

Changing the Face of Fashion p13

Preparation before reading

Emily Cattermole is from Perth in Western Australia.

She won a competition at the age of 13 which started her modelling career.

She is the grand-daughter of Ernie Bridge, West Australia's first Aboriginal Member of Parliament.



Emily Cattermole is not your typical model. A self-confessed sports fanatic, she found her way into the industry by accident.

"When I was younger I used to get teased a lot for being tall and skinny," she says. "One day this boy teased me and I got really upset. So my mum enrolled me in a course at Chadwick's modelling agency."

Six weeks into her course Emily, who was only 13 at the time, won a competition as Girl with the Most Potential, receiving a free photo shoot. From the moment her photos were developed the phone didn't stop ringing.

Emily, now 17, says that initially she didn't tell the agency about her heritage.

"I didn't tell them and they didn't ask me what my heritage was, but after I started getting work, people began to ask more about my look," Emily says.

"Some people knew I was Aboriginal because they knew my grandfather Ernie Bridge (Western Australia's first Aboriginal MP). And up until recently I was the only Aboriginal girl in my agency until Tegan Hayden was signed six weeks ago."

Being one of the few Aboriginal models in her agency has proved to be quite an advantage for the Perth beauty, who has been gracing catwalks throughout Australia, Asia and Europe for the past four years.

"I think they like the look," Emily says. "They meet so many different girls from so many different places, but when I tell them I am Aboriginal they think it's so cool because there are hardly any Aboriginal models overseas."

Emily also recognises the importance of Indigenous people being represented in all industries, including the fashion industry, which is so influential on young women.

"It's good to have Indigenous models," Emily says. "I think it would be really cool if there were more of us as I know there are a lot more beautiful girls out there."

"At the end of the day the girls in the magazines are meant to represent the readers and if the readers are Aboriginal and they see an Indigenous model, then that makes them feel good."

Whatever the reasons for her popularity, Emily says that she has never been busier.

"I've spent a lot of time overseas," she says. "I recently got home from Paris and then headed straight off to Hong Kong for 10 days and then when I got home I was booked for two weeks straight without a break."

"After I finished Year 10, I started Year 11 but I was hardly ever at school. And because modelling is something you can only do for so long I decided to do it full-time."

Despite her decision, Emily says that modelling was never really her dream.

"I'd never been interested in anything like this before," Emily admits. "Growing up I used to play basketball and I was a massive AFL fan – I love the Eagles!"

Emily understands that modelling is largely a career for younger women and so she is already making plans for her career after she steps off the catwalk.

"Being so young I initially didn't think about it," she says. "But now I'm sorting out a plan of what I'm going to do after modelling. It's hard though because I change my mind every five minutes about what I want to do!"

"I'm trying to find something I love because modelling is only ever really a good 10 year career, unless you become a supermodel."

With her star already on the rise, perhaps becoming a supermodel is not out of the question for this in-demand young model. Watch this space!



EMILY'S LOOK IS MUCH IN DEMAND.



Activity 1. Read *Changing the face of fashion* on page 13

1. How did Emily get into modelling?

2. Which competition did Emily win at the age of 13?

3. Emily is one of the few Aboriginal models who work in Australia and overseas.

☐ TRUE ☐ FALSE

4. Colour in the bubble to show your answer.

Emily knows how important it is for Indigenous people to be involved in a range of industries, including the fashion industry.

☐ True
☐ False

5. Growing up, Emily used to play a lot of sport.

☐ True
☐ False



Activity 2. Below is some writing from *Changing the face of fashion*.

Some words have been left out.

Choose the best option to fill in each gap.

Colour in the bubble to show your answer.

<i>Changing the face of fashion</i>		
Emily also ***** the importance	<input type="radio"/> recognises	<input type="radio"/> reconises
of Indigenous *****	<input type="radio"/> poeple	<input type="radio"/> people
being represented **** all industries,	<input type="radio"/> in	<input type="radio"/> at
including the fashion industry,*****	<input type="radio"/> which	<input type="radio"/> because
is so influential **** young women.	<input type="radio"/> on	<input type="radio"/> with

Activity 3. Personal information: Emily Cattermole

Born	1991
Place of birth	Safety Bay, Western Australia
Hair colour	light brown
Eye colour	blue – green
Height	178cm
Magazine cover	<i>Vita</i> (Winter 2006)

1. What is Emily's year of birth? _____
2. How tall is she? _____
3. When was she on the cover of *Vita* magazine? _____