



Force of Nature

KATE MOSS empowers
the icons of tomorrow
at Kate Moss Agency
and KMA Studio

By: **MIKE BRANNON**

Kate Moss is an icon – an original supermodel, global entrepreneur and inspiration to women across the globe. As a supermodel, she has graced the covers of every major fashion magazine in the world, including a record 40 British Vogue covers in a whirlwind career that's still never let up since she was discovered at 14 at John F. Kennedy International Airport.

Within a now three-decade career in leading fashion, Moss' seven-year association with Calvin Klein yielded some of the most definitive campaign imagery of the '90s. She has been the face of countless campaigns for brands, including Burberry, Alexander McQueen, YSL, Chanel, Dior and Missoni, and has been photographed by the world's most renowned photographers such as David Sims, Mario Testino, Mert and Marcus, Nick Knight and Peter Lindbergh, to name a few.

As an artist's muse, Moss has been the subject of numerous artworks, including works by Banksy, Damien Hirst, Lucian Freud, Chris Levine, Tracey Emin and Chuck Close. She has also appeared in various films, including *Zoolander* (2001) and *Absolutely Fabulous: The Movie* (2016), plus music videos by Paul McCartney, Oasis, The White Stripes and Elton John.

In recent years, Moss has expanded her role within the fashion industry through successful design collaborations with Longchamp, Topshop, Messika Jewelry, Equipment and Zadig & Voltaire. In 2012, she wrote *Kate: The Kate Moss Book*, released by Rizzoli, in collaboration with Fabien Baron, Jess Hallett and Jefferson Hack. In February 2014, Moss was appointed a contributing fashion editor for British Vogue.



“I want to focus on managing people's careers, not just running an agency.”

– KATE MOSS



And in 2016, she founded **Kate Moss Agency**, a boutique agency representing some of London's newest and most exciting talent. In 2020, KMA Studio was created as a medium for Kate Moss Agency to explore branded merchandise. Its first collection debuted a small line of garments featuring a print of an extreme close-up of Moss' iris from photographer Rankin's 2013 *Eyescapes* series.

In February 2021, KMA Studio released a second collection in partnership with Save the Children UK. This line features an abstract butterfly-inspired print inspired by Moss' love of butterflies and the Butterfly Effect, or where small changes can create a large impact. All KMA Studio projects are sustainable collections focusing on ethically produced garments.

See more from Kate Moss Agency on Instagram.

“ Since everyone was living in hoodies in lockdown, the team at the agency and I decided it would be fun to create some merchandise of our own. We used my iris image from Rankin's *Eyescapes* series printed onto organic cotton for the totes, T-shirts and hoodies, working with ethical producers, sourcing recyclable packaging and swing tags to make this a sustainable collection.”

– KATE MOSS