

MODELINIA OFFERS MODELS 101

More than a Pretty Face; Right Time & Right Place

Fashion Capital of the World, New York City (June 23, 2009) – [Modelinia.com](http://www.modelinia.com) is launching the [History of Models](#), an interactive timeline and original concept series that spans 80 years in the evolution of models. From the socialites who doubled as models to the faces that launched international brands, History of Models reflects and investigates how models represent the changing values of the general public. The idea of beauty has changed dramatically over time, so the “It girl” of the 1940s may have been considered a “plain Jane” in the 1990s.

The History of Models reminds us of model moments that defined an era:

- Who exemplified female independence by earning \$300,000...in 1946? **Dorian Leigh**
- Who personified progress in race relations when they became the first African-American model to appear on the cover of *Vogue* in 1974? **Beverly Johnson**
- Who epitomized the continued success of women in the workplace by going from being the face of corporate brands to becoming the creators of their own brands in everything from calendars to couches? The **INC Girls** including [Cindy Crawford](#), **Heidi Klum**, and **Tyra Banks**

Through images and videos, the History of Models demonstrates that the rise to prominence of different types of models is an indicator of what was happening in the political, economic, and social spheres of any certain era. When American women were looking to free themselves from the home and enter the workplace, [Twiggy](#), a free-spirited model with a pixie cut, reigned supreme. When consumers recoiled from the overindulgences of the 1970s and gravitated towards the health consciousness of the 1980s, [Christie Brinkley](#) catapulted to fame.

“Why the model is important is that she is transmitting the changes in women’s lives and not just the changes in fashion,” stated **Kohle Yohannan**, cocurator of the Metropolitan Museum of Art’s “The Model as Muse” exhibit. “It’s the power of personae that is being developed,” he continues. “Do you represent the look and value of the time?”

Modelinia.com’s History of Models timeline also allows visitors to spot fun facts and expose unexpected coincidences. Did you know [Elle Macpherson](#) was born in 1964, the same year *Sports Illustrated* launched their now famous Swimsuit Issue? She went on to grace the most *SI Swimsuit* covers in the magazine’s history.

The History of Models original video series includes interviews with founder of Elite models, **John Casablancas**; **Kohle Yohannan** and **Harold Koda**, cocurators of the Met’s “The Model as Muse” exhibit; renowned fashion photographer **Roxanne Lowitt**; supermodels [Carol Alt](#), [Dayle Haddon](#), [Linda Evangelista](#), and [Heidi Klum](#); and also features supporting articles by author **Camilla Morton**.

To learn more about models on and off the runway and the fashion pages, check out the **History of Models** timeline at <http://www.modelinia.com/timeline> and the original video series at www.modelinia.com/history.

Modelinia, a cross platform media brand for all things Supermodel, launched in February 2009. www.modelinia.com is the first entertainment web destination dedicated to the life of the Supermodel, beyond the pages of fashion magazines and far off the catwalks of New York, Paris and Milan. Modelinia. **Because models don’t get enough attention.**

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