



Marilyn Gauthier corners the market on the girls from Ipanema.

The Biz

Last February the *New York Times* reported that coffee and nuts had been replaced as Brazil's hottest exports by a new crop—supermodels. Model-of-the-moment Gisele Bündchen was only the beginning. Everywhere in fashion land the call went out for dark-skinned, succulent beauties. By April, *New York* magazine was reporting that dermatologists were concerned that women would be getting dark tans like those of the trendy Brazilians.

None of this came as a surprise to Marilyn Gauthier of the Marilyn model agency in New York, who manages some of the most coveted faces this season. Two and a half years ago, she predicted the Brazilian boom and began scouring the beaches near São Paulo for the next Kate Moss (whom she discovered in the early 1990s). Her finds, including

Fernanda Tavares and Caroline Ribiero, are among the biggest in the industry. "Beautiful is back," Gauthier says of the craze for Brazilian models. "They have incredible bodies and warm personalities. On the runway, Fernanda caught all the eyes because she couldn't help swinging her hips."



biz in brief As creative director of Benetton, photographer **Oliviero Toscani** produced landmark and controversial ad campaigns—but none more so than his "We, On Death Row" magazine ads featuring his portraits of convicted murderers on death row, along with Toscani's own anti-death penalty sentiments. Families of murder victims derided the ads, and the state of Missouri sued the clothing company, saying the images were made under false pretenses. What's more, Sears, Roebuck and Co. canceled a \$100 million contract with Benetton, and last spring Benetton announced that it was ending its 18-year relationship with Toscani. In an interview published in April, Toscani, currently the creative director of **Tina Brown's** *Talk* magazine, said of his firing, "Fortunately, nothing lasts forever."



Truth be told, beautiful is always in. Likewise, careful marketing never hurts. With her boutique agency in the spotlight, Gauthier is throwing the promotion throttle wide open. This fall, her agency is releasing its first-ever fashion-photography book, featuring all of its sexy superstars, such as Helena Christensen, Moss, and Esther Cañadas, as well as Brazilian women like Ribiero, Tavares, and Ines Rivero.

The idea behind the book is to turn the Marilyn Gauthier name into a glamour brand, as agencies like Elite, Ford, and IMG have done in the past.

As for the Brazilians, they seem delighted with all the attention. "It's great, because two weeks ago, the country was known only for football [soccer]," says Tavares. "But now you see that Brazil is such a huge, beautiful country, and the women, they are natural, sexy." ■

Fernanda Tavares (above), one of Marilyn's hottest Brazilian imports, will be featured in the agency's photo book (top left) this fall.