

# Stylish Kids

THRIVING  
IN HEELS  
PRIORITYING  
SELF-CARE IN  
THE MODELING  
WORLD

BRANDING  
101  
ESSENTIAL  
MARKETING  
TACTICS FOR  
MODELS

## LIFE

UNFILTERED

A BEHIND  
THE SCENES  
LOOK AT  
A MODEL'S  
DAY



## UPCOMING TALENT CALEB LEO DOIRON

*FUTURE ICON GARNERS ATTENTION  
IN THE FASHION WORLD*  
+ EXCLUSIVE INTERVIEW

### IN THIS ISSUE:

AVAGRACE BROWNSEY • ARISTOTLE LEE • KENDALL DAVILA • AVI HERNANDEZ • MYAH FISHER  
EMMY ANDERSON • MIKAYLA HUDSON • LARRY LOVEJOY III • SONIIA HNATOVA • LUNA ANGSTADT  
ALEXANDER SEARCY • MAXIMUS HONG • MOLLY EDWARDS • THADDEUS MANTILLA • ZARA HILL

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# Stylish Kids

Caleb Leo  
Doiron



Aristotle  
Lee



Kendall  
Davila



Emmy  
Anderson



Avi  
Hernandez



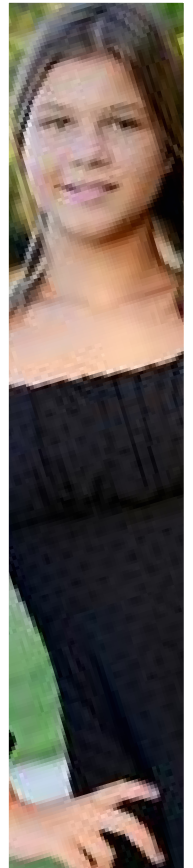
Mikayla  
Hudson



Larry  
Lovejoy III



Soniia  
Hnatova



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### THRIVING IN HEELS

#### PRIORITIZING SELF-CARE IN THE MODELING WORLD

The life of a model can be incredibly demanding, with long hours, high-pressure environments, and constant scrutiny. Amidst the chaos, self-care becomes essential not only for physical well-being but also for mental and emotional health



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### LIFE UNFILTERED

#### A BEHIND-THE-SCENES LOOK AT A MODEL'S DAY

The reality of a professional model's day is a blend of hard work, dedication, and a behind-the-scenes hustle that many don't see. Join me as we dive into a typical day in the life of a professional model

# Stylish Kids

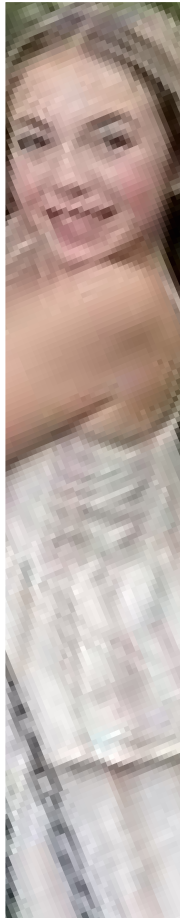
Myah  
Fisher



Luna  
Angstadt



AvaGrace  
Brownsey



Alexander  
Searcy



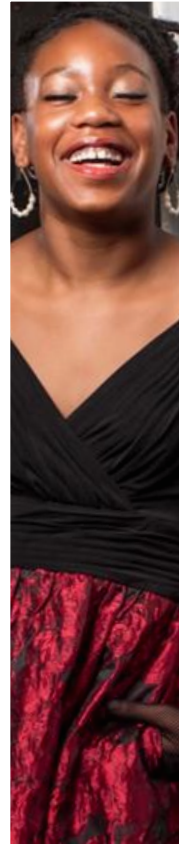
Maximus  
Hong



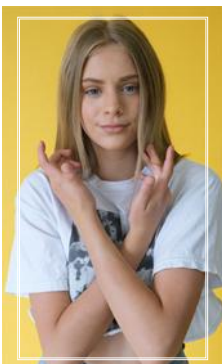
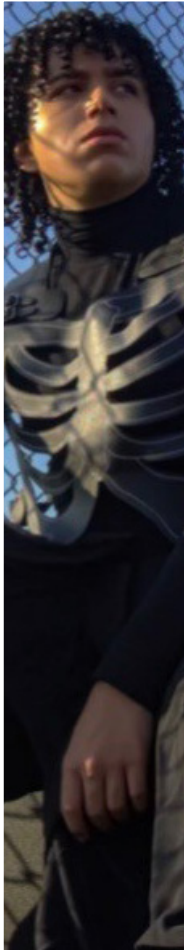
Molly  
Edwards



Zara  
Hill



Thaddeus  
Mantilla



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### BRANDING 101 ESSENTIAL MARKETING TACTICS FOR MODELS

A well-defined personal brand helps you stand out, attract clients, and build a loyal following. Here's how to effectively build and promote your brand.

## EXCLUSIVE INTERVIEWS.

### 14 CALEB LEO DOIRON

# MAKING WAVES

MODEL: CALEB LEO DOIRON  
WEBSITE: [CALEBDOIRON.CA](http://CALEBDOIRON.CA)  
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WEBSITE: CALEBDOIRON.CA  
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IG: @MEGAN\_AJ\_VINCENT  
HAIRSTYLIST: JOYTI VERMA  
IG: @JOYTI\_VERMA

# RISING STAR

# CALEB LEO

# DOIRON

## PRINT & RUNWAY MODEL

### HOW DID HE FIRST GET STARTED IN MODELING?

After a couple of years of performing local theatre on stage, it became important to obtain a professional headshot for further auditions. Caleb's sister Michelle (IG: @mmdoiron) who is a professional actress, recommended Megan Vincent Photography in Toronto and it was her photos that caught the eye of Toronto Fashion Week Designer Nora Marvilli who then recruited Caleb for her summer fashion show in 2024.

### WHAT DO YOU THINK ARE THE KEY ATTRIBUTES OR QUALITIES THAT MAKE A SUCCESSFUL MODEL?

We believe the key attributes for a successful model are attitude, discipline and work ethic. Being able to take direction and follow a healthy regime on a regular basis contribute to a positive frame of mind. Modelling requires you to have "thick skin" in order to handle rejection, understanding that you won't always have the "look"

that is needed for every ad. The key is to stay positive and keep moving forward, remembering that with every audition comes new opportunities that will open doors.

### WHAT HAS BEEN HIS FAVORITE MODELING EXPERIENCE SO FAR, AND WHY?

Caleb's favorite modeling experience by far was the Macy's Back to School fashion show in California. After being seen at the Toronto Fashion Show he got the call from "Hollywood" to participate in the annual Macy's show which had him flying out the very next month. This opportunity opened the door to meeting Actor/Director Matthew Josten who then invited Caleb back to Hollywood to take part in a few projects next year. Caleb's excited for summer 2025.



MODEL: CALEB LEO DOIRON  
PHOTOGRAPHER: MEGAN VINCENT

MODEL: CALEB LEO DOIRON  
PHOTOGRAPHER: MEGAN VINCENT



# stay positive

## HOW DOES HE MAINTAIN A HEALTHY LIFESTYLE, GIVEN THE DEMANDS OF THE INDUSTRY?

Caleb takes his health very seriously and works out three to four times per week. He's a lean, teen who loves his protein! Given the demands of the industry, he is blessed to have his hairdresser on site Joyti who is truly a "Joy" (IG: @joyti\_verma) she's always ensuring he is clean-cut and photo-ready regularly. Thank you to Lifetime (IG: @lifetime.canada) the team & routine that keeps him at the top of his game both in sports and in front of the camera.

## HOW DO YOU BALANCE YOUR PERSONAL STYLE WITH THE TRENDS AND STYLES THAT ARE CURRENTLY POPULAR IN FASHION?

Keep it simple! Making sure to always stay true to comfort and a block fit for his body type. Finding a brand that fits him comfortably and provides the basic colors is the base of a useful wardrobe while adding a trendy top or two to bring out his personality. Caleb is constantly growing at this age so making sure to keep basic black joggers, blue jeans, and green or white hoodies on hand is a great way to mix and match with trendy tees daily. We've found that layering is a great way to keep balance when the weather changes throughout the day.

## WHAT ARE SOME CHALLENGES YOU'VE FACED AS HIS MOM AND HOW DO YOU OVERCOME THEM?

The absolute biggest challenge as his mom is "SCHEDULING"! Caleb is very outgoing and passionate about learning new things and practicing others which has me making room for any and all things "Caleb" helps to make sure he is always growing. This is where I make sure to collaborate with him on the projects he is interested in and evaluate them together to ensure the quality and the time it will take to complete them. When life overlaps, we come together as a family, alter our schedules, and make it work.

## WHAT ARE SOME OF HIS GOALS FOR HIS MODELING CAREER, AND WHAT WOULD YOU LIKE HIM TO ACCOMPLISH IN THE COMING YEARS?

We would like Caleb to learn the importance of presentation from every modelling experience, and to always have fun so he can share his personality with others. The goal for his modelling career would be to not just model but be a role model for years to come. To inspire the desire to create and motivate while sharing the gift of his character with others.



MODEL: SONIA HNATOVA  
PHOTOGRAPHER: ABDUL JALIL BARATI



MODEL: ARISTOTLE LEE  
PHOTOGRAPHER: PAPER BUNNY PHOTOGRAPHY



# THRIVING IN HEELS

## PRIORITIZING SELF-CARE IN THE MODELING WORLD

THE MODELING INDUSTRY IS OFTEN GLAMORIZED, SHOWCASING STUNNING VISUALS AND SEEMINGLY EFFORTLESS BEAUTY. HOWEVER, BEHIND THE SCENES, THE LIFE OF A MODEL CAN BE INCREDIBLY DEMANDING, WITH LONG HOURS, HIGH PRESSURE ENVIRONMENTS, AND CONSTANT SCRUTINY. AMIDST THE CHAOS, SELF-CARE BECOMES ESSENTIAL NOT ONLY FOR PHYSICAL WELL-BEING BUT ALSO FOR MENTAL AND EMOTIONAL HEALTH. HERE'S HOW MODELS CAN PRIORITIZE SELF-CARE TO THRIVE IN A COMPETITIVE FIELD.

## UNDERSTANDING THE IMPORTANCE OF SELF-CARE

Self-care is more than just pampering; it's a crucial aspect of maintaining balance in a high-stakes career. The pressures of the modeling industry can lead to burnout, anxiety, and unhealthy habits if not managed properly.

## PRIORITIZE PHYSICAL HEALTH

A balanced diet is fundamental for any model. It's easy to fall into the trap of restrictive eating, but sustainable health comes from nourishing the body. Models should focus on a diet rich in whole foods, including fruits, vegetables, lean proteins, and healthy fats. Meal prepping can help maintain healthy eating habits, especially during busy schedules.

Regular physical activity is vital. Whether it's through yoga, dance, pilates, or strength training, finding a workout routine that feels good is key. Exercise not only helps maintain physical appearance but also releases endorphins, boosting mood and reducing stress.

Quality sleep is often overlooked in the industry. Sleep deprivation can affect not only appearance but also cognitive function and emotional stability. Models should aim for 7-9 hours of quality sleep per night. Creating a calming bedtime routine can improve sleep quality, helping to recharge both body and mind.

## MENTAL & EMOTIONAL WELL-BEING

The pressures of modeling can lead to mental health challenges. Seeking professional support, whether through therapy or counseling, can provide models with coping strategies and a safe space to express their feelings. Mental health is just as important

Self-care is not just a luxury; it's a necessity for models navigating the challenges of the industry. By prioritizing physical health, nurturing mental well-being, establishing boundaries, embracing individuality, and committing to continuous growth, models can create a sustainable career. Remember, the most successful models are not just those who fit a certain mold; they are those who care for themselves holistically. In an industry that often demands so much, taking the time to focus on self-care can lead to a more fulfilling, balanced, and successful career.

as physical health, and addressing it openly is crucial.

Surrounding oneself with a supportive network of friends, family, and fellow models can make a significant difference. Sharing experiences and challenges with others who understand the industry can foster a sense of community and belonging.

## EMBRACE INDIVIDUALITY & SELF-EXPRESSION

The modeling world is diverse, and embracing individuality is key to success. Models should focus on what makes them unique rather than conforming to industry standards. This self-acceptance fosters

confidence, which is vital for performing well in front of the camera.

Engaging in creative pursuits outside of modeling can serve as a powerful form of self-care. Whether it's painting, writing, or photography, having hobbies that allow for self-expression can provide a much-needed outlet for emotions and ideas.

## CONTINUOUS LEARNING & GROWTH

Investing in personal development through classes or workshops not only enhances a model's skill set but also boosts confidence. Learning new techniques in posing, walking, or even public speaking can empower models and give them a competitive edge.

Keeping up with industry trends and developments can also contribute to a model's sense of control in a fast-moving environment. Understanding the business side of modeling, including contracts and branding, can foster a sense of empowerment and reduce vulnerability.



MODEL: MIKAYLA HUDSON



MODEL: KENDALL DAVILA  
PHOTOGRAPHER: @JME.PHOTOGRAPHY.WACO

MODEL: LUNA ANGSTADT

Stylish  
kids







MODEL: ZARA HILL @model\_zarahill  
PHOTOGRAPHER: @FOTOTHERAPYPHOTOGRAPHY



# LIFE UNFILTERED

A BEHIND  
THE SCENES  
LOOK AT  
A MODEL'S DAY

The world of modeling is often seen through a glamorous lens—high-fashion runways, stunning photoshoots, and extravagant events. However, the reality of a professional model's day is a blend of hard work, dedication, and a behind-the-scenes hustle that many don't see. Join me as we dive into a typical day in the life of a professional model, highlighting the challenges, triumphs, and everything in between.

## MORNING ROUTINE

The day often begins early, sometimes before dawn. A model's morning routine is crucial, not just for physical appearance but for mental preparation as well. After a quick shower, it's common to spend time on skincare, ensuring a fresh canvas for the day ahead.

Breakfast is typically healthy and balanced—think smoothies, oatmeal, or avocado toast. Nutrition is essential for maintaining energy levels throughout a busy day. After breakfast, a few moments are often spent reviewing the day's schedule, checking emails, and preparing for the day's tasks. Whether it's a photoshoot, casting, or runway show, being organized is key.



## ON THE WAY TO WORK

Commutes can vary greatly depending on the day's agenda. Some days may involve traveling to a studio or location for a photo shoot, while others may require attending castings across the city. During this time, many models utilize their phones to catch up on social media or research the clients and photographers they will be working with. Staying informed about trends and upcoming projects is vital in this fast-paced industry.

## LIGHTS, CAMERA, ACTION

Arriving at the location, the energy shifts into high gear. The first step is usually a briefing with the photographer and creative team. Understanding the vision for the shoot is crucial. Models often receive direction on poses, expressions, and the overall aesthetic. This collaborative environment can be exhilarating, as the team works together to create stunning visuals.

Once ready, the model undergoes hair and makeup, which can take anywhere from 30 minutes to several hours. Professional makeup artists skillfully enhance the model's features, while hairstylists create the desired look, often incorporating trendy styles or intricate details.

As the shoot begins, the model must switch into performance mode. It's not just about looking good; it's about conveying emotion and telling a story through the lens. This requires a mix of confidence, creativity, and adaptability.

## LUNCHTIME

After a morning of intense focus, lunchtime provides a much-needed break. This is often a time for models to refuel with nutritious meals that provide sustained energy.

Lunchtime is also a chance to connect with fellow models and creatives, share experiences, and build camaraderie within the industry.

## AFTERNOON CASTING CALLS

After the photoshoot, the day may continue with casting calls. These auditions are crucial for securing future work and can be competitive. Models often prepare for these

sessions by practicing their walks, poses, and even lines if the casting involves acting.

During the casting, models present their portfolios, provide measurements, and sometimes even try on outfits. The goal is to make a lasting impression in a short amount of time.

It can be nerve-wracking, but models learn to embrace the process and take each opportunity as a chance to shine.

## EVENING WRAP-UP

After a full day of shoots and castings, the evening may be spent unwinding. This might include heading to the gym for a workout or attending a yoga class to decompress and focus on mental well-being. Physical fitness is vital for maintaining stamina and health in this demanding profession.

## STAYING CONNECTED

In the modeling industry, networking is vital for success. Many models dedicate time to reaching out to photographers, designers, and agencies. This can involve sending follow-up emails, sharing new portfolio updates, or even brainstorming collaboration ideas.

Additionally, models must focus on personal branding. This includes curating social media profiles to reflect their style and values, creating engaging content, and showcasing their work. Authenticity plays a crucial role in connecting with audiences and brands alike.

“

A day in the life of a professional model is a dynamic blend of hard work, creativity, and resilience. From early morning routines to late-night networking, every moment is a testament to the dedication required in this industry. Embracing the hustle, staying true to oneself, and continually striving for excellence are what ultimately define a successful modeling career



MODEL: LARRY LOVEJOY III





MODEL: AVAGRACE BROWNSEY @Lisabrownzx5



# BRANDING 101

## ESSENTIAL MARKETING TACTICS FOR MODELS



A well-defined personal brand helps you stand out, attract clients, and build a loyal following. Here's how to effectively build and promote your brand.

### DISCOVERING YOUR UNIQUE IDENTITY

The first step in building your brand is understanding what makes you unique. Reflect on the type of modeling that excites you—whether it's high fashion, commercial work, fitness, or lifestyle. Identifying your niche allows you to focus your efforts on attracting the right clients.

Consider the principles that guide you, such as body positivity, sustainability, or empowerment. Having clear values can help you connect with brands and audiences that share similar beliefs, creating a deeper, more meaningful connection.

### CREATING A COMPELLING PORTFOLIO

Your portfolio serves as your visual resume, showcasing your versatility and professionalism. Include a diverse range of looks, styles, and settings to demonstrate your adaptability and range. Invest in professional photography to capture your unique essence—high-quality images are vital for making a strong impression.

In addition to professional shots, incorporate candid images that reveal your personality and showcase behind-the-scenes moments. This humanizes your portfolio and helps potential clients see the person behind the model, making you more relatable and appealing.

## BUILDING A PROFESSIONAL ONLINE PRESENCE

A strong online presence is crucial for models today. Create a personal website that serves as a central hub for your brand, showcasing your portfolio, biography, contact information, and links to your social media profiles. A well-designed website enhances your professionalism and makes it easier for potential clients to find you.

Consider starting a blog or vlog to share insights about modeling, fashion trends, or personal experiences. This content positions you as an authority in your niche and allows for deeper connections with your audience.

### STAYING AUTHENTIC & TRUE TO YOURSELF

In an industry focused on trends, authenticity is vital. Embrace your individuality and celebrate what makes you unique. While it's important to adapt to different styles, never lose sight of your personal brand.

### CONTINUOUS LEARNING & ADAPTATION

The modeling industry is ever-evolving, and staying informed is key to maintaining a successful brand. Follow industry news, emerging trends, and innovative brands to understand the latest developments. This knowledge will help you adapt your strategies and keep your brand relevant.

Continuous learning is essential; attend workshops, classes, and seminars related to modeling and branding. These opportunities enhance your skills and provide valuable insights into the industry.

## LEVERAGING SOCIAL MEDIA EFFECTIVELY

Social media is a powerful tool for connecting with your audience and showcasing your brand. Curate your profiles to reflect

your identity, using consistent aesthetics that align with your personal style. Engage actively with your audience by responding to comments, sharing updates, and posting content that invites interaction. Consider utilizing various platforms—Instagram, TikTok, and YouTube—to reach different audiences and experiment with content formats. Video content, such as modeling tips, tutorials, or day-in-the-life

vlogs, can provide a deeper connection and showcase your personality in a more dynamic way.

### THE IMPORTANCE OF NETWORKING

Networking is vital in the modeling industry. Attend fashion shows, trade shows, and industry events to meet professionals, photographers, and fellow models. Building relationships not only increases your visibility but can also lead to collaborations and job opportunities that can elevate your brand.

Collaborate with creatives—photographers, makeup artists, and stylists—to enhance your portfolio and increase your visibility. These partnerships can yield stunning visuals and help you connect with new audiences.

“

BUILDING A PERSONAL BRAND AS A MODEL REQUIRES A THOUGHTFUL AND STRATEGIC APPROACH. BY DISCOVERING YOUR UNIQUE IDENTITY, CREATING A COMPELLING PORTFOLIO, LEVERAGING SOCIAL MEDIA, NETWORKING EFFECTIVELY, AND STAYING AUTHENTIC, YOU CAN SUCCESSFULLY MARKET YOURSELF IN THE MODELING INDUSTRY. REMEMBER, YOUR BRAND IS A REFLECTION OF WHO YOU ARE—NURTURE IT AND LET IT SHINE.



MODEL: THADDEUS MANTILLA @thaddeus\_105  
PHOTOGRAPHER: @UPSID3H3ART





MODEL: MOLLY EDWARDS @everymollydancenow  
PHOTOGRAPHER: SONJA WISEMAN



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