What makes modelling so appealing to young girls?

How many of the aspiring models do actually reach their dream? Why is that?

Why do many young models end up in drug abuse or with eating disorders?

Why is there so much pressure on young girls to look a certain way? Who sets the beauty standards? Does anybody or anything else contribute?

Is it acceptable for a modelling agency to charge aspiring models up front for travels fees and room costs etc?

(If not) Why does no one speak up?