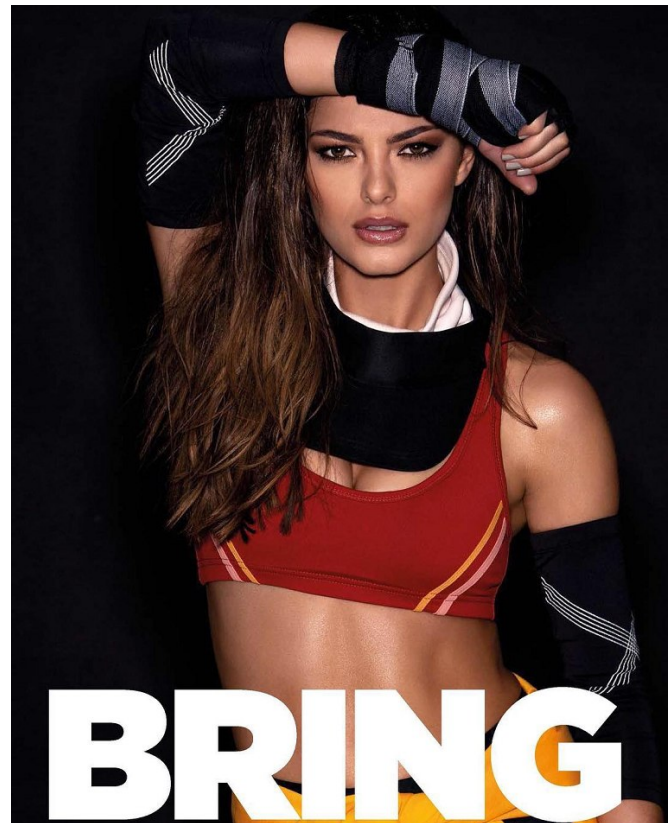


BOSS MODELS

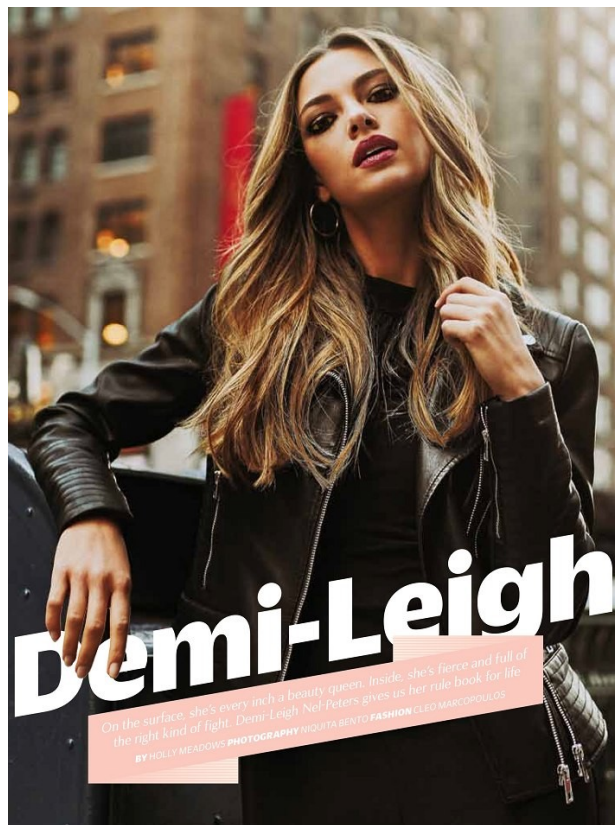
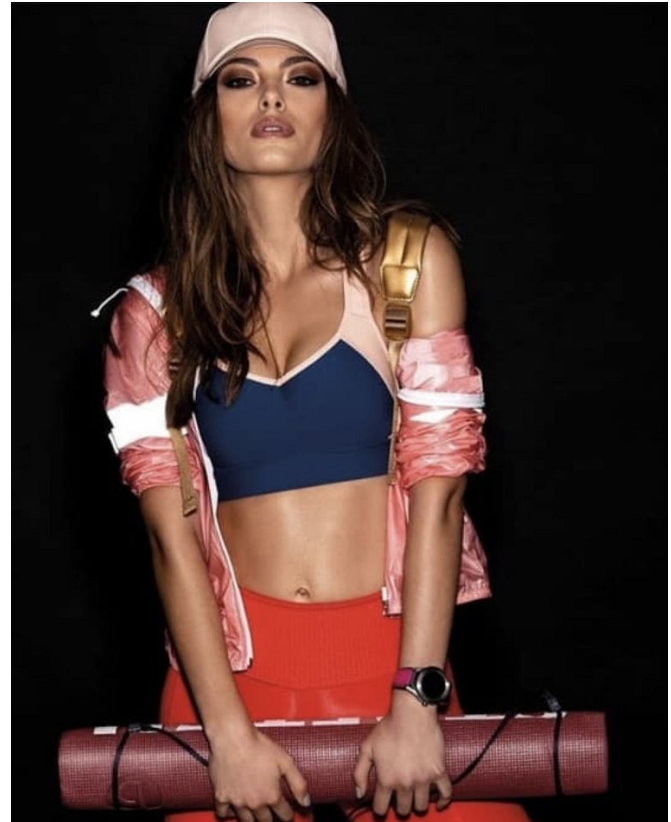
JOHANNESBURG



DEMI - LEIGH TEBOW

BOSS MODELS

JOHANNESBURG



After being crowned Miss Universe 2017 (she's only the second winner from South Africa since Margaret Gardiner took the title in 1978), Demi has been catapulted into the spotlight, with fan art and a glam squad following her around the world. She's rubbed shoulders with Kendall Jenner, walked the runway at New York Fashion Week for designer Sherri Hill, jetted off to Jakarta and Manila for pageant duties, been snapped on the red carpet alongside Clara and Lea Michele at the Super Bowl, and posed for selfies and k&ls with Usain Bolt during her homecoming appearance at the Sun Met. With her sights set on a career in the entertainment industry - modelling, acting and presenting - and a makeup or clothing line in the pipeline (she says she's always fancied herself an entrepreneur), at 25, Demi-Leigh is ambitious A.F.

As a young woman who knows what it's like to be under immense pressure, she shares the six life lessons she's learnt on her journey to success so far.

Rule No 1

'The timing might never be 100% right. Just start!'

'If you're reading this, you're so fortunate to have the ability to read, see and comprehend. My half-sister is my biggest motivation in life. She was born without a cerebellum, and is physically and mentally disabled. She will never be able to do even one percent of the things I get to do daily. 'Life is too short not to use your full potential. Stop waiting for the perfect moment to take the first step towards making your dreams come true - the moment might never be perfect.'

Her sister is one of the biggest reasons Demi always wants to give 100%. 'I feel like I want to do everything and enjoy everything twice as much, so I can do it for her sake as well,' she says. >

Revised to a year ago, and not so much, Demi, who grew up in the small Western Cape town of Sedgefield and has a degree in business management, was being hijacked at gunpoint. After she handed over the car keys, the men tried to push her back into her car and take her with them. 'I made the decision that I would not go to the second destination,' she says. She punched one of the men in the throat and managed to run away to get help. Since that terrifying incident in June 2017, Demi's been on a mission: her campaign #Unbreakable kicked off with a powerful black-and-white video and the words, 'Sexy does not mean yes. No means no.'

'It focuses on empowering women with skills and knowledge on how to handle threatening situations, such as carjackings, toxic relationships - any abusive or violent act.' Demi works with an organisation called Woman Empowered, co-hosting workshops around the country

that are designed to give you the mental and physical ability to make a choice. 'What I want to achieve with #Unbreakable is to open a conversation for women, because I think many of us are afraid to speak up,' she says. 'When I was hijacked, I felt so weak - I didn't want the story to get out. But I realised that asking for help doesn't make you weak. It's not your fault.'

Following #MeToo and #TimesUp, Hollywood's set a worldwide stage that says it's okay for women to speak up (and out) against gender-based aggression. Demi joined the movement at the Golden Globes in January, wearing black in solidarity and posting a photo with the caption: 'The time of tolerating injustice is up.' And this is just the beginning: she says she wants to use her platform (check out @togetherunbreakable on Instagram and Facebook) to continue rallying support locally. 'I think it speaks to a global issue that women face every single day,' she says.

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DEMI - LEIGH TEBOW

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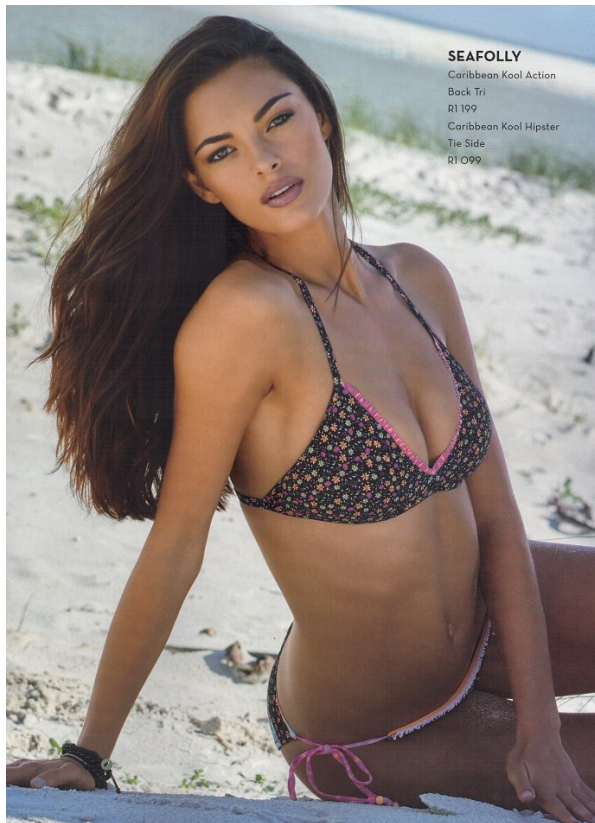
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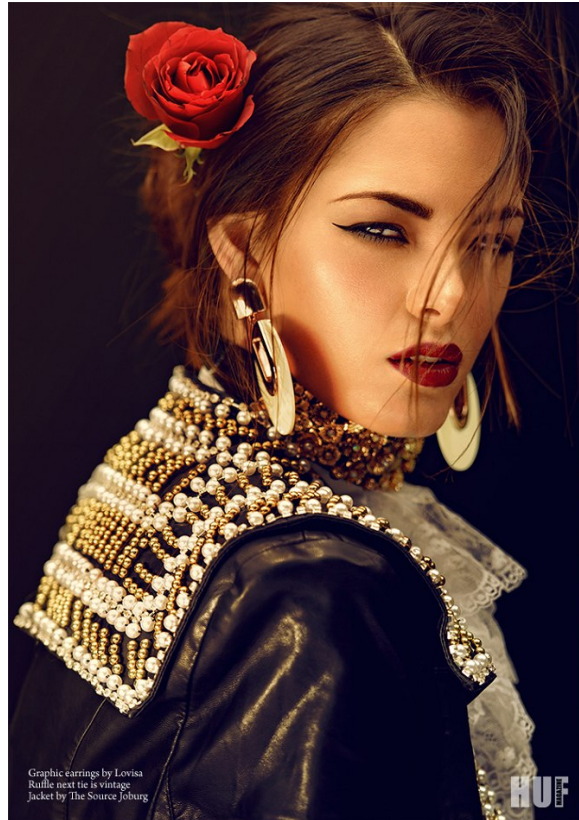
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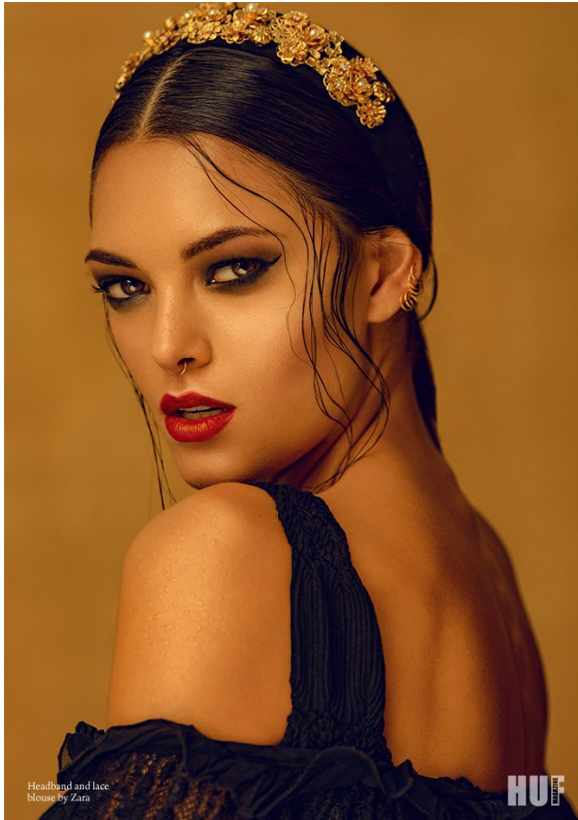
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