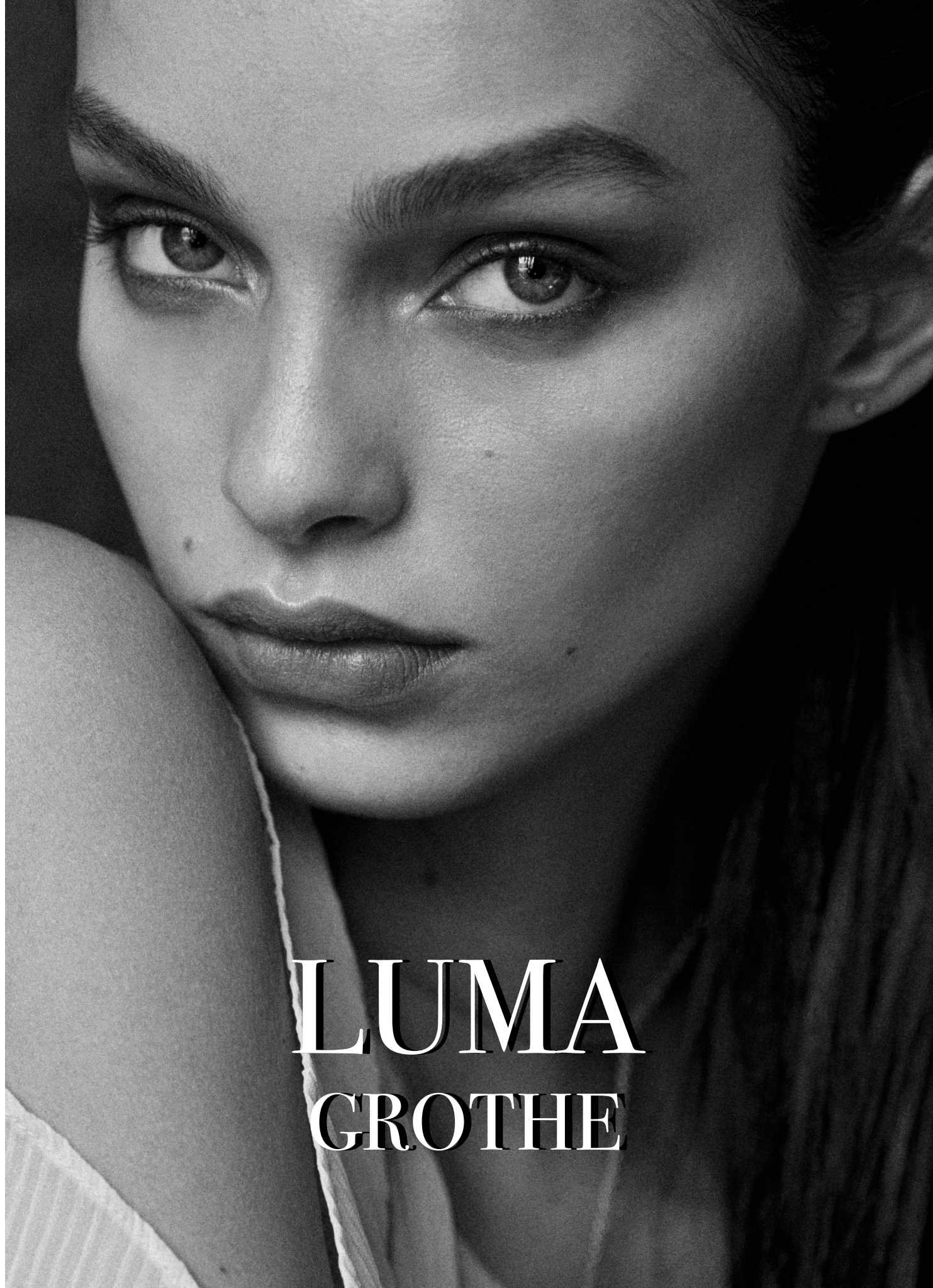


ICONIC

Luma Grothe is a Brazilian born model and actress.



LUMA
GROTHE





BIOGRAPHY

EARLY CAREER

Brazilian born and raised, Luma Grothe's striking beauty also comes from her German, Japanese and African roots. Spotted at 16 and signed immediately after, Luma moved to Sao Paulo, encouraged by her united family. Merely six months later, she was on her way to London, which marked a sharp turn in her career. With her positive attitude and bubbly spirit, she learned English in less than three months and started making a name for herself.

SUPERMODEL

Luma challenges the fashion catwalks and gives a fresh and independent feeling to the next supermodel generation. Mesmerizing the web with her strong and edgy social communities, she's escaping from every stereotype thanks to her cutting-edge yet feminine look that definitely gets heads turning.

TAKING THE CATWALK BY STORM

Set on an amazing path to the runways of Paris, Milan and New York, Luma has walked for leading fashion brands such as Burberry, Vivienne Westwood, Versace and Dsquared2. When she isn't posing for Mario Testino, Ellen Von Unwerth or Mert & Marcus among others, Luma is on the covers of highly influential magazines. Between catwalks and shootings, she embraces her digital generation. As an insatiable social media enthusiast,



EDITORIALS

Luma Grothe has appeared in countless fashion magazines such as Vogue, Harper's Bazaar, Elle, L'Officiel among others.









Платье из д
VALENTINO
Купальник из ла
NORMA KAMALI
Кольцо из позолоченной л
IZASKUN ZABALA

L'OFFICIEL UKRAINE



Кожаная юбка,
MIU MIU
Кафа из позолоченной латуни
IZASKUN ZABALA





ELLE UK BY KAI Z FENG



THIS IS FENDI MANIA

COMO CUANDO SE
JUNTAN TUS DOS CAN-
TANTES FAVORITOS Y
HACEN UN MEGA HIT.
ASI ES ESTA FUSION
FENDI-FILA, BAJO EL
ESLONGAN "F IS FOR
FENDI". EL JUEGO DE
LOGOS, SILUETAS
SPORTY Y LUJO
NUNCA HABIA SIDO
TAN COOL.

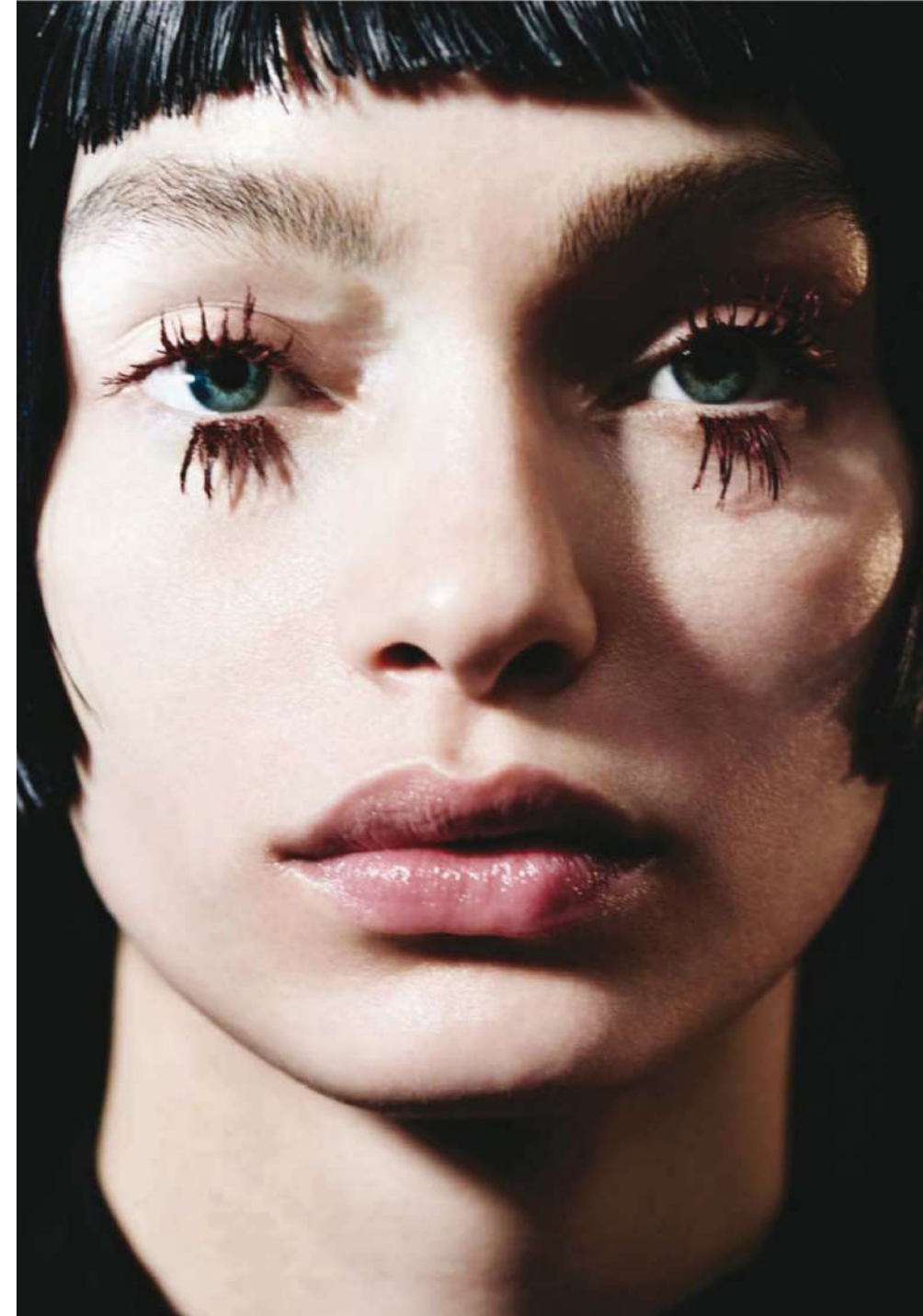
FOTOS TAWFICK ESTILISMO RAÚL ÁLVAREZ
PRODUCCIÓN ELLE MÉXICO



TOTAL LOOK, FENDI MANIA DE FENDI.



Sopra, da sinistra. Blusa di seta con scollatura a V e taschine, Joie; gonna di lana, SDN Sonia De Nisco. Camicia di seta, Equipment; gonna di lana, Devotion; borsa di coccodrillo con tracolla a catena dorata, Cruciani. Nella pagina accanto. Camicia di seta, Pinko; pantaloni di gabardine, Via delle Perle VDP. Per i ragazzi. T-shirts di cotone, Intimissimi; jeans Levi's Made & Crafted.





Modern Lady
Die feine Dame
2015 scheint
direkt aus Down-
ton Abbey zu
kommen – mit
Schluppenbluse
und knöchel-
langem Rock.
Bluse aus Baum-
wollstretch,
Stretchjacke und
Stretchrock mit
Volants, alles von
Antonio Marras.
Lederboots von
Bottega Veneta

06 GLAMOUR



Romantic
Angst
plants! Auf
atwalks
sie ziemlich
mäßig aus
allem in
aschenden
fallen.
ransparen-
eid mit



Burberry dress, \$550
Wolford briefs, \$120
Burberry earring, \$120
as pair). Coco Republic



CI-CONTRE ET À DROITE,
ROBE ASYMETRIQUE
EN MINIMESH OR,
PACO RABANNE,
PRIX SUR DEMANDE.
BOUCLES D'OREILLE
JANIS EN OR ROSE ET
DIAMANTS BLANCS,
STONE PARIS, 1 190 €.



ROBE BUSTER LINGERIE



BODY EN MAILLE
VISCOSE À BANDES
CROISEES, BALMAIN,
1 215 €.
MISE EN BEAUTÉ :
L'ORÉAL.



CAPPOTTO
DOPPIOPETTO IN LANA
CON RICAMI D'ORAIL
**MICHAEL KORS
COLLECTION**
TRACOLA RALPH
LAUREN COLLECTION.
NELLA PAGINA
ACCANTO
GIACCA IN DENIM.
HILFINGER DENIM.

MARIE CLAIRE ITALY BY DAVID BELLEMERE



Robe en soie, **SALVATORE**
FERRAGAMO. Chapeau
 vintage. Boucles d'oreille
 « Skinny Bangle » en
 argent, **CHROME HEARTS**.
 Bracelets, **DELFINO**.
DELETTREZ. Boots
PHILOSOPHY D.
LORENZO SERAFINI.

CARAMEL DOUX



VICHY FRAIS

Chemise, culotte, socquettes
 ballerines, **MIU MIU**.
 Bademe strassé, **CLAIRE'S**.
 Collier, **REPOSSI**. Boucles
 d'oreilles, **YASUKO**.
 ZUMA CHEZ WHITE BIRD.
 Parfume, **BULGARI**.

MAQUILLAGE L'Oréal Paris
 par Alice Lane : Cushion de
 teint Nude Magique, Blush
 Sculpt Rose Tendre,
 Mascara Volume Millions de
 Mascara Sculpt, Brow Artist Sculpt
 Color Riche, la Palette Lèvres
 Rose Tendre.

Coiffure L'Oréal Paris par
 Teddy Charles : Studio Pro
 Shampoing Lissante Smooth It.



VOGUE MEXICO BY MICHAEL SCHWARTZ



MÍMESIS NATURA

Instinto a *full color*
tomado del entorno
Vestido de seda co
estampado, de E
Saab; cuff de Mav

EN PÁGINA OPUESTA
vestido de seda co
bordados y pedrer
de Badgley Mischk



RECORTE FAT
Vestido de co
R\$ 24.912, Anth
Vaccarello na M
Sandálias de co
R\$ 3.110, P



MADAME FIGARO SPAIN BY RICHARD RAMOS



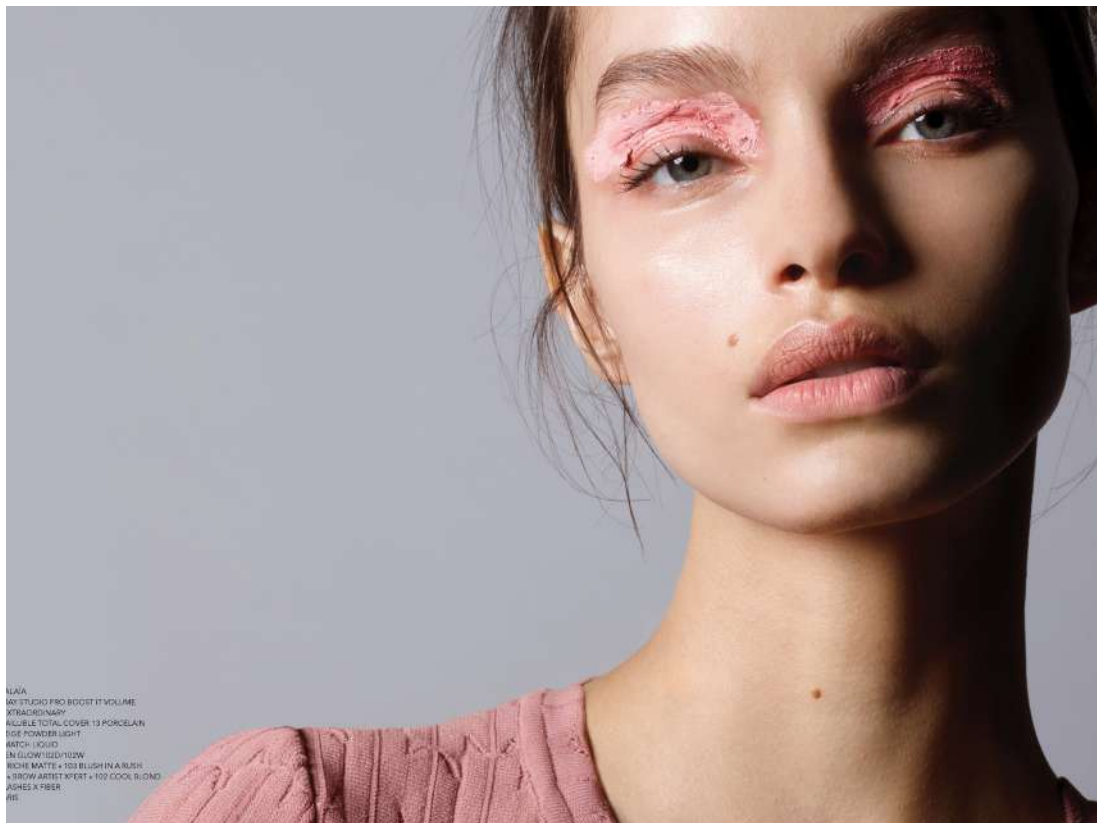
ELLE SERBIA BY GREG SWALES



С М Ё С Л
В Новый
год сиять, зо-
лотом может все
и познать, too much
просто не выдержи-
т. Идеальное время
чтобы примерить на
себя такой образ, не
правда ли?



На этой стра-
ТОП, GUCCI. СЕР-
LYNN BAN, КЛ
MADYNA FAROO
На странице ст-
ПЛАТЬЕ, GIVEN
BY RICCARDO T
СЕРЬГИ, MAD
FAROOQUE, НА ПРА
РУКЕ: КОЛЬ
ФОРМЕ МОД
EF COLLECT
КОЛЬЦО НА МИЗН
AS29: ОСТАЛЬ
КОЛЬЦА, LYNN
НА ЛЕВОЙ Р
КОЛЬЦО
УКАЗАТЕЛЬ
ПАЛЬЦЕ, L
BAN, КОЛЬЦО
СРЕДНЕМ ПАЛ
MADYNA FAROO
КОЛЬЦО
БЕЗЫМЯНН
ПАЛЬЦ
МИЗНИЦЕ, L



MAKEUP
 MAKEUP STUDIO PRO BOOST IT VOLUME
 EXTRAORDINARY
 FULL-WEIGHT TOTAL COVER 13 PORCELAIN
 100% POWDER LIGHT
 MATCH - LIQUID
 IN GLOW 100/102W
 RICH MATTE + 103 BLUSH IN A BLUSH
 + BROW ARTIST XPERT + 102 COOL BLOND
 ASHES X FREE
 001

NARCIZE BY DAMIEN KRISL



SACAI
 Пальто из шерсти и куиро, платье, бот-
 форты из кожи, все — Sacai; боди, Agent
 Provocateur; колье-чокер, Jennifer Fisher



Metalhead. THIS PAGE:
Sunglasses, Miu Miu. Rings,
De Beers, JB Star, and
Harry Winston. Cuff (left),
Messika Paris. Bracelets
(right), Harry Winston.
OPPOSITE PAGE: Jumpsuit,
mask, palm cuff, and rings,
Gucci. BEAUTY BAZAAR
Get a diamond-bright
complexion with L'Oréal
Paris Revitalift Bright
Reveal Brightening Day
Moisturizer SPF 30 (\$19.99).

ODA



HABLANDO



Abrigo plateado
entallado en la cintura
con manga y cuello de
borrego, y bermuda
vaquera blanca con
detalle plateado en
el bajo. Todo, CHANEL.
Pendientes, TOUS.

200 TELVA

TELVA BY JONATHAN SEGADÉ



Bright NIGHTS

*Make a festive impact this holiday season with high-shine frocks
or brilliant ensembles with unexpected fabrications.*

Photographs **ZOEY GROSSMAN**
Styling **ANNA KATSANIS**
Shot exclusively for Hong Kong Tatler in New York

PRETTY AS
A PETAL
Dress and
boots by
Giorgio Armani



THINK PINK
Jacket by
Versace; heels
by Christian
Louboutin



CAMPAIGNS

Luma Grothe has starred in countless fashion and beauty campaigns and is a face of the brands from L'Oréal to Paco Rabanne.



COLOR RICHE PRESENTS

GOLDOBSESSION

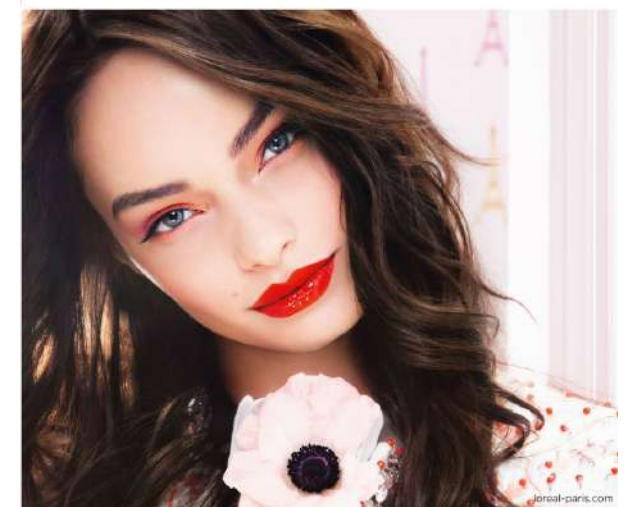
PRECIOUS 24 CARAT GOLD 8 SHADES FOR ILLUMINATED LIPS
GLOW ON AND ON ALL NIGHT LONG. GET READY FOR #GOLDOBSESSION.
BECAUSE WE ARE ALL WORTH IT.

INSPIRATION, LATEST TRENDS & EXCLUSIVE SNAPSHOTS ON OUR NEW INSTAGRAM ACCOUNT!
@lorealmakeup

L'ORÉAL MAKEUP DESIGNER/PARIS



INSPIRATION, LATEST TRENDS & EXCLUSIVE SNAPSHOTS ON OUR NEW INSTAGRAM ACCOUNT!
@lorealmakeup



THIS SPRING'S MOST FLIRTATIOUS LOOK
BLOSSOMING SHADES, SEDUCTIVE EFFECTS
BECAUSE YOU'RE WORTH IT.



L'ORÉAL MAKEUP DESIGNER/PARIS




L'ORÉAL
PARIS

NEW
24H MATTE COVER
INFALLIBLE FOUNDATION
SPF 16 PA+++



SILKY CUSHION
BY TRUE MATCH

Luma Grothe.

INSPIRATION, LATEST TRENDS & EXCLUSIVE SNAPSHOTS ON OUR NEW INSTAGRAM ACCOUNT!
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DESIGNER TAP-TAP APPLICATOR
FOR BUILDABLE FLAWLESS
COVERAGE

loreal-paris.com

THE 1ST SILKY-MATTE FINISH IN ONE FRESH TAP
FLAWLESS COVERAGE, WEIGHTLESS SENSATION
BECAUSE YOU'RE WORTH IT.



NEW COOLING CUSHION SPONGE INFUSED
WITH ULTRA-REFINED MATTE HYBRID POWDER

L'ORÉAL
MAKEUP DESIGNER/PARIS



L'ORÉAL PARIS x BALMAIN PARIS

UNITED, WE ARE INVINCIBLE
12 COUTURE MATTE SHADES BY COLOR RICHE



**LESS TEXTURE
MORE COLOR**
BECAUSE YOU'RE WORTH IT.


L'ORÉAL
PARIS

**ROUGE
SIGNATURE** MATTE LIP INK



NE

SIGN YOUR LIPS WITH STATEMENT COLOR.
ALL-DAY MATTE IMPACT, BARE-LIP SENSATION.





eau de parfum

paco rabanne



le nouveau parfum intense

paco rabanne



DSQUARED2



DOLCE & GABBANA

#ITALIAISLOVE





OPPOSITE ENLEPSIS COLLECTION (top to bottom): Australian Sapphire and diamond ring, twin Apple Fancy, Borneo diamond ring, baguette cut diamond necklace, Apple Fancy Borneo diamond bracelet ring with matching band and baguette cut diamond ring. All 18ct gold. THIS PAGE VAULT COLLECTION Matching modified radiant cut sapphire and diamond earrings.



HARDY BROTHERS
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HARDY BROTHERS CAMPAIGN



ELISABETTA FRANCHI



BIKINI LOVERS CAMPAIGN







KARL LAGERFELD



Model Call: Luma Grothe

“Sometimes people say I look like if Angelina Jolie and Miranda Kerr had a baby,” said the 20-year-old model from Joinville, Brazil.

By [Kristi Garced](#) on June 17, 2014 [VIEW GALLERY – 17 PHOTOS](#)



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“Sometimes people say I look like if Angelina Jolie and Miranda Kerr had a baby,” said Luma Grothe (pronounced *Gro-tay*), the 20-year-old model from Joinville, a city in the Southern region of Brazil. If Grothe doesn’t look like your typical Brazilian — her eyes are blue, her skin slightly pale — it’s because she’s German, Japanese and African, a mix that set her apart physically from her darker-skinned Brazilian classmates while growing up.

Grothe, who is repped by One Management, might be recognizable as the face of Dsquared2’s spring campaign — stroll past the intersection of West Broadway and Spring Street in New York’s SoHo and there’s a 10-foot-high poster of her plastered on what will soon be the brand’s first U.S. store. Editorialwise, she’s been featured in multiple international editions of Vogue, Glamour and Elle and also nabbed the covers of Grey Magazine, Vs. Magazine and Vogue Italia’s beauty supplement, in addition to look books for Barneys New York, J. Crew and Urban Outfitters. As for runway, she walked the fall shows for Jeremy Scott, Julien Macdonald, Dsquared2, Cushnie

et Ochs, Nicole Miller and more. It’s hard for Grothe to decide which she enjoys more, print or runway. “Image is so powerful, and I really like seeing the results of photo shoots,” she said. “But the catwalk is all about the moment. Everybody’s looking at you.”

The 5-foot, 9-inch model has lived in New York City for a year with her boyfriend and their French bulldog, Bark Obama, and when she’s not busy with work, she has a soft spot for musicals. “I went to ‘Mamma Mia,’ which sounds cheesy, but it’s really cool. ‘Book of Mormon’ was great, too.”

WWD: How did you start modeling?

Luma Grothe: My best friend was being really annoying about this modeling competition in the south of Brazil. He was like, “You’re superskinny, just go there. You’re gonna win it.” I didn’t even wanna go. I was studying and doing well in school. I was 16 at the time. I guess he convinced me to go, and it was good. I didn’t win, but people saw me there and then somehow I got signed with this agency. I started modeling, and it was going so well that I had to stop school. So I still have one year to finish. I’ll go back and finish, definitely.

WWD: Have you settled into New York or was it an adjustment?

L.G.: I have an apartment here uptown, so I’m pretty settled. I have a puppy — a French bulldog. He’s, like, seven months now. I was living by myself, and then my boyfriend moved in a few months ago. It’s so different in New York [from Brazil], but it’s nice that I can have both. Sometimes I work in Brazil, so I can still have the sunny weather and the seaside, but I do love New York. I think everywhere I just really like the people because they’re so different. In London, everybody’s very friendly. In New York, everybody’s looking for their dream. In Brazil, everybody’s chilling and easygoing. I love that.

WWD: What was it like growing up in Brazil?

L.G.: I have a brother and sister who are older than me. Growing up with them was so much fun. Brazil is growing now, but before, we didn’t have a lot of technology so [all we had] were our jokes — we were always all outside, running around, getting dirty. It was really healthy and nice growing up there. I’m very close with my family. I miss them all the time.

WWD: But you moved to London for work when you were 16, right?

L.G.: I went to London when I was 16-and-a-half for work, and I didn’t speak any English. It was embarrassing. It was hard. My bookers, they said if I wanted to stay in London I had to learn. I had to watch a lot of [English] TV and ask my friends, “What does this mean? What does that mean?” I made so many friends in London and they were from Russia, Poland, everywhere in Europe — I got different accents from them.

WWD: How did your family feel about you leaving Brazil for work at such a young age?

L.G.: I remember my mom saying that children — you have to [let them grow as they want to], not for yourself. She said your kid has to go wherever your kid wants to go; you can’t keep your kid in the house. She said whatever makes me happy — if traveling and learning new things will make me happy — then I should definitely do it.

WWD: When you were younger, did becoming a model ever cross your mind?

L.G.: I think in high school people always thought I was different than the others. There is this Brazilian type that is long straight hair, darker skin, kind of native looking, but I was always super different. People didn’t think I should be a model, they just thought I was different looking. I’m German, African and Japanese. My dad is a mix of German and Japanese and African, and my mom is German.

WWD: You’ve been modeling for about four years now. Has there ever been a moment where you felt like you’d made it?

L.G.: I think that modeling is — you never know you’re ready. You just never know. You just go with the flow. My clients always called me back to work again with them, and I was very happy about that. I definitely take it seriously as a career. I’m a very creative person, though — I like to do other stuff as well. I want to keep studying. I like making videos. I would love to be behind the scenes of cinema in the future, as a director or producer or something like that. I just really love it.

WWD: Were you happy when you heard you nabbed Dsquared2’s spring campaign?

L.G.: Apparently they started looking through girls on their catwalk, and they stopped on a picture of me and said, “This one.” That was it. I was very lucky. It’s not like I get superexcited, but what I like about it is that other people get so inspired. I have girls, normal girls e-mailing me all the time that I give them inspiration. That’s what I like about it.

WWD: What do you think you’ve gained the most from all of your modeling experience?

L.G.: It’s almost like a college of life. You learn how to live. You learn everything, how to be by yourself. You don’t have your parents doing things for you. You become an adult in one day. I remember the first time I went to the supermarket by myself to buy my food, and I remember I was crying. I was like, I don’t know what I’m supposed to buy! I had never done this before. You go from being taken care of to taking care of yourself.

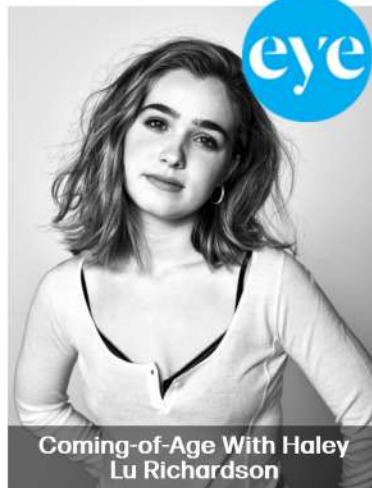
WWD: What are some of the most challenging parts of this career?

L.G.: I don’t feel like it’s hard anymore. I’ve been through so much. In the first two years, I worked so much for free, I didn’t have money at all. I was just living off pocket money that the

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LATEST GALLERIES





agency gives you — like \$100 a week or something. For me that was fine, but it was hard. So after doing so many good jobs, now I can really have a better life. I think all the hard parts are gone. I'm very settled now.

WWD: What's the weirdest thing you've ever had to do on a photo shoot?

L.G.: For ID Magazine online — it was a few years ago — I had these weird wigs on. And they had these animals — what is the name, they have a shell? Snails. I had to hold them and they were alive. I did not like them. Everybody was like, "Don't worry, they're nice." I was like, "They are snails, how can they be nice?"

WWD: You've worked with some of [fashion](#)'s top photographers: Testino, von Unwerth, Mert and Alas...

L.G.: Yeah, I worked with Mario Testino and Mert Alas and Marcus Piggott — and Ellen [von Unwerth] was one of my favorites. She shot the Vs. Magazine cover. It was with Hailey Clauson, and we got along so well. Ellen is so much fun; she's like a kid, it's almost like she's 17 years old and she's falling in love. All the girls on that shoot were really nice and we had so much fun. I think these photographers are on the top because they're so nice and so good at what they do. Otherwise they wouldn't be there. My goal is to shoot with Steven Meisel one day.

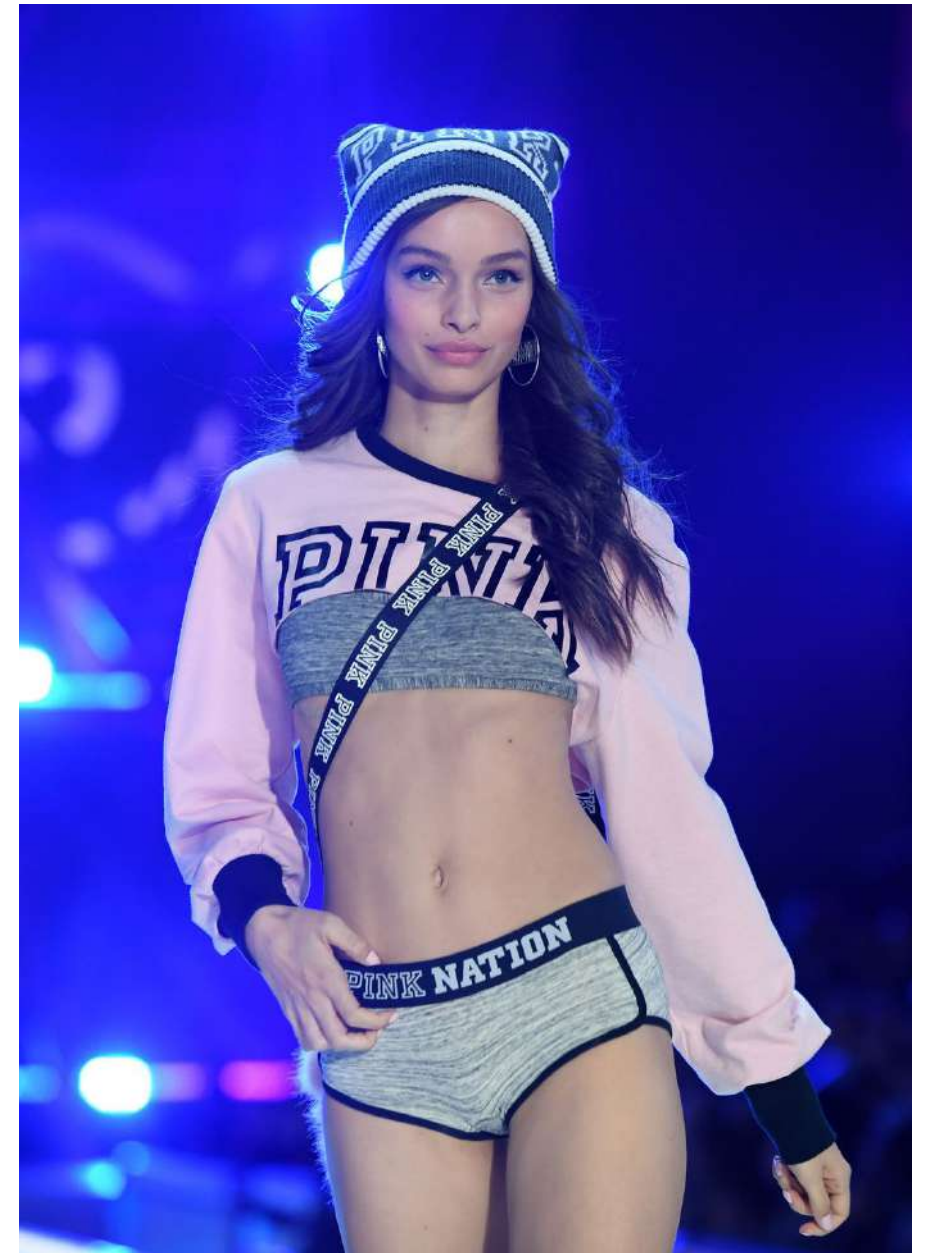
WWD: What are some of your other goals?

L.G.: So many. I definitely dream about building my own house somewhere — like maybe Long Island or somewhere more near nature. Designing it the way I want it — this is one of my goals. And I want to travel places that I haven't been yet. I had two passports full of stamps and I had to switch passports and get a new one. Before that I [hadn't really traveled,] I was just in Brazil.

WWD: Are there any aspects of the industry you'd like to see changed?

L.G.: I lived with girls who didn't eat, and that was pretty sad. I think you first need to be healthy. It's important that the model is healthy, for herself but also so that people can see what is really beautiful. Sick isn't beautiful. But that's changing slowly, and I'm really happy about it.

SHOWS



VICTORIA'S SECRET FASHION SHOW 2016



VERSACE SS 2014



JULIEN MCDONALD SS 2014



OCHS SS 2017



JOSEPH SS 2015



ERMANNO SCERVINO SS 2014



JEREMY SCOTT SS 2017



JULIEN MACDONALD FW 2014



DSQUARED² FW 2014



MATTHEW WILLIAMSON SS 2015



CUSHNIE FW 2014



JULIEN MACDONALD FW14/15



VERSACE FW 2014



DSQUARED² FW 2014



BURBERRY SS 2014



BLUGIRL SS 2014



MATTHEW WILLIAMSON SS 2015



JULIEN MACDONALD SS 2015



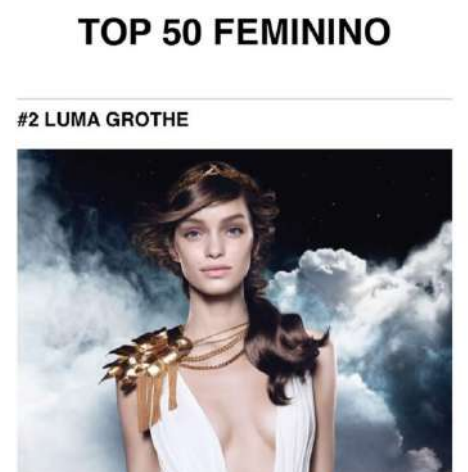
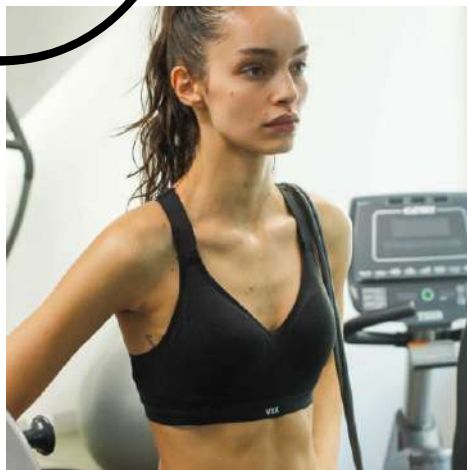
EMANUEL UNGARO SS 2017

RED CARPET





@lumagrothe



LUMA GROTHER

Agent Ingo Nolden [in@iconicmanagement.](mailto:in@iconicmanagement)

T. +49 30 30 877 95

