



## **History of Ford Models, Inc.**

For 60 years Ford Models has been the industry-leader. Founded in 1946 by its namesakes Eileen and Jerry Ford, the agency pioneered a new kind of global industry based on beauty. Starting the company out of their New York City home, Eileen and Jerry went on to build the world's most recognized and respected modeling agency. Today, the agency remains a privately held, family-run business.

Ford played a major part in shaping the art of fashion photography in the last half of the 20<sup>th</sup> century and has supplied many of the world's most renowned photographers with talent. Eileen's keen marketing strategy molded many of the top models in the world and made Ford the industry leader. Jerry Ford negotiated the industry's first big-money contract, which was for Lauren Hutton in 1974. Jerry Ford's business acumen is responsible for creating many of the systems that are used in the industry today. Over the years Ford has enacted numerous measures to promote and protect their models, including providing a watchful eye over younger models.

Ford Models represents more than 4,000 talented individuals worldwide, including: women, men, celebrities, children, plus-size, hair stylists, make-up artists, prop-stylists and beyond.

Under the direction of CEO Katie Ford, the agency has expanded on a global level. In addition to the New York City headquarters, Ford has offices in Los Angeles, Chicago, Miami, Scottsdale, Toronto, Paris, São Paulo, Rio de Janeiro, and the newest branch in San Francisco opened in November 2006.

Ford's ongoing vision and ability to recognize talent has launched numerous stars over the last 60 years including: Lauren Hutton, Renee Russo, Candace Bergen, Jane Fonda, Kirsten Dunst, Mischa Barton, Jennifer Connelly and Lindsay Lohan as well as successfully managing the careers of many others. Currently, Ford's roster of industry stars includes: Carmen, Christie Brinkley, Flavia, Patricia Velasquez, Crystal Renn, Nacho Figueras, Cameron, Liliane and Chanel Iman, among others.

An integral part of the company is the ongoing search for fresh faces. In 1980, Ford Models launched the first international model search in the history of the modeling business; Ford Supermodel of the World. Continuing this tradition year after year, Ford Supermodel of the World remains the largest and most prestigious global model search in existence, reaching 50 countries worldwide. Ford Supermodel of the World has launched the careers of top models such as: Nataliya Gotsii (2003), Camilla Finn (2004), Katsia Damankova (2005), and the newest Ford Supermodel of the World, Sanne Nijhof (2006).