

ICONIC



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Georgia Fowler is New Zealand-born model known for walking in the Victoria's Secret Fashion Show.

GEORGIA
FOWLER





Georgia Fowler grew up between Australia and New Zealand, and was discovered at age twelve while accompanying her older sister to a casting at a local modeling agency. She received her first break walking in the 2012 Chanel show in Versailles, and since then has made international runway appearances for designers such as Victoria's Secret, Miu Miu, Armani, Balmain, Jeremy Scott, Alberta Ferretti, Elie Saab, Off-White, Phillip Plein.

With her glossy tousled hair, flawless figure and big blue eyes, Fowler has appeared in magazines like Vogue Italia, Vogue France, Vogue Australia, W Magazine, ELLE, LOVE, CR Fashion Book, GQ, Numero.

The effortlessly sexy Georgia currently resides in New York City and enjoys spending quality time with her family (her father is a professional golfer and their paths often cross around the world), fitness, and the bustling nightlife in NYC.

BIOGRAPHY

Georgia Fowler

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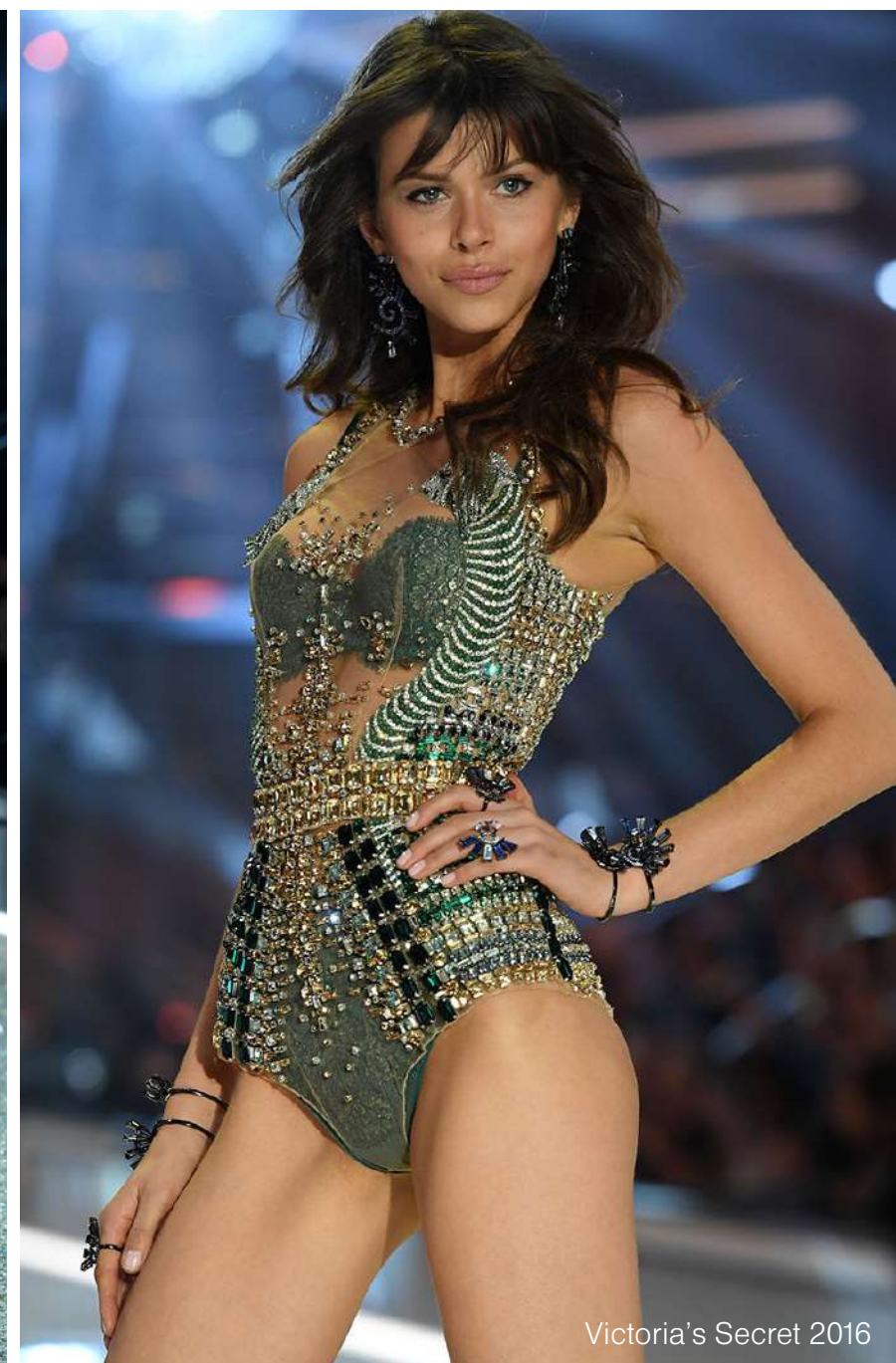
Victoria's Secret Fashion Show



Victoria's Secret 2018



"I feel so incredibly lucky that my hard work and dedication was recognised and I secured a spot in the line-up among some of the most hardworking women in the industry."



Jock, geek, homebody; the way Georgia Fowler later describes herself seems totally at odds with the ethereal beauty who steps out of an elevator and into a sprawling photo studio in Manhattan's Meatpacking District. Her hair in a bun, slicked as if by the rain; she looks angelic if not wholly innocent, with the sort of bee-stung lips that cosmetic surgeons have made fortunes trying to copy. Fowler has to hop on a flight immediately after her shoot with photographer Gilles Bensimon. Yet, despite the hectic day to come, there's a striking tranquility about her, a serene quality perhaps instilled from an idyllic childhood spent on the beaches of New Zealand.

Her father is Australian golf pro Peter Fowler, so athleticism runs in the family. "When my dad wasn't on tour, he had me at the cricket nets or at the driving range with him," she recalls. "I was quite the tomboy. I loved playing with the boys and putting my hand up for any and all sports available."

characterized by high-powered modeling shoots, glossy magazine spreads, and glamorous red carpet appearances. She has walked in runway shows for Chanel, Armani, Balmain, Miu Miu, Yeezy and Off-White, among others, and has appeared in campaigns including H&M, Diesel, Banana Republic, Agent Provocateur, Gap and, perhaps most notably, Victoria's Secret. And even if you don't follow fashion, you might have seen her in the music video for Kygo and Selena Gomez's *It Ain't Me*.

"I always knew about Victoria's Secret Angels and loved fashion magazines, but I never really thought something like that would happen to a little Kiwi girl who preferred to be barefoot than in a dress," Fowler says of her big break with the lingerie megabrand.

Of course her personal life has been suitably high profile as well, and she's been photographed with Leonardo DiCaprio and romantically linked to the likes of Harry Styles and Nick Jonas. But more recently, the Kiwi cover girl has been embroiled in an entirely different kind of commitment. "The amount of time I spend flying, it feels like I'm in a relationship with Delta Air Lines," she says. "They cancelled on me last week, so we're kind of on the rocks at the moment. I'm looking for someone a little less all over the place." Gentlemen, take note.

Regardless of her jet-setting lifestyle, Fowler is all about keeping



Signed to a modeling contract at age 12 after accompanying her older sister to a local agency in Auckland, Fowler was scouted by industry powerhouse IMG at 15, and moved to the U.S. at 18 to pursue her career. "Having the biggest modeling agency in the world asking you to move to New York was too much of an exciting opportunity to turn down," she says.

Now 26 and a bona fide New Yorker, much has changed since her free-wheeling youth. Fowler's busy schedule is typically

it simple. "I'm pretty transparent, and what you see is what you get," she says. "In the evening if I'm in New York, I'll end up at my apartment cooking, or more likely ordering in, for a bunch of my friends, with a bottle of wine and a board game or a movie."

Which is just as well since becoming a huge success in the modeling world was no easy task. "I had five years of rejection for the show before I finally booked it," she says about landing a coveted slot in the Victoria's Secret Fashion Show. Even in the face of setbacks, Fowler

Bodysuit, AGENT PROVOCATEUR.
Belt by, ALAÏA

COVER STORY

KIWI COOL

How cover girl Georgia Fowler went from New Zealand tomboy to Victoria's Secret stunner



Photographed by GILLES BENSIMON
Styled by CAROLINE CHRISS
Text by ZEYNEP YERLIMAZ

doesn't take no for an answer when it comes to accomplishing her goals. Now, she's become a regular on the VS runway, strutting her stuff for the third time in 2018.

"It was my dream since before I can even remember, and it didn't happen easily," she says. "That's why it was so rewarding for me when it finally happened, and why I'll continue to appreciate and work as hard as I can to really deserve everything that comes my way." Such success can come with a price. For the family-oriented Fowler, being away from her loved ones is the toughest aspect of her modeling career. "However I'm very lucky," she says. "I get to cross paths with mum and dad if our schedules align, or they'll come to visit me wherever I am in the world. I also shoot lots in Australia and jump at any opportunity to get back to Sydney as that's where my sister and nieces live, so even if it's just for a day, it's always worthwhile."

In a different universe, however, modeling wouldn't have been Georgia's first career choice. Instead, she'd be a famous singer, a dream she's had since she was a little girl. "When I was really young I wanted to be a star. At this time I believed I was a fabulous singer, much to my family's amusement," she recalls. "So if I could do anything or have that talent I would be a singer."

More realistically, Fowler says she envisioned herself becoming an engineer had her modeling career not taken off. "I really loved math, science, and design at school, so I was looking into engineering," she says, adding that she was "also a bit of a geek" as a kid. While her modeling schedule kept Fowler plenty busy as a teenager, it didn't stop her from excelling in school. "I got grades high enough to get into university my second to last year of high school, so at 16 I enrolled," she says. "When I studied, I began a bachelor of science in psychology because I just find people and the brain so interesting. I would be dedicated to that."

When it comes to accomplishing her goals, Fowler is already crushing it in 2019. "Booking a magazine cover is a huge deal for a model, and a magazine like *Maxim* really cements your place, not just in the industry as a fashion model, but also as more of a household name," she says. "*Maxim* puts only the top and most successful women on their covers. I can't really believe I just did it!"

**"IT WAS MY DREAM
SINCE BEFORE I CAN
EVEN REMEMBER,
AND IT DIDN'T
HAPPEN EASILY."**

Opposite Page: Dress, LUXE FASHION LABEL.
Sunglasses, DSQUARED2.
This page: Top & Skirt, ALAÏA.



MAXIM US MARCH/APRIL 2019

BY GILLES BENSIMON

Solid & Striped

2019 Campaign



Calzedonia

Summer 2017 Campaign



Cartier x Net-A-Porter

Spring/Summer 2017 Campaign



EDITORIAL QUEEN



NET-A-PORTER JANUARY 2017

“Georgia epitomises modern beauty,” says Billy Thurlow at IMG London. “She’s a crossover between a commercial babe who also triumphs at editorial and runway.”

[READ FULL INTERVIEW @ HARPER’S BAZAAR U.K.](#)



NUMERO #188 2017
BY MARKN



HARPER’S BAZAAR UK MARCH 2017
BY HUNTER & GATTI



VOGUE AUSTRALIA APRIL 2018

BY NICOLE BENTLEY



GIRLS' WEEKEND

Photographed by DARREN McDONALD

On a flying visit home, globetrotting Victoria's Secret stars GEORGIA FOWLER and VICTORIA LEE take the scenic route to trans-seasonal dressing in draped fabrics and asymmetrical designs punctuated with sculptural jewellery; stopping along the way to feel the wind in their hair, salt on their skin and sand between their toes

HARPER'S BAZAAR AUSTRALIA MARCH 2018

BY DARREN McDONALD







CHRISTIAN DIOR TOP, \$1000, JEANS, \$1150, AND BRIEFS, \$1350; ERDEM SHOES, \$1456. ALL JEWELLERY THROUGHOUT, MODEL'S OWN.



PRADA TOP, \$5040, SHIRT (WORN UNDERNEATH), \$1180, PANTS, \$4010, AND BELT, \$370; ERDEM SHOES, \$1456.



HARPER'S BAZAAR AUSTRALIA APRIL 2017

BY DARREN MCDONALD

ELLE U.S. SEPTEMBER 2018

BY SEBASTIAN KIM



SO IT GOES MAGAZINE S/S18

BY JAMES WRIGHT



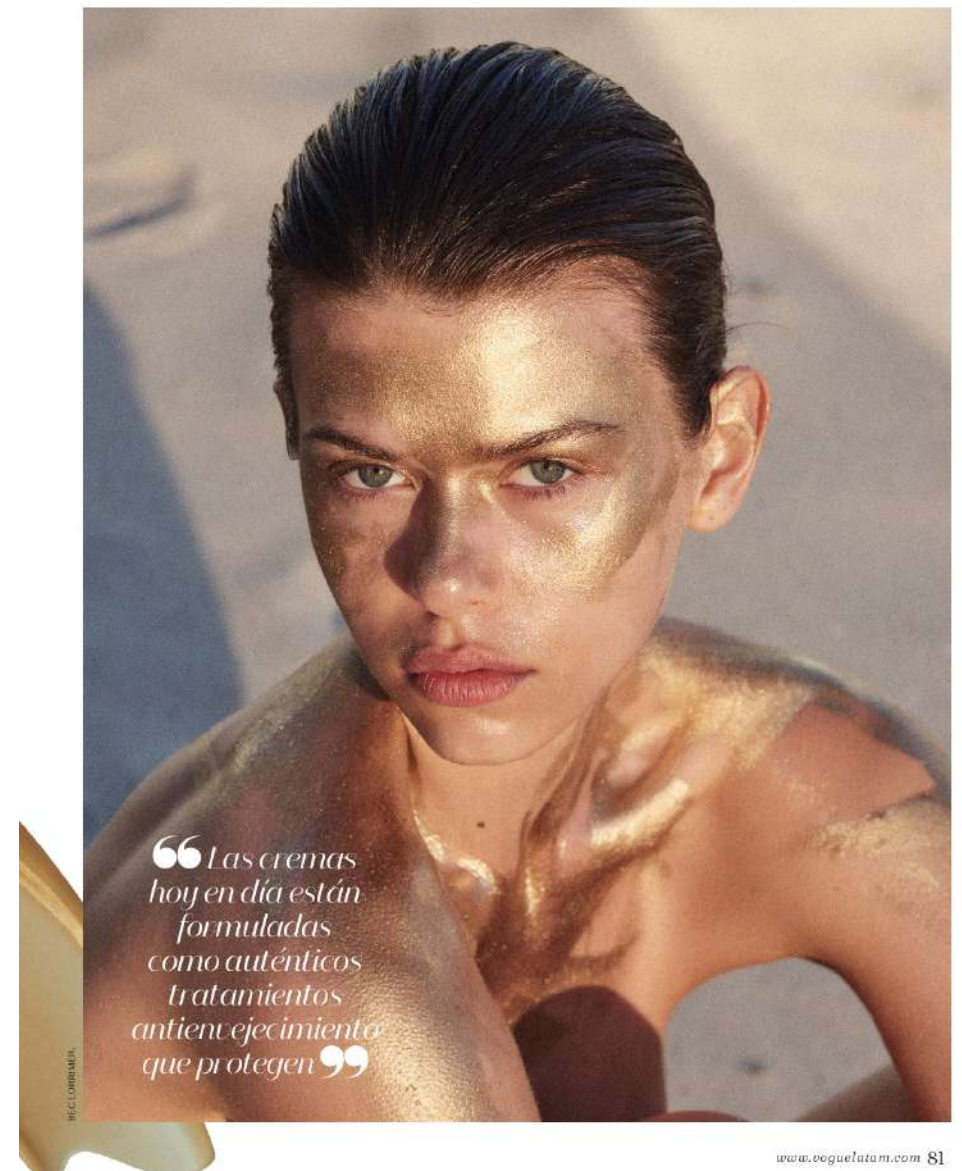
AT: (left) (right) (left) (right)



SELF SERVICE APRIL 2018
BY SEAN THOMAS



VOGUE MEXICO JULY 2017
BY BEN LORRIMER



“Las cremas
hoy en día están
formuladas
como auténticos
tratamientos
antientvejimiento
que protegen”



VOGUE PARIS AUGUST 2016

BY INEZ AND VINOODH

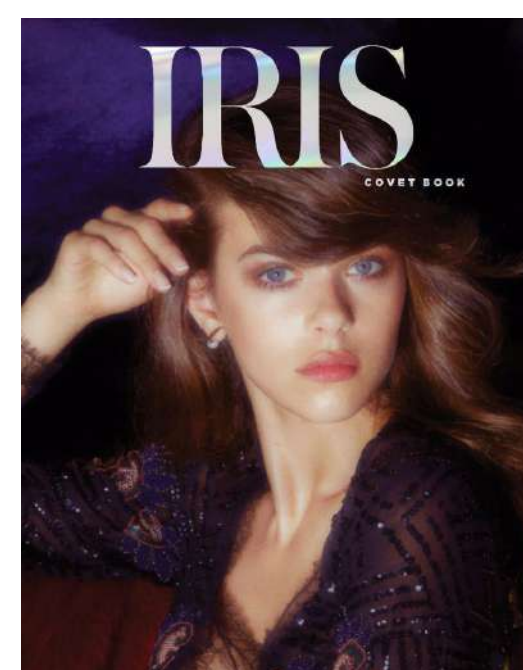




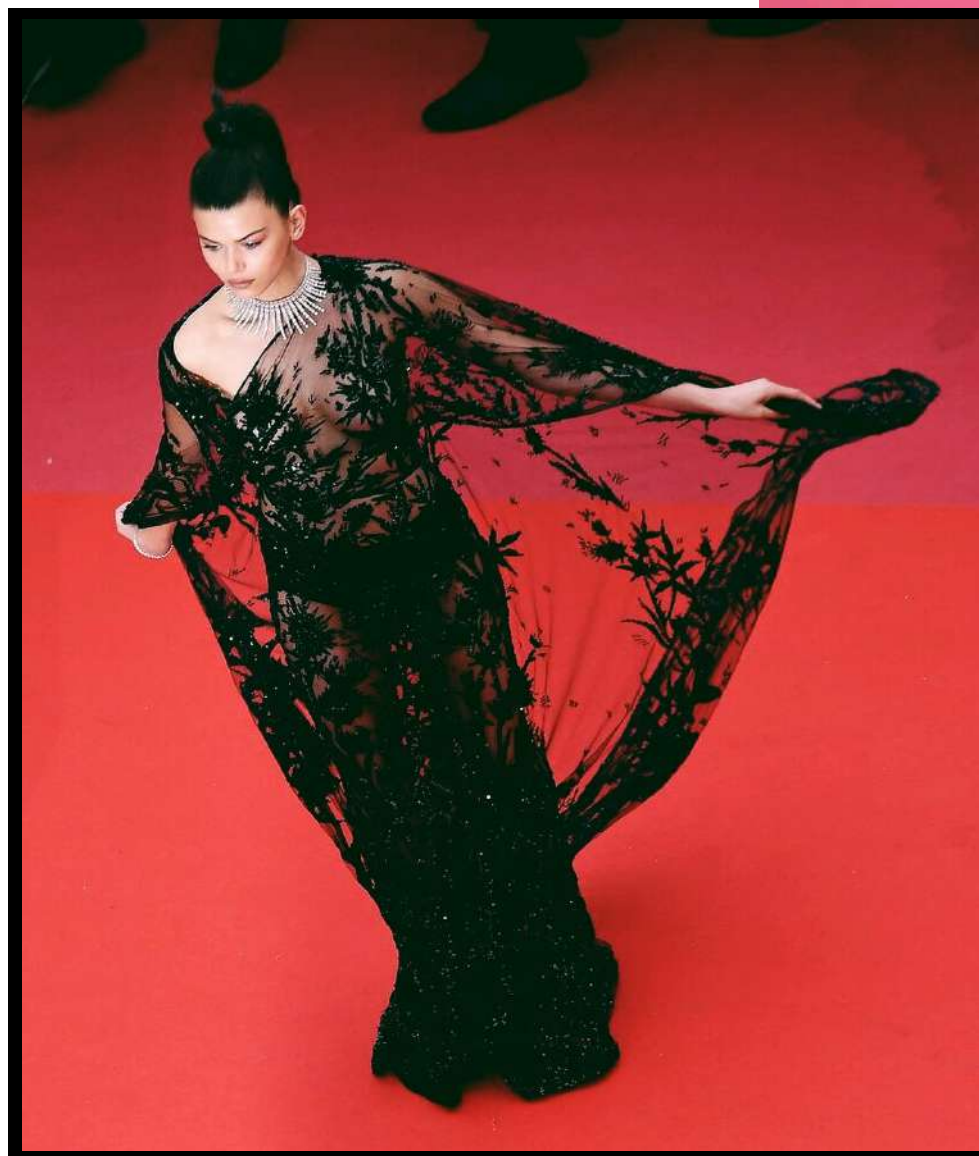
GEORGIA UNGUARDED

*After a decade in front of a photographer's lens, model of the moment
GEORGIA FOWLER reveals her private side — and muses on jet lag,
long-distance love and using the minibar to treat puffy eyes*

Photographed by SYLVÈ COLLESS



RED CARPET EVENTS





МОДЕЛЬ | MODEL

GEORGIA FOWLER

The biggest positive of social media is that it can be used as a platform for anyone to show their work and views.

Самый большой плюс соцсетей состоит в том, что они – прекрасная платформа для демонстрации своей работы и выражения своего мнения.

– Ты любишь социальные сети? Если да, то в чем их преимущества? А если нет, то какие у них минусы?

– Я считаю, что самый большой плюс соцсетей состоит в том, что они – прекрасная платформа для демонстрации своей работы и выражения своего мнения, и они доступны всем и каждому. Например, фотографам теперь гораздо проще демонстрировать свои работы на страницах, получать приглашения напрямую без агентств. Так же это работает и в модельном бизнесе и в других областях. Однако, есть и минусы. Самые большие из них – попытка оправдывать ожидания и сравнение себя с другими. Следует помнить, что люди редко выкладывают посты, когда им плохо. Инстаграм следует воспринимать как своеобразную иллюзию жизни, ведь он не отображает жизнь такой, какая она есть. Я действительно желаю, чтобы все оторвалось от экранов и наслаждались моментами реальной жизни, и я призываю вас быть здесь и сейчас.

– Считаешь ли ты, что модные издания (журналы, колонки) более востребованы в онлайн версии, нежели в печатном виде? Как ты относишься к электронным версиям журналов и тому, каким образом модные бренды используют социальные сети? Какая твоя любимая социальная сеть? (Инстаграм, Твиттер, Фейсбук)

– Я люблю инстаграм за то, что могу там показывать свои работы и те аспекты жизни, которыми я хотела бы поделиться, но, поверьте,

– Are you a proponent for social media? If so, what do you believe the benefits are? If not, what do you believe the negative effects are? Do you think there are both pros and cons to social media?

– I think the biggest positive of social media is that it can be used as a platform for anyone to show case their work, and views. For example, it has become a lot easier for photographers to show their portfolio on their pages and therefore be booked maybe without even having an agency- same goes for models, and many other professions. There are however, negatives. The biggest for me is trying to manage expectations and not compare yourself to others. We must remember that usually people are not posting the low times, and therefore instagram is a not always a true portrayal, but should be thought of as more of a fantasy. I do wish we all put our heads up a little more and enjoy the moment rather than living it through a device, so I challenge you to try to be in the moment.

– Do you think that fashion (magazines, campaigns, editorials) are more successful online rather than in print? What are your views on web magazines and how fashion brands use social media? What is your favorite type of social media? (Instagram, Twitter, Facebook, etc.)

– I love instagram for show casing my work, and parts of my life I choose to share- which trust me is not all.

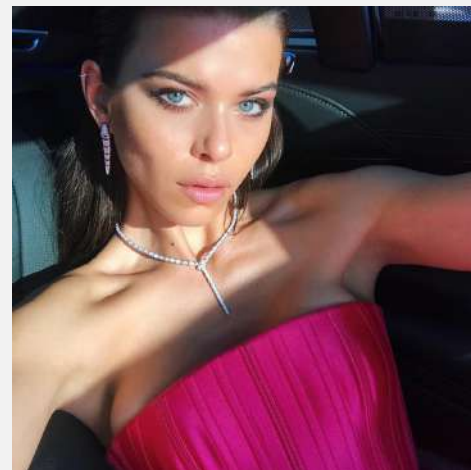


ENIGMA

ЭНИГМА

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СТИЛИСТ И ПРОДЮСЕР: ILARIA NICCOLIN

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