



Press Release

Shanghai, December 6th

**JULIA SCHNEIDER FROM SWEDEN, WINNER OF THE ELITE MODEL LOOK 28th
WORLD FINAL -
A NEW FORMAT FOR A SPECTACULAR MUSIC-ENTERTAINMENT SHOW
WITH KYLIE MINOGUE AND ELITE'S SUPERMODELS**



Elite, the world's largest modeling agency, celebrates this year the 28th anniversary of its renowned Elite Model Look contest. After castings all over the world (800 cities – 70 countries), it is in the beautiful city of Shanghai that young girls representing the most beautiful rising stars in the Elite Model Management network are gathered to participate in this major fashion industry event.

Tonight, in the impressive **Mercedes Benz Arena**, the finalists, selected to represent 70 countries, are competing and showing their modeling talents **in front of 3,000 guests**.

ELITE MODEL LOOK
28th WORLD FINAL SHANGHAI 2011

WWW.ELITEMODELLOOK.COM



Much more than a fashion show and hosted by **Nikki Reed**, the Elite Model Look 28th World Final was a **spectacular music-entertainment** show which seamlessly travelled between runway competitions and vibrant music performances such as a live performance by the international popstar **Kylie Minogue** and **Yundi**, a Chinese pianist Maestro renowned all around the world.

The show featured exceptional catwalk sequences from **7 Elite's Supermodels - Ming Xi, Fei Fei Sun, Magdalena Frackowiak, Michaela Kocianova, Eniko Mihalik, Natasa Vojnovic and Nyasha Matondhoze** – and the 70 Elite Model Look finalists.

The finalists were judged by a jury composed of **Noemie Lenoir, Top model, Sun Zhe, Editor-in-chief of Grazia China and Vick Mihaci, President Elite Management Worldwide**, and progressively eliminated down to 15, then 7, then 3. One girl in particular, **Julia, 15 years old, 1m79 height**, dazzled the jury with her elegance, photogenic quality and personality. She was announced as the grand winner of this year's glamorous contest and will begin her Elite modeling career in hopes of follow the footsteps of **Cindy Crawford, Stephanie Seymour, Gisele Bundchen, Fei Fei Sun or Constance Jablonski**.

List of the 15 winners :

- **Elsa / Angola**
- **Lera / Belarus**
- **Amra / Bosnia and Herzegovina**
- **Ariane / Brazil (Top 7)**
- **Lieve / Chile (3rd runner-up)**
- **Xiao-Xing / China (Top 7)**
- **Lenka / Czech Republic (2nd runner-up)**
- **Josefine / Denmark**
- **Josephine / France (Top 7)**
- **Lieke / Holland**
- **Archana / India**
- **Pauline / Reunion Island (Top 7)**
- **Agata / Russia**
- **Julia / Sweden (Winner)**
- **Ashley / USA**

The World Final is the last round of the Elite Model Look contest where 15 winners will have the privilege of signing a **3 year contract** with the Elite group. The top 3 will also win a guaranteed salary of a combined 300,000 euros (150,000 euros - 1st place, 100,000 - 2nd place and 50,000 - 3rd place).



The time spent in Shanghai was memorable experience for everyone but especially for the contestants who lived a unique experience, both professionally and personally. It started with 15 days of intensive preparation which consisted of fittings, rehearsals, photo shoots, meetings with Elite agents, and ended with an amazing show.

About Elite World SA :

Elite breathes global beauty and style. Founded in 1972, Elite is the world's largest modeling agency, representing more than 2,000 models across five continents.

Elite models have featured on over 1,000 magazine covers from around the world and include legendary icons such as Claudia Schiffer, Naomi Campbell, and Gisele Bundchen. Elite is also shaping the stars of today such as Alessandra Ambrosio, Constance Jablonski, Sigrid Agren, Eniko Mihalik and Fei Fei Sun, and continues to explore the world in search of the next rising stars through its Elite Model Look contest. The contest attracts over 350.000 participants in 70 countries per year.

Elite is not just a network of modeling agencies, it is a true brand with activities such as model management, the Elite Model Look contest and world-class licensing.

To learn more about Elite, visit www.elitemodelworld.com

About Elite Model Look :

Elite Model Look is the most renowned international modeling contest that attracts more than 350.000 participants every year coming from 800 cities, 70 countries and 5 continents. It is unique in providing the opportunity for young girls to enter the fashion world, become models and make fabulous careers. The Elite Model Look contest is a prestigious event open to beginners with a professional aim: discovering the new talents who will become the next top model.

To learn more about Elite Model Look, visit www.elitemodellook.com



PR Contacts :

For Europe and US : IC INSIGHT COMMUNICATIONS – JASMINE SPEZIE
+39 02 58177001 icmilan@insightcommunications.cc

For Mainland China : BUTTERFLY PR
+ 86 021 64669191-827 joanne.wang@bf-pr.com

Elite Model Look Global Pr Coordinator : ALEXANDRA PAROLINI
+39 345 3007502 alexandra.parolini@elitemodellookworldfinal.com

International Elite Model Look Press contact : CELINE ROUSSEAU
+33 1 40 44 32 47 - +33 6 75 55 93 68 c.rousseau@elitemodel.fr

Italian Elite Model Look Press contact : RITA CAMELLI
+ 39 335 439571 rita.camelli@elitemodellookworldfinal.com