



Interview

Gemma Serkedaki, Maria Socias, Audrey Mae

PARTICIPANTS OF 'MISS MISTER STAR UNIVERSE' AND FOUNDER OF MODELSY ARTISTS ANDORRA

«You have to look for those dresses where you look beautiful and know that you have a chance of winning»

This year, Portugal hosted a new edition of the international beauty and culture competition 'Miss Mister Star Universe', where Andorra was represented by the models Gemma Serkedaki (37), Maria Socias (21) and Audrey Mae (12). All three are part of Modelsy Artists, the website created by Yolanda Cid, who always trusted the girls' abilities and thus was reflected in the final result: three crowns and three bands that Gemma, Maria and Audrey went take home, after months of intense preparation and a week of competition where they gave it their all.

GEMMA SERKEDAKI Young Lady Star Universe Andorra 2023 winner

–How did you receive the fact of being the winner of your category?

–It was a surprise because, apart from the fact that it was the first year we went to the competition, I always thought that the other finalist girl would win. In addition, you have to take into account that you are nervous, the spotlights focus directly on you and you can't see anything... even when I said thank you, my crown fell off and everything! I am very grateful and I think we deserved it after having made such a long journey to get here.

–Was it the first competition you entered?

–Previously we had already done some isolated things, but they were more fashion shows and not beauty contests as such. When they suggested it to me, I said yes quickly because at my age I knew that I either did it now or I would never do it again.

–But this year you have a couple more ahead.

–Yes, in September both Maria and I will go to Mexico, to a fashion show, and in November to Brazil. This one has yet to be finished, but we do know that it will be another beauty competition similar to 'Miss Mister Star Universe', where we will have to pass several tests of talent, beauty... it covers a little bit, no it's just the physique but they also evaluate your intelligence.

–How was the entire competition prepared?

–It was many months of preparation, especially for the dresses, since you have to look for those that adapt to what they ask of you: colors, models, if it's for a gala, it should be long, if it's a daytime dress, it should be short, more traditional, more fantasy... It's a long time looking for those dresses that look good on you, where you



look beautiful and know that you have a chance to win. Physically, it didn't take much because it's mainly maintaining a balanced diet, with Mediterranean cuisine, and doing a lot of sports to be online at all times.

–When you reach a certain age, does this world become more competitive? Is there room for models not considered «young»?

–I know that there are other girls who find it more difficult to access certain places, but in my case, and from my point of view, I would say no. Everything influences and it is true that many people tell me that because of my way of being or my physique I don't look my age, so I think that everything depends more on how you are physically and mentally, since if you don't have the spirits or the desire will not be able to do much.

–What would stand out, both positively and negatively, from the whole experience?

–Without a doubt, the good times we've had, in addition to meeting people from other countries and the fact of seeing how the possibility is forming that we all have the opportunity to grow in other places than just your country. At the same time, the worst part is the time, since everything is very limited and everything has to be perfect, nothing can escape you.

–What role does modeling play in your life?

–To be honest, I have it more like a hobby. I am a hostess, and I will not leave my job for the modeling world, but it is true that after winning the title of Young Lady Star Universe Andorra, I am receiving many job offers through networks. In addition, for now I am focused on our projects, such as the trips to Mexico and Brazil, as well as ending my reign year in May 2024. We are doing various things, but if they are on a very large scale, we have it to look carefully when accepting it.

MARIA SOCIAS Miss Tourism Andorra 2023 winner

–Did you always dream of modeling?

–Since I was a child, I used to wear my mother's heels to walk around the house, so I think it was already a revelation. Then, thanks to Yolanda, I started to become more involved in this world and to this day.

–You were the winner in the category of Miss Tourism 2023. How did you receive the proclamation?

–Participating in the contest was suggested to me by Yolanda, I wanted to do it and I thought it was an important opportunity that I couldn't let slip. I didn't expect to win, nor did I expect to take home any bands, just

by reaching the last day of the competition I was very excited. The moment I saw myself with the band was when I started to believe it more.

–Was the preparation difficult for you?

–In this type of preparations you have to try to get everything up to date so that everything won't be thrown at you at the last moment: read things twice, have the outfits super clear and organized months in advance, etc. It was a very intense experience because there are many days of tests, photographs, videos...

–What is the thing that you are most passionate about in this world? And what maybe not so much?

–What's not right with me is the issue of punctuality, in the competition I had to be perfect first thing in the morning to go to breakfast and I didn't take it well at all. On the contrary, what I like most, and it's also what I liked most about the competition, is the possibility of making new friends and meeting so many people. At the contest we did a lot of activities outside of the modeling world and I loved it.

–How far would you like your modeling career to go?

–I would like to get further and further and continue to advance with my career. Now, for example, I will go

with Gemma to Brazil and Mexico, in our second contest, and I think it will be much better because we already have this previous experience.

AUDREY MAE 2nd Finalist Mini Miss Star Universe Andorra 2023

–Did you imagine becoming a finalist in such a contest being so young?

–The truth is, no. It took me completely by surprise, as there was a lot of level among my colleagues, and I didn't imagine that I would be the one to win among them all.

–How was the competition prepared?

–Months before everything starts, you select the dresses you will wear and prepare for the talent test, which in my case was dance. In addition, I also went to catwalk classes, so that later, when it was time to go on stage, everything was 100% under control.

–What was easier for you during the preparation?

–The easiest thing, or what was best for me, was having Gemma, Maria and Yolanda, our manager, by my side, who helped me a lot throughout the process. In addition to the talent test, of course, since being a professional dancer she was more confident.

–Would you like to dedicate yourself to this bigger world?

–I've been parading since I was four years old, but I have it more as a hobby. Right now I'm a student and I'm also an urban dancer, I'm currently in my fourth year, a fact that limits me a lot since I have quite a few skills on a global scale. However, I continue to train as a professional model.

YOLANDA CID Founder of Modelsy Artists Andorra

–How were your beginnings in this world?

–I was 16 years old when I started at a modeling school and there you were taken to Madrid to do parades, competitions, advertising... everything that had to do with fashion. At 21 years old I collapsed and came to Andorra for a change of scenery, leaving this whole world aside, and a few years later I tried again. I created my website Modelsy Artists Andorra, hiring photographers, models who wanted to make themselves known... until I saw that the first ones were contacting them on their own and I decided to buy myself a camera and to be myself the one who got involved in this

Mae and Yolanda Cid

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► 1 Gemma Serkedaki 2 Maria Socias 3 Audrey Mae.



«I NEVER UNDERSTAND WHY IN ANDORRA NO SPONSOR WANTS TO DO ANYTHING RELATED TO THIS WORLD»

world. After that I wanted to go further and that's when I started doing events and competitions, in which I've been for three years, since the first one we did internationally in Lleida.

-Of all the moments you talk about... which one do you remember most fondly?

-For a while I was working as a manager at the barO in Ordino, owned by my partner, and honestly it was very monotonous for me. One day I deci-

ded to create a model parade in the square and the girls changed in the tent we have outside the hotel, like for example at Fashion Week in Ordino. We even got to do parades with cocktails from different countries and each girl went out with a different one, then it was like mixing hospitality with fashion, a kind of remix.

-I guess it's also a change to go from being the person who was called to go to parades or competitions to being

the one who now makes these calls.

-Of course! Here you are the one who has to organize everything and I do this apart from my work, so there are some projects that I charge for and others that I do on my own volition. It's true that I like feeling stressed, as well as getting to know people, leaving Andorra to go to events related to fashion, etc.

-And after all this time, what is the thi-

ng that you are most passionate about in this world and what you have perhaps never finished doing?

-What I like most is the purpose of everything, when you see that people are congratulating you or that you are surpassing yourself in every event. In addition, many times you see models who drag a lot of personal problems and the topic of doing photo or video sessions already raises their self-esteem, then that fills you up too. The

most complicated thing is perhaps when you find that everyone is eager at the beginning, but when the decisive moment comes, they end up leaving you behind. I always organize all the events three or four months in advance, then seeing the lack of seriousness that some people have makes me despair.

-Speaking of 'Miss Mister Star Universe', how did you experience it from your perspective?

-When we got there, I was very clear, for example, that Gemma would be the winner of her category. Not for nothing, but because none of the candidates had her attitude. Whatever the competition, I always go with confidence and with the certainty that we will win, and in this case I had a lot of confidence in all three. They had prepared, they had already been to different parades, and instead there I saw girls and boys walking like ducks, who could tell that they had not prepared enough.

-Do you think your work is sufficiently visible in Andorra?

-In our country, fashion doesn't work very well and you have to go outside if you really want to make something profitable. I have never understood why no one here wants to do anything related to this world, even I myself look for sponsors for the various events and it seems that no one wants to make themselves known.

-And in general, how do you see the world of modeling on a social scale?

-I've noticed that every day there are more people who want to dedicate themselves to this world, but people end up taking advantage of them and don't hire them, but have them go around in parades without seeing any benefit. Then what happens is that the girls who are really worth it are fed up with this situation and do not want to continue, seeing how they break their back and do not charge anything for this fact. ≡

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