

TRUE MODELS



Eiko Mihalik

178 | 76 / 58 / 86 / 38 | Dark Blond / Blue

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Looking ahead, is there a creative endeavor within fashion that you haven't yet done, but are dying to try?

No looking back to when I was a little girl, always drawing women's bodies with different kinds of dresses on them. Actually working in fashion and living is every day. I still want to be a designer. I still want to create dresses. I'm not talking about custom or something very crazy, but I have my own taste. I have my own style now and I think my ultimate goal in the future would be to have a small line of clothing. A small brand, something very elegant, very sensual, pieces that doesn't only last for one season but throughout a lifetime. I really would love to start with being part of a creative team at one of the brands or fashion houses and eventually get to the point where I make my own clothing. That would be amazing.

What would an ideal job be? Who's the photographer, the stylist, the brand or campaign, are there other models?

For me an ideal job is more artistic than just clothing. It could just be in form of a white wall and make an amazing style. It has to do with my eye as well, that I want things to be elegant and simple, perhaps. Like minimalist when the model's body language comes out as opposed to clothes being too loud. Makeup focused on the girl's beauty rather than something super crazy. Clothes are shown by movement and not just as sculpture. When models have freedom to move, I think it is always more beautiful. The photoshoot is about the creative process and I'm lucky enough to see. I participated in many photo shoots where I had creative freedom. In the modern fashion world, a lot of creativity is being controlled by brands. The photographers, stylists and magazine editors have less room to create art, so I would like to bring back my limits. The ideal photo shoot would be to let imagination fly free. You know we used to do shoots with Jim in the morning on a glass of wine. No time limits, no budgets. I need to live in because I would die by the end of it. I'd make up hairpieces from the physical activity it requires. But then you'd see the outcome, and it was always the photo worth the pain. Those would become the photos that people see in art shows and it was all worth it, because creativity runs free.

Is there anything you wish people would know about you?

You a funny person? Have a great voice. I am an amazing cook, forever with just an incredible mother.

If you weren't a model, what do you think you'd be doing right now? Would you still be in fashion?

Before modeling I was accepted into university to become a teacher in Hungary. I have a daughter and now I'm starting to regain my passion for children and their learning process. Back then I really wanted to teach young kids, 6, 7 and 8 year olds. I thought teaching them to read and write would be the most incredible thing. But knowing myself for this long, I don't know if that would've been satisfying enough. I need to be creative, be my old boss and have freedom with creating. I think if I wasn't a model, I would've eventually pursued designing. I think I'd still be in fashion. I think I'd just have a degree in teaching with a couple of years of experience behind me first.

How has the industry changed since you first started modeling?

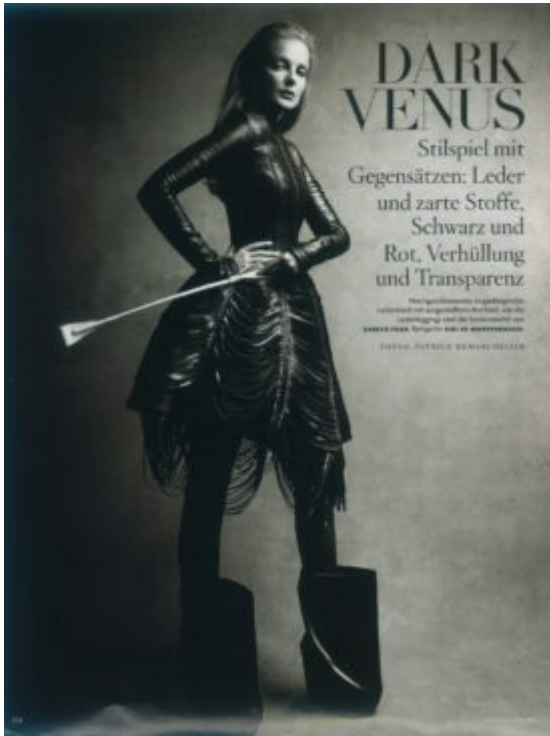
One of the greatest changes is the outcome of social media, the number one biggest impact on the whole entire world. I think. When I started modeling, social media wasn't a thing and it's funny because I recently watched all the way back to my first Instagram photos, and it used to be nothing like today. Instagram used to not be about advertising, it used to be about fashion or looks. No filters, color themes and nobody shared personal information. Now I just see it as a business platform. I think it impacted the fashion industry by somehow bringing back the model criticism. The way the top models used to be celebrities with paparazzi following them, being invited to the Oscars or other during the fashion show season. When I was at the top of my career that was not a thing. The girls who were the top models were famous within the industry, but not famous outside. Somehow with social media, and with children of famous people, it all came back. All the models were all social party celebrities with real followings, real influence. I don't necessarily think it's a negative thing. I also don't know if it's a true positive thing, it's just different. I was never a big fan of the spotlight, I liked being established in my field. I'm not sure I would have enjoyed being a celebrity. However, in some ways influence brings more power to the models and I think that is good.



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ENIKO



Photography: CHAMU
Makeup: HENRIK CARLSSON
Styling: DOMINIQUE ALEXANDER-WOODS

INTERVIEWED BY NATALIE HUBBELL

Eniko Mihalik was born in Hungary. After winning a model competition, she launched an extremely successful career in the fashion industry. She splashed onto the fashion scene in 2008 by walking the runway for Gucci and subsequently landing her legendary Gucci campaign. She has since worked for every major designer including McQueen, Moschino, Versace, Givenchy, Max Mara, Blumarine, Alberta Ferretti, and more. Mihalik has over 60 magazine covers including Vogue, Harper's Bazaar, and Self. She is an active marathon runner and also volunteers with UNICEF Hungary to raise funds. In 2022, Mihalik married David Karolyi and they have recently welcomed a beautiful daughter into their family.

TWEEE sits down with Eniko and discusses modeling, married life, and the fashion industry.

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