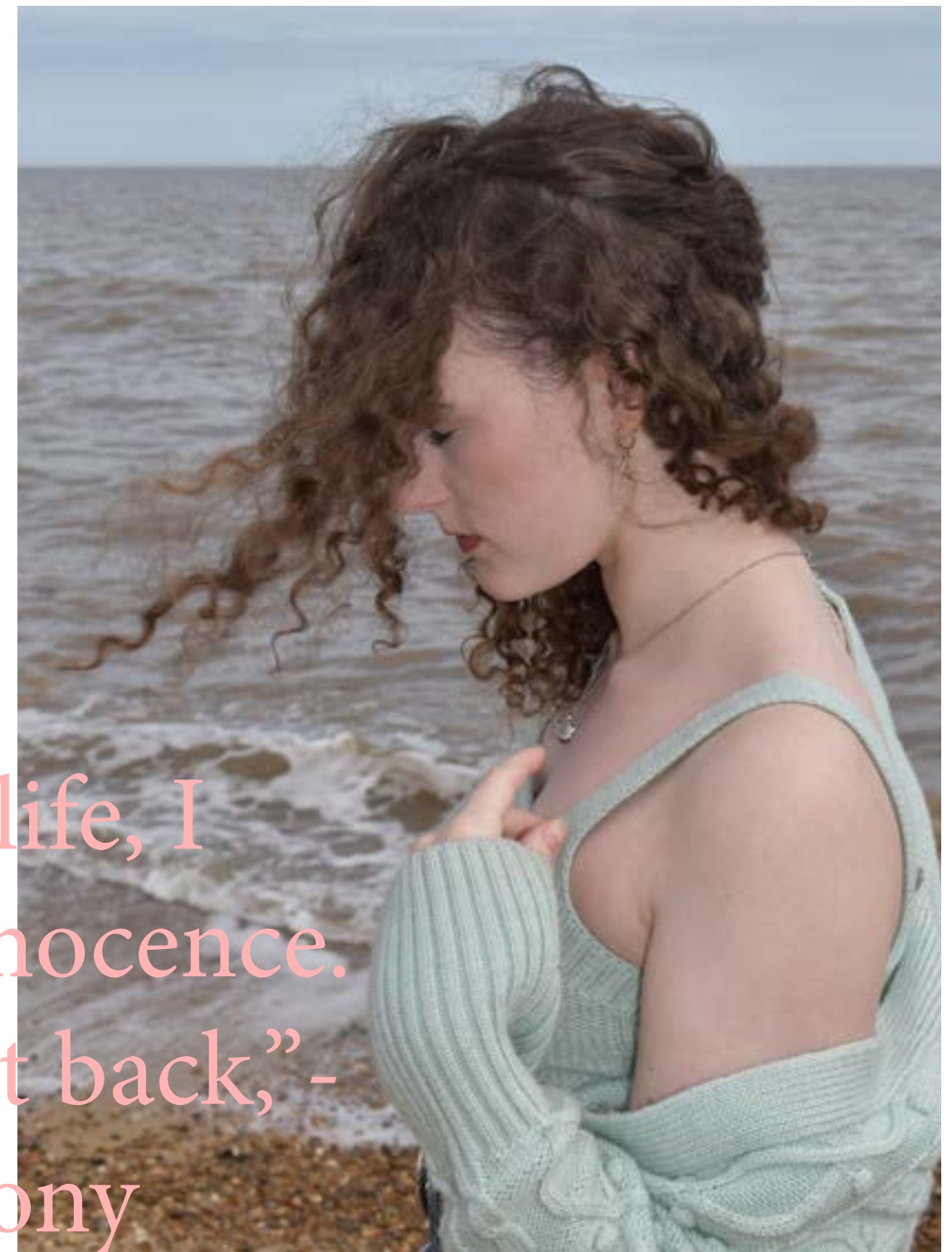
In an industry known to be hard to break into, many models fall prey to criminals out of pure desperation. And it's easy to find victims, since many models post public profiles online with photos and personal details down to their age and measurements. Many people manipulate models into thinking that posing naked is what they need to do to make it in the modelling industry. Once they have nude and sexual photos and videos of the models, they are blackmailed and threatened to publicise the materials if they don't continue to produce more content. This happens to so many models especially if they are just starting their careers. It's disgusting and more should be done to prevent it happening. A lot of models end up being traumatised and having so much PTSD that they end up leaving the industry as a whole as they do not have the support and help needed to get them through the trauma. We do not want anyone to ever go through something like this which as disturbing as it is, it needs to be talked about. Sexual assault is one of the main things in the modelling industry that tends to occur, whether you are a man or woman it could potentially happen.



After models have spent their days in thousand dollar dresses with the fashion industry's biggest names, many young models return to living conditions that are the opposite of glamorous. From roach-infested buildings to dorm like rooms stacked with bunk beds. The worst thing is the fact that the models are most likely paying thousands to live in these buildings known as "model apartments". They are disgusting and most of the time very unhygienic. Finding housing is already difficult in expensive fashion capitals like New York and Miami. Models are normally too young to secure an apartment on their own, or they're in a city for only a short period of time and unable to commit to a long-term lease. Others don't have the earnings to get a landlord's approval. Some are even encouraged by agencies to come to the country illegally, making it harder for them to find a safe place to stay. As a result, the agencies and companies offering these apartments are able to rent a single bed at a massive price. Some aspiring models are so desperate to live in a big city where they can pursue their modelling dreams that they end up accepting housing that puts them in compromising or dangerous situations. Please if you are looking at becoming a model and need a place to stay always research and look into different places and if you know it is safe, try and find a good deal. If you are with a good agency they should try and help you and if they do offer you a place to stay, try and compromise on a good deal that you are both happy with paying. If it is too expensive try and find a safe living accommodation for a price fit for yourself. Never make your living situation harder than it needs to be especially for a certain job when you could potentially end up losing more than what you could gain. If you are moving on your own try and have help to make sure you are safe and have a second opinion especially if you are on the younger side you need to make sure that you are being aware and not used for the potential money you will be making for the industry.

Models regularly see chunks of their earnings, whether it's a third, more than half, or even entire pay checks. Models very rarely get the right amount of money that they are promised before a job. This is why you should always check that you are getting paid the right amount. Models typically aren't treated as employees, they aren't guaranteed to receive minimum wage, overtime, lunch breaks, pay checks or many other protections that you would normally get in a normal workplace. Models normally have to pay the bill for expenses. These include everything from expensive plane tickets and group housing to the many promotional materials like websites, headshots and portfolios. For a beginning model, the start-up costs can often land them in debt before they even book their first big job.

“I wanted my life, I wanted my innocence. I just wanted it back,” - Victim testimony





“It’s not an easy industry, you’re not going to have a nice lush life-style,” - -Emily Fox



Effects of the Modelling Industry

With researching into both the positives and negatives of the modelling industry it is clear as day to be able to know that it has its good sides aswell as its bad. It has a huge impact on not just the models but everyone nowadays as modelling is such a big thing and we as humans visually have to look at them day to day from magazines to big billboards to posters. The dramatic effect the industry has on people is huge and we want to spread awareness of how the industry can impact/ cause an effect on your or someone you knows life. From researching the ways in which the industry has caused damage to peoples mental and physical health has truly sadened and made me feel very angry at the industry as a whole and within this article you will find out why.

The modeling industry gives young girls, particularly those under the age of 16, the pressure to acquire a perfect body type. This pressure has unfortunately caused many girls to develop eating disorders, like bulimia, anorexia, and dismorphia. So many models nowadays have eating disorders from the industry itself. There is so much pressure to stay a certain weight and the minute you go over that weight you are either severly judged and told that you have to lose the weight or in worse case scenarios you are told that you will lose your job. The industry is just that disgustingly toxic. Models will either end up starving themselves for days on end to stay "skinny" or some will go to drugs such as cocaine as it is known to make you stay skinny as it takes away your need for hunger. More than half the models from a survey, (54%), were told they wouldn't be able to find more jobs if they didn't lose weight. Not only are models being pressured to lose weight, but they're being told that their job depends on it. This pressure to lose weight in order to protect your career is unacceptable.

Never resort to such methods as they are extremely dangerous and life threatening. You should be able to be in a job that makes you feel secure and safe. You should never have to go through such traumatic experiences or put your body through potentially damaging experiences. If you feel that you are being forced or pressured to look a certain way to the point especially if you know that it is making you ill you should try and get some help or talk to someone. Nobody should ever have to suffer alone especially for the modelling industry.



Not only the fact that disorders are such a big thing within the modelling industry, the huge influence the industry as a whole has on the younger generation is devastatingly heartbreaking and scary. From social media to magazines such as Vogue. It has created a huge impact. Younger people tend to be a lot more heavily influenced than older generations meaning what younger people see, they tend to want. This may mean becoming a model themselves, wanting to look a specific way which in itself will potentially create eating disorders, seeing certain things could make them feel very self consious and hate the way they look. These are all very toxic scenarios which should never happen in the first place as it is extremely bad for a younger person to have to bare witness to/ go through especially. Younger people joining the industry also causes a big threat with sexual predators and being taken advantage of. There are so many dangerous people that pose a threat and we want to make sure people are aware of that fact so that you can try and stay as safe as possible.

From all of the constant being told what to do and how to act it tends to cause a lot of damage to a persons wellbeing. If you know that you are not good with being shout-ed at, judged or ridiculed. This may mean the modelling undustry is not for you as the industry involves a lot of that. It is a very toxic working environment that will damage your mental health hugely and you must be prepared for this because if you are not it could really damage your wellbeing as a human being.

“There is this culture that comes from the agency that you are so lucky to be here, said former model Meredith Hattam. “It’s a toxic power dynamic”



Being safe and looking after your mental health and wellbeing is one of the main things that you should always look after. Becomming a model may very well be a dream of yours but no dream is big enough that you should let your health deteriorate. Always get help or speak to someone if you feel that you need it. People are always here to help. You should never suffer in silence. If something has happened to you, you should also always speak out and tell someone if you are comfortable doing so whether it be someone close to you or someone random, telling someone will always help.

How to promote change in the modelling Industry



When it comes to the modelling industry we can clearly tell by now that change needs to happen especially with the increasing popularity of joining the industry. Now that you know of both the positives and negatives, only you can pick your opinions on the industry as a whole and decide what your next steps will be with this newfound information. We can't decide what you chose to do, however we have researched and came up with a few ways in which you can help help promote change and help spread awareness of the industry's faults.

Firstly one of the main things you can do is tell people if you have experienced anything negative or something that has made you feel extremely uncomfortable. You should never have to keep something like that to yourself as it will only end up making you feel worse. Speaking to someone can also help spread awareness. If you have personally allowed the individual you have told, tell others of your story it will help get the word out and help prevent the situation from happening again and will also make people want to keep an eye out to make sure that it doesn't happen again. Spreading the word is a massive factor on promoting change within the industry as not only does it get people speaking about the subjects as a whole but it is also a really good way of getting people to just in general know what is going on around them. Everyone likes to gossip especially within this type of industry. This is one of the reasons why there is so much backlash and leaked information from different models nowadays as nobody can really keep a secret especially if it is damaging to a model's reputation. Talking to people will also help your mental health as we all know by now how damaging the modelling industry can be to people's mentalities. If more people spoke out and tried to spread awareness of how toxic the industry is, it would really help to promote change to try and make it more positive and friendly for models, especially new ones just joining the industry. People should once again be aware of what they are signing themselves up for as a lot of the time models are in a contract that they have to fulfill.

A really good way to help promote change within the modelling industry and it has been done a few times before is to use your social media accounts or create specific accounts designed just to spread awareness of the industry. This tends to be a really successful way to help get the word out and to help spread personal opinions. Social media is one of the most popular things nowadays with so many people using it no matter the generation. It has a huge impact internationally and most of the time you can talk about anything online. You can either stay anonymous or you can decide to let people know who you are. Nowadays it doesn't really matter if you decide to let people know who you are depending on the cause, if you are using the platform for a good reason and if you are an ethically good person. You can share posts, create stories and create your own posts online for people to see. There are so many different social media platforms nowadays that can help spread awareness. Some of the most popular platforms are used for educational purposes and to spread news which is exactly what this industry needs in order to help make it a more positive working environment. Some of the popular platforms when it comes to sharing stuff online tends to be TikTok, Instagram, Twitter and sometimes Facebook. These are all childhood friendly apps meaning they are monitored and if anything seems toxic or against the guidelines it will automatically be deleted which is why you should always double check that what you are posting is okay and that it is suitable for younger audiences to see.

Another advantage of sharing and posting things on social media is that other people can also share it which also helps to spread the word even more. Social media is a wonderful thing when it comes to being able to express different opinions and truths to the world as there are so many opportunities of other people being able to see it no matter where they are in the world. It is the way forward when it comes to spreading and sharing information. It is also a really good way once again to get younger audiences to see and read the true reality on social media compared to what they may normally see.

There are so many different ways in which you can try and promote change in the industry. We have only mentioned the top 2 ways fully however there are so many more from different campaigns, websites, businesses and even some modelling industries, who have tried to promote change themselves. This is an ever-changing industry and nobody knows what is going to happen next however we hope that it will go into a positive direction. We hope that we have educated you on how to join the industry safely and how to make sure that you are always looking after yourself, in an industry like this it tends to fit well with the quote "survival of the fittest" and that is truly the best way to describe the fashion industry.



Behind The Mask

The truth of the Modelling Industry

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