

BOSS MODELS

JOHANNESBURG

The image shows the cover of the June 2013 issue of Cosmopolitan magazine. The cover features a large, smiling portrait of Demi-Leigh Tebow. The magazine title 'COSMOPOLITAN' is at the top in large purple letters. Below it, the date 'JUNE 2013' is visible. The main headline 'Shower SEX!' is in large white letters, with a sub-headline 'Oops-Proof Positions to Try Now'. To the right, a black banner reads 'THE UNTOLD STORY OF Demi-Leigh', with a sub-headline 'How a Small-Town Girl Went Global'. On the left, a pink circle contains the text '6 Steps to a Debt-Free You' and a quote 'I Paid Off R95 000 in Three Years'. Another pink circle on the right contains 'Gen Z Beauty' and 'The Products You Never Knew Existed'. The bottom half of the cover features the headline 'The Future Is Female' in large pink script, followed by '19 UNDER 19' and 'Rule-Breakers * Change-Makers * Trailblazers'. At the bottom left, it says '#TamponTaxMustFall Sign Our Petition Now!'. At the bottom right, there is a barcode with the number '9 770256 028004' and the website 'Cosmopolitan.co.za'.

COSMOPOLITAN

JUNE 2013

Shower SEX!

Oops-Proof Positions to Try Now

6 Steps to a Debt-Free You

'I Paid Off R95 000 in Three Years'

THE UNTOLD STORY OF Demi-Leigh

How a Small-Town Girl Went Global

Gen Z Beauty

The Products You Never Knew Existed

The Future Is Female

19 UNDER 19

Rule-Breakers * Change-Makers * Trailblazers

#TamponTaxMustFall

Sign Our Petition Now!

R3290 (incl VAT) N\$34,90 (Namibia)

9 770256 028004 06328

Cosmopolitan.co.za

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August 2018

Women's Health

Weekend! Work!
On Duty! Off Duty!

STRONG & LEAN

THE KILO-TORCHING
WORKOUTS THAT
GET RESULTS

48
HOT NEW
DENIM
BUYS

15
EXPERT-BACKED
ENERGY
HACKS
From Doctors,
Trainers & More

Demi-Leigh
The SA Babe
Conquering
The Universe

THE POWER ISSUE

HYPNOTHERAPY
The Hottest Trend
In Wellness Right Now

**OUTSMART
YOUR PERIOD
- PERIOD!**

R50.50 (VAT INCL) NAMBIAN\$15.00

08096

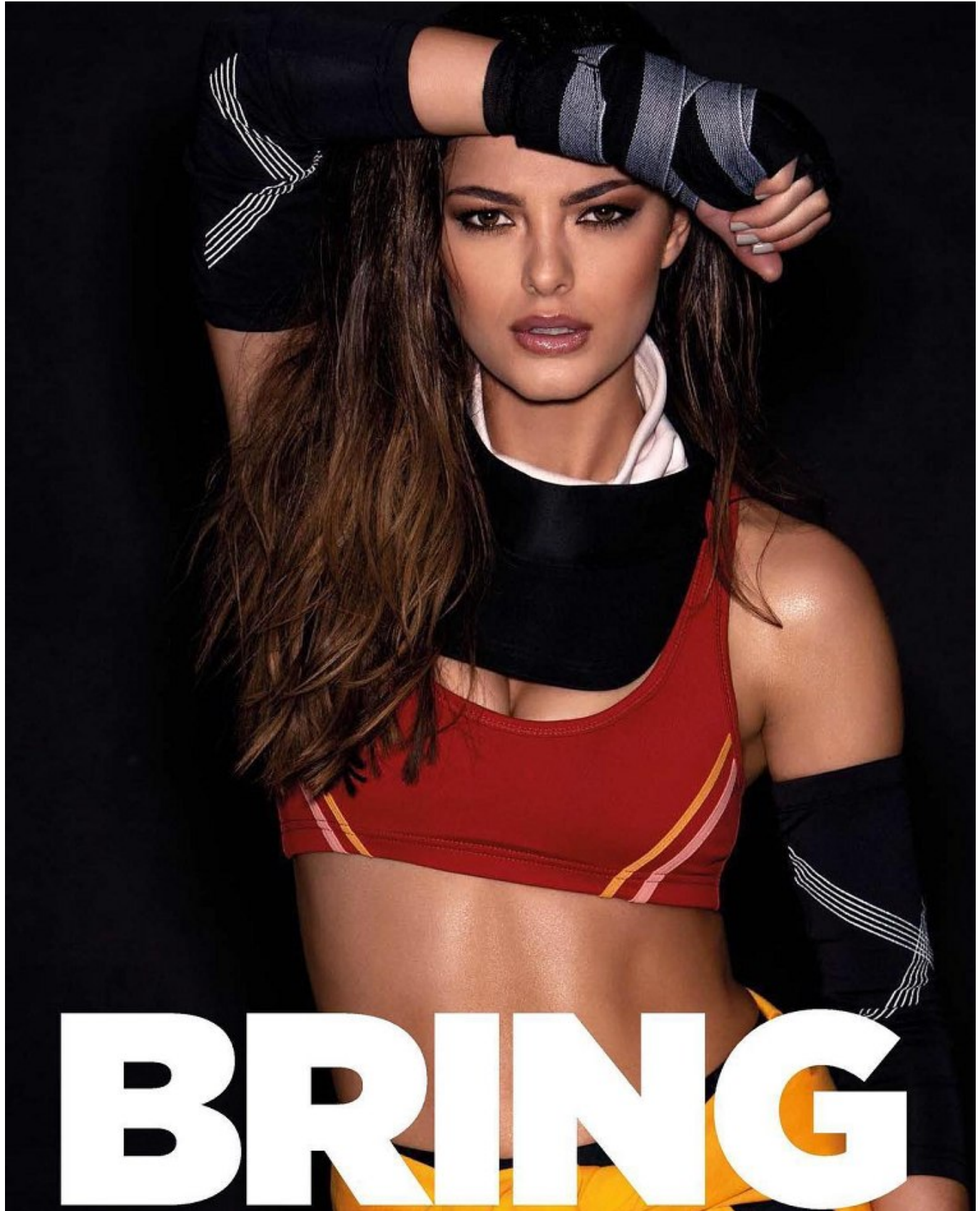
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Women's Health SA.co.za

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cover star

DEMI-LEIGH NEL-PETERS,

AKA MISS
UNIVERSE, IS THE
EMBODIMENT OF
BEAUTY, POISE
AND ELEGANCE.
BUT SPEND A BIT
OF TIME WITH
HER AND YOU'LL
DISCOVER
A TOUGH AND
TENACIOUS
WOMAN
WITH STEELY
DETERMINATION.
SHE SHARES
HER RECIPE FOR
UNLOCKING
YOUR OWN
INNER BADASS

BY GOTLHOKWANG
ANGOMA-MZINI

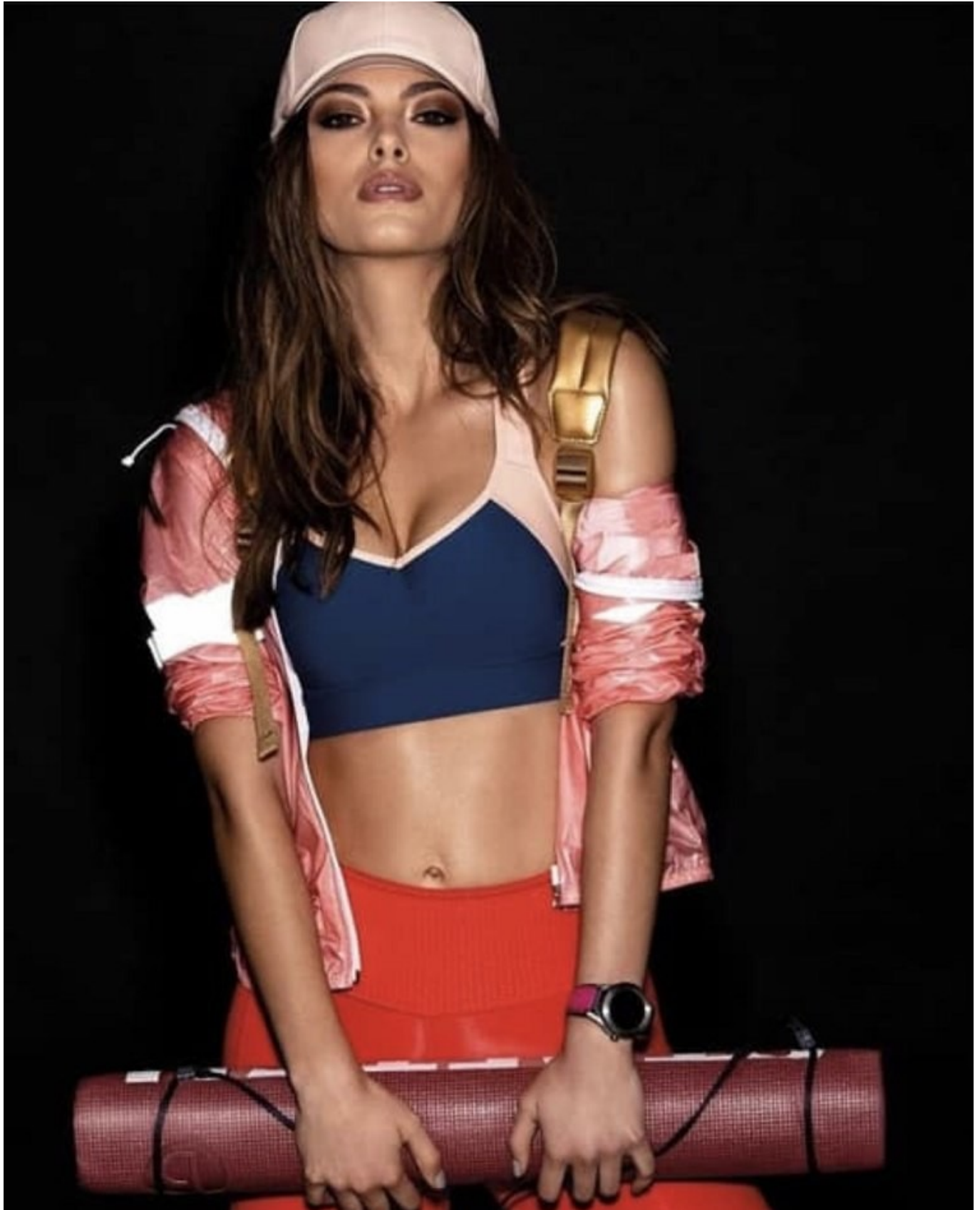
PHOTOGRAPHS BY
SEAN LAURENZ

IT ON!

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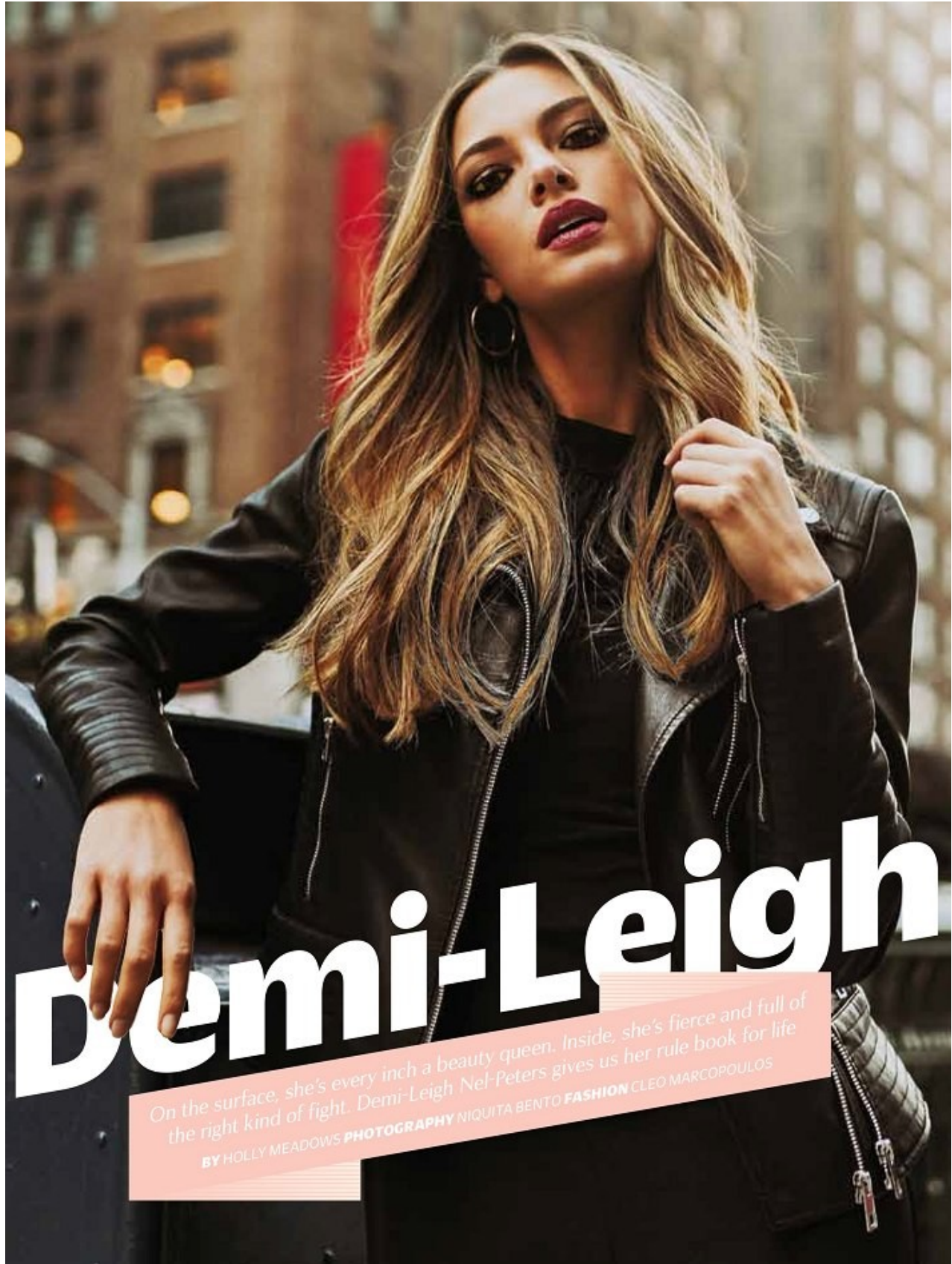
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Demi-Leigh

On the surface, she's every inch a beauty queen. Inside, she's fierce and full of the right kind of fight. Demi-Leigh Nel-Peters gives us her rule book for life

BY HOLLY MEADOWS **PHOTOGRAPHY** NIQUITA BENTO **FASHION** CLEO MARCOPOULOS

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Rewind 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 Inpowered, 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.

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 Ciara and Lea Michele at the Super Bowl, and posed for selfies and lols 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 22, Demi-Leigh is ambitious AF.

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. ▶

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Rule No 2

'It's okay not to be perfect. Just be yourself.'

'Learning and gaining experience is part of growing up – as long as you learn from your mistakes, and always give it your best shot.'

'In general, all people have fear. They have a fear of taking a chance, of not being successful in what they've decided to do. That fear keeps them back from getting out there, making that jump and actually going for it. Don't be imprisoned by fear. What's the worst that could happen? That you might not make it? That it might take a long time? Just take the leap. If you really want something, you'll find a way to make it happen.'

'I've been told many times to just be myself. We hear that daily – be yourself, don't hide who you are. It gets difficult in situations where you compete with other people – you try to put your best foot forward, but then you go back and realise that you are where you are because of who you are. I've been chosen as Miss Universe because somebody saw something in me that they like – and that is why I'm here today. And that is why I never want to change that.'

Rule No 3

'If you believe in something, believe in it all the way.'

'I think becoming Miss Universe is a perfect example. I know how much I wanted this since I was a little girl, so when I got to that stage – with 91 other gorgeous, intelligent, smart women to compete against – I kept telling myself what all my strengths were, why I was there, why I wanted it, and why I wouldn't give up even when I was tired. It's very challenging and it can be emotionally draining – but it's so wonderful.'




SHOP DEMI'S LOOKS WITH FOREVER NEW!

ARBITRARY PHOTOGRAPHY: GETTY IMAGES; JASMIN WINTERS: MICHELLE MANTON; AND MISS UNIVERSE: JASMIN WINTERS

Jumpsuit R1499 and earrings R99. FOREVER NEW

COVER STAR

My #MCM:

He knows who he is & 

And my #WCW:

Slo!!!

The weirdest thing in my bag: 9 boarding passes

Three young women I admire:

Shay Mitchell } Boss ladies
Halima Aden }
Khosi Nkosi }

My message to COSMO readers on Youth Day:

We are not the leaders of tomorrow. We are the leaders of today.



Rule No 5

'I don't believe in luck. I believe in hard work.'

'Nothing has ever fallen in my lap. And nothing ever will. Everything I've ever accomplished took a lot of hard work, dedication and sacrifice – but it's always been worth it.'

'I once arrived at a literature test unprepared. I didn't have a clue what the last three chapters were about. I told myself that day that I never ever want to feel that unprepared or embarrassed again. I have a fear of looking back and saying I could have put in more effort or I should have done more. That's why I treat every opportunity as though there will never be a second.'

'One of my favourite quotes goes something like this: "The woman who follows the crowd is likely to go no further than the crowd. The woman who follows her own footsteps is likely to find herself in places no-one else has ever been before."'

Rule No 4

'Your tribe is your vibe. There is solidarity in sisterhood.'

'Something I went through as a teenager and that had a huge impact in my life is women – especially teenage girls – not wanting the best for other women. We're powerful as individuals – but can you imagine how strong we would be if we joined hands and fought together?'

'It starts with deciding that we don't always have to compete with one another. I really like this saying: "A rose will never be a sunflower, and a sunflower will never be a rose." Each is beautiful in its own way – and so are we as women. I think that's what it's all about: it's knowing who you are, becoming happy with yourself as a person, and being content with that. It all goes back to respect, accepting one another, and embracing our differences.'

Rule No 6

'Never underestimate the power of positivity.'

'Small mind-shifts can make the biggest difference. Don't be afraid or ashamed of speaking about what you want in life. From the moment I became the South African Miss Universe contestant – I never said, "If I become Miss Universe" – I said "when I become Miss Universe". If you don't believe in yourself, how can you expect others to believe in you?'

'And when it comes to negative trolls and cyber-bullies, block them out. I try not to read the comments much. It does get to you. Everybody has an opinion of what you should and shouldn't do, and it's easy to lose yourself by trying to please everyone constantly. So I try not to read or to get involved. If you are going to react, think it through – and don't act in the heat of emotion.' ■

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COVER STAR

THIS PAGE
Polo-neck top R899,
coat R1399, jeans
R899 and shoes R899,
FOREVER NEW

OPPOSITE
Top R999, coat R1899
and pants R999,
FOREVER NEW

Full name:

Demi-Leigh Nel-Peters

Nickname:

Demi

My best trait:

My ability to have a positive
outlook in situations

And my worst:

When I make up my mind,
it's hard to change

One thing people
don't know about me:

I eat chocolate
every day.



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Demi-Leigh is about to board a flight to the Philippines. I've got a two-hour window to interview the woman who's flying the flag high for South Africans around the world. It's a few weeks after our fashion editor Cleo Marcolous and photographer Niquita Bento flew out to shoot her in New York, where she currently lives as part of her one-year tenure as Miss Universe. They spent several days getting a peek at her Manhattan apartment, hailing yellow cabs between frenzied Fashion Week shows, eating pretzels in Central Park, and gazing up at skyscrapers and mesmerising window displays on Fifth Avenue. New York, like Demi-Leigh, is the stuff #lifegoals are made of. ▶

THIS PAGE
Top R1799, coat
R1499, pants R999,
earrings R129, bag
R499 and shoes R299.
FOREVER NEW

OPPOSITE
Jumpsuit R1499, jacket
R1299 and earrings
R99. FOREVER NEW

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SEAFOLLY

Caribbean Kool Action

Back Tri

R1 199

Caribbean Kool Hipster

Tie Side

R1 099

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Fashion / Lookbook

MASCULINE

HE WEARS
Polo neck
Woolworths; suit
Hugo Boss; shoes
Tread+Miller

SHE WEARS
T-shirt R399 and
trousers R1 239 both
Topshop; blazer Zara
R1 499; earrings
Colette by Colette
Hayman R170;
heels Wilchery at
Woolworths R1 199

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SHE WEARS

Kimono Topshop
R1 699; **trousers**
Scotch & Soda R2 099;
earrings Colette by
Colette Hayman R115;
heels Cotton On R499

HE WEARS

Shirt Topshop; **blazer,**
trousers, pocket
square and lapel pin
all Fabiani; **shoes**
Tread+Miller

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Graphic earrings by Lovisa
Ruffle next tie is vintage
Jacket by The Source Joburg

HUF

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Black high waisted bottoms by Wolfed
Jacket by Zara
Badges and earrings by The Source Joburg

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Blouse Poetry R599;
trousers Zara R529;
earrings R880 and
bangle R880 both
Pichulik; heels
Witchery at
Woolworths R1 199



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SHE WEARS
Polo neck: Forever 21
R379; blazer R1 399
and trousers R999
both Topshop;
earrings R115 and
rings R170 (for pack
of five) all Colette by
Colette Hayman

HE WEARS
Polo neck: Woolworths;
suit: Robert Daniel

G

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Fashion / Lookbook

HE WEARS
Polo neck
Fabiani; trousers
Woolworths; hat
and shoes both
Tread+Miller;
scarf ALDO; belt
Robert Daniel

SHE WEARS
Polo neck Forever
21 R399; trousers
Woolworths R699;
Earrings H&M
R149; rings Colette
by Colette Hayman
R115 (for set of two);
bag Dune London
R1 067; heels
ALDO R1 299

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Dress Karen
Millen R4 800;
hat R699 and
gloves R839
both Accessorize;
earrings Colette
by Colette
Hayman R115

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