

The pros and cons of modeling

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It is undeniable that, modeling has become one of the most sought after career options for many youngsters as it is one of the most thrilling and lucrative profession. The tremendous changes taking place in the fashion industry have given a spurt of rise to the modeling jobs all over the world. Especially in today's world where fashion industry is succeeding and had made modeling an attractive career. This modeling can be classified into ramp modeling, television modeling and print modeling. As all of us knew, models are used to launch and promote a variety of branded products or show a garment to its best advantage.

For instance, the image in the picture shows that models are used to advertise the Guess brand which is an America's clothing line brand. Models are required to appear sexy and seductive to make the brand popular. Hence; it is proven that models had played huge role in the success of Guess brand as well as other brands. But moving closer, have ever wondered how a life of a model would be? To start off with, there are several advantages of being a model. Whereby, fame and fortune can be gained easily.

Especially, Models with pleasant personality and the right attitude or in other word, appealing intellectual qualities will be very well known in a short period of time in the modeling career. To explain further, ramp models gets the chance to work for famous designers or for reputed fashion companies will be known internationally. For example, Katrina Kaif a famous ex model and currently a Bollywood star started of her career as a model. Whereby she started modeling in the age of 14 in London by walking in the ramp with some top designers of the country.

Since then, she is very successful and known worldwide for her appealing personality. In addition, if one signs with a reputable agency, he or she can make a good income. Normally a model is paid well if the first shoot succeeds. Besides wearing fabulous designers clothes, shoes and accessories for free they tend to live a luxurious life . For example, they tend to buy fancy cars, expensive clothes and mansions. This can be proven by the world's richest model; Gisele Bundchen that earns 33 million in a year, followed by Kate moss 9 million and Heidi Clum 8 million.

For instance, Gisele Budchen currently stays in her mansion that is 20 million dollar. Undoubtedly, modeling a glamorous field also offers tremendous opportunities to travel and meet various class of people as it a part of their job. Models will get the opportunity to stay in exotic locations and even live abroad. They also get to shoot in beautiful locations in exotic places like Africa desserts, the North Pole, Australia and around the globe.

They will also be placed with other models for several weeks, months or even as long as a year. which eventually increase their sociality level and get to know people from all walks of life. Basically, their assignments provide a diverse social life and opportunity to meet others from around the world. It is also believed that through modeling, one could gain and boost confidence . To explain further, even models themselves have admitted that seeing finished photos of them within the covers of a magazine is an incredible experience. By modeling, one's glamour aspect also tends to increase especially when there is professional shoot.

Moreover, they will have to communicate and cooperate with photographers, art director and crew during shoots that eventually increases their self esteem. To prove, one of the top model in the world, Miranda Ker has become famous when she started of her career in the age of 13 for lingerie's. Since then her confidence boost. In other word, she was more confident in modeling for lingerie's that made her famous. She was also paid well for her standard body shape with sexy body measurement and brilliant face structure. However, there also a lot of negatives associated with this profession.

Firstly, there are many model line agencies that take every cent of you. They just prey on thedreamsof young girls in order to be rich and victims left with nothing. Worst still when porn agencies present themselves as legitimate modeling business. They sign girls up and then slowly brainwash them into thinking they have to be sexy to make it. Over time they usepeer pressure to convince the girls that nudity is a part of the business and that this is the easy way to make lots ofmoney. Of course there is nothing 'easy' about a life involved with porn. Not to mention, porn is not modeling.

With this model loses their dignity for the sake of money. There are also high chances of involving in unwanted relationship and lead to pre-marriage pregnancy. Especially, young models will abort and involve in scandals. Unwanted tapes are often released without consent of their subject and could potentially damage careers. For instance, the latest issues faced by the top model of world, Adriana Lima. Her sex tapes were widely spread.

Some even mentioned that this occurred without her consent. Another dark side of modeling business is the rampant drug use.

Models are given and have free access to all manner of illicit substances. Sometimes these are used to keep weight off. Sometimes they are used to stay awake and alert for shoots or shows that occur at all times of the day and night. Sometimes it is the social pressure to party and fit in that causes young models to try these damaging narcotics. The official party line from the industry is that this kind of behavior is not tolerated. However, models who are currently working within this business consistently tell a different story. Most crucial thing, eventhough a model'shealthcondition is bad, there is no health coverage.

For example the famous, British supermodel Kate Moss consumed alcohol and was a drug addict (cocaine addiction) and often checks into rehabilitation centers. Due to this revelation it had ruined all the reputation that she has earned all this while. Even when she was in critical condition, her modeling company didn't pay the medical expenses. Moreover, models will undergo emotional and physical pressures to maintain certain body types. In some critical conditions it can lead to anorexia. Most of the models are always obsessed with weight and very concern with their daily diets.

As we knew, models are literally skinny and their bodies fading away to nothing. And it is not just the perception of the models but also the industry as a whole, which encourages destructive behavior. The problem is only the models get hurt and is suffering from huge amount ofstresswhile some even dies in the name of " thin". Recently, however, countries and organizations

around the globe have started to take steps to change this attitude and actually ban the use of paper thin models. For example, Ana Carolina Reston a Brazilian model, who was 172cm tall and only weighed 40kg starved herself to death in 2006.

She starved herself this much as she was one step nearer to her dream of becoming a supermodel. However, on 14 November last year she finally crossed over from being a successful catwalk model to appearing on the cover of every magazine and newspaper in Brazil, and making headlines around the globe. Not for her modeling, but for her agonizing death, due to anorexia. Besides all this, models will also feel pressured when they are forced to give certain poses with different gender together which will create uneasiness or discomfort. Especially, if the photographer prefers a nude pose.

This would extremely be a challenge. It is also shown in the image provided that, both models are loving. But how sure are we that in reality they are in that way? The female might go through some pressure in holding the male's hand and seeing him half nude. Besides all this, models also face constant criticism and rejection when they attend fittings and this often requires a lot of stamina and patience. Tough competition throughout the career is also another difficulties faced in modeling field. Models will lose the freedom and have to continuously work hard to meet the demands of market.

As all of us knew, modeling is an extremely competitive and ruthless business. You will need a thick skin and inner assurance that these negatives are not personal, but rather just the nature of the business. The phase you

will have to go through to get to the top can be rather demanding but certainly not unachievable. You must expect to work hard and put in the time and effort both physically and mentally to achieve your goals. The rewards of reaching these goals far outweigh the struggle of reaching them. In short it can be said that modeling is highly competitive and short lived career or even a model is too old at the age of 24.

In brief, Modeling can certainly be a rewarding experience in many ways. As long as you avoid the darker side to this profession and insist on putting your personal values first (before profit) then you can enjoy quite an interesting career path. It is a job where the hard work pays. Models should have the patience for long hours of work, jet lag, heavy makeup, weird haircuts and standing forever in awkward poses. In this field, it's really hard to make a living as there is only a handful of supermodels in the world who make good living off what they do.