

# Kate Moss



CORBIS

WITH HER PETITE, SKINNY FIGURE and average height, Kate Moss is one of a few controversial models around. It was her 'waif' look that grabbed the attention of headhunters and helped the supermodel get worldwide recognition. Moss was discovered at the age of 14 by the founder of Storm Model Management

as she landed in New York's JFK airport. A decade and a half later, at the age of 30, Moss was declared the sexiest woman of all time according to a poll conducted by men's magazine *Arena* to mark its 150th issue. The English model has appeared on more than 300 magazine covers, at least 30 of which were with *British Vogue*.

Despite her infamous party lifestyle, Moss has been frequently selected by major European, British and American designers to lead their campaigns, just some of these renowned designers include Gucci, Dolce & Gabbana, Louis Vuitton, Versace, Calvin Klein, Chanel, Dior, Yves Saint Laurent, Burberry, Stella McCartney and Bvlgari. Today, 36-year old Moss, one of the world's highest paid models, is looking at a slightly different industry – jam making. It started as a hobby at her Cotswolds country estate, when Moss found hoards of damsons in her garden. Soon the supermodel had perfected her homemade recipe and was receiving positive feedback from family and friends. Moss's fruit conserving hobby is now taking a different spin as she considers launching her own range of jams, to be named 'Kate's Damson Jam.' Moss is accepting help from her seven-year-old daughter Lila Grace and her friend, billionaire retailer Sir Philip Green, who has offered advice on promoting her new jam label and getting on supermarket shelves. Moss has also sent samples of her product to Simon Cowell, creator of the *X Factor* TV competition, and is investing in expensive equipment to help perfect her recipes. With so much fruit on her estate's land, Kate said she wants to put it to good use. She has also shown interest in taking cooking lessons with celebrity chef Jamie Oliver. It seems Moss might be happy swapping the catwalk for the kitchen. ■