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The series each month focuses on an individual with a unique or exceptional ability or flair in an artistic field. Talents can be in sports, music, dance, writing, sewing, fashion, modeling, cooking or entertainment. We will help you take that talent to our readership and the public.

A passion for modeling with Alma Artiaga

“If you have the talent, believe in yourself to achieve it!”



Alma Artiaga at what she does best



Alma (extreme right) with other models & fashion designers



In harmony with Nature

This month TODAY in Seychelles shines the spotlight on Alma Artiaga - a professional model who has been modeling for over 20 years, working with top photographers, directors, creative directors, and fashion designers from around the world.

It was in October last year that I attended a press conference at the National Library during Seychelles' Fashion Week, where I saw Alma Artiaga, dressed in a blue evening dress created by local fashion house KANKAN.

Alma has gained a wealth of experience in all types of modeling skills including catwalk, fashion, lifestyle, editorial, talent scouting, wardrobe styling, casting, and promotional and commercial modeling. She started her modeling career at the age of 14 when she submitted her school pictures to a model search.

"I always wanted to be a model, but did not think I had the chance because of my lack of confidence as I was not like other kids. I was odd looking, tall and very thin. The model search team saw something in me and I ended up winning their search and getting a modeling contract, a photo shoot and a portfolio to start a modeling career with one of Houston's (in the U.S. state of Texas) top

modeling agencies. My dream came true!" said Alma.

Asked about her motivation and how she came to be hired for her first modeling assignment, Alma replied, "My mother motivated me and both

my parents supported my dream by believing in me. The photographer L A Cleaver from Weiners, a popular clothing company in Houston, hired me for my first modeling job and she ended up hiring me to work in her

studio where I learned to work in front of the camera. She continued to motivate me by paying me to work as her model for many clothing advertisements."

Alma has also worked behind the

camera as a production coordinator, photographer, director, and producer and has worked with modeling agencies where she has taught and inspired models in their photo movements and on the catwalks. Her modeling resumé includes being on several national and international advertisements in magazine covers, billboards, catalogues, media websites and commercials.

Today Alma is represented by Diva Models in Dubai, Runway Models in Miami, Model Group in New York and now with Coco Model in Seychelles. As a professional model she has traveled to UK, South Africa, Dubai, USA and Seychelles for modeling and fashion projects.

Asked if she has done any modeling for television commercials, Alma answered: "I have been in several commercials, but one in particular has become very successful! The commercial for the client, Food Lion, a South-east Food Mart, still plays during the (American) Superbowl. As the advert is still being shown commercially, I am paid for this and it has been four years."

"There have been many designers that I have worked with over the years, but KANKAN brand from Seychelles is the most exciting so far! The fashion line is very sexy and beautiful! I am lucky to wear

the clothes and I hope to meet other designers during the next Seychelles Fashion Week," she said.

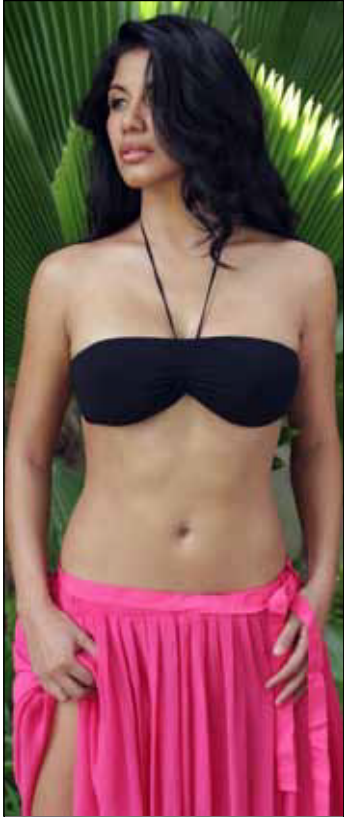
Asked what she thought about the Seychelles Fashion Week, she replied: "I'm very excited about it. It's exactly what Seychelles needs, especially since there are many beautiful and talented girls and guys who need a lot of exposure. And at the same time it will be a greater opportunity for the talented local fashion designers."

When Alma is not modeling she spends her leisure time networking and traveling, and works her photography. She manages and organises events and works closely with NGOs.

Her favourite food? Sushi! And those little habits? She never leaves home without her lipstick, powder, blush, phone and cash, she answers with a glint in her beautiful dark eyes.

She firmly believes that the most important ingredients for a great photo shoot are a talented make-up artist, a keen photographer, a great location, an eager model, and the wardrobe, hair, and accessories will add the rest.

As she spends more of her time in Seychelles, Alma hopes to develop her career and professional relationship further with the talented people living in Seychelles.



Bold & beautiful



She spends more time in Seychelles and hopes to take her career further