

#ICONICUNITED

IRMA SPIES



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What does the style you wear say about you?

I am a very diverse person and I don't like to be "put in a drawer" as we say in German. One day I will feel like chic, the next I like boyish and the day afterwards I will pull out my wellies. But the base of my personal style is "some good classics": a black (or white) cotton T-Shirt, well fitted Blue Jeans, my favourite handbag, sneakers. Done. And I guess that says something about me: give me some basics (a day in the mountains, sunshine, the smell of the ocean, a good conversation with a friend) – done. That'll keep me happy a long way.

Where do you stay right now? What makes this place so special for you?

Especially after some years of full-time modelling you really appreciate having "your own place". I love staying with my parents when I see them, I love travelling for work or for leisure but it always feels so good to come back to my own little place and have some quiet time. With myself. (This has changed a bit because of the pandemic I guess...I have had quite enough time "with myself" now...however: I am still grateful every single day that I have a place that I can call "home" and that home is a safe place for me).

What has modelling given you throughout your career?

It has given me a new perspective on the world, on life in general. Every job, every trip, every connection and conversation, every event – it all leaves an impression on you. You experience things you like, things you don't like, things you never know could happen. Modelling is a challenge but it's also a gift. Modelling has given me countless unforgettable memories, quite a few of my best friends and the invaluable insight what it feels like to work in a job you love.

Why have you chosen ICONIC to be your agent?

It wasn't me who chose ICONIC, it was them who spotted me in the first place. Ingo Nolden scouted me in the streets of Berlin in 2013 - but ever since then they have been doing tremendous work: Through their professional connections and a lot of hard work, they helped me build a career as an international catwalk model. Also, on a personal level I always felt well taken care of and they have supported me in all of my (career) choices. After 7 years of being with ICONIC, I guess there's no real question about my happiness with my (or their ;-)) choice!

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