



Mick Jagger with Bianca Jagger, 1973. **Below** The string of other women that Jagger has dated.

BIANCA

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hen Mick Jagger was once asked by a reporter why he beds so many models, he replied, 'Because I can.' And therein lies the motive - straight from the proverbial horse's mouth - behind a modelizer's penchant for six-foot-tall catwalk beauties who've been blessed with perfect proportions and skin that glows from the inside while somehow miraculously deflecting cellulite like it has Teflon-coated cells.

But is the motive really so one-dimensional?

Jagger, 69, who has seduced a string of models in his time, including 'the world's first supermodel' Janice Dickinson, Bianca Jagger, Carla Bruni, Jerry Hall, Luciana Gimenez and Sophie Dahl, may enjoy his reputation as a womanizer. In fact, in a 2001 documentary called *Being Mick*, he boasted about it, saying his morals are 'pretty fuzzy' and he believes it's better to 'be out with beautiful girls than be an old fart in the pub talking about what you were like in the Sixties'. But with the modelizer trend on the rise, surely there's more to it than just being a matter of a rock star's inflated ego and attitude of 'I want what I want'?

Take Leonardo DiCaprio, for example. The thinking woman's man. To place him in the same category as Jagger would be an insult to his intellectual, Prius-driving, one-woman-at-a-time character. And yet, look at his relationship CV and what do you find? Bar Refaeli, Gisele Bündchen, Bridget Hall, Laetitia Casta and Petra Nemcova. All models. Sure, there was his recent tryst with Blake Lively, but that ended faster than Jagger could say, 'I've got the moves like myself', and only served to prove that DiCaprio clearly prefers Amazons to actresses, as he was later linked to yet another model, 23-year-old Victoria's Secret agent Erin Heatherton. (They recently ended the relationship.)

The plot thickens when you look at some of the other famous modelizers: magician David Blaine has played tricks on Lonneke Engel, Manon Von Gerkan, Josie Maran and Mallory Snyder. Josh Hartnett has flashed his gorgeous dimples at Estella Warren, Gemma Ward, Daria Werbowy, Izabella Miko and Gisele Bündchen. Richard Gere married Cindy Crawford and then Carey Lowell. Maroon 5's Adam Levine recently had his heart broken by Victoria's Secret Angel Anne Vyalitsyna, swore he would never date another model, but swiftly recovered in the arms of Behati Prinsloo. Mark Wahlberg romanced Rachel Hunter and Frida Andersson and is baby daddy to Rhea Durham. Rod Stewart fooled around and fell in love with Penny Lancaster, Rachel Hunter and Alana Hamilton, among others. George Clooney has walked Elisabetta Canalis, Lisa Snowdon and current girlfriend Stacy Keibler down the red carpet. Footballer Tom Brady had a baby with Bridget Moynahan and another baby with wife Bündchen. (Note that Bündchen and Hunter, on the modelizer flipside, seem to be serial fame-anizers).

And let's not exclude the female modelizers: Madonna is admittedly new to the trend but Jesus Luz and Brahim Zaibat definitely cement her place on the list. And Kelly Osbourne looked blissful on the arm of Luke Worrall before switching to Matthew Mosshart.

Is it really possible that such a variety of personalities can all be so single-minded in their pursuit of - and this is at the risk of stereotyping models - a trophy partner? Author Coerte V.W. Felske, who coined the term 'modelizer' in his 1995 novel *The Shallow Man* and grew up on the inside of the A-list, thinks it is. 'There are guys like this any place models



Clockwise from top left Adam Levine and Anne Vyalitsyna; Adam Levine and current girlfriend, model Behati Prinsloo; Rod Stewart with Alana Hamilton; Richard Gere with former wife Cindy Crawford.



When Mick Jagger was once asked by a reporter why he beds so many models, he replied, 'Because I can'

congregate - Paris, Milan and Rome,' he told Hamptons.com. 'These guys have status in the world of modelling... they can pick off models like clay pigeons. They burn 'em and churn 'em.' Then he adds, 'For these guys, the girls are a trophy extension. Maybe they feel unattractive or are blindly ambitious.'

Feeling unattractive translates to low self-esteem. This might apply to someone like former French president Nicolas Sarkozy, who is notoriously sensitive about his image. When Sarkozy left his wife, former model Cecilia Sarkozy, in 2007 for Carla Bruni, news reports claimed he'd turned from France's 'heroic modernizer' to modelizer. But with the beautiful Bruni telling friends she wanted 'a man with nuclear power' and then choosing Sarkozy as that man, the diminutive politician must've felt like he could finally leave his stacked heels at home and take on the world.

But DiCaprio feeling unattractive? Surely not (except, maybe, in 1999 when he let himself go and tabloids dubbed him 'Leo the Lardo'). Blindly ambitious is more likely. Yet still the picture seems incomplete. Especially when you attempt to marry DiCaprio's image with the description of a modelizer offered up by Carrie in *Sex and the City*: 'Modelizers are a particular breed. They're a step beyond womanizers. Modelizers are obsessed, not with women, but with models, who in most cities are safely confined to billboards and magazines, but in Manhattan actually run wild on the streets turning the city into a virtual Model Country Safari where men can pet the creatures in their natural



CARLA

JANICE

JERRY

LUCIANA

SOPHIE

L'WREN



Left Model Jesus Luz and Madonna attend the Marc Jacobs Spring/Summer 2010 fashion show at the NY State Armory in New York, September 2009.

'To get models, you have to be rich, really good-looking and/or in the arts'

habitat.' Can you really picture DiCaprio, his blind ambition whipping his poor self-esteem into action, going on the hunt for his model prey? Doubtful.

In an article published on Express.co.uk, relationship psychologist Susan Quilliam presents a more plausible explanation. 'We don't understand the dynamic because we are not in the same village, but the primary reason these people are attracted to one another beyond the obvious is because of proximity. They inhabit the same gated community and meet each other often.' In the same article, psychologist Jo Hemmings adds, 'While both [parties] are chasing stardom, success and fame, their talents are complementary to each other rather than competitive.'

DiCaprio himself is keeping mum on the subject, if you'll excuse the pun - the most the star has revealed about his dating habits is that he looks for a woman who can compare with his mother: 'My mother is the centre of my life. To have a woman like that in your life, who is strong, who'll be honest with you about who you are... that's something I treasure. And it's something I look for in a woman.'

WHAT ABOUT THE LAYMEN?

Not all modelizers have fame on their list of attributes. So what about the civilian guy who seeks to make all his fantasies come true by dating the girl from the poster on his teenage-bedroom wall?

'To get models, you have to be rich, really good-looking and/or in the arts,' says Barkley, a 25-year-old modelizer who lives in SoHo, New York. Interviewed for *The Observer*, Barkley explains: 'You've got to treat them just like regular girls. You've got to be able to roll into a place and

go right up to the hottest girl there, otherwise, you're finished. It's like being around dogs, you have to show no fear.'

Cape Town-based model-turned-photographer Ian*, who has seen plenty of modelizer hook-ups in his decade-long career, agrees: 'These guys have got game. They're smart and they like the thrill of a challenge.' They hang out in places like Caprice or The Reserve, where they know they'll find what they're looking for.

Supermodel Tyra Banks, who's been in the industry since 1991, knows all about it. On her talk show she shared her top tips for new models, one of them being 'beware of modelizers'. 'They hang out at the fashion shows looking for cute girls like you, and they take you on yachts and aeroplanes,' she told one young model. 'But they're just model groupies. Stay away from them!' Having dated modelizers like Seal in the past, Banks was once quoted as saying she was looking for a 'normal guy' because 'when you date a modelizer, you get insecure because you don't want them to see you not looking like a model'.

Modelizers are still in business for now. And when they do strike gold, what then? If someone is a true modelizer, they're not looking for commitment, so it won't be long before they move onto the next one. And being a modelizer can become addictive, according to George from New Jersey. 'We talk about it all the time, how hard it is to go back to civilians,' he says in *The Observer* article. Barkley offers his cutting observation: 'It's far easier to screw a model than a regular girl. That's what they do all the time. It's the way regular people are when they're on vacation. They're away, so they do things they wouldn't normally do.'

And it's no different for female modelizers, according to Angela Clarke, the formerly anonymous industry insider who wrote *The Daily Mail's* 'Confessions of a fashionista' column. 'The fashion sector is dominated by women ... It stands to reason that there are bound to be those who take on the warped sexual selections more usually reserved for the male of the species ... Objectifying boys in the same way we've moaned about being objectified ourselves for years does not make for a healthy relationship.'

So is it possible to be a modelizer and have a successful, healthy relationship? One man documented his attempt in a blog on Slate.com. Although dating someone with superior beauty had its perks (VIP treatment, flight upgrades), eventually her insecurities took their toll. 'She would obsess about what I could only perceive to be completely invisible fat on her thighs and just-as-invisible wrinkles around her eyes... There's a limit to how many times you can enthusiastically exclaim about how beautiful your girlfriend is, even if you do believe it to be the truth.'

Perhaps, in the end, *Sex and the City's* Big offered the best insight of all when he said, 'There are so many goddamn gorgeous women out there, but the thing is... after a while, you just want to be with the one who makes you laugh.' Are you listening, Leo? **mc**

MODELIZERS THROUGH THE AGES ALTHOUGH THE TERM 'MODELIZER' WAS ONLY COINED IN THE NINETIES, MEN HAVE BEEN CHASING BEAUTIFUL WOMEN SINCE THE BEGINNING OF TIME...

±THE 500S	THE 1200S	THE 1700S	THE EARLY 1900S	THE LATE 1900S	1960S-PRESENT
<p>VATSYAYANA The author of <i>The Complete Kama Sutra</i> possessed the charm and power that attracts gorgeous women.</p>	<p>GENGHIS KHAN The famous Mongolian warlord conquered Asia, the Middle East and much of Europe along with countless beautiful exotic women in the harems he visited on his travels.</p>	<p>GIACOMO CASANOVA The original ladies' man had his pick of gorgeous women and is thought to have had over 200 sexual conquests.</p>	<p>HOWARD HUGHES The eccentric billionaire aviator's dating resumé includes beauties such as Katharine Hepburn, Ava Gardner, Jean Harlow and Bette Davis.</p>	<p>FIDEL CASTRO In a 2008 documentary, a former official who was close to the Marxist politician claimed that he employed a 'special security team' to roam Havana's beaches each day to 'recruit' the most attractive women.</p>	<p>HUGH HEFNER No explanation needed here: the octogenarian founder of <i>Playboy</i> openly surrounds himself with only the hottest and most scantily clad Playmates. He's recently married 26-year-old model, Crystal Harris.</p>