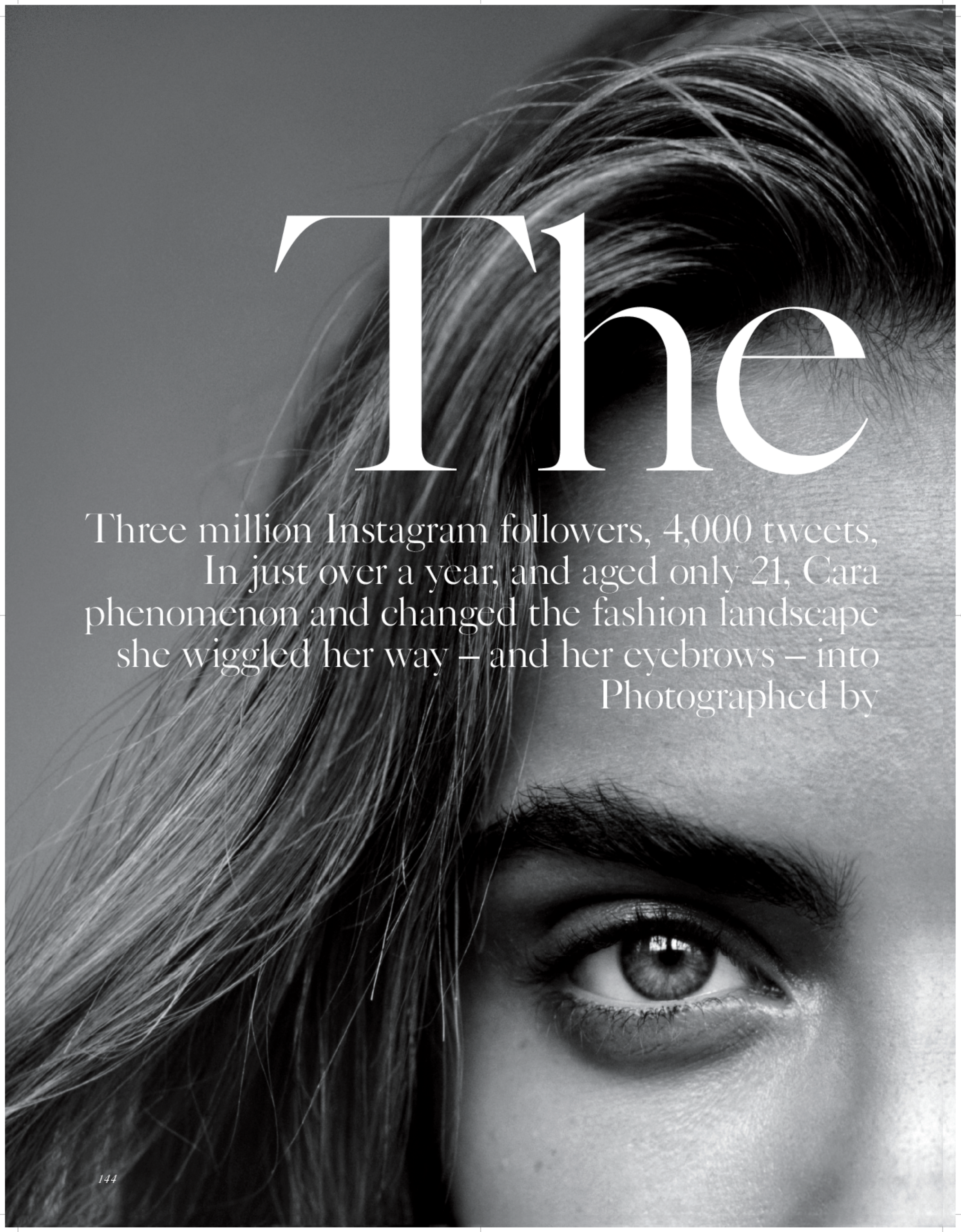


The

Three million Instagram followers, 4,000 tweets,
In just over a year, and aged only 21, Cara
phenomenon and changed the fashion landscape
she wiggled her way – and her eyebrows – into
Photographed by

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face

50 catwalk appearances and countless onesies. Delevingne has turned into a model forever. *Violet Henderson* examines just how superstardom. Styled by *Kate Phelan.*

Alasdair McLellan

Cara's eyebrows are a phenomenon in their own right. Use Burberry's Eye Definer in Golden Brown, £15.50, to accentuate thickness and intensity. Hair: Anthony Turner. Make-up: Lisa Butler. Nails: Anatole Rainey. Set design: Andy Hillman. Production: Ragi Dholakia Productions. Digital artwork: Output London

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Model of the moment", "Fashion's It-girl": like all prodigies to whom labels won't quite stick nor superlatives stretch to express, Cara Delevingne is frustratingly, alluringly elusive. She bucks trends and conforms to them in equal measure. On paper, her career – particularly in 2013, the year in which she turned 21 and ascended to heady phenomenon status – has followed a well-established trajectory towards model superstardom. After two quiet(ish) years getting to know the business (she worked five days a week on contract for Asos before scoring a Burberry campaign), her big global push began at the autumn/winter '13 shows: Cara walked on 40 different catwalks in New York, London, Milan and Paris, every step she took garnering column inches and fans. The world went mad for the impish beauty with the upturned nose, dominating eyebrows and piercing blue eyes. The magazine editorials flooded in, all 47 of them, 14 of which were cover stories (six *Vogue* covers, including one British *Vogue* and a *Miss Vogue*). Simultaneously there were nine advertising campaigns, including Chanel, DKNY and Saint Laurent. By the time the spring/summer '14 shows came around six months later, Cara was in a position to pull back and make her own choices: she walked for only 10 fashion houses, each of which she had a personal connection with.

While catwalk models normally measure 5ft 10in or taller, Cara is 5ft 9in and smaller than sample size (Marc Jacobs once referred to her as a "dwarf"). When she's stressed, she suffers from the skin condition psoriasis, which requires a team of make-up artists to conceal. She is outspoken about her distaste for high heels and often arrives at shows and shoots in onesies – which she admits can annoy people. She does not go to the gym, she likes McDonald's, she makes no bones about not wearing make-up, and when she gets dressed does not seek extensive sartorial advice (despite the fact that the paparazzi documents her every look). She has never gone as far as saying she dislikes modelling, but she has said "Fashion Week is horrible" and, on countless occasions, that acting and music are her great passions. She is, as far as it is possible for her to be, an anti-model, who often seems a bit bemused by her own success: after winning Model of the Year at the British Fashion Awards she said, "Even to be nominated was such a shock."

In a lifeless world of art-directed Instagrams and green-juice detoxes, Cara's dishevelled rebellion is compelling and, crucially, likeable. She has a sense of the absurd and, with every cross-eyed, goofy face she pulls for a camera – her standard pose when not on duty – she makes light of the pouting and posturing that comes with the world she works in. Donna Karan, who cast her as the face of the DKNY label, describes her as "far more than the clothes she's wearing. She's a personality full of energy and spirit. She's totally fearless in her unique sense of style." Part of that accessibility comes from her insistence on her own fallibility. Just as she's not afraid to show herself not looking her best, >150

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AN UNBUTTONED METALLIC SHIRT IS THE GO-TO FOR A SPRINKLING OF STARDUST

Opposite: silk-mix blouse, £55, & Other Stories. Strass buckle cuff, £2,380, Chanel

IN MICRO PAILETTES, SAINT LAURENT'S SNOW-LEOPARD JACKET HAS A RARE BEAUTY

This page: sequined wool jacket, £13,375. Silk-chiffon blouse, £950. Wool trousers, £605. All Saint Laurent by Hedi Slimane

Cara's dishevelled rebellion is compelling and, crucially, likeable

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With every cross-eyed, goofy face Cara pulls for a camera, she makes light of the pouting and posturing that comes with the world she works in

RAF SIMONS'S HOUNDSTOOTH CREST UPDATES DIOR'S TUX FOR NOW – WEAR IT LIKE A BADGE OF HONOUR
Black wool jacket with crest detail, £2,500. Matching trousers, £930. Both Dior



ALASDAIR McLELLAN

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HEADS WILL TURN: A GILDED TRIM IS AN EYE-CATCHER,
NOT LEAST BECAUSE IT RADIATES LIGHT TO THE COMPLEXION

Embroidered and sequined wool jacket, £21,750. Silk-chiffon blouse, £1,110. Both Saint Laurent by Hedi Slimane. Silver double-chain ring, from £39, Rebekka Rebekka. Other rings, Cara's own

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CARA & CO

FAMILY


JOCELYN STEVENS (GRANDFATHER)
NEWSPAPER AND MAGAZINE PUBLISHER

JANIE STEVENS (GRANDMOTHER)
LADY-IN-WAITING TO PRINCESS MARGARET

CHARLES DELEVINGNE (FATHER)
PROPERTY DEVELOPER


PANDORA DELEVINGNE (MOTHER)
PERSONAL SHOPPER


MELINDA STEVENS (AUNT)
EDITOR, CONDE NAST TRAVELLER

CHLOE DELEVINGNE (SISTER)
MEDICAL STUDENT


POPPY DELEVINGNE (SISTER)
MODEL


NICHOLAS COLERIDGE (GODFATHER)
PRESIDENT, CONDE NAST INTERNATIONAL

JOAN COLLINS (GODMOTHER)
ACTRESS

FRIENDS IN HIGH PLACES


CHRISTOPHER BAILEY


BONO

PRINCE CHARLES


SIMON FULLER

KARL LAGERFELD


STELLA McCARTNEY

HEDI SLIMANE

PHARRELL WILLIAMS

BEST FRIENDS


ADWOA AND KESEWA ABOAH

MARY CHARTERIS

JAZZY DE LISSER


ALICE DELLAL

JOURDAN DUNN

GALA GORDON


GEORGIA MAY JAGGER


SIENNA MILLER

CLARA PAGET

ISABELLA RAMSEY

SUKI WATERHOUSE

NEW BEST FRIENDS


AZEALIA BANKS

MILEY CYRUS

ANGEL HAZE

KARLIE KLOSS


KATE MOSS

RITA ORA


RIHANNA

BOYFRIENDS WHO ARE JUST FRIENDS

DEREK BLASBERG


DOUGLAS BOOTH

FELIX COOPER

JOSH DE LISSER


SEBASTIAN DE SOUZA

ALF JONSON

JACK PENATE

OSCAR TUTTIETT

BOYS WITH HISTORY


JAKE BUGG

HARRY STYLES


TYRONE WOOD

neither has she airbrushed from her public persona her struggles with depression. Much of her Instagram feed is taken up with motivational messages: "Do Not Fear Your Fear", and the like. Such a confessional honesty has inspired a huge and ardent fan base – her "Delevingners".

Sarah Doukas, the founder of Storm modelling agency and Cara's agent since she left school aged 17, says that Cara has "forged the way for other models in terms of social media. Her online presence is huge. And brands are naturally going to be drawn to people with a massive following; it represents a power over potential customers. We didn't initially tell Cara to get on Twitter and Instagram; it was her idea. Now we regularly sit down with all our models for social-media strategising." According to Vogue.co.uk's editor, Dolly Jones, any story relating to Cara attracts huge traffic to the site: "Her pull is comparable to that of Kate Moss or Victoria Beckham."

Karl Lagerfeld refers to her pluck: "She gives a new energy. The strength of her personality makes her unique"

There are now hundreds of social-media accounts devoted to Delevingne, including Cara's Eyebrows (3,600 followers), Cara's Thigh Gap and, even more esoterically, Cara's Fingers. The model – who, last May, hit 1 million Twitter followers and has nearly 3 million on Instagram – is far from oblivious to their existence; she retweets, follows back and interacts (as far as is possible while having a pretty full-time job). In this respect she is the opposite of the famously reticent Moss. Doukas, also Moss's agent, is not convinced that the older supermodel would have "been OK" in this area of constant updates and communication, although when Cara was photographed dropping a bag of suspicious-looking white powder outside her front door she markedly didn't take to Twitter and neither she nor her agency issued a statement; the matter soon passed, with only H&M dropping her from future campaigns.

Cara's devil-may-care attitude has more than just teenage appeal; another of her big supporters is Karl Lagerfeld, who makes reference to her pluck: "She gives a new energy. The strength of her personality makes her unique." Hers is a curious, engrossing vivacity that stems from a love of performance. As a child – not so long ago – she put on plays and dances, entertaining any way she could. Joe Wright, who directed her in *Anna Karenina*, says, "Cara is a live wire. She gained the nickname Supergirl on set. Have you heard her human beatbox? She's actually very good." She says she approaches modelling as if it were acting, playing a role for a photograph.

So far, her segue into film, which Doukas confirms will now be taking precedence over modelling, has been smooth. After that non-speaking part in *Anna Karenina*, she'll play a supporting role in *Kids in Love*, out in cinemas later this year. The director, Chris Foggin, says, "Cara was an absolute joy to work with; she was always willing to learn and try new things. She took on board everything I suggested to her. And she wanted to be a part of this film so much that she impressed the producers." Her roles are getting incrementally bigger; next, she'll take a turn in Michael Winterbottom's *The Face of an Angel*, based on the 2009 murder trial of Amanda Knox.

It's not so much a case of what next for Cara, but when, and in what order, and how she will fit it in. One thing's for sure: she's taking creative control. No longer will there be handbags, shoes, tweezers or even, bizarrely, walking sticks made in her name without her solicitation; for now, in a move strangely unprecedented for a model, she's trademarked her name. She likes to joke that she might bring out a line of onesies. If she did, it would surely be a lucrative joke, for anything she touches sells, even last year's colouring book, *Colour Me Good Cara*. And then there is her unabashed dream of becoming a musician. Her duet last year with the soulful upcoming jazz star Will Heard, posted on Youtube to 1.5 million views, was surprisingly unassuming. Filmed in the studio, Cara sang not much more than a backing track in jeans and no make-up – and it was good. As was her drum solo at Charlotte Tilbury's make-up launch, Rock'n'Kohl. It would be hard for Cara to beat her successes of 2013 but, if last year shows anything, it's how little is impossible for this goofy, fidgeting, cheeky maverick. ■

DON FEATURES; EXPRESS PICTURES; GETTY; JASON LLOYD-EVANS; RETNA; STREET PEEPER/PHIL OH

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FIFTY SHADES OF CARA

Anything goes – but preferably black and white



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LANVIN'S BROCADE BLAZER IN BLACKENED GOLD DOESN'T SCREAM FOR ATTENTION SO MUCH AS DEMAND IT – WHAT WOMAN COULDN'T USE THAT IN HER ARMOURY?

Opposite: silk brocade jacket and trousers, from a selection, Lanvin. Gold-plated hoop earrings, £70, H Samuel. Gold-plated necklace, from £145, Rebekka Rebekka

UNDONE HAIR IS GRACED WITH AN AIR OF ELEGANCE, THANKS TO A LIGHT MISTING OF L'OREAL PROFESSIONNEL'S TECNI ART FIX ANTI-FRIZZ, £10

For stockists, all pages, see Vogue Information

Watch an exclusive film of Cara on set, only on Vogue's iPad app

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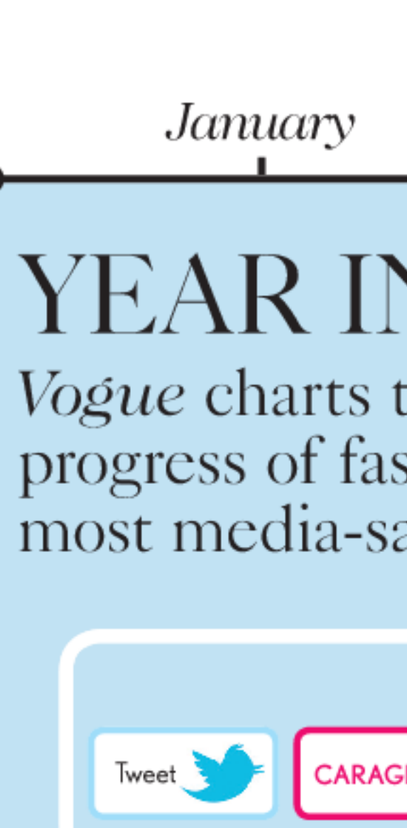
January February March April May

YEAR IN THE LIFE

Vogue charts the (high-velocity) progress of fashion's wildest and most media-savvy star...

KEY

Tweet | CARAGRAM | FRONT PAGE | Overheard



BEGINS 2013 BY BEING CROWNED MODEL OF THE YEAR



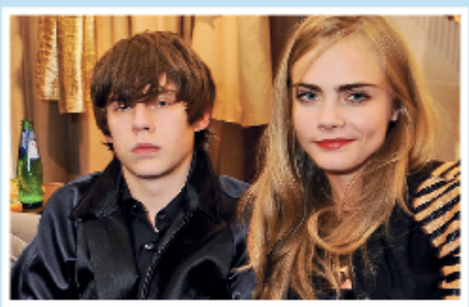
CARA'S CREW

SUPER-SOCIAL MODELS CARA DELEVINGNE AND GEORGIA MAY JAGGER ARE MOVING IN TOGETHER – *EVENING STANDARD*



CARA FOR JOURDAN: THE SUPER BFFS

EVENING STANDARD



LEAVES A BURBERRY PARTY IN A CAR WITH JAKE BUGG

"My favourite philosophers are Aristotle and Darwin. I love all that evolution shit. Although I'm not an atheist"
EVENING STANDARD

"The thing with young men [in general] is that they're such fucking assholes. I need to be out with someone who's 40 to be OK. I literally feel like I'm these little boys' mothers"
LOVE

"Don't worry, I play for more than one team"



WALKS IN THE CHANEL HAUTE COUTURE AND VALENTINO SHOWS

CHANEL HAUTE COUTURE



IS THE FACE OF NINE S/S '13 CAMPAIGNS



PARTIES WITH RIHANNA AT CIRQUE DU SOIR, LONDON...

... AND WALKS IN 40 SHOWS IN NEW YORK, LONDON AND MILAN





201k likes



MAKES FIRST APPEARANCE ON COVER OF BRITISH *VOGUE* – THE IMAGE IS THE MOST LIKED OF THE MONTH ON HER INSTAGRAM ACCOUNT



APPEARS WITH KARL LAGERFELD IN THE *PLASTIC DREAMS* VIDEO



FILMED WEARING A PURPLE DINOSAUR ONESIE ON JOURDAN DUNN'S COOKERY PROGRAMME, *WELL DUNN* (SHOWN ON JAY-Z'S LIFE & TIMES NETWORK)



SPEAKS ABOUT "THE MAKING OF A *VOGUE* COVER SHOOT" AT THE *VOGUE* FESTIVAL



"She's a massive tomboy... I know her as she really is, which is funny. And making weird faces"
GEORGIA MAY JAGGER





FROM TOP: MARIO TESTINO IS HER DATE FOR THE MET BALL, WHERE SHE IS PHOTOGRAPHED KISSING SIENNA MILLER AND WITH MILEY CYRUS, KARLIE KLOSS, RITA ORA AND DEREK BLASBERG



TAKES TO THE RED CARPET FOR *THE GREAT GATSBY* PREMIERE AT THE CANNES FILM FESTIVAL (AT WHICH $1 MILLION-WORTH OF CHOPARD JEWELLERY – THE BRAND CARA HAD WORN FOR THE EVENT – IS STOLEN)











146k likes



CARA CRAZY EYES

HAS SHE GOT SOMETHING TO HIDE?

CARA TRIES TO CONCEAL A PACKET CONTAINING WHITE POWDER OUTSIDE HER HOUSE – *DAILY MAIL*

01-14wellcaraVO45675-006L.pgs 21.11.2013 17:28

June

July

August

September

October

LEAVES THE GLASTONBURY FESTIVAL SPORTING A QUIRKY CAT MASK



APPEARS ON THE COVER OF CHINESE *VOGUE* AND OUR OWN *MISS VOGUE*

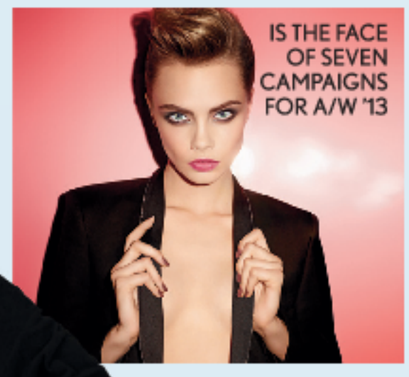




KIGU, BRITISH IMPORTER OF JAPANESE KIGURUMI (ANIMAL ONESIES), ANNOUNCES £2 MILLION TURNOVER, LARGELY THROUGH THE ENDORSEMENT OF CELEBRITIES SUCH AS CARA – *THE TELEGRAPH*



IS THE FACE OF SEVEN CAMPAIGNS FOR A/W '13



152k likes



"THANK YOU MY BOO @BADGALRIRI FOR ALWAYS MAKING ME SMILE AND OF COURSE FOR KEEPING MY BUM CHEEK WARM"

TAKES TO TWITTER WITH RITA ORA TO DENY A FALLOUT – *HELLO!*



"I don't know what all these stupid stories are about but I'm always going to have my best friend @Caradelevingne I love you!"

"It's mad @RitaOra the press will say whatever they want but they will never really know. They should start writing science fiction novels! X"



CARA AND HARRY CAUGHT KISSING

IS DRIVEN AWAY FROM AN EVENT BY HARRY STYLES. LATER INSTAGRAMS PICTURES OF THEM BACKSTAGE AT THE BURBERRY SHOW

SNAPPED AT THE NOTTING HILL CARNIVAL WITH THE CAST OF HER FORTHCOMING FILM *KIDS IN LOVE*

240k likes



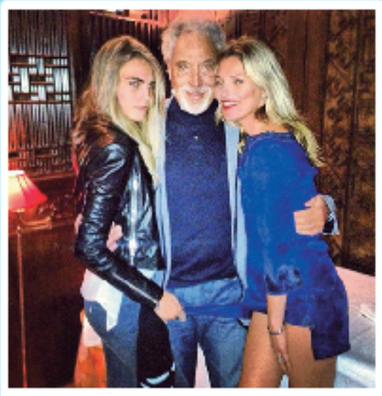
APPEARS ON THE COVERS OF *W* AND JAPANESE *VOGUE*, AND BECOMES MOST LIKED OF THE MONTH

"I want to make music, I want to act, I want to sing. I want to do something that doesn't make my skin erupt"

CARA ANNOUNCES SHE'S READY TO GIVE UP FASHION WEEK IN *W* MAGAZINE



WALKS IN 10 SHOWS FOR THE S/S '14 SEASON



"Only with Kate would I find myself being serenaded by Tom Jones #iwouldhaverippedmy dresstoo"



"I miss Rio so much, take me back to samba school!"

220k likes



"I THINK BEING CRAZY STARTS AT A YOUNG AGE"



APPEARS ON THE COVER OF AUSTRALIAN *VOGUE*

CONFIRMED TO BE PLAYING A PART IN THE AMANDA KNOX BIOPIC BY MICHAEL WINTERBOTTOM

135k likes



NEW TATTOO: "SILENCE SPEAKS WHEN WORDS CAN'T"

PLAYS THE DRUMS AT SELFRIDGES FOR THE CLOSING PARTY OF A BEAUTY FESTIVAL



GETS UP ON STAGE WITH RITA ORA AT THE WATERLOO FIRE STATION FOR THE #DKNY ARTWORKS LAUNCH



TURNS UP TO THE ANIMAL BALL AT ST JAMES'S PALACE IN A "GIMP MASK", DESPITE MIXING WITH PRINCE CHARLES AND CAMILLA



ANGELO PENNETTA; BENNY HORNE; BM; CAMERA PRESS; CORBIS; EROTEME; EXPRESS PICTURES; GETTY; GOUT PHOTOS; INF; JASON LLOYD-EVANS; MARIO TESTINO; MORGAN O'DONOVAN; OIC; PATRICK DEMARCHELIER; PLANET PHOTOS; PRESS ASSOCIATION; XPOSURE

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