

ON THE COVER /



THE SCOUT



PHOTOGRAPHY KEVIN MCDERMOTT
MODEL IGGY GONCALVES
IGGY WEARS RUFKIN AND CHARLIE GEAR.
FOLLOW IGGY ON INSTAGRAM @IAMIGGYG

SHOOT LOCATION: LONG ISLAND AND LONG
ISLAND SOUND. SPECIAL THANKS TO DAN AND
MICHELLE FOR THE YACHT
AND EMMA AND THOMAS FOR THE HOUSE.

◀ IGGY WEARS CHARLIE GRECIAN FOIL BRIEF.

▼ IGGY WEARS CHARLIE NAVY TRAINER.



"I'm not a model," protests this month's cover star, **Iggy Goncalves**. He is, however, a model scout for a major international agency based in New York. We got him out from behind the desk and into some sexy summer gear to prove him wrong!



IGGY WEARS
CHARLIE STRIPED
LIFEGUARD BRIEF.

DNA: You have what many people would consider a dream job as talent scout for a modelling agency. What's a day at the office like for you?

Iggy Goncalves: My days are always different. It's a mix of things. I'll follow up on models who are in the process of travelling to the US. There are models who are not ready to travel because of underlying commitments such as school, age, work, family, etcetera. When needed, I'll facilitate the introduction of models with agencies in other markets so they can build a strong career overseas before relocating to the United States. It's very important that the models build their careers abroad if they intend on being sponsored by a US modeling agency. I interview prospective models in the office or, often, on Skype.

What kind of qualifications does the job require? I have a Master's Degree in Business Administration specialising in Media Management and Mass Communications. It has helped me understand the client's perspective (the companies who hire models), and also helped me refine my eye when looking at models as marketable products and how their image may fit in a competitive market.

How do most people respond when you suggest they could have a career as a model?

People are generally taken aback; they think it's a scam. Especially if I approach a young girl with her mom. Parents are very protective, as they should be. I think it also depends on how I'm dressed that day. If I look the part, dressed professionally, parents are more open and enthused. But I've scouted girl's right after leaving the gym, in a cut-out T-shirt and sweats. The success rate there isn't so great! It's gotten better as I've gotten older. It was much harder in my early twenties when I looked like I was as old as them.

Do you become something of a mentor or confidante to some of them? We're dealing with teenage girls most of the time. They may come from a foreign country or another state and they're away from their family and friends, and not many have a business mindset. I try to be that older brother – absolutely! If they feel they have someone who cares about their well-being, they will keep believing in themselves. So emotional support is definitely part of the career development process.

Apart from having the right physical look, what other qualities do professional models need? Having "the look" doesn't always suffice. A model needs to walk into a room and light it



up, effortlessly. But that takes confidence, which goes with a great personality. She also needs to be professional and show up on time looking the part. No one has time for an unprofessional model.

What about your own modelling career? Ha! I don't have one. I do shoots here and there for fun. I did some modeling as a kid; nothing major. It's how I worked my way into the management side of the business.

Have you met Nyle DiMarco (*America's Next Top Model* and DNA cover man)? We know some people in common, but I've only seen him around; never formally met. He seems like a sweet guy with charmingly good looks. I admire his story.

Your career must have introduced you to some amazing people: models, designers, creatives.

Who really stands out? Honestly, I have a soft spot for all the models I've recruited. There are two, specifically, that I assisted in kick-starting their international careers: Bruna Lirio and

Gizele Oliveira. I have tremendous respect for these two. They had the courage to step out of their comfort zone with no knowledge of the English language, and even with many obstacles throughout their journey, they always persevered in an exemplary manner.

What was it like to be in front of the camera for your DNA shoot? It was fun and surreal. As a scout, it's hard to judge your own imagery. I was lucky enough to work with a great photographer, Kevin McDermott.

How important is it for models to have Instagram accounts and social media presence? It's becoming a big thing but it can be unfortunate because some models, who are amazing, don't have a popular profile for various reasons. They may dislike social media, or prefer to be more private, or may not be as creative with shots, or it could be that she has strict parents. There are a lot of models with the right aesthetic to sell products who are being left behind because

of their unpopular socials.

You have Brazilian heritage; what has made Brazil so hot for models for so long? Brazil is a melting pot of cultures with many influences: African, European, Indigenous, Asian. You get beautiful mixes; all types of hair textures and skin and eye colours. Geographically, with so many beaches, people are body confident. Confidence increases sex appeal and, as most people know, that will always sell.

There's often commentary about the images in magazines and advertising needing to reflect greater ethnic diversity. Is this a conversation that happens inside the modeling world?

Yes, the "ethnically ambiguous" category has emerged... it's all marketing.

You're in terrific shape. Is that just great genes, or diet and exercise? It's both; you can't have one without the other. Do I enjoy killing myself on the stair-master? Hell, no! I'd rather be eating chocolate cake. But no pain, no gain. ★

ON THE COVER/



IGGY WEARS RUFKIN
BOLT TANK AND
CONVERSE TRAINERS.

IGGY WEARS RUFKIN
CANCUN SWIM BRIEF.



ON THE COVER /

IGGY WEARS RUFKIN
RIVER SWIM TRUNK.





IGGY WEARS RUFKIN BABACOO SWIM TRUNK.





IGGY WEARS RUFKIN WILLIAM SWIM BRIEF.

“

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IGGY WEARS CHARLIE STRIPED LIFEGUARD BRIEF.





IGGY WEARS CHARLIE
GRECIAN FOIL BRIEF.