

ABOUT THE SELECTION

WHAT IS THE LOOK OF THE YEAR BRAZIL?

It is one of the country's largest talent searches, focused on discovering models with potential for the domestic and international markets.

Past editions have featured major models, notably Gisele Bündchen, Isabeli Fontana, Ana Beatriz Barros, and Raica Oliveira.

The event emerged internationally in the 1980s and gained momentum in the 1990s as a gateway to international careers in fashion.

The national edition is organized by JOY Management; candidates participate in regional auditions, and the semifinalists advance to the final round in São Paulo, SP.

WHO CAN PARTICIPATE?

Girls and boys from all over Brazil who are suited for fashion and advertising.

DO I NEED TO HAVE MODELING EXPERIENCE?

No. The recruitment process seeks out new talent, including people with no professional experience.

IS THE SELECTION PROCESS OPEN ONLY TO WOMEN?

No. The Look of the Year Brazil selects both female and male talent.

APPLICATION

HOW DO I APPLY?

You can sign up on the official website, www.thelookoftheyear.com.br, or by participating in the regional auditions announced in the press and on the social media channels of The Look and its partners.

IS THERE A APPLICATION FEE?

No, there are no application fees for any stage of the selection process.

CAN I PARTICIPATE EVEN IF I LIVE IN A DIFFERENT CITY?

Yes. The selection process accepts applications from participants all over Brazil.

CAN MINORS PARTICIPATE?

Yes. Minors need permission from their legal guardians.

DO I NEED TO SUBMIT PROFESSIONAL PHOTOS?

Not necessarily. Natural photos with good lighting and minimal editing are already helpful for the initial assessment.

REQUIREMENTS

WHAT ARE THE AGE AND HEIGHT REQUIREMENTS TO PARTICIPATE?

Women: Ages 16 to 25, minimum height of 5'8".

Men: Ages 16 to 25, minimum height of 6'0".

Those under 16 may register and be considered for future editions.

CAN I PARTICIPATE EVEN IF I WEAR BRACES?

Yes.

CAN I GET A TATTOO OR A PIERCING?

Yes.

PREPARATION

WHAT SHOULD I WEAR ON THE DAY OF THE TRYOUTS?

Simple, neutral outfits are best. The key is to highlight your natural look, without elaborate hairstyles or makeup.

DO I NEED TO KNOW HOW TO WALK THE RUNWAY?

No.

CAN I BRING SOMEONE WITH ME?

Yes, especially minors.

SELECTION PROCESS

HOW THE SELECTION PROCESS WORKS?

Local auditions will be held in various cities, either in person or online. The semifinalists will participate in a national semifinal in São Paulo, and those who advance will then compete in the national final.

HOW WILL I KNOW IF I'VE BEEN SELECTED?

The team will contact you through the channels provided in the registration form.

WHAT HAPPENS AFTER APPROVAL?

Those selected will participate in a semifinal round that brings together candidates from across the country, and those who pass will move on to the final round, which includes several days of training, activities, and the final event.

ARE THERE ANY PRIZES?

The finalists sign a management contract with JOY Management. The top three finishers receive housing assistance in São Paulo and a portfolio, and the first-place winner receives a portfolio.

WHAT DO THE JUDGES EVALUATE?

Candidates undergo an evaluation process with professionals from the JOY agency, international agents, and clients in the fashion and advertising industries.

Factors such as profile, stage presence, photogenic qualities, attitude, personality, poise, and professional potential are taken into account during the selection process.

DOES THE COLLECTION FEATURE ONLY FASHION MODELS?

No. There are opportunities for all segments of the modeling industry.

SECURITY AND INFORMATION

HOW CAN YOU TELL IF A SELECTION IS OFFICIAL?

Follow only the official channels of The Look and authorized partners.

DOES THE SELECTION REQUIRE PAYMENT FOR A PORTFOLIO OR A MODELING COURSE IN ORDER TO PARTICIPATE?

No, application is free at every stage.

WHERE CAN I KEEP UP WITH NEWS AND POSTINGS?

Via The Look's official Instagram and website.

WHEN IS THE APPLICATION PERIOD?

From June 2, 2026, to October 31, 2026.