

# Joines Brandi

**PHOTOGRAPHER:** Michael Zeppetello **HAIR:** Mitch Berry for Bryan Bantry **MAKEUP:** Charlie Green for Madina Milano Cosmetics **MODEL:** Brandi Joines, IMG **STYLIST:** Anjelina Jolin  
**BY JILL JOHNSON** — Though Brandi Joines was as quiet as a mouse on the set of our cover shoot, her six-foot frame defies her attempts to blend into the woodwork. She reminds me of a 15-foot baby giraffe I recently saw at the zoo; it was attempting to hide behind a sapling which barely covered the length of its lashes, let alone its neck. Over a year on the model fast-track (since her discovery as the winner of MTV's Fashionably Loud model search in 1999) and Brandi has yet to shake the schoolgirl self-consciousness that plagues teen girls who tower over all the boys in their class. It's a self-consciousness that makes her instantly likeable. She possesses an innocence which most 20-year-old girls—not to mention 20-year-old models—lost years ago.

"She's the sweetest girl ever," says Lisa Amato, Brandi's booker at IMG. "She's really down-to-earth. She'd rather be home with her family than out partying like your usual 20-year-old. You'll see what I mean when you meet her." Soon after stealing Brandi away from the hairdresser who couldn't wait to get his hands on her soft layered locks, I did see exactly what she meant.

Joines is refreshingly wholesome (she hasn't had a boyfriend yet) and devoted to her family (she goes home almost every weekend). She hails from Red Lion, Pennsylvania, "close to Lancaster." Lancaster, Amish country—good values must come with the territory. But you won't find Joines' fashion flair in *Witness*. She wears the requisite fall footwear item—cool boots—which end mid-calf, at which point an interminable stretch of bare leg begins and reaches up to a jean miniskirt cinched with a wide leather belt and topped off with a country-girl cable-knit sweater in cream. Emerging from the turtleneck is an angelic face—the kind of face that belongs on magazine covers, which is exactly where we would put it. This is news to Brandi and she responds like a kid on Christmas.

I sat down for a little chat with the gleeful girl-next-door, moments before her transformation into the glamorous cover girl pictured here.

**JJ:** Tell us about the *Mademoiselle*/IMG/MTV *Fashionably Loud* model search.

**BJ:** My mom sent my pictures in and I had forgotten about it by the time I received the call inviting me to the semi-finals in New York City. One hundred girls came to New York [out of 5,000 entrants]. I had a strange feeling something was going to happen. I ended up winning and going to Miami for the week-long finals with three other girls. I didn't have any expectations. When I won I was excited but I felt bad because I had become friends with the other three girls.

**JJ:** How did your life change after this high-profile discovery?

**BJ:** I was in college at Penn State in York at the time, in the first semester of my freshman year. The next week I had to be in New York, so I had to put college on hold while I started spending weekdays here. I tried to do correspondence but lugging 12 books around and trying to study when I was so busy didn't work out very well. I'm going to wait until I have more free time.

**JJ:** You've had bookings all over the world since then, right?

**BJ:** I've gone on trips to Corsica, Germany, Sri Lanka, Mexico, Tenerife...and I spent time in Paris, London, and Australia building my book.

**JJ:** Your best job so far?

**BJ:** This one: the *Tear Sheet* cover!

**JJ:** Who are your favorite models?

**BJ:** Yael Goldman—she's not famous yet, but she will be. Heidi Klum—she was the co-host at the competition and she's so sweet.

**JJ:** Unlike most models in this city, you head home on weekends?

**BJ:** Yes, I'm really close to my family. I have four sisters and two brothers who make up my heart. They're wonderful—all of them!

**JJ:** Where do you fall in age?

**BJ:** I'm the oldest. The youngest is two! I have the coolest set of parents ever and three grandmothers who are the most amazing women put on this planet, along with my mom. There's a really strong woman thing happening in my family.

**JJ:** How would you spend your ideal Friday night?

**BJ:** First I'd have to find a boyfriend...then we'd eat dinner with my family, go to a movie, and then come home and watch TV.

**JJ:** What are you looking for in a guy?

**BJ:** Well I'm trying not to look because then it won't happen, but he'll have to be tall and he'll have to like Pennsylvania!

**JJ:** Do you have any advice for aspiring models?

**BJ:** Grow up a little first. I think there should be a high school diploma requirement for models. Girls that have been raised well do OK; ones who haven't don't act appropriately.

**JJ:** Are you happy with your agency, IMG?

**BJ:** Yes, I'm with them in New York, Paris, and London. I love all of them. They're all objective and have good morals.

**JJ:** Do you have any exercise and diet secrets?

**BJ:** Not really. I just started with yoga. I love home cooking. And I love fried foods—this is becoming a problem!

**JJ:** What is your favorite beauty product?

**BJ:** Chap Stick—it's all I use. I just bought my first mascara two months ago.

**JJ:** Do you like modeling and has it changed you at all?

**BJ:** I love it. It's helped me grow a lot in a short amount of time. It has made me a stronger person, not a different person. ■



Dress, coat, and shoes by Luca Luca.