



The next CHAPTER

MIRANDA KERR WAS ONE OF THE MOST RECOGNISABLE FACES OF THE 2010s. NOW, THE FORMER SUPERMODEL HAS LEFT FASHION BEHIND AND EMBARKED ON A MISSION TO COMMUNICATE THE BENEFITS OF 'CLEAN BEAUTY'

Words: **Anna Solomon**

When Miranda Kerr burst onto the scene as one of Victoria's Secret's 'Angels' in 2007, Ed Razek, then chief marketing officer at parent company, L Brands, described her as having "the cheeks of a chipmunk, the smile of an angel and the body of the devil". Given the former executive's resignation in 2019, having been accused of creating a culture of misogyny and harassment, the depiction is slightly toe-curling – but it goes some way to explaining Kerr's appeal at the time. Fresh-faced and doe-eyed, she was the ultimate girl-next-door.

Razek's comments also shed light on how models were viewed back then (read: objectified). It was tough, says Kerr, now 40, and the ruthless scrutiny of her appearance took its toll – inevitably, perhaps, for someone who started modelling aged just 13. Kerr was living in a small town in New South Wales when her friend entered her into a modelling competition for a teenage magazine.

The Aussie native was then cast in a number of national campaigns, before moving to New York where she signed a career-boosting contract with Maybelline. It was at this point that Kerr was signed by Razek, joining the likes of Adriana Lima, Alessandra Ambrosio and Heidi Klum. The work kept coming – as well as Victoria's Secret, Kerr has walked for Prada, Chanel and Dior; since 2008, she has consistently ranked on the *Forbes* list of highest-earning models. In 2010, she married Orlando Bloom, cementing her place in the cultural landscape of that decade.

In the midst of all this, in 2009, Kerr launched her organic beauty brand, Kora Organics – something she had wanted to do since her mother was diagnosed with cancer when the younger Kerr was 16. She has been navigating life as a model-businesswoman-entrepreneur-philanthropist ever since. Oh, and she's also a mother of three children – one of whom she shares with Bloom, the two others with her current husband, Snapchat CEO Evan Spiegel (the couple are currently expecting their third).

Here, Kerr discusses her beginnings in the modelling industry, running a successful business, and what a typical day looks like for a veteran model-turned-beauty-mogul.

Did you ever imagine life as a model before your friend entered you into the Dolly competition?

No. I grew up in a small town riding horses, climbing trees, and swimming in the river. I was a tomboy, completely removed from the fashion world. I never thought my modelling career would last as long as it has – I still get shocked when I get a modelling offer!

What was it like being the first Australian Victoria's Secret model? I remember, before my first VS casting, I was so nervous. I was playing Eminem's *Lose Yourself* to try and shake off some of the nerves! I'll never forget one of my first trips for Victoria's Secret. I met a bunch of the Angels... Adriana [Lima], Alessandra [Ambrosio], Gisele [Bündchen]. I was blown away, not just by their beauty but also their energy. I remember thinking, what am I doing here? All these women are absolutely stunning.

We were a really tight group of girls... we were like a little family. The shows were so much fun and the energy was electric backstage. Those are some of my best modelling memories.

You were the first pregnant model to be photographed for Vogue. Now you have Rihanna doing high-fashion maternity shoots that celebrate pregnancy. Did you feel that your shoot was somehow important for representation at the time? Oh, absolutely. It's wonderful to see the progression in the industry towards celebrating pregnancy and motherhood. When I had the *Vogue* opportunity, I was nervous but grateful to capture such a beautiful and transformative experience. It's heart warming to see figures like Rihanna continuing this movement, reaffirming that every stage of life is a time to feel empowered. I hope that these kinds of shoots continue to inspire women to embrace their changing bodies and cherish the incredible journey of motherhood.

Did you ever find working in an environment where you were constantly scrutinised for your appearance difficult? I did. There's a lot of rejection at first in modelling. The fashion and beauty industry is demanding, and the pressure to meet certain standards will take a toll on anyone's self-esteem. When you're immersed in that world it's easy to become overly critical of yourself.

Saying that, I've always believed in the importance of inner beauty – it's about recognising that beauty comes in many forms and that our uniqueness is what makes us special. I've used these experiences to promote a more balanced and holistic view of beauty – one that's not solely defined by external appearances. ▶

► **How would you describe your personal style?** For me, fashion is a creative outlet. My style is about feeling comfortable, confident and true to myself – I would describe it as feminine chic. I love timeless pieces that exude sophistication, but also those with a touch of free spirit – flowing dresses, floral prints, and accessories that add a bit of playfulness and romance.

What is your go-to fashion item? A well-fitted pair of jeans. They're so versatile! I love how effortlessly you can dress them up or down – and practicality is key as a busy mum.

What are the accessories that you couldn't live without? My wedding ring! I'm also known to carry my handbag with me everywhere I go... including at home.

Who, in your opinion, is the most iconic supermodel of all time? I'm not sure if you'll let me get away with this as she wasn't solely a supermodel, but Audrey Hepburn. She carried herself with so much grace and her beauty shone through her soul.

Let's talk about your skincare brand. Kora's ethos is to 'encourage people to be the healthiest version of themselves'. How do you do that, personally? What works for one person may not work for another, but I find it's really important that I take time to exercise, spend time with my family and close friends, meditate, eat healthy food, read books that uplift me, and do my skincare rituals morning and night. Crystals, aromatherapy, mindfulness and positive affirmations have helped me so much, too, and I meditate for 15-20 minutes every morning to set my intentions for the day.

What sets Kora Organics apart from other celebrity-associated skincare brands? When I first started Kora Organics, no one else was doing certified organic skincare that was results-driven, so I knew that I was on to something. Back then, 'clean beauty' wasn't a thing. Being certified organic is what sets us apart – there are a lot of brands that claim to be clean or natural when in fact they might only be using one natural ingredient amongst many toxic ones.

Also, there has always been a misconception that I'm just the face of the brand, but I built Kora from the ground up, with my own money. This is not a licensing deal – I created [Kora] out of my love for health and wellness, and I'm across all of the day-to-day running of the business.

How can the products we use impact our health? When my mum was diagnosed [with cancer] it encouraged my family to look more closely into what we were putting into and on our bodies. Through that process we learned that a lot of the everyday products we were using contained chemicals that were potentially detrimental to our health – it was shocking to see how toxic and potentially carcinogenic certain readily-available products can be.

What is your number one beauty hack? Always wash your face before bed. My mum taught me this when I was young and it stuck with me.

What does a typical morning look like for you? I wake up between 5 and 5.30am, do a quick workout, meditate, and do my morning self-care routine before the kids wake up around 7am. I drink a litre of cold-pressed celery juice on an empty stomach every morning. Then, I'll have a heavy-metal detox smoothie, adding the Kora Organics Noni Glow Skinfood powder. I also take probiotics: lemon balm, Vitamin B12, Vitamin C, and Nadovim supplements every day. At about 7am, my boys wake up and we do their morning routines and get them ready for school. Then, after I drop them at school, I start work for the day.

How do you practise self-care? My wellbeing rituals consist of a well-balanced diet, daily exercise, meditation, and my skincare routines. Like most mothers and business owners, every day is different, and there are times where I can't fit everything in. But I try to take a moment for myself each day – even if I only manage a 10-20-minute meditation, this really helps. Once a week I love to have a bath and put a rose quartz crystal at the base of the tub, adding a few pumps of my Kora Organics Noni Glow Body Oil. I make a cup of lemon balm tea with honey, tie my hair up, dim the lights, light a few candles, burn palo santo to clear the space, and play some relaxing music.

What is your favourite way to spend a Saturday night? A home-cooked meal with my husband and three boys.

Where is your favourite place in the world? Wherever my family is. Being with my husband and boys is my favourite place in the whole world. ■

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