

Instagram: [j_bale_man_](#)

The Rise of

JOOST BALEMANS

By *Teddie Piebenga*

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Franciscus Cornelis Balemans, or just call him Joost, is a 20-year-old man.

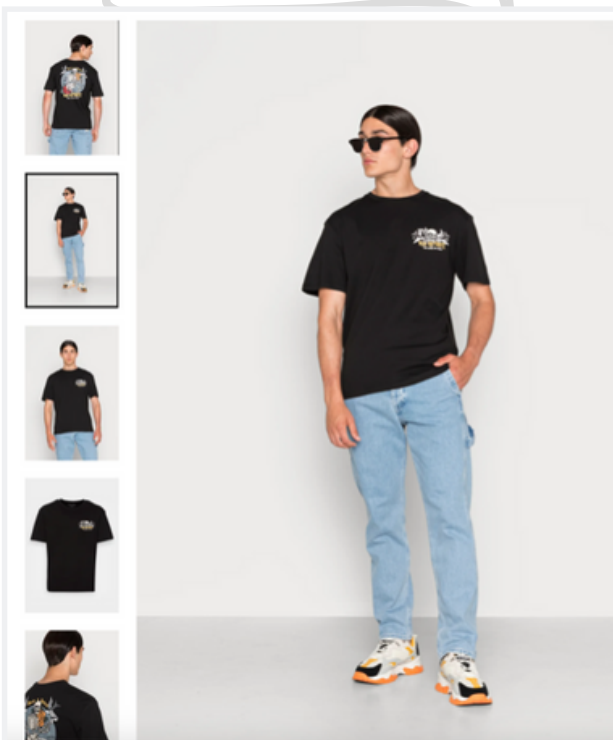
You can find him wearing an apron behind the bar, in the classroom studying to become a host, or in his soccer tenue spending some time outside to clear his mind.

When he's not doing one of those things you can find him against a white backdrop with all the spotlights and cameras on him.

Joost is a model. But what is this like, what are his dreams, and what goes on in the mind of a young and busy upcoming model?

Let's start at the beginning of your model story. How did you get scouted?

In quite a weird way actually. I was scouted via a TikTok video I posted 8 months ago. It went viral and that's when a scout slid into my DM's. At first, I didn't really believe him but after we talked for a while, and he sounded very credible, we made an appointment in Amsterdam and that's how it all started.



Did you ever think as a child you would become a model?

Never in my life. I was (fucking) ugly and I was also very insecure. I wasn't built the way I am now. My appearance wasn't the way it is now. And I would never have thought that I would do something with my looks, no, never.

Would you have wanted to?

Not really, but somewhere in my mind there was the thought:

"I would like to be one of the pretty ones."

But I never dared to think that would ever actually happen.

I never got bullied but I did really have to teach myself to open my mouth and to stand up for myself. I wasn't the silent kid, but I was very normal. Not in the spotlight nor getting excluded. Getting in the spotlight was something I had to work on for myself.

What is your favorite modelling memory?

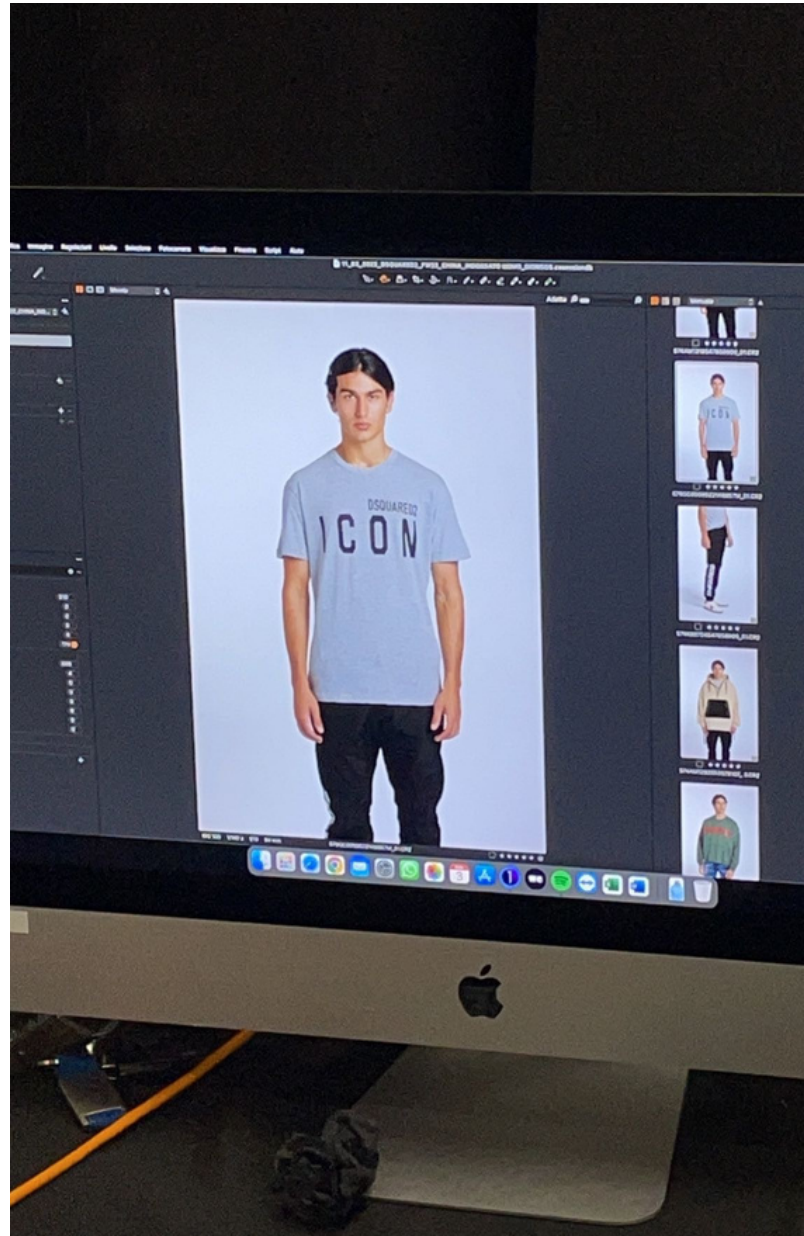
My favorite job was working on the set of Just Cavalli. I loved seeing how everything works and I liked it even more because it was for a well-known brand. It really felt like I was being appreciated, and I was astonished because I never expected to work for such a big brand. Now my mindset has changed, and I only see opportunities and positivity now.

How is your confidence in this environment?

My confidence in general at this moment is very good, Joost says while laughing. I wouldn't say I am egocentric or completely in love with myself, but I can say I am confident right now. I know who I am, I know what I look like, and I know what my possibilities are. I won't be told otherwise by people.

In the modelling environment it is a little different. I know what I'm doing but being surrounded by so many people that are in the same position as me, but I can see I am still one of the newbies, makes me feel like I'm worth less than them. With Cavalli when the other models came in, I was like 'Oh shit am I going to work with them, are they going to stand next to me.'

But still, I wouldn't say I'm insecure. I can't be. As a model you have to be confident. If you're not self-assured they will see it in the photos or on the catwalk and you won't be booked again.



Do you have any rolemodels?

No. Everyone in the modelling industry is unique.

“You will never be them, so you have to work on yourself.”

If you look at others and try to be like them, that's when you will fail in this world.

What are your limits, are there certain things you really wouldn't do?

I already did a nude shoot. So, I don't know what more I could do. But I don't want to lose more weight than when I say it's enough. I already had to lose 8 kilograms and I miss my old physic. I mostly lost muscle, so I am quite sad about it.

Did you change since you became a model?

Yes. Because I started thinking more about what I should and shouldn't do. I forced myself to be more disciplined. Going out less, drinking less alcohol, and I also let some people go. They didn't add anything to my life anymore. Sometimes it's hard but it's needed.

Do people treat you any different?

I kept my circle small.

However, at school or when I do go out, I notice a difference. People coming at me saying like 'hey model boy'. It spreads pretty fast and that can be nice but after a while it starts to annoy me.

What steps do you take to keep your physical appearance?

I have a morning and night routine. I get up early but also prioritize getting enough sleep, I always try to sleep before twelve. Discipline is a huge thing for me.

I also started doing skincare, my sister helped me with this. She numbered the tubes that I have to use and in which order.

I also work out every morning and evening. All to persevere my beauty, he says while smirking.



How big do you want to become?

As big as I can get. When I am in this world, I want to go for it and make a career out of it. It would be amazing. I want to make a name for myself. If the modelling doesn't work out, I will work hard to become successful in another way.

“I won't stand still and will always keep working on myself. If there's one thing I learned, it's don't stand still. Time is one of the most precious things you have.”

I am not the little Joost anymore, I don't feel like him anymore. I am grateful that I once was this insecure boy outside of the spotlight because I think this made me the way I am right now. Having seen the other sides of things. But I never look back at my past and I also think that's a really bad thing to do. I look to my future and to what I can do to make it better for myself. Even though I am grateful and happy with myself right now, I still see things that I could improve or things I don't really like about myself. No matter who you are, you will always see things that could be better.

**NOBODY IS PERFECT.
BUT I DON'T LOOK BACK.**