

AMANDA LUSCH

Reality Star

Amanda is the epitome of the style-conscious, freethinking and the modern, sassy woman. She also has an evergrowing legion of fans made up of metrosexual men. Amanda's fans are looking for a real, non-establishment take on all aspects of contemporary style, culture and entertainment that make up a down to earth point of view in present-day life.

Am I still what I was before?

With age we all get more mature, which has some bad sides, wrinkles, lovehandles etc., but it also has its good bits, you can be proud of what you have done so far, settle back and take it a bit easier. But only a little bit... You should never forget to pay attention to your looks. The world wants to see a sexy image and that's what sells!

What do you think of me being in the list of the "coolest brands"?

Oh my God! I love it and people love you! That's great. You can only be on the list if people really know who you are and love you. I couldn't think of any better feedback. If you want to be successful you have to be desirable. Being a cool brand means a lot of responsibility and people will look up to you. Maybe to remain cool, you should invest in a charity organisation or became one of their spokesmen/women.

How can I function with the active demands in multiple contemporary art contexts?

You have to be sexy. Show everything you've got. But at the same time keep it real and let people appreciate that you are real and down to earth. Then they can feel for you. As long as you are sexy and real you can meet the challenge of any market. But don't forget to have fun. If you have the chance to take the quickest, easiest route to make as much money as possible, then always always go for it!

