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Lisa Austin – a woman with a purpose Wins Miss England Bare Face Top Model Semi Final round — Embracing Authenticity, Purpose and Representation

Lisa Austin, a 25-year-old high fashion model and influencer talent manager from London, has been crowned the Bare Face Top Model winner at the Miss England semi-final, fast-tracking her place in the Miss England national final in November which is the nations entry to Miss World .

Sponsored by Caesium Skin Clinic, Lisa’s powerful decision to go completely makeup-free — without filters, wigs, or extensions — resonated strongly with judges.

“Honestly, I didn’t think I was going to win. There were so many beautiful girls in the competition but I chose to be very intentional and strip it all back. As a woman of colour, it can be challenging to embrace natural beauty in a world shaped by Western standards, but I wanted to show young Black and Brown girls that they are beautiful just as they are,” Lisa shared.

While proud of the award, Lisa is determined to be remembered for more than her looks. After a successful international modelling career — landing her first campaign with Gucci at just 19 — she made the conscious decision to step away from full-time modelling to focus on projects with purpose.

Her Beauty With a Purpose project, Because I Can, aims to empower young people from working-class and disadvantaged backgrounds to break into the media industry. By equipping them with skills, confidence, and opportunities, Lisa wants to amplify unheard voices and challenge stereotypes, creating more inclusive and authentic representation in media.

Lisa’s story is one of resilience. Bullied at school for being “lanky” and “awkwardly thin,” traits later celebrated in the fashion industry, Lisa turned modelling into a tool not just for success but for survival. Following the sudden loss of her father and grandmother, modelling gave her focus, and her income helped support her mother and fund her education. Over time, Lisa’s curiosity led her to explore behind the camera, developing her skills in photography and videography — talents she showcased in the Miss England “Explore the Nation” round, which she produced and edited herself.

Reflecting on her Bare Face entry, Lisa said:

“Normally, I enjoy getting ready and being glammed up, but this round was about vulnerability and authenticity. I took a simple photo at home, no filters, no studio lights. It reminded me that true beauty comes from courage and purpose.”

Alongside her advocacy, Lisa is sporty and active, with a background in athletics, and continues to train through sprinting and high jump. She is also passionate about health and personal growth, recently enrolling in cooking classes to improve her nutrition and wellbeing.

With her dual British-Nigerian heritage and council estate upbringing, Lisa hopes to be the first British-Nigerian with dual nationality to represent England at Miss World — proving that no matter your background, it is possible to rise, to be seen, and to inspire change.

“I want to show up on the Miss England stage not just because I am ‘beautiful,’ but because I am a woman with purpose,” Lisa said.

The public vote for Miss England starts on the Miss England app on the 24th October . The app is FREE to download and voters can make one free vote per day...

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