

TOPMODEL

JULIA STEGNER



VITA

Julia Stegner was born in Munich, Germany November 2nd 1984. At the age of 14 she was discovered at the Oktoberfest in Munich by Louisa von Minckwitz, the owner of Louisa Models. One of Germany's biggest modeling agencies. Louisa was fascinated right away by Julia's special look.

In the beginning of her career, Julia focused on finishing school, and would only model during her school holidays. In 2002 throughout her summerbreak she was casted for a testshoot / covertry for French Elle. The cover was published in December 2002 and thereafter Julia decided to give her modeling career a try and take a break from school.

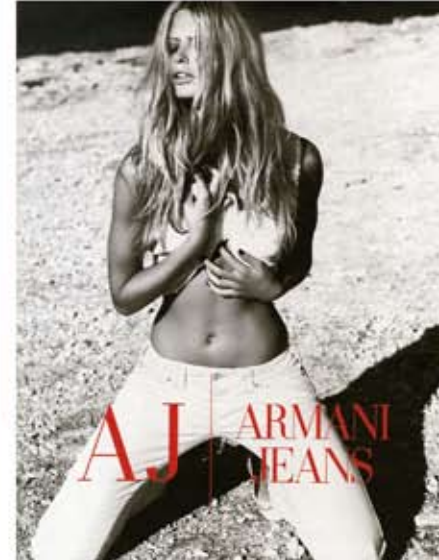
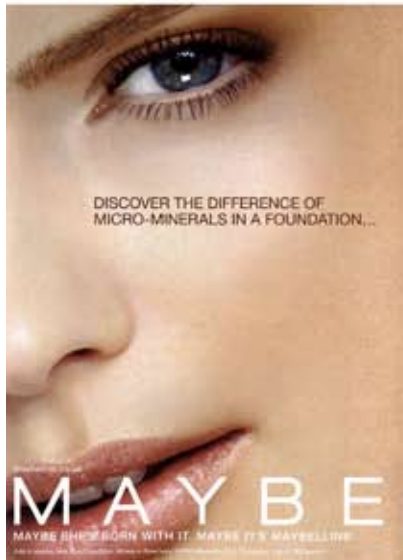
During the February 2003 showseason in Milan and Paris Julia was booked straightaway for all the big designers. Tom Ford who designed for YSL at that time, was even so impressed by the German newcomer that he had her open and close his show. Furthermore he booked her for the worldwide YSL campaign. The rest is history. Julia has worked for all the Major Magazines and did numerous covers including: Italian Vogue, French Vogue, British Vogue, German Vogue (special Julia Stegner Edition April 2006).

She did campaigns for: Dolce&Gabbana, Ferre, Armani, Rolex, Bulgari, Chloe, Dsquared, Aquascutum, and further more.

Julia was the face of Hugo Boss Black for 6 seasons and in January 2006 she signed the perfume campaign for Hugo Boss Femme. From Summer 2006 until Summer 2008, Julia was the face for Guerlain Cosmetics. For the past two seasons she has been under contract with Victoria's Secret and did their runway shows. In Novemeber 2007 she signed the worldwide contract with Maybelline.

Her extremely fast an successful career was honored in December 2005 by the german publishing house Burda honoring her with the Bambi Award for the category "Shooting Star in Fashion".

CAMPAIGNS



CAMPAIGNS



CAMPAIGNS

2009

LOUISA CERANO SPRING/SUMMER

MERCEDES BENZ KEYVISUAL | FACE OF BERLIN FASHION WEEK

2008

MAYBELLINE SPOKESPERSON | WORLDWIDE CAMPAIGN | TV & PRINT

TIFFANYS KEYVISUAL WORLDWIDE CAMPAIGN

ARMANI JEANS KEYVISUAL WORLDWIDE CAMPAIGN

MASSIMO DUTTI KEYVISUAL WORLDWIDE CAMPAIGN

HUGO BOSS FEMME FRAGRANCE FALL / WINTER

GIANFRANCO FERRE FALL / WINTER

TOD'S SPRING/SUMMER

2007

AND BEFORE

GUERLAIN KEYVISUAL WORLDWIDE CAMPAIGN 2007-2008

HUGO BOSS BLACK LABEL KEYVISUAL WORLDWIDE CAMPAIGN 2005-2007

VICTORIA'S SECRET 2005-2008

HUGO BOSS FEMME PERFUME 2006-2008

COVERS



SHOWS

ANNA SUI ANTONIO BERADI ANN DE MEULEMEESTER ALEXANDER
MC QUEEN ALESSANDRO DELL'ACQUA BALENCIAGA BELSTAFF
COSTUMENATIONALCHRISTIANDIORCHANELCHRISTIANLACROIX
DOLCE&GABBANA EMILIO PUCCI FENDI GUCCI GIVENCHY HUGO
BOSS HUSSEYN CHALAYAN LOEWE HERMES LUELLA BARTLEY
LAGERFELD MATTHEW WILLIAMSON MICHAEL KORS MISSONI
OSCAR DE LA RENTA PACO RABANNE ROBERTO CAVALLI RALPH
LAUREN SOPHIA KOKOSALAKI STELLA MC CARTNEY VERSACE
VICTORIA'S SECRET VIKTOR AND ROLF VALENTINO ZAC POSEN

SHOWS



PRESS

2009

2008

2007

GALA | APRIL
STERN | MAY
BUNTE | JUNE
GALA | JUNE
GALA | JULY
AZ | AUGUST
JOLIE | AUGUST
MAXI | SEPTEMBER
PETRA | OCTOBER

REVUE | JANUARY
AZ | JANUARY
FAZ | OCTOBER
STERN | OCTOBER
STERN.DE | NOVEMBER

2006

2005

BUNTE | JANUARY
GALA | JANUARY
THREE | JANUARY
AMICA | JULY
AZ MUC | AUGUST
LIFE&STYLE | AUGUST
TZ MUC | AUGUST
FAZ | SEPTEMBER
GALORE | OCTOBER
INTOUCH | Nr.35
BUNTE | Nr.46

BILD MUC | NOVEMBER
BUNTE | Nr.31
BUNTE | Nr.35
BUNTE | DECEMBER
ELLE | DECEMBER
GALA | NOVEMBER
GALA | DECEMBER
INTOUCH | Nr.50
MEDIENREPORT | Nr.11
STERN | Nr.29
SÜDDEUTSCHE ZT | DECEMBER
TZ MUC | DECEMBER

2004

2003

2002

ELLE | JANUARY
BERL.MORGENPOST
GALA | APRIL
JOLIE | APRIL
BUNTE | Nr.46
TZ MUC | AUGUST

AZ MUC | AUGUST
BUNTE | JUNE
BUNTE | JUNE
BUNTE | Nr.50
GALA | JULY
MODELS.COM | MAY

TZ MUC | DECEMBER

PRESS



Mit Herz, Würde & Seele

PRESS

„TOPMODEL WITH THE SECOND HIGHEST RANKING WORLDWIDE“ BBDO CONSULTING SURVEY

„JULIA BELONGS TO THE MOST SUCCESSFUL MODELS WITH THE HIGHEST SALARY AT THE MOMENT“ VOGUE 2008

VOTED „BEST DRESSED WOMAN“ VANITY FAIR NR.30/31 2007

MADE IN GERMANY „JULIA STEGNER IS ASIDE FROM CLAUDIA SCHIFFER AND NADJA AUERMANN THE ONLY GERMAN TOPMODEL IN THE WORLD AT THE MOMENT.“ VOGUE 2007 NR.8

VOGUE GERMANY DEDICATED AN ENTIRE ISSUE TO JULIA. VOGUE 2006 NR.4

„JULIA STEGNER IS ONE OF THE HOTTEST FASHION MODELS IN THE WORLD.“ DESIGNERFASHION.BIZ

„JULIA HAS EXPLODED WITH SUCH SPEED FROM THE STARTER'S BLOCK, SHE IS THE VERY DEFINITION OF AN INSTANT SENSATION.“ MODELS.COM

RANKING

Aside from other topmodels, Julia Stegner, has the highest brand value worldwide. Karolina Kurkova, the czech native, is leading the range of the worlds most successful models with € 42.6 Mio. brand value. Second place takes Julia Stegner, the current face of fashionlabel Boss, with a brand value of € 36.5 Mio., followed by Heidi Klum with the brand value of € 28,3 Mio. ranked third. Far behind, on places 11 and 20, are the face of L’Oreal Claudia Schiffer and the former topmodel Tatjana Patitz.

Background Information on the placing:

The model ranking was issued by the BBDO Consulting, the cooperate consulting firm of the BBDO-Group , to determine a brand value that is geared towards anticipated income in the future. However this income decreases, in the average life cycle of a model, with the increase of age. By ranking the brand value, it is for the first time possible for companys to receive a validated basis of decision-making on the short to longterm brand value of a model. As of now Julia Stegner might not have the same publicity as Claudia Schiffer, but the young German proves an enormous potential for the future with her second rank placement.

Source: BBDO Model Brand Value Survey

RANKING OF THE MOST VALUABLE MODELS

RANKING	MODEL	BRAND VALUE IN MIO EUR
01	Karolina Kurkova	42,6
02	Julia Stegner	36,5
03	Heidi Klum	28,3
04	Natalia Vodianova	27,4
05	Laetitia Casta	22,3
06	Liya Kebede	16,9
07	Gisele Bündchen	16,4
08	Eva Padberg	15,3
09	Naomi Campbell	14,3
10	Kate Moss	12,7
11	Claudia Schiffer	7,6
12	Karen Elson	6,1
13	Linda Evangelista	5,7
14	Eva Mendes	5,4
15	Carmen Kass	5,0
16	Carolin Murphy	4,1
17	Bridget Hall	3,4
18	Nadja Auermann	2,9
19	Amber Valetta	1,1
20	Tatjana Patiz	0,8

CHARITY



In 2007 Charity Organisation Unicef asked Julia to become one of their Ambassadors.

She went on a trip to Sierra Leone, Africa, to support children who are victims of poverty and Aids. She has been very engaged in her charity work ever since.



JUST JULIA

