

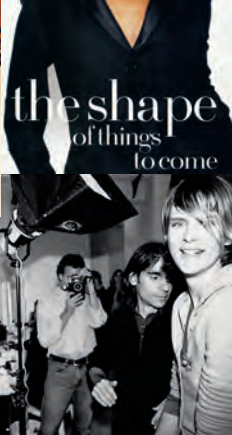


# A MODEL CAREER

*They were the impossibly cool British girls who, in the '90s, changed the face of fashion. Two decades later they're shaking up a new realm: business. By Harriet Quick*

Playing the food equivalent of *Desert Island Discs*, Rosemary Ferguson nominates eight essentials. "Nutri UltraClear powder – great for shakes – Pukka tea, oats, a carrot and an apple, brown-rice spaghetti, a buckwheat loaf, and almond or cashew butter," says the 43-year-old thoughtfully, sipping green tea in Soho's Quo Vadis.

The former catwalk star, who came into the fashion spotlight 25 years ago as one of a generation of fun-loving super-waifs, is now a proud nutrition nerd. She started retraining as a >



Top row, from left: Hume on the cover of November 1994's *W* magazine; Tennant and Moss in *Vogue* (in 1997 and 1996, respectively). Second row, from left: Tennant at Gucci a/w '97; Pascale walks at Karl Lagerfeld ready-to-wear in 1993; Nicolas Ghesquière and Tennant at Balenciaga in 2003; Moss and Tennant cover *Vogue* (August 1994 and December 1997, respectively). Left: Lagerfeld and Tennant at Chanel couture, July 1996. Below: Ferguson with photographer David Sims in New York, 1995



**"IT WAS A FANTASTIC TIME. WE ALL GREW UP TOGETHER. THE SHOOTS WERE OFTEN REALLY SPONTANEOUS"**  
KATE MOSS

brand. Lorraine Pascale, meanwhile, is a cookery maestro, author and television presenter both here and in America.

Of course, the wisdom you accumulate when you go from a twentysomething to a fortysomething inspired the women to diversify. As does the bald fact that modelling has traditionally been a career with a sell-by date. "I've probably experienced most scenarios in the industry, so can definitely pass on advice about what needs to be done and what doesn't," says Moss, 44, from her offices in Soho. She set up the Kate Moss Agency two years ago, representing a tight roster of young models (including Elfie Reigate, Ferguson's 18-year-old daughter – bonds run deep for some of the London Girls – and Louis Baines), as well as looking out for fashion opportunities for the likes of Gwendoline Christie and Rita Ora. "We encourage the talent to be true to themselves, and always involve them in the decisions; it's their career and so they should have a voice," she says, in full exec mode.

These days, Moss divides her time between homes in north London and the Cotswolds, as she raises her teenage daughter, Lila, and attends to her own still-stellar modelling career. But rewind 20 years, and early mornings did not involve the school run. Ferguson laughs as she recalls the life of the London Girls in New York, hopping from the studio to a premiere to an after-party, followed by late-night margaritas in a West Village bar and bacon butties with her fellow Brits at dawn. "It was all a laugh in the beginning," said Moss in 1997. "I started modelling because there was nothing else to do in Croydon. I really liked working with the photographers – we would do a shoot, go on to a nightclub and take the night bus home."

They were collectively interested in expressing "ordinariness", and the pose went hand in hand with Martin Margiela's outside tailoring and Helmut Lang's vest dresses. "I think Rosemary looks much better when she screws up her face, blinks and there's mascara coming down her face! That's what Corinne would say to clients," recalls Ferguson about the iconic photographer Corinne Day. "She was so single-minded." Day had discovered her in McDonald's on Oxford Street, and had initially mistaken her for a boy. "I'm athletic with no boobs," says Ferguson. Today, the mother of three – who is married to artist Jake Chapman

naturopath and nutritionist almost 10 years ago, qualified seven years ago and practises from a clinic in Harley Street. Her patients go to her seeking advice, and wisely so. When it comes to reinvention, Ferguson – who was part of the loose-knit group of '90s models known as the London Girls – has become a master of the art. In fact, they all have. Kate Moss, Stella Tennant, Lorraine Pascale, Kirsty Hume... examine the career of almost any era-defining British beauty of the 1990s and her path will lead to career recalibration and entrepreneurship. Back then, the women were known for their diverse and individualistic take on glamour and a DIY sense of creativity. Two decades on, the same attributes still flourish in different ways. Although all of them continue to model to varying degrees, it seems that in one's forties, smart business-minded personal fulfilment has become the name of the game.

and lives in Oxfordshire – still relies on a wardrobe of jeans, vests and her trusted flip-flops, although tuxedos have replaced dressy frocks.

For Lorraine Pascale, 45, the move from *i-D* cover girl to culinary star is complete. Having just returned from filming *Baking Championship*, the American reality TV show, she says, “People do recognise me and ask, ‘Why are you so mean about the cakes!’ I’m like the Simon Cowell character on the panel.” She then beams before adding, “I’m now on a serious sugar detox.”

Motherhood (she was married at 22 and had her daughter, Ella, at 23) slowed her modelling career, as jetting off on location was no longer an option. Enrolling at Leiths School of Food and Wine in 2005 proved the turning point. “I always used to worry about what people thought,” she says of her career switch. “But as you get older, you realise people talk about you far less than you think. You have to do *you*.” Pascale, who was adopted and raised in foster homes, is committed to helping >



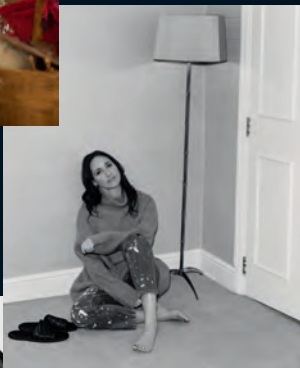
*Kate Moss and Lorraine Pascale photographed by Corinne Day for The Face, February 1991. Above: Kirsty Hume shot by Irving Penn for American Vogue, April 1997*

AND NOW...



From top: Moss in New York earlier this year; Paseale in Ibiza this summer; Hume in Los Angeles in 2014

Right: Ferguson in London in January. Below: Tennant for Giorgio Armani s/s 2016



Opposite: Ferguson, in a photograph taken by Juergen Teller, backstage in Paris at Helmut Lang s/s '94

those who have experienced similar adversity. She runs a series of interviews on the subject on her website. "Sharing stories is how we learn," she says.

From being the silent stars of fashion shoots and runway shows, the London Girls have found second-career fulfilment in roles that require invention, leadership and business acumen. Moss thinks it was coming of age in the 1990s that really helped. "It was a fantastic time to start in the industry," she says. "We all grew up together. The shoots were often really spontaneous and a lot less corporate than today. We were really left to our own devices. That's what I am still inspired by today, being part of a team creating amazing images," she says. That and the importance of self-reliance. "I was keen to take responsibility for my own career and represent a diverse group of talent with a small 'hands-on' agency."

For Kirsty Hume, a tall, ethereal blonde who grew up in Scotland, the past few years have been about returning to what was important to her pre-fashion. The 42-year-old rekindled her passion for nature after having her daughter, Violet, 14 years ago, and now lives in Topanga Canyon outside Los Angeles. "There was an extended tribe of models – Shalom Harlow, Amber Valletta, Carolyn Murphy, Stella Tennant – we all grew up together," says Hume from the house she is currently restoring with her husband. Once a favourite of Donatella Versace and Tom Ford, who shot with Steven Meisel, she adds: "I'm not an urbanite. I need to be in nature to be whole and happy." She studied aromatherapy at the Gaia School of Healing and has educated herself in the science of sustainability to work on establishing her beauty and wellness business, with products such as Triple Goddess Bitters and Essence of the Moon body oil. "Anything I create

has to be good for the earth. There's so much stuff out there and so much waste, I don't want to be another person flogging a product to make a buck. It needs to be as ethical as possible. I've simplified over the years, and life is slower," she says, dreamily. Her style has shifted, too. "Having worn so many clothes that were not designed for comfort, I like to be able to throw on something easy. It translates as hippy-ish dresses, which just work with the terrain of Topanga. There are Awakeawake plant-dyed dresses in my closet, Doen and Ulla Johnson, and, of course, vintage," says Hume.

Others have stayed closer to home. Tennant, the rangy aristocratic beauty with her cropped hair and pierced nose, became an ambassador for Chanel in 1996. Now 47, she has employed her deep knowledge of fashion and what's needed for the great outdoor pursuits (deep shooting pockets, storm collars and walking shoes) into Holland & Holland. "Everything should have a function," she says. She frequents the manufacturers, mills and artisans on the borders of her homeland of Scotland to learn about tweed and knitwear know-how, bringing her instinctive style to a company that was founded in 1835. Tennant says her mission is to make "lifelong" pieces for the wardrobe. Beautiful and useful are her watchwords. You could say the same of the London Girls reinventing themselves with pluck, brains and tenacity in an industry that usually demands a lightning turnover of faces. Their lesson? Pursue what makes you happy. ■

