

 @adnoralova_

MARYNA HYCHKA

- **Ukrainian top model**
- **Participant in Dubai Fashion Week AFW**
- **Photographed for brands**

Hi, Marina! The editors of the glossy magazine SANSARA are glad to welcome you. Let's start from the beginning. How long have you been in the fashion industry, and how did you start your career on the catwalk?

I was born and raised in the village of Lokhovo, not far from Mukachevo, Transcarpathian region. As a child, I dreamed of becoming a teacher, but every time I walked along the streets of the city, I imagined myself walking along the catwalk. And, so it happened – a clear example of the materialization of thoughts.

I think I started my modeling career when I tried on my mother's high heels for the first time. But in terms of profession, I have been in the professional modeling industry for more than 5 years, even though I did not have such a goal to become a model. I was often told what a beautiful gait I have, even with girls, but I did not pay attention to it.

I will also add, at school, I always felt uncomfortable among classmates because I was always tall, but at that time, I did not understand anything about modeling or had any interest in it. I only knew that I needed to finish university. In 2017, I moved to Kyiv, and that's where it all started. I was often told that I could do modeling, and I began to try. I started researching the topic, and it didn't take me long to enroll the Model School. When I crossed its threshold, I felt like I was in my place, as if I were already a supermodel. It was my first small step towards my success, but very significant for me.

I remember, at the defile lesson, I thought: "What am I doing here?". But honestly, I loved it. Even if something doesn't work out, I knew that I'm not one of those people who would give up, but one who gets through it.

After graduating from modeling school, sitting in my office (at that time, I worked as a logistics manager for a transport company), I realized that I did not want to be mediocre. I can't, and I don't want to go to work in the office – I can't do the same thing all my life. And I started taking on acting, but I did it more for myself without even thinking that I could make money on it. I really enjoyed discovering myself and learning about my appearance, and it was probably more such a way of accepting myself through the camera. I really love cameras and I have always loved taking pictures.

My first show took place in Kyiv, where I got paid to be in front of the camera, and I thought: "Really? I can even make money on this, for what I love so much?". Then everything started spinning, it started spinning. They began to call me more and more often to various shows and shootings. After that, as you already see, I put my heart and soul into doing what I love.



MODELING IS AN ETERNAL COMPETITION, YOU MUST ALWAYS BE THE BEST

It is generally accepted in society that the catwalks are saturated through and through with the spirit of rivalry. They are inconceivable without competition and envy, which takes on a colossal scale. Is this true, and why was this point of view formed? Do you have a personal recipe for skillfully outmaneuvering your opponents?

Many people think that the profession of a model is only beautiful, leisurely and high-income. That is why the number of people who want to become models is growing. But modeling is an eternal competition, you always have to compete, you always have to be the best. There can be 10 castings for a fashion week in a day, you basically need to get to so many places not only to defend at the casting.

This point of view was formed because modeling is a constant work for yourself, and you must always keep yourself in order. After 2-3 shooting sessions, you must come to work the next day, to the casting in a "tradeable" form, you need to rearrange yourself. They glue your hair, eyelashes, make a lot of makeup, as a result, your skin, hair, nails suffer, while you need to eat normally, but we are not talking about normal nutrition at all, because there is no time for this. During fashion week, it will be best to be where something fast food or some kind of snacks.



Do I have a personal recipe for how to skillfully beat my opponents? It is important to remain unique, professional and self-confident, since luck is not only associated with natural beauty but with a model's level of professional training and charisma. It's not uncommon for clients to choose to work with one model because they like it, so remember you won't get a second chance to make a first impression.

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Our reaction has learned that you have repeatedly participated in fashion weeks in fashionable Dubai. How did this experience affect your life later on? What advice would you give young models looking to start their career on the catwalk and shine in the UAE?

I want to give beginner models the following advice:

1. The right choice of a modeling agency. The main thing on which a model career depends is the management that the agency creates over the model. That is the reason why when choosing a modeling agency, you should carefully analyze with whom they cooperate,

with which girls, and what these girls have achieved by working with these agencies. A great option would be to write to a girl who has worked with this agency and ask what she likes and what not. Most often, girls will tell their stories honestly.

2. Self-development. The days when just beautiful girls were models are long gone, now is the era of influencers, interesting personalities, and people who know their own worth and are able to broadcast this price to people. That is why, in parallel with how you work as a model, it is critical to take care of yourself. You must have your own interests and hobbies. You must read books, watch films, and learn other languages. If you are still getting an education at the same time, then this is just super because being a model doesn't mean just being good or pretty but also having to be interesting. To attract the interest of the interlocutor, it is extremely important for the model to show her charisma.
3. Learning English. It's no secret that professional models are often invited to shoot abroad. And in Ukraine, foreign photographers and stylists are increasingly working on set. Everyone loves when the model is sociable and cheerful, able to carry on with any conversation, and has no trouble finding communication with the world. Elementary English is needed for a model at the airport, at casting, and for communication with clients and agencies. Nowadays, without knowledge of foreign languages – nowhere!
4. Maintaining social networks. There are a lot of models, quite successful, who do not run social networks, they are not very socially active and very few people know about them. But social networking in the modern world is one of the most crucial factors that decide your popularity and recognition. Even if you got a big show or a cool portfolio, without having active social networks, people will forget you after a season.
5. Saying no to bad habits. Smoking and alcohol for the model is taboo! You should always stay in shape and lead a healthy lifestyle.
6. Nutrition. This should be your biggest concern. It is very important for a model to monitor her figure and control her diet because it is from improper nutrition that extra pounds and extra centimeters appear, and you don't need them at all. What you eat also determines how you look. The more balanced your diet, the stronger your hair and nails, the brighter your skin and the healthier your appearance.
7. Naturalness. Young girls think that all models wear a lot of makeup. Yes, but only on the podium. And they do it not by themselves but with the help of professional makeup artists. In everyday life, they try to spoil their face with as little decorative cosmetics as possible. It is better to use more vitamin masks and protect the skin from frost and sunlight. It is also important for the model to have beautiful long and well-groomed hair (preferably natural), the right shape of the eyebrows (it is better to throw away the tweezers altogether!), and short, natural nails. Do not get carried away with a solarium, and do not get yourself a tattoo or piercing. Before spoiling your natural beauty, think carefully.

Significant and drastic changes in appearance can cost you your career.

8. Seriousness as a character trait. Modeling is a serious business, not entertainment or hobby. Therefore, to be successful in this field, you need to treat it as a stable, permanent full-fledged job to which you must devote the maximum of your time, and always be available for flights, trips, and filming. You need to be mobile, fast, always within reach, ready at any moment to break loose and go to a photoshoot or a show. And certainly never: "No, I can't film tomorrow, it's my boyfriend's birthday." The model should put her work as the top priority! Only in this case, she will be able to achieve serious results.
9. Interaction with other models. Talking to other models can help you learn about new opportunities and get advice from individuals who may have more experience than you. Attending modeling events like workshops or auditions can be a great way to meet other models. You may also consider looking up modeling groups on the internet. In order to understand how the fashion industry works, you need to study fashion photography, follow the work of famous fashion photographers and top models, watch how they move in the frame, pose, and walk the catwalk.

Share your plans for the next year in the modeling business. Do loved ones support your endeavors, and who is the most influential motivator in your life? Are there any special goals or dreams you want to achieve? What brands and designers would you like to collaborate with in the future and why?

At the moment, I am in Canada and actively casting for the Big Four Fashion Week here. As this is my dream, so I hasten to fulfill it. I do not want to set plans and goals for the next year because now there is only one dream for all Ukrainians – the victory of Ukraine in the war against the Russian occupiers, and only after the victory, we plan for new achievements.

Of course, I always have the great support of my family and my close friend. I found myself so lucky, thanks to them. And because of that, reaching new heights and dreaming bigger is getting easier for me every time.

My greatest motivator has always been my grandmother. She was the biggest support for me, and she was even happier and admired my achievements more than I do to myself. No matter what happened, she always said: «You will succeed, you will cope because you have my character.» I am really a copy of her. Coming home, I always sat down next to her, took out my phone, opened the map and started showing her photos from the shows and the country I was in. She always praised and admired me. Unfortunately, it has been more than a month since she passed away, and this is a great loss for me, but I gathered all the strength in myself and continue to do it because I know for sure that she would be happy for me and would not want me to stand in place.

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