



## ESTONIAN MISS PAGEANTS 103

One Hundred and Three Years of Beauty Pageants in Estonia

# MISS WORLD ESTONIA 2026

Miss World Estonia and Eesti Missid MTÜ are organizations with more than 30 years of experience in organizing beauty pageants, licensing international competitions, and carrying out special projects both in Estonia and internationally.

We have become a recognized name in the glamour and beauty pageant industry beyond Estonia as well, cooperating with partners around the world and representing Estonia on prestigious stages.

Our work covers the entire process — from initial planning to the very last detail — ensuring high-level, professionally executed events.

**Our goal** is to offer high-quality and impactful projects that unite beauty, culture, and international cooperation.

## HISTORY AND MISSION

In 2026, Estonia will celebrate 103 years since its first beauty pageant — on 27 April 1923, Sinaida Tamm was chosen as the first Miss Estonia.

Throughout the years, Estonian beauty pageants have highlighted the beauty, culture, and values of Estonian women, giving them the opportunity to represent Estonia at the world's largest international competitions.

A Miss has never been merely a symbol of beauty, but also a bearer of culture — introducing our national traditions, folk costumes, folk dance, and Estonian tourism to the world.

Today, charity and social contribution also play a very important role. Through Miss World Estonia projects, we support people with special needs, encourage compassion, and take part in various joint initiatives, including maritime-themed projects.

Our misses offer support, share positive energy, and contribute to making society more caring and united.

**Our mission** is to promote the culture of beauty pageants, high-level entertainment, educational tourism, and a healthy lifestyle in Northern Europe, offering young women opportunities for personal development and international self-realisation.

## 2021

In 2021, after the Covid-19 period, the Nordic Beauty Pageantry organisation and its founder Leo-Sergei Täht invited Viking Beauty Secrets — a certified organic skincare brand founded by former miss Eha Urbsalu — to become a cooperation partner. Together, they set the goal of restoring and developing Estonian pageantry.

During the same year, after a 14-year pause, Estonia succeeded in regaining the Miss World licence. This marked an important milestone in the history of Estonian beauty pageants and once again opened doors to major international competitions.

Karolin Kippasto, a psychology student at the University of Tartu, was crowned Miss World Estonia and represented Estonia at the international Miss World competition.



*Miss World 21 Final, Puerto Rico*

## 2022

The Miss World Estonia 2022 final took place in the ballroom of the Hilton Hotel in Tallinn. The title was won by Adriana Mass — a 21-year-old violinist and rehabilitation student at the University of Tartu.

The event was hosted by Eha Urbsalu and Mart Sander, who also performed musical numbers. The event received wide media attention and was covered by several publications, including TV3, Kroonika, Õhtuleht, and Nelli Teataja. Watch the video [HERE](#)

TV3 also covered the event on television, highlighting both the final and interviews with the organisers. Watch the video [HERE](#)



*2022 Miss World Estonia MWE 2022 Top 5 and jury with Tere Piim products*



*Miss World Estonia Adriana Mass*

## 2023

In 2023, special attention was given to charity, which is an important part of the values of the Miss World organisation. Estonian representatives took part in various projects, inspiring young people to contribute to society and notice those in need.

In March of the same year, Leo-Sergei Täht and Eha Urbsalu founded the non-profit organisation Eesti Missid MTÜ, with the aim of developing Estonian beauty pageants, supporting charity projects, and helping Estonian representatives participate in international competitions.

The cooperation between the Nordic Beauty Pageantry organisation and the Viking Beauty Secrets brand has played a key role in the continuous development of Estonian pageantry and in achieving an international level.

Thanks to this cooperation, Estonian representatives are sent each year to several prestigious international competitions, including:

- ◆ Top Model of the World
- ◆ Face of Beauty International
- ◆ Miss Aura International
- ◆ Miss Intercontinental

On 25 August, a charity gala celebrating 100 years of Estonian pageantry was held at Kadriorg Palace, during which Miss World Estonia 2023 was also chosen. The event brought together finalists from across Estonia and became one of the most remarkable beauty and cultural events of the year.



*Miss World Estonia 2023 was crowned Eliise Randmaa.*

## 2024



*Estonia's representative — Miss World Estonia Adriana Mass — successfully represented Estonia at the Miss World final, achieving a Top 14 placement in the talent round*

On 13 July, a special summer event took place at the Seaplane Harbour in Tallinn, where the Tallinn miss candidates were presented and a fashion round featuring Siret Design summer collections was held. The evening continued with the crowning of Tallinn Summer Model and Miss Baltic Sea Tallinn 2024.



*Estonian Summer Model and Miss Baltic Sea Tallinn 2024*

On 9 August, a lively motorcycle ride took place in cooperation with the Harley-Davidson H.O.G Estonia Club, followed by a photo shoot at the Harley-Davidson Estonia showroom.

On 20 August, the Estonian Summer Model and Miss Baltic Sea Estonia 2024 final took place at Tallink Spa & Conference Hotel — a festive and grand event that brought together beauty, fashion, and entertainment.



*Estonian Summer Model & Miss Baltic Sea Estonia 2024*

## 2025

### INTERNATIONAL ACHIEVEMENT

The reigning Miss World Estonia, Eliise Randmaa, achieved first place in the Sports Challenge competition held as part of the 72nd Miss World Festival in 2025, bringing Estonia significant international recognition.

Eliise is a versatile and outstanding young woman — a software developer, European champion in cheerleading, and experienced model. Her journey in beauty pageants includes several titles, including:

- ◆ Estonian Beauty Queen 2020
- ◆ Top Model of the World Estonia 2022
- ◆ Miss World Estonia 2023
- ◆ Queen of Europe 2023

Her success on the international stage reflects the high level and dedication of Estonian misses.



*Eliise Randmaa — 1st place in the Sports Challenge at the 72nd Miss World Festival*

### INTERNATIONAL COOPERATION

Miss World Estonia cooperates with several prestigious international beauty pageants and organisations, offering Estonian finalists the opportunity to represent the country on the world stage.

Our partnerships include the following competitions:

- ◆ Miss World
- ◆ Top Model of the World

- ◆ Face of Beauty International
- ◆ Miss Intercontinental
- ◆ Miss Interglobal

Through these collaborations, Estonian representatives regularly participate in international finals, bringing visibility to Estonia and strengthening our country's image worldwide.

## RECENT ACHIEVEMENTS

The past few years have been significant and successful for Estonian pageantry:

**2021** – The Miss World Estonia title was restored after a 14-year pause

**2021** – Karolin Kippasto was crowned Miss World Estonia

**2022** – Adriana Mass won the title

**2023** – Eliise Randmaa was crowned Miss World Estonia

**2024** – Estonia's representative achieved a Top 14 placement in the talent round at the Miss World final

**2025** – Eliise Randmaa won 1st place in the Sports Challenge at the 72nd Miss World Festival

These achievements confirm the high level and international competitiveness of Estonian misses.

## EVENT SCHEDULE

19.03 – MWE 2026 season opening event: 5th Nordic Beauty Awards, Manna La Roosa, Tallinn

01.04 – Opening of registration for the MWE 2026 competition

09.05 – MWE 2026 Tallinn casting

16.05 – MWE 2026 Rakvere online casting

30.05. – MWE 2026 Viljandimaa online casting

06.06. – MWE 2026 Raplamaa online casting

13.06. – MWE 2026 Kuressaare online casting

27.06. – MWE 2026 Võrumaa online casting

04.07 – MWE 2026 Pärnu casting

07.07 – MWE 2026 Narva casting

09.07 – MWE 2026 Tartu casting

11.07 – MWE 2026 Haapsalu casting

12.07 – Official first presentation of the MWE TOP10 finalists, launch of the Eventista online voting, and participation of the Miss World Estonia 2026 finalists at Tallinn Maritime Days.

25.07 – MISS WORLD ESTONIA 2026 annual final

02.08 – MWE 2026 finalists' visit and photo shoot at Tallinn Flower Ball

The TOP 5 finalists will represent Estonia at international competitions.

Kind regards,



@missworldestonia



Miss World Estonia

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Eesti Missid MTÜ

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