

A HALF-HOUR WITH...

COCO ROCHA

The homegrown supermodel and Canadian Arts & Fashion Award (CAFA) winner talks designer friends, selfies and her shocking new do



iPAD EXTRA

COOL CANUCK

What does it mean to me to win Model of the Year? The most important thing about being a model to me is being a role model. [Also], I think people enjoy working with Canadians. Maybe it's because we're relaxed and have fun. We do our job, but there's something about us enjoying life.



FIRST MATE

James [Conran, Coco's husband] and I were pretty much best friends from day one, and I knew everything about him. I liked that when we started dating, there were no surprises. He just made me feel happy in my own skin.

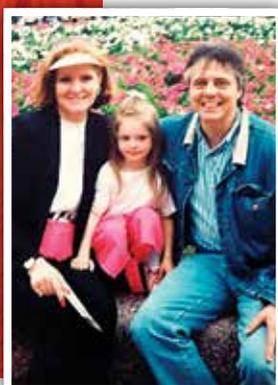
SHORT CUT

I cut my hair because of dye overload. People lie to you when they say that short hair is manageable. This has to be done all the time. There is no such thing as a bedhead look. [Laughs]



STRIKE A POSE IN POSEN

For a big night, I usually call Zac Posen and see if he has any gowns. When you enter his archives, it's mind-boggling. There are hundreds [of dresses] at your disposal.



FASHION FAUX PAS

When I started modelling, I had the worst sense of style. I remember wearing these bell-bottom jeans that were spliced into seven different types - corduroy, velvet, etc. - and my agent said, "Burn them when you leave this building!"

SUPPORT SYSTEM

My mom gets excited. She loves to be at shows, hanging out backstage. I think my dad is still like, "What's happening?"

REPORT: JULIA SEIDL

SECRETS TO A SELFIE



The social media maven - she has 2.9 million people in her Google+ circle - knows a thing or two about taking the perfect shot with her cellphone. Say cheese!

FIND A HELPING HAND

The first rule of the selfie? "Don't take a selfie," laughs Coco. "If you have enough guts to turn the camera on yourself and make a duck face, you have enough guts to ask someone, 'Hey, could you take my photo for a second?' And you will notice that it's a far more beautiful photo than just a blurry face in a bathroom." Coco should know - her husband James is often the man behind her camera.

GET SHUTTER HAPPY

"Don't just take one photo, take 10," she says. "James will take 10 photos. He will really work and hone in on them, and then out of three, [we decide] which one we like. It can take up to 15 minutes just to have one photo!"

TAKE THE HIGH ROAD

"The angle is very important - you want to look long. Usually, if you're going to take a photo from head to toe, ask the photographer to be a little lower."

STEP OUT OF THE SHADOWS

"Lighting is always really important."

HAVE A LAUGH!

The queen of posing says clowning around in front of the camera is a must. "Don't worry about being goofy. It's just for fun!"



THE ARTISTS

Coco reflects on her favourite catwalk queens.

THE CINDY SHOW

Cindy Crawford's foray into TV as host of MTV's House of Style paved the way for Coco's small-screen ventures. "She opened the door for models to do both -

and for us to be both high-fashion and commercial."

BUSINESS MODEL

"She is such a smart businesswoman," says Coco of Iman, one of the first black supermodels. "She would come on set, and makeup artists wouldn't have makeup for her skin colour, which is insane. She thought, 'You know what I'm going to do? I'm going to make

my own cosmetics line."

THE ORIGINAL

Coco is inspired by 1950s model Dovima. "Her black and whites by Richard Avedon are beautiful. I think of her poses as something I try to exude on set."



CLOCKWISE (FROM TOP RIGHT): COURTESY OF COCO ROCHA (2); RICHARD AVEDON/KRTPHOTOS/NEWS.COM; PAUL SMITH/FEATUREFLASH/IMAGECOLLECT; DIMITRIOS KAMBOURIS/GETTY IMAGES; MICHAEL BUCKNER/GETTY IMAGES; DIMITRIOS KAMBOURIS/GETTY IMAGES; COURTESY OF COCO ROCHA