

Casual and party wear

A fashion show held at Galle Face Hotel recently featured casual and party wear for the young trend setters. In the photographs are some of the models captured on lens by Ruwan de Silva for Daily News Fashion. The event was choreographed by Karen & Oline. Prints courtesy Foto Focus, Photo City, Colombo 1.



NILMA DOLE

Sri Lanka's supermodel sensation and Dancing Star Chulapadmendra better known as Chula has finally got her own footing after years of being one of the most popular and best faces for many brands and services this nation has to offer.

Just opening her Catwalk Studio recently, she said, "I'm having a 3 month training course that will help potential models think of their job as a career and not just a hobby". Chula will train up and coming wannabe models to take on the ramp in grace and style.

"I plan to have it like a finishing school where all aspects of modelling will be taught to give better edge for those who want to go international," she said. Chula will handle aspects pertaining to runway training which is walking on the catwalk, audition training which is how they can pose for a screen test, grooming and



make-up done by professionals as well as tips on how they can groom themselves. In addition to this, proper health and nutrition points are

Voila Chula!

also given while what best exercise regime can be adopted to have that die-hard figure. "I will also help models visit advertising agencies and publications where they can find work" she said.

"Gracing the covers of magazines and appearing in plenty of commercials, Chula says it's a different ballgame when it comes to really getting ahead in the industry.

"In today's industry many are reluctant to make modeling as their career because they think it doesn't give a but you can make a name for yourself with the 'right' kind of work you do," she said.

Chula says that picking and choosing the correct promotional campaigns to make sure you are not an overly-popular face and not too less

so that people won't know you. "The problem with this industry is that it is facing a dearth of good professionals who can get the job done," she said. "However, in today's age, fashion shows have become just entertainment because clothes designs are for buyers to make their decision to purchase that particular garment," she said.

She said that it starts as simple pageants that start in the 'Avurudu Kumar' contests and thereafter it is about having what it takes to aim high.

"There are plenty of beautiful women in the rural areas who have the looks but need to learn how to carry themselves, pose in a dress and the way they have poise," she said. However, she said the all important



thing is; personality. "One thing that the modelling industry looks for is a different sense of style which is personality and character that comes from a particular model," said Chula, whose own personality has made her one of Sri Lanka's best supermodels. "I don't like it when people disrespect models by telling them off.

Treat us like human beings. Everyone should respect others to earn respect themselves," she advised.

For Chula, it has taken sheer determination and hard work to make it big in the international modelling arena. "We are facing a dearth of talented models, especially male models who will be willing to make it in the industry. They don't believe in making it a career but they don't realise the benefits it can bring. It's not all about mere modeling but representing a country, doing charity, being a brand ambassador and becoming a celebrity," she highlighted.

As for the future, Chula says that Sri Lanka can take on the international arena provided they groom themselves for it. We should be proud of our dark-skinned complexion and not presume that all fair-skinned women are beautiful. I'm dark myself and so are most of world-renowned models so why can't we be comfortable in our own skin?"