

SUPER MAGNATE

Heidi Klum isn't just one of the most recognizable faces in the world; she's also a whip-smart businesswoman. This month, she'll let you pick her brain—and her beauty arsenal

Before Heidi Klum became America's Heidi Klum—before she became the creative director of her eponymous intimates line; before she launched a multiple Emmy Award-nominated TV show; before she appeared on the cover of ELLE, not once but three times—before all that, Heidi Klum was the daughter of a hairdresser and a cosmetics-company executive who lived in the little town of Bergisch Gladbach, Germany, and planned to go to a Düsseldorf fashion-design school. “I would have learned everything from sewing in shoulder pads to buttons to fully designing,” Klum says. But then a friend convinced the 18-year-old Klum to try out for “Model 92,” a 25,000-contestant modeling contest, which she entered and proceeded to win. “And then,” Klum says, “everything was put on pause for about 20 years.” “Everything” meaning her serious design aspirations. Everything *else* kicked into hyperdrive.

After winning the contest's \$300,000 modeling contract, Klum spent two years modeling in Europe, but it was when she moved to New York in 1994 that her career really took off. She was appearing regularly in magazine shoots by 1995, walked her first Victoria's Secret fashion show in 1997, and landed the *Sports Illustrated* Swimsuit Issue cover the following year. She also found ways to work her early penchant for design into her increasingly multifaceted career: Klum has executive-produced and fronted the 15-seasons-and-counting fashion-design show *Project Runway* (Lifetime) since 2004 and has worked on a number of design partnerships, including a capsule collection for Jordache Jeans and two maternity lines called

Lavish and Loved. In 2008, she became an American citizen in what she calls “a double whammy” of circumstance. “Most of my income was coming in from America. I fell in love with America,” she says. “And then Obama came along, and I was just like, Yes, I want to vote for this dude.”

Klum became the creative director of Heidi Klum Intimates in 2014, adding four to six yearly design meetings to the already-packed, meticulously color-coded iCal she depends on to keep her own hectic schedule under control, not to mention that of her four children. One of Klum's mantras is “The harder you work, the luckier you get.” After spending more than two decades modeling swimsuits and lingerie sets, Klum has developed an exhaustive knowledge of what makes good underthings, drawing inspiration from her love of fabrics and interest in the fast-developing technology of the bra industry. “My motto is always ‘More boobs, less bra,’” she says.

Klum's immense and sustained career success has, in part, come from her winning combination of smarts, drive, and almost ineffable likability; she's serious about her work without ever taking herself too seriously. For instance, in August 2015, Donald Trump told the *New York Times* that Klum was “sadly...no longer a 10.”

Klum promptly posted a tongue-in-cheek video to her Instagram, in which she poses for a cameraman—a giant “10” scrawled across a paper taped to her chest—and is accosted by someone in a Trump mask who rips the “10”

off to reveal a “9.99.” Klum then shrugs and goes on with the shoot. Looking back now, she says, “I just thought I would make light of it. Because, why not?” (While Klum was a guest at the president's wedding to First Lady Melania and “always got along with him very well,” she notes, “I wouldn't say we ever were friends.”)

When the former supermodel turned 40 in 2013, she was met with a barrage of “Oh my God, you're 40 now. You're so old,” she says. “And I was like, Old at 40? I'll show you old!” That year, for her famed annual Halloween party—the host has a thing for elaborate costumes and has shown up as everything from Lady Godiva to Jessica Rabbit to an ape—Klum transformed into a 95-year-old woman. Costumes aside, Klum has picked up more than a few quick tricks to get camera-ready under her own steam. This month, visit ELLE.com to slip into the career chameleon's favorite easy-to-replicate beauty looks.—*Keziah Weir*



Clockwise from right: Klum attends the 2017 Grammy Awards; January 2002; May 2003

TRANSFORMER

This month, visit ELLE.com each Monday for step-by-step tutorials on four of Klum's favorite looks

COOL-GIRL HAIR

MAY 1
“My boyfriend's sister was deejaying,” Klum says. “Normally, I have my team help get me ready, but it was a last-minute thing.” The can-do Klum created her own waves with a quick shampoo, a blow-dry, and a “really big curling iron.”



OLD-HOLLYWOOD GLAM

MAY 8
The key to a long-lasting red lip, Klum says, is to “start with a stain, and then put another color on top of it. So even if you kiss that off, or drink that off, or eat that off, there's still the stain underneath.”



DATE NIGHT

MAY 15
For an aesthetic aphrodisiac, go for what Klum calls “a big Bambi eye” and just give your lips a quick gloss. “I don't have luscious Angelina Jolie lips,” she says, “so I do lots of lashes, top and bottom. And a lot of shading, to make the eye really big.”



VA-VA-VOOM

MAY 22
Klum went all out for her 2015 Jessica Rabbit costume—“an iconic sexy woman,” Klum says, and a cartoon to boot!—but this week, learn how to get the sexpot vibe, without the prosthetics. Purple eye shadow: never *not* flattering.



Clockwise from top right: Getty Images (4); Billy Farrell/BFA/REX/Shutterstock; Gilles Bensimon (2)