Beat: Lifestyle

Jacinta Jones Australias Most Wanted

Jacinta Jones Exclusive Interview

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USPA NEWS - During Australia's Covid-19 Pandemic it seems attitude is everything for those wanting to survive in the fashion industry. With more companies moving to online sales more emphasis is placed on quality images to gain that competitive edge and I was fortunate enough to spend some time talking to one of Sydney's Top Fashion Models and Finalist in the 'Sydney's Next Top Model Heats 2020 -Jacinta Jones about her secrets to success.

I asked "How do you handle a situation where a photographer does not properly direct you?"

"When I´m working with a photographer for the first time, I like to take a few moments and observe how they work. I like to observe if they work through direction, if they have a moodboard they constantly refer to, or if they are a silent worker. This gives me an opportunity to see how to approach the photoshoot in a way that works best for the photographer and myself. What I found through my experience, is that most photographers don't offer much direction to their models. Photographers have a lot on their plate as it is, they have to focus on perfecting the lighting, getting the right angle, figuring out if they like the location, are the clothes looking okay, does the makeup look alright etc. They are so focused on everything else, that they often forget to communicate with their model. When I´m put in this situation, I often ask the photographer between breaks if there are any poses they want me to try, if they have a moodboard I could refer to, or if the client asked for anything in particular. I find that if you open the conversation, the photographer is most likely to inform you on any improvements, and it's a little reminder to them that direction is necessary. I found that working with professional photographers who have had a lot of experience in the industry are very open with their communication, and love to work with the model in creating something magical", explained Jones who went on to say- "When on set, it's not just about you as a model, it's about the audience, the brand and how your work may inspire others. Learn to open the conversation with photographers so you can reach a middle ground and create something magical!

"Being a reliable model is of utmost importance. How would you describe your work ethic?"

"When I am in talks with a client I always maintain a level of professionalism and show a genuine interest in their brand. Clients love when you seem genuinely interested in their brand and achieving their vision. When working with clients, the shoot turns from being about you as a model, and focuses more on the brand itself. I always like to ask my clients what they want to achieve from our shoot, do they have any particular poses they want me to perform, do they have a moodboard, and what they want their brand to look like. For many brands, they are start-ups and have gone through a variety of obstacles to get to where they are. They want their launch of their product to be perfect, and they often have a vision of how that may look like. Taking a genuine interest in their brand and their wants makes the client feel a level of trust and creates a special bond between you and the client. To uphold this bond, you must follow through with action. On the day of the shoot, I always like to show up 15 minutes beforehand to be punctual, make sure that I have everything that the client has asked me to bring along, and make sure that I bring a great attitude to set! This shows a level of professionalism, and releves the client of any worries they may have had in regards to you. During the shoot, I always like to check in with the client, just to see if their vision is coming to life, and if there is anything else they would like me to do so the end result is exactly what they want. I personally also love to show my support to my clients after the shoot. When they finally launch their product, I will repost any photos on my social media platforms. I think it's just a nice touch and really shows the client that you support them and loved working with them!"Said Jones.

"I also hold transparent communication between myself and the client at a high regard. I believe that as a model, letting the client know your asking rate should be mentioned in the very beginning. This essentially saves a lot of time for both you and the client if your rate is not within their budget. Transparent communication is also seen through informing your client if you are unable to attend the shoot. Clients will appreciate you a lot more if you notify them as soon as possible, opposed to you not communicating and them having a no show model. Being honest and transparent with your client builds a strong bond, and they will be more inclined to trust you and reschedule."

"Tell me about your experience as a model?"

"Personally, modelling has been an absolute roller-coaster! When I first started 2 years ago, I was extremely introverted, and struggled being in the limelight. Modelling made me feel so much more confident, and definitely took me out of my comfort zone. When modelling, there is no room for models to feel timid or shy. You are often shooting in very crowded areas, and have many people watching you. It can be a little daunting at times, but it definitely does build your confidence, and strengthens your communication skills. Modelling has also allowed me to delve deeper into my creative side, and has opened various opportunities such as being featured in 'British Vogue' and modelling for 'Bras n Things'.

Although the modeling industry has been mostly a positive experience, there have been struggles. Due to being more on the petite side of things, i have been turned away from multiple agencies, i am unable to be involved in runway shows, and have lost multiple job opportunities due to not meeting the height requirement. I could have taken this as a sign of not continuing my dream of modelling, or i could have gone ahead and continued to model and show that no matter your height, your size, color etc you can still be a successful model, you just need to believe in yourself and put yourself out there. It won't be easy, let me tell you that, you will be constantly hit with obstacles, but in the end it is absolutely worth it, because you proved everyone that told you you couldn't do it wrong, and proved yourself right. This industry isn´t gentle or caring to your self-esteem, it will make you think twice about yourself, but stay true to yourself, stick to your values, and trust in the process. Just remember, that Rome wasn´t built in a day," smiled Jones.

"Why do you want to work as a model?"

"I want to show people that modelling is more than just being a size 0. Modelling it about expression, creativity and beauty. You can tell an entire story through a series of photos, and you can make your audience feel a particular way. It is a means of a creative outlet. I think there has been such a disconnect recently between the true root of modelling. Many people think of modelling as having to be a particular size and look a particular way, when in fact modelling has nothing to do with that! Modelling is supposed to be inclusive of any size and color, and is a medium of true expression. It allows you to express who you really are in an absolutely creative and fun way, I want to remind people of that."

"What do you think about the competition in this industry, and the relationships models have with each other?"

"Personally, I try and stay away from anyone that tries to “˜compete´ with me, or makes me feel like I have to “˜compete´ with them. I didn´t enter into this industry to be competitive, I came here for the creativity. Many models feel like they are in constant competition with each other and it has created such a toxic culture."
Jones went on to say, "We should be lifting, and supporting each other, not competing with each other. From my experience, there definitely needs to be more encouragement within this industry. I try not to participate in such a toxic culture, rather I try to encourage other models, and support them in any way that I can, this can be through referring them for jobs, liking and commenting on their modelling posts, or just simply messaging them to say how amazing they are doing! It may seem like a small gesture, but to the model on the receiving end, it may mean a great deal. I guess my advice to any models who think that they need to compete with other models, is to stay focused on you, and stay true to yourself."

"Why should we hire you?"
"I can sit here and write you an entire paragraph on all the reasons that makes me a reliable model and why you should hire me, but I'm not going to do that. Rather, I want you as a client to think about your own needs. A client's needs will always take priority, and then the model will follow. As a client, you should ask yourself a couple of questions before ever approaching and hiring a model, myself included,
Does this model fit my brand's vision?
Do they align with my brands values?
Will they be seen as relatable by my audience?
Are they the model I had in mind?

You can hire a model because of their mere appearance, but if they don't fit your brand or your vision, it won't feel right. Always put your brand first and then find a model that fits that."

"What motivates you Jacinta?"
"What really motivates me to continue to model, is the end result. I love receiving the final photos from a shoot myself and my whole team worked so hard on. I love seeing everything come together. Seeing something that you worked so hard on being featured in British Vogue Magazine, or on a store's website or plastered all over social media, is so rewarding. The fact that I have and continue to do all that I do, regardless of how many people have said no to me, or doubted me is just the cherry on top!
However, the biggest motivator is myself. The ability to prove myself wrong, push my own limits and see what I´m really capable of, is beyond empowering and so self-rewarding!"

"We have discussed so much about your ethics and attitude especially during these very exhausting times but where do you see yourself in ten years from now?"
"Honestly? I don't know. Everything is so uncertain and at the drop of a hat everything can change. One thing that I do want to achieve by my 10 year mark though, is doing a campaign overseas. I want to travel because of my modeling. I want to one day see myself on a billboard in a foreign country. That has always been my dream to be international, and I believe that it will happen one day", smiled the vivacious Jones.

" How would your best friends describe you?"
"When I was in high school, one of my closest friends described me as someone who is extremely loyal and will always be there to stand up for you. I will forever be loyal to you, unless you show me a reason not to be. I will defend you and your name whenever it is questioned, and I will support everything that you do. I am a person who is very passionate, but also extremely care free. I am very driven and determined, when I set a goal, I will do anything in my power to achieve it."

" Finally do you have any favorite Brands ie LV, Gucci etc and if so why. Is it the marketing, the quality or the Style?"

After a long pause Jones answered by saying ,"being completely candid here, I have never been a huge designer lover. I am very minimalist and think that my money can go towards something else that I really care about. However, in saying that, when looking at designer brands I look less at their actual product, and more closely at what they stand for, are they innovative? Are they inclusive? Or are they just continuing to add to everything that is wrong with the industry? I don't support high-end brands that continue to promote eating disorders within the model industry." Jones went on to say, "Instead I like to support start-up companies that align with my values and I love supporting brands that are more inclusive of their model pickings. I think we need to start looking past the name of brands and their status, and start looking towards if they are adding to the industry or contributing to the destruction."

What the future holds for Jacinta Jones will inevitably be up to Jacinta Jones but what we did learn from the exclusive interview with the United States press Agency is that her will and determination to be the best . Helena Christensen once said, "When you are modelling, you are creating a picture, a still life, perhaps something like a silent film. You convey emotion but you are only using your body."....Namaste.

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