

THE GOLDEN GIRLS THE TOP 10 MODELS WHO RAKED IT IN IN 2015

- 1 Gisele Bündchen, 35, Brazil - \$44m, 6.4m Instagram followers
- 2 Cara Delevingne, 23, England - \$9m, 21.1m Instagram followers
- 3 Adriana Lima, 34, Brazil - \$9m, 5.6m Instagram followers
- 4 Doutzen Kroes, 30, Holland - \$7.5m, 3.5m Instagram followers
- 5 Natalia Vodianova, 33, Russia - \$7m, 840,000 Instagram followers
- 6 Miranda Kerr, 32, Australia - \$5.5m, 7.3m Instagram followers
- 7 Joan Smalls, 27, Puerto Rico - \$5.5m, 1.2m Instagram followers
- 8 Lara Stone, 31, Holland - \$5m, 354,000 Instagram followers
- 9 Alessandra Ambrosio, 34, Brazil - 4.5m Instagram followers
- 10 Karlie Kloss, 23, America - 3.3m Instagram followers

The newcomer Kendall Jenner, 19, America - \$4m, 39m Instagram followers - a new entry on the list this year, with a growing profile thanks to her monster social media presence

The unexpected addition Edita Vilkeviciute, 26, Lithuania - \$3.5m, 5,601 Instagram followers - a

relative unknown, the Lithuanian is the face of Calvin Klein, H&M and Roberto Cavalli, but has very little social media cachet

*All figures according to Forbes and models.com, for 2015

Below, from left to right: Adriana Lima, Edita Vilkeviciute, Gisele, Cara Delevingne and Kendall Jenner



Gigi Hadid and Kendall Jenner. So-called "big" girls, the top models in the industry, are also competing for these gigs, and eschewing the exhausting merry-go-round of catwalk shows in the process.

With over 40 million Instagram followers between Hadid and Jenner alone, it's not hard to see their appeal - and model agents are reacting accordingly, now including specific Instagram-related clauses in contracts with clients to negotiate a fee for an Instagram post of the campaign pictures in which the model stars.

But even that gets boring quickly: Cara Delevingne, arguably the closest thing this decade has seen to a supermodel, now eschews the catwalk and all but the most remunerative modelling campaigns in favour of her acting career.



Binx Walton backstage at Tommy Hilfger during New York Fashion Week

'I don't think there will ever again be supermodels like in the Nineties'

Is the age of the supermodel over? Carole White, the chief executive and founder of Premier model agency, which has looked after the careers of Naomi Campbell, Linda Evangelista and Christy Turlington, thinks so: "I don't think there will ever be new supermodels like there were in the Nineties. There are girls who have a "name" in fashion while they are hot; but supermodels were names the man in the street knew."

Back in Milan, Binx weighs in with a characteristically pragmatic view. "New girls, new girls, every season - you have to accept that," she says.

"You don't believe in this industry? Well, then you're not going to be in it. You'll get thrown away like a toothpick. It's that simple." She sighs. "You don't have to believe in everything, but fighting it? You have to remember: fashion is always bigger than you."

BEAUTY MANTRA PUTTING CLICHÉS UNDER THE SPOTLIGHT



Is it true that running is bad for your joints?

The streets are days away from being flooded with new runners optimistically starting their new year resolutions. As a cheap path to fitness, with bonus fresh air, running has a lot going for it. But is it as good for you as it seems, or could subjecting your joints to a pavement pounding actually do more harm than good? Three experts help us work it out.

Jean-Claude Vacassin Personal trainer, founder of WIO Performance

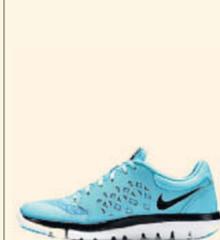
Rather than asking whether running is bad for you, you should ask "Are you bad for running?" The problem is that a lot of people are not fit to run. Anything that creates an impact is going to have a degenerative effect on the joints. Stiff ankles or unstable hips can often show as knee problems when running. The knees may be a problem for new runners, but actually it's not the knees at fault, it's the person themselves: they're not strong enough in the first place. When most people start running, they chase fitness, whereas what they need to do first is learn to run. New runners should always do strength training first, because you need to be statically stable before you're dynamic. As the saying goes, you can't fire a cannon from a canoe.

Claire Finlay Health and fitness consultant, founder of Transition Zone gym

Running has many benefits - it increases cardiovascular capacity, reduces risk of heart disease, helps fight osteoporosis and reduces stress. However, you need to mix up your regime so you're not only running. Cross-training with a focus on core strength, conditioning and stretching (yoga, weights, TRX, Pilates) will ensure you improve your speed and reduce risk of injury. Watch the mileage you're clocking up and don't ignore skeletal niggles in

'New runners should always do strength training first'

Nike Flex Run 2015 trainers, £70 (nike.com)



Liquid Iron Formula, £16.85, Floradix (hollandandbarrett.com)



Restore Strength and Flexibility Kit, £14.99, Gaiaam (johnlewis.com)



7.5kg Kettlebell, £24.99 (bodysculpture.co.uk)



Ultra Run Bra, £42 (sweatybetty.com)



Liquid Yoga Restorative Bath Soak, £26 for 200ml, MIO Skincare (marksandspencer.com)



hips and knees, as they'll only get worse. Female runners should up their calcium and iron intake, as both are easily depleted, and should always invest in the best properly fitted sports bra you can find.

Sophie Whitehead Sports therapist at Embody Fitness

Everyone has the ability to run, but not everyone can run correctly. You've got to get the right technique to ensure injury prevention: the body is like a chain, so when an issue is created

in one area, it is not uncommon for issues to move to other areas of the body. The other thing that can affect the way we run is our biomechanics - different foot types can cause different injuries, which is why a good running shoe specific to your foot type is important to help prevent injury. Running with the wrong shoes and bad technique can result in ankle, knee, hip, lower and upper back issues.

Sian Ranscombe

- launched in 1936 - is derived from the traditional Norwegian fishermen's shoe) as well as more modish chunky coloured versions.

The loafer falls into classic preppy territory (especially if you wore them at prep school: mine were a contraband heeled version from Dolcis) with the reassuring chill of a thoroughbred East Coast Wasp. But with their masculine bent and solid gait, the loafer offers a balance to anything too girlish or whimsical - hence the perfect foil to Gucci's flouncy chiffon frocks and skirts - and so allows them into slightly more subversive territory.

Depending on your preference, you might look to a Mod, Skinhead or Michael Jackson circa 1986, in a rolled-up jean, white sock and loafer as inspiration as much as Katharine Hepburn or Lauren Bacall, with their wide-legged trouser-loafer combination and perfect amount of high-level *froidueur*.

InStyle's fashion features editor, Hannah Rochell, a woman so in love with flat shoes she's written two books on the subject, advises that

'I'll be wearing them with everything from jeans to dresses'

she wears them "with a skirt or dress if they're chunky, like Grenson's Clara, so that the finished effect looks deliberately mismatched. Otherwise a penny or tassel loafer looks lovely with cropped or turned-up trousers and either bare ankles or some statement socks."

Fashion maven Caroline Issa, meanwhile, says that she is a recent loafer convert. "George Esquivel has some amazing loafers - hand-made in California and the finishes on them, from painted *trompe l'oeil* to hand stamped, are done with true craftsmanship. I'm also investing in a pair of burgundy classic loafers - a bit sturdier but narrow. I'll be wearing them with everything from jeans to dresses - they're my new ballerinas, they go with

Weejun black & white leather, £125, G H Bass (ghbass-eu.com)



Backless loafer, £330, Robert Clergerie (robertclergerie.com)



Silver loafers, £65, Office (office.co.uk)



Velvet loafers, £30, Topshop (topshop.com)



Horsebit-detailed leather loafers, £410, Gucci (net-a-porter.com)



Reptile print leather loafer, £69, Dune (dunelondon.com)



Burgundy loafer, £39.99, Aldo (aldoshoes.com)



Beya grained-leather loafers, £295, Nicholas Kirkwood (nicholaskirkwood.com)



Left to right: Caroline Issa in Tod's loafers; Alexa Chung in Gucci's backless fur-lined loafers; model Edie Campbell in Gucci

almost anything." Vogue's fashion features editor, Ellie Pithers, has been sporting her Penelope Chilvers' black faux-astrakhan loafers "to virtually every party this festive season. They work equally well with black cropped trousers and velvet jackets as with lacy mini dresses - the only thing is, you can't wear tights, otherwise you look like a schoolgirl."

On the other hand, some women carry off the school-girl look magnificently. Perhaps because they're so inherently WASP, it's tempting to inject a subversive note into the loafers equation - and some height. Gucci's block-heeled metallic loafers tick both those boxes. More glam-rock than preppy they look amazing with lured tights, which goes to show that there aren't any unbreakable rules when it comes to loafers. Apart from this one: watch out for versions which are too short on the front - they make even the best of legs look dumpy.

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