

Asia Super Model Contest 2012

Achala Priyanka



Iman Subasinghe



Piumi Withanage



Chulakshi Ranatunga



First Lady Shiranthi Rajapaksa presents a bouquet of flowers to Jayamali Erangika winner of the Mis Super Model Contest sponsored by ANCL



Nipuni Wilson



Jayamali Erangika



BY ANURADHA KODAGODA



The Asia Super Model Contest 2012 concluded last Tuesday at Hotel Galadari Colombo. The lucky winner of the Super Model competition was Jayamali Erangika and the first runner-up award was won by beautiful Chulakshi Ranatunga.

This was the first time that The Asia Super Model Contest was organised in Sri Lanka. Jayamali Erangika and Chulakshi Ranatunga were the lucky winners who have the opportunity to take part in the Asia Super Model Contest

2012 which will be held in China. The contest will start on September 15 and will continue till September 28.

The Asia Super Model Contest 2012 is a good opportunity for Sri Lankan fashion models involved in the industry as well as for energetic, good looking youth who have the dedication to get into the modelling industry.

"Since this was the first time a competition of this magnitude was held in Sri Lanka it was difficult task to find the appropriate winners who would be able to compete international contest. As the program director I was concerned about selecting the right person from the contestants who took part in the event," national Program director,

Jayantha Weerasinghe said. The official requirement of the Asia Super Model contest was height and age which is 5' 6" and the range was 18 to 24.

The two lucky winners to fulfilled the requirements and the talent they exhibited on the ramp at the final competition gave us the hope that we too have a fair chance of winning the Asia Super Model contest in China," he said. The panel of judges at the finals were Sampath Mendis, Sulakshi Siriwardana, Ramzi Rahaman, Charini, Rozana Dias and Dr. Lasantha Malavige. "I appreciate the support given by panel of judges who took part in the final competition.

They were concerned about the requirements when selecting the win-

ners and they did a great job," Jayantha said. "This is first time that Sri Lankan contestants have got the chance to participate in the Asia Super Model Contest 2012 which will be held in China from September 15-28. It is a great opportunity for Sri Lankan models already in the field and also for people who have the passion for modelling but did not get the opportunity to showcase their talent.

As far as modelling is concerned, beauty is not the priority but height and body shape is important for a model. Therefore, from the participants we selected two models with the best height and body shape. The main reason why we were so concerned about

these two factors is because this time Singapore did not get the opportunity to take part in the competition because last year Singapore competitors were short and this violated competition requirements.

This time around we wanted to select the best two, who had the potential to bring recognition to the country," Jayantha said. The Asian Super Model Contest commenced in May 2006 and at that time there was only China, Japan and Korea. However, gradually the contest became popular among the Asian countries and today there are 15 Asian countries taking part.

The Asian Super Model contest is organised by the China Fashion

Designers Association, Guangxi TV and China Bentley Culture Development Co. Ltd. This contest is telecast by Guangxi TV to the whole nation. There are 60 million viewers watching this contest on TV and internet. The contest is the bridge that promotes communication between nations involved in the fashion industry in Asia. This year there are 14 Asian countries participating and five of them are participating in the event for the first time including Sri Lanka, Russia, Bashkirstan, Uzbekistan, Dubai and Tadzhikistan.

The other ten Asian countries are China, Japan, Korea, Mongolia, Malaysia, Philippines, Thailand, India and Vietnam.