

# Madonna



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**WITH HER BANGLES, LACE GLOVES,** biker's jacket and black ankle boots, there will only ever be one pop queen. Music icon Madonna has been setting trends for more than two decades, reinventing her appearance for every new album. And it has paid off, with Madonna earning around \$58 million in 2009-10. Her tour last year was the fourth-highest-grossing, bringing in \$6 million a night and \$138 million overall. And at 52,

she's not slowing down as this year saw the launch of the Material Girl clothing line with daughter Lourdes, 13, and the power mom is directing her second film, *W.E.*, for release next year. Just how much Madonna is worth is hard to determine. Based on her 200 million plus record sales and her profitable tours a best estimate is between \$380 and \$500 million. However, when you add her endorsements, music royalties (she writes most of her own songs), fashion line, children's books and various other projects the figure is much higher.

That's not bad going for Madonna (it's her real name) Louise Veronica Ciccone who

was better known in the Eighties for her bold, sometimes outrageous, outfits. Most critics wrote her off as a short-lived phenomenon but Madonna proved them wrong by continuously adapting to trends and ensnaring new generations of music fans. There's no questioning her star power and reports have recently surfaced in the media that Las Vegas is offering her \$1 billion for a five-year performing residency. The megabucks

payment would totally eclipse her previous earnings; in 2007, she signed a 10-year contract worth a 'mere' \$125 million with promoter Live Nation.

Madonna has always had an iron will to succeed. Numerous record labels were unimpressed with her voice but she kept battling away until she got her big break. Today, she still displays that same grit and determination. Her toned muscles, versatility and dazzling dance moves testify to the minimum three hours she spends in the gym daily.

So it is no surprise that Madonna's latest venture is aimed at the lucrative fitness industry. From yoga and Pilates to the Power Plate and Gyrotonic Expansion System, Madonna has done them all. The Material Girl joined forces with 24 Hour Fitness founder Mark Mastrov and her manager Guy Oseary to launch the health-club project. The global chain of fitness clubs has been named 'Hard Candy' after her latest album and the first gym opened in November in Mexico City. Madonna, Mastrov and Oseary plan to expand to Russia, Brazil, Argentina, as well as other locations in Europe and Asia.

Arnold Schwarzenegger went from bodybuilder to Hollywood action star and governor of California. Madonna is going from queen of pop to fitness guru. But few would doubt that even if she had started in the fitness world she probably would still have made it to the top. Singer, songwriter, director, actress, author, fashion designer, fitness guru... This lady has one fantastic resumé. ■