MODEL LIFE BRINGS 22 MODELS TOGETHER TO SHARE THE STORIES BEHIND THE IMAGES

Created new book draws from interviews with more than 100 women to explore careers, identity, rejection, resilience and life beyond the runway.



Anya Marcon, model & book curator: Model Life

NEW YORK, NY, UNITED STATES, September 22, 2026 /EINPresswire.com/ -- A new book created by model Anya Marcon is turning the focus from the images models create to the lives they live behind them.

Model Life brings together the photographs and personal stories of 22 women whose careers and experiences span fashion, entertainment, entrepreneurship, motherhood and other creative pursuits. Marcon developed the book after interviewing more than 100 models about their experiences inside and outside the fashion industry.

Following its release, Model Life reached the No. 1 position in Amazon's Fashion Books category. Its launch coincided with New York Fashion Week and was marked by an event at Virgin Hotels New York City attended by models, actors, authors, editors, media professionals, influencers and members of the fashion industry.

Rather than focusing solely on finished editorial images, Model Life pairs fashion photography with first-person accounts addressing the experiences that often take place outside public view: leaving home to pursue a career, dealing with rejection, navigating changing beauty standards, balancing family and ambition, rebuilding careers, redefining success and developing confidence in an industry centered on appearance.

Contributors include Eugenia Kuzmina, Yaya DaCosta, Eva Sita, Maxime Nova, Michaela Vybohova, Charlotte Reardon, Julia Carolan, Emily Perez, Skye Stracke, Riley Woodell, Sarah

DeAnna, Bentley Mescall, Xenye Pretorius, Irina Loginowski, Anastasia Drinevskaya, Polina Shkapenko, Eugena Washington, Anastasia Bogushevskaya, Lovisa Fåhræus, Michelle Pritts, Zarina Yeva and Marcon herself.

Across their individual accounts, recurring themes emerge around identity, confidence, resilience, personal growth, career transitions and the distinction between being seen and being known. The stories also illustrate the often non-linear nature of careers in modeling and fashion, where professional longevity can depend on factors that extend well beyond physical appearance.



Anya Marcon, model & book curator: Model Life

Marcon brings her own experience in the industry to the project. Her modeling work has included New York Fashion Week and other international fashion weeks, including runway appearances for designers such as Negris LeBrum and Dennis Basso. Her editorial and media appearances have included Harper's Bazaar Hong Kong, L'Officiel St. Barth, Grazia Europe, OK! Magazine, The Daily Front Row, Teen Vogue, Q Editorial and ELLE.

Although Marcon fits the traditional physical profile associated with fashion modeling, she says her years in the business and the interviews conducted for Model Life reinforced how incomplete appearance can be as a predictor of professional success.

> Beautiful people have an advantage in life. Yet from interviewing over 100 models for Model Life, many of the women considered 'the most beautiful' were not necessarily the most booked."
>
> *Anya Marcon*

"There's no doubt that beautiful people have an advantage in life," Marcon said. "Yet from my observations, and as a result of interviewing more than 100 models for this book, many of the women considered 'the most beautiful' were not necessarily the most booked."
She points instead to qualities that are less visible in finished photographs.

"Consistency, grit, professionalism and self-advocacy, along with a really strong backbone for rejection, are essential to longevity in fashion," Marcon said. "The skills of the walk, posing and bringing your unique personality to every booking are often underrated by those new to the industry or struggling. Also missed too often is the understanding that the job of a model is to

sell — whether it’s clothing, cosmetics, an event, a destination or something else.”

That distinction became one of the ideas underpinning Model Life: the difference between the public image and the individual creating it.

The book is intended for readers interested in fashion and modeling, as well as those drawn to first-person accounts of creative careers, personal reinvention, confidence, ambition and the realities behind highly visible professions.

For Marcon, the result is ultimately less an examination of what makes someone photograph well than an exploration of what shapes a person when the cameras are no longer present.

About Anya Marcon
Anya Marcon is an international model and the creator of Model Life. Her career includes runway, editorial, event and branded-content work, with appearances during New York Fashion Week and other international fashion weeks. Her work has appeared in publications including Harper’s Bazaar Hong Kong, L’Officiel St. Barth, Grazia Europe, OK! Magazine, The Daily Front Row, Teen Vogue, Q Editorial and ELLE.

About MODEL LIFE
Model Life is a collection of photography and first-person stories from 22 women working across modeling, fashion, entertainment and entrepreneurial fields. Created following interviews with more than 100 models, the book examines the professional and personal experiences behind the public images associated with the fashion industry. The book can be found here: https://link.amazon/B02hCFoPN

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