



## Ford Models International Model Search

Ford Models was ahead of its time when it launched an international model search in 1980. In the last 27 years, there have been many attempts to replicate Ford's innovative and successful global search but none that match the size, quality and prestige of Ford Supermodel of the World™.

The signature event has changed and evolved over several decades to remain at the cutting edge of fashion and trends, while maintaining the same caliber and intergrity it has had throughout its history.

In 1980, the very first Supermodel of the World was launched at the Sporting Club in Monte Carlo as "Face of the 80's". For a decade this incarnation of the search appeared on television and was covered by magazines and newspapers around the world. The 80's searches culminated in various cities in the U.S. including New York, Los Angeles, Orlando and Dallas.

It wasn't until the 1990's that the search developed into what we know today, *Ford Supermodel of the World*™. Its expansion into more than 45 countries made it the largest and most prestigious search in the world. The international finals began to attract more than just top models and industry insiders but top celebrities, recording artists and media. In recent years, the *Ford Supermodel of the World*™ international finals have been held in the world's capital of fashion and media, New York City.

In January 2007, Ford Models found its newest "Supermodel of the World": the stunning 19-year old Sanne Nijhof from the Netherlands, who won a \$250,000 contract.

The models found in the Supermodel of the World™ search have graced the covers of the most prestigious magazines and appeared in the most fashionable ad campaigns including: current media superstar Liliame Ferrarezi (American, British, French, German and Italian Vogue, W, Allure, Visionaire), Vanessa De Assis (British, German, Italian and American Vogue, Ralph Lauren and Fendi campaigns), Luciana Curtis (Revlon, Armani Jeans, Victoria's Secret), Elisabet Davidsdottir (Marie Claire, Elle, Allure, Hermes), Nataliya Gotsii (American Vogue, Japanese Vogue, YSL Fragrance, and M Missoni), Camilla Finn (Calvin Klein, Gucci, Chanel, Italian, Brazilian and Teen Vogue, Emporio Armani and Benetton campaigns) and last year's winner from Belarus, Katsia Damankova (Elle US, Elle UK, Tatler).

As Eileen Ford once said, "You never know when or where you will find the next new model, but you can bet that someone from Ford Models will be looking".