



Cindy CRAWFORD

Still super.

By DENNIS HENSLEY

If you were to hack into Cindy Crawford's trusty BlackBerry, it might appear that her day-to-day routine isn't so different from that of most working mothers. Most days, she shuttles her kids—Presley, 10, and Kaia, 8—to school, returns emails, takes business meetings, cares for her house, gets dinner on the table, and squeezes in a workout and some one-on-one time with her husband of 12 years—nightlife mogul Rande Gerber—if she can. It's your modern mom's basic 24-7 balancing act, performed without a net, of course.

There are other days, however, when Crawford's life seems exotic and glamorous in a way that most people can only dream about. Like when she's holidaying with Gerber and their good friend George Clooney at the actor's villa in Lake Como, for example. Or when she's jetting off to special events around the world, like the recent Vancouver Olympics, where we met up with her in her capacity as a long-time spokesperson for Omega watches. "I did an event in India where I came in riding an elephant," she recalls, her eyes lighting up. "That was very cool. And I did one recently with George at the London Film Festival that was fun too. Each has a different flavour."

And yet, we don't resent her for it. What's remarkable about Crawford is that people who don't get to make grand entrances on elephants or hang out with George Clooney still relate to her. This was true at the height of her '90s-era supermodel fame and it's still true today. "She was amazingly versatile," observed *The Times* fashion editor Lisa Armstrong in London's *The Times Magazine*. "She could do big hair, sexy commercial stuff...she was very beautiful so she could do beauty advertising, and she was also in demand for high fashion. That's pretty unique."

That across-the-board appeal has allowed Crawford to evolve from a face that launched a thousand magazine covers in the last millen-

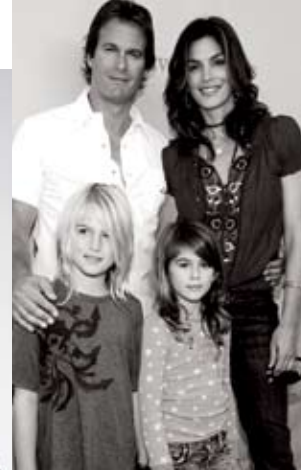


nium into a global one-woman brand in this one. In addition to her ongoing partnership with Omega, Crawford has her own line of skin-care products, Meaningful Beauty, a furniture line with Raymond & Flanigan, and a newly launched home collection for JC Penney called Cindy Crawford Style. The two-time *Playboy* cover babe may be less exposed—figuratively and literally—than in the past, but her days are busier than ever. "I work as much now as I did then," says the former *House of Style* host. "It's just different work."

That Crawford has managed to thrive as a businesswoman is no surprise to anyone who has followed her career. The former high school valedictorian from DeKalb, Illinois, who left behind a college scholarship to study engineering when modelling came calling, has always been known as a hard worker and a total professional. If there was a tantrum (or a cellphone) being thrown backstage at a fashion show, it wasn't Crawford. Veteran fashion editor Sarah Walter, who worked on shoots with Crawford for British *Vogue*, put it this way to *The Times Magazine*: "She was never late; a real workhorse who never complained, and this was virtually unique—never dropped the clothes on the floor, always hung them up."

Crawford applies that same fierce discipline to her life today, whether it's making sure her family spends quality time together—biking near their home in Malibu is a favourite pastime—or taking care of her skin, hair and body. Her beauty regimen includes a day cream with antioxidants and sunscreen, a weekly facial mask and microdermabrasion once a month. A favourite workout is hiking with a girlfriend because it does double duty as a workout and therapy session.

"I used to feel like I needed two hours of hair and makeup to look good," she recently told *The Guardian*. "[Now] I think I'm pretty accepting of myself...I feel like I'm taking care of myself and I'm holding together pretty good."



CLOCKWISE FROM ABOVE LEFT: ON THE COVER OF *FASHION*, WINTER 2005; WITH FAMILY AT A 2008 BENEFIT; INTERVIEWING CLAUDIA SCHIFFER FOR *HOUSE OF STYLE*, 1991; WALKING IN VERSACE'S FALL 1991 SHOW WITH LINDA EVANGELISTA, NAOMI CAMPBELL AND CHRISTY TURLINGTON; AN OMEGA WATCH CAMPAIGN; CRAWFORD AND KARL LAGERFELD BACKSTAGE AT CHANEL COUTURE SPRING 1995



When asked what she misses most about her days as the world's number one supermodel, Crawford can't really think of anything. "I was never really a diehard fashionista," she admits, looking graceful and polished in her sleek black Roberto Cavalli dress and perfect nude manicure. "I enjoyed watching trends and seeing what was happening, but I still do that. My favourite thing about being a model was the friends that I made, and I still see those friends." She continues to prove that the camera loves her in ads for her various brands and the occasional magazine spread, like a much-talked-about *Allure* shoot from last year in which she wore nothing but eyeliner and soap lather. "I haven't really had time to miss modelling because I haven't really been away from it," she says. "It's just shifted in a different direction." □

— With files from Rebecca Tay



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