

I WANT TO INSPIRE PEOPLE TO WAKE UP

You really don't have to be perfect, but you have to try to do what you can. But "the big politicians – they rule the world", so they have to start taking responsibility so that we can create real change. Meet The Perfect World ambassador, Victoria Silvstedt.

By Sebastian Sandberg Photo: Gil Zetbase

After 17 years in the US, and many years as a model and TV personality, Victoria Silvstedt is back in Europe. Based in Monaco, she is now focusing on her own business as a stock and currency trader. At the same time, she also wants to be a good role model for her over 730,000 Instagram followers, and in her role as ambassador for The Perfect World Foundation.

DONATED EVENING GOWN FOR TREES

In September 2018, Victoria attended 'The Polar Bear Ball' in Gothenburg, Sweden when The Perfect World Foundation presented Sir David Attenborough with the organization's honorary award. For the evening's charity auction, Victoria donated her light blue evening gown, by fashion designer Elie Saab.

"I usually donate money, but I thought the dress would be a fun thing to liven up the auction. It's also important to recycle, so the dress getting reused and a second owner was an added bonus," Victoria says. She laughs a little and continues,

"Also, the money goes to planting trees, so that dress must be climate positive now."

REUSE ON THE RED CARPET

"I definitely want to wear my dresses several times," Victoria replies straightaway to the question of whether she only uses her

dresses once. She continues,

"The press in Sweden have understood that recycling is 'cool', but unfortunately that's not the case in other parts of the world. The press and media there need to change their outlook, and stop criticising celebrities for wearing the same dress on the red carpet more than once. It's not a negative thing! That's why I usually borrow dresses from different designers – that feels like the best option for me."

PRINCE ALBERT OF MONACO

Victoria thinks that The Perfect World Foundation's award banquet in 2018 was an amazing evening, made even more extraordinary by the presence of Sir David Attenborough. On the question of who she would like to nominate for The Perfect World Award, she answers,

"If I got to choose an award candidate, I'd choose Prince Albert of Monaco. Monaco is full of people with a lot of influence and money, and Prince Albert truly does everything he can to get those people to pay attention to what's happening to our world. He does such a lot for the environment, and runs his own organization that focuses on our planet's alarming situation. Also all buses in Monaco are powered by electricity and Prince Albert drives an electric car himself. He has an eco-friendly mindset in



everything he does, and I even got 'help' from Monaco when I bought a new car as it's a hybrid."

INSPIRE POSITIVE CHANGE

Victoria has over 730,000 followers on Instagram, and to the question of how she, and other people in similar positions, can use social media to create positive change, she answers,

"Social media is so big now, so if you have lots of followers you have to try to be a positive influence. It seems like more people look at social media than on the news and TV these days, so of

course it's important to be a good role model. I want to use my platform to get people to wake up."

She goes on to say, "I'm passionate about the natural world. I was born in Norrland in the far north of Sweden, and my childhood revolved around animals and nature, and keeping the natural world around us clean and healthy. When I visit a lot of other places around the world I feel devastated when I see the endless littering, constantly running air conditioners, and all the food waste. Sweden is so great, but we're just a drop in the ocean. Unfortunately in most countries it's all about the money." ■