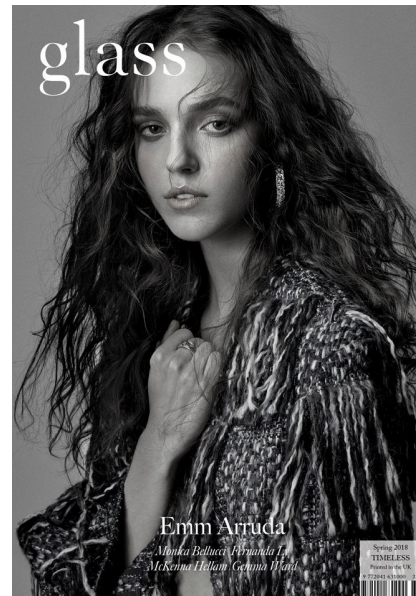




EMM

Height 178cm/5'10" Bust 81cm/32" Waist 61cm/24" Hips 86cm/34"  
 Shoe 38.5 EU/7.5 US/5.5 UK Hair Brown Eyes Brown



**Bold, Courageous, and Beautiful:**  
**COVER MODEL EMM ARRUDA**  
*She crapped up the cover shoot for our Spring 18 Anniversary issue, a finished object, but this was in fact Emm's first cover ever, and she couldn't help but feel "so excited."*

By **Brenna Dixon**

Emm started modeling after she was spotted in a photograph, but that's all just history now. Emm Arruda was born in Mississauga, Ontario and grew up, as many do, juggling in a variety of activities, be "soccer, swimming, dancing, theatre," you name it. Now, she's gone from sports to walking for Louis Vuitton in Japan and for Marc Grazioplene's Dior in LA, to just landing the M for Mies van der Rohe campaign. The Canadian model beauty has just walked the set of her cover shoot with us, and judging by her professionalism, you would think she was beyond routine.

The inspiration behind the entire shoot was supermodel Gisele Bündchen, glamour of the '70s, and copying the ante on sensual femininity. Before arriving on set, she confessed that she "actually watched the movie 'Gia' the night before to really capture what she was all about." Channeling the essence of another persona is quite a challenging task, but she enjoyed that she got "to be strong and sexy throughout the shoot... it made things fun." Surpassing all expectations, she couldn't contain her excitement anticipating the cover release, she exclaimed, "I can't wait for people to see it!"

On the surface, everything seems utterly divine: walking for Louis Vuitton, shooting covers, big hair, and supermodel glamour. There is, however, another side to the natural beauty that she has chosen to speak publicly about via social media. Emm Arruda battles scoliosis. Bearing a 15-inch scar down her back that was created to correct a severe spinal curvature, she recalls "being very nervous about posting my story on social media." Although she was fearful of the backlash and negative commentary, her agent encouraged her to share her story. "I remember her saying that seeing me succeed and rise above would inspire others who lived struggles," she recalls. Following the reveal, she considers herself lucky to have received "nothing but support and positive feedback." To this day, Emm's courage is truly inspiring and she continues to "hold hope in everyone who crosses her path."

"People contact me with questions or ask advice constantly," she says. Emm isn't one to take a challenge lightly. Her career has been no less than a whirlwind of success since debuting for Proenza Schouler at NYFW in 2016. There have, of course, been obstacles along

the way. She explains that people have told her that she "can't do something," it's hard sometimes, being in a room of people telling you something is wrong with you? "Doubt and judgment are not easy pills to swallow, but for Emm, "it's all about how you rise up and overcome it. It makes you stronger," she smiles graciously.

**"GISELLE ALL ABOUT HOW YOU RISE UP AND OVERCOME IT MAKES YOU STRONGER."**

Her experiences have undoubtedly made her stronger, as she has travelled the world since her post-graduation days. "Traveling is the best part for me, it's a dream," she states. Her two most memorable moments were walking for Dior in LA and Louis Vuitton in Japan. She attributes her success to her team, "I am really lucky to have the management team that got it all about the energy you give off to others and the people you surround yourself with." The entire experience is still somewhat surreal for Emm, as she never anticipated any of this to happen to her. "I still don't think the reality of it all has hit," she says.

From working with some of the world's most iconic luxury brands to walking off a magazine cover shoot, this star remains down-to-earth. Emm is as beautiful as her career, but she reveals that she feels "the most beautiful when I'm around the people love. The ones who make me feel good, confident, and happy." With her social fans and fan-club members, she can't help but smile. One thing people don't know about her, however, is that she has the "hugest sweet tooth ever." When her first cover order her fall, Emm adds to her phenomenal list of accomplishments. Looking to the future, she dreams of "assing out that 'the sky is the limit.'" Finally, there is no limit for Emm. Her unstoppable willpower and drive, and letting her dream in on from the '70s so fearlessly makes her an inspiration for all. Going on with gorgeous imagery as well as motivation, she offers one last piece of advice: "Just be you and be confident in yourself. With that, you can do anything."



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