
Camila, a Brazilian, Is Supermodel of the World

Contributed by Newsroom
Thursday, 13 January 2005

Camila Finn, a 13-year-old, 5'9" brunette from Brazil, beat 43 other girls to win Ford's Supermodel of the World. This means a \$250,000 modeling contract with Ford Models.

The Brazilian beauty, who is from Botucatu in the state of São Paulo, was an unknown just a few months ago when she was spotted by a talent scout in her town. Despite the large number of Brazilian top models in the world, this was the first time Brazil won the Supermodel of the World.

Ford Models has just announced the winner and runners up of the 2004 Ford Supermodel of the World Contest.

Narrowed down from more than 60,000 applicants worldwide, 44 finalists from 44 countries competed in New York City this past week to win one of three possible contracts with Ford Models in the Ford Supermodel of the World Contest.

Along with the top prize two other contracts were awarded at the final event on January 12 at the Ford Tunnel, Otilia Aionesei of Romania took home second prize of a \$150,000 contract and Ingrid Schram of Canada secured the third prize of a \$100,000 Ford Modeling contract.

"Recognizing raw talent has always been a priority for Ford," said Katie Ford, CEO of Ford Models.

"Finding new faces that embody the latest fashion trends has kept Ford at the forefront of the industry for nearly 60 years. We are thrilled to have discovered Camila, Otilia and Ingrid and look forward to representing them."

Along with the Ford modeling contracts each of the three winners will begin work immediately today. The first job for the three new Ford faces will be a photo shoot for Denim with Lycra, one of the contest's sponsors.

The worldwide contest concluded on Wednesday, January 12 at the Ford Tunnel with a full-scale fashion show in which each of the 44 finalists walked the catwalk in three looks from designer names such as CK, Lotta Stensson, Narciso Rodriguez and Denim with Lycra.

The contestants were judged by a panel of fashion's most influential tastemakers including: Ford Model's Eileen Ford, Katie Ford and John Caplan, Vogue's Kate Armenta, Elle magazine's Nina Garcia, The Fashion Police's Robert Verdi, Pia Maria Sandos of Isadora, George Sterling of Models.com and supermodels Ines Rivero and Patricia Velasquez among others.

This year's entries, from 44 countries, entered the contest either by dropping off photos at department stores, posting digital pictures online, or participating in events broadcast on local TV. Marshall Field's handled submissions in the U.S., accepting photos at its department stores and Web site.

Ford Models, started in 1946 by Eileen and Jerry Ford, created a new kind of global industry based on beauty.

Eileen and Jerry began the business in their home and went on to create the world's most recognized and respected modeling agency.

Katie Ford took over as CEO after working in the agency for 16 years. Under Katie's direction, Ford has expanded

internationally as well as domestically.

Ford is also responsible for launching the first international model search in 1980. Since then, the "Supermodel of the World" search has expanded into 50 countries and is the largest and most prestigious search in the world. After 58 years, Ford remains the most respected industry leader.

Ford Models
PRNewswire