

With Beauty, Brains and Talent, Model Eva Rutten Takes the Fashion Industry by Storm!

Eva Rutten continues to defy the fashion industry's typical standards for models with her astonishing success and exotic look.

LOS ANGELES, CA, USA, February 21, 2015 /EINPresswire.com/ -- Over the course of her career model Eva Rutten has become a sought after talent for a variety of fashion companies and high profile ad campaigns. She has also garnered an impressive list of awards at international modeling competitions where she has won the titles Miss World Bikini Model Netherlands 2011, Miss Tourism 2011, 3rd place in the Miss Holland Now 2012 competition, as well as one of the Top 20 in the Miss World Bikini Model competition in China & Taiwan, and a semi-finalist in the Miss & Mrs. Multiverse competition through which she garnered the title Mrs. Social Media 2013.

Originally from the Netherlands, Rutten has an exotic look thanks to a mix of her Dutch and Indonesian heritage, something most of the world sees as an incredible asset, but actually provided an obstacle on her way to the top.

Rutten admits, "In Europe we love a typical Dutch look, it's tall and blonde with blue eyes. When you have an exotic look you have to go somewhere else, because of that people always wanted to change me in the Netherlands."

Rutten has used her modeling career to not only defy standards, but she has also used her experience in the industry to break out of her culturally imposed shell.

She admits, "I was very shy until I was about 20-years-old, it was at that point that I finally dared to be more outspoken. I had always wanted to show who I was to the world, but in Europe we have a certain culture, especially in the Netherlands. We have a saying, which is 'Just act normal, that's crazy enough'."

An example for everyone on the journey toward making their dreams a reality, Eva Rutten didn't take no for an answer, instead she pushed harder for what she wanted and eventually discovered that outside the Netherlands, her look is a hot commodity, one that has kept her working non-stop for the last five years. Although the general idea that a model must be 5'9" or taller to be a successful runway model is one that has pervaded the industry for decades, models like Kate Moss, Twiggy and now Eva Rutten have proven that this standard is

disposable.

At 5'8" Rutten has walked the runway at leading global fashion events including Utrecht Fashion week, Mercedes Benz Fashion Week, Johannesburg Fashion Week, Den Bosch Fashion Week and Amsterdam Fashion Week, among others. Some of the renowned designers who have specifically selected her to show off their designs include Ziana Noara, Monique Desar, Farouk, Milou van Esch, Michelangelo Winklaar, Sheguang Hu, Sepehr Maghsoudi, Arriz Golden, Nora Lingerie, Sivian Miller, Vanessa Mercedes, Rodina Lima, Jesseca Thaxton, Zhor Raïs Haute Couture, Bjorn Kersten, Dave Marseille, Suit Society and more.

Some of her work as a print model includes ads for companies across the world including La Mode, Weyard Wear, Nightingale, Couture Cupcakes, Shades By Gal, Celeblook, FunX Radio Station and others. Rutten has also been featured in several magazines including Glamour, Grazia, Rhymes N Dimes, l'Adore and more.

Fellow model Chris Hernandez from the hit show "America's Next Top Model" says, "Eva is an incredible model and an even better person. I have known her for quite some time now and have never met a woman with as much ambition and drive as her. She has this versatile look like a chameleon... she can pull off sexy, commercial, high fashion etc."

An even greater testament to Rutten's success as a model is the fact that she has made a name for herself in the Netherlands despite the culture's inclination towards models with a typical Dutch look. Several years ago Rutten won a make-up competition that made her the face of Teeez Comsetics, and in 2011 she took home the Miss World Bikini- Netherlands title. If that wasn't impressive enough, she also took home the Miss European Tourism title for the Netherlands, a competitive contest that looks for women who are not only beautiful, but also passionate about traveling and sharing their country's culture with the rest of the world. She also received the title of "Killer Legs" of her generation from a model contest held by Grazia magazine last year.

Rutten is passionate about using her position in the industry to help change the idea that in order for a model to be successful she must be waif-thin.

"I would like to make a difference in this industry," explains Rutten. "I'm slim but I have curves and I would like to inspire other ladies to embrace their bodies and follow their dreams no matter what they are."

Eva Rutten is currently signed with Susan B Talent Management in New York, and Network Model Agency in Antwerp, Belgium. Her past representation includes Major Models, Fulton Group NYC, Mix Models & Zooxzy Models.

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