

# SARA NURU

## INTERVIEW

### **...the new face of LANA GROSSA**

*You had a fantastic career start! After winning Germany's Next Topmodel, you became a sought-after model for fashion designers and lifestyle magazines. Then you took a planned time-out. What were the reasons?*

Right, the emphasis is very much on 'planned'. After my win, I worked and experienced a lot. After 5 years without a break I needed time for myself. I very much missed my day-to-day life, my friends and my family. It's nice not to have to live out of a suitcase all the time and to have some stability. I really value my time nowadays, that's why I'm very selective about the jobs I accept. I don't have the desire anymore to travel back and forth to New York for 12 hours for a one day engagement. Those days are over.

*Are you working on a project perhaps...?*

My work for Ethiopia is especially close to my heart. I have been ambassador of the human rights group "Menschen für Menschen" (people for people) for the last 7 years. Since the beginning of this year I am specifically advocating for better living conditions and an improved social status for women. Through family planning education and loan programs we offer women an opportunity to earn money and take charge of their own life.

*But modelling is still fun?*

Absolutely! I love working with different photographers, stylists and clients. Every day is different and that's exactly what makes it fun.

*Is it exhausting to be in the public eye?*

I did make a conscious decision to pull back from public life. I don't have a problem being in the public eye as long as it's in my professional capacity as a model. I don't want to see my private vacation pictures in magazines.

*You're the new face of LANA GROSSA. What are the plans?*

I'm thrilled that Magdalena Neuner and Sarah Wiener joined the Lana Grossa family. Lots of exciting things are planned! I'm looking forward to future photo shoots, an upcoming knitting event that will happen soon and to improve my knitting skills.



*What's the difference between modeling for a yarn company versus a fashion designer?*

What I appreciate most about knitting is the hands-on work with yarn. Unlike with ready-made fashion, you bring something of yourself to hand knit items. You can only create something when you get personally involved. I like this approach.

*What intrigues you about yarn?*

That it feels great against your skin and the variety of yarns and the spectacular colors Lana Grossa offers.

*Do you yourself reach for yarn and needles?*

Of course. Knitting fashionable things yourself is fun. After our last photo shoot I brought home a few balls of superfine Merino/cashmere in a light grey. It feels heavenly against my skin. I'm busy knitting a long scarf which I wore during the photo shoot. As a reward for the long work it will be my Christmas present to myself. I'm sure I'll be done by then :)