

# MARCUS

...the only male model who can collect

After decades of accepting lower rates and lurking in the shadows of their female counterparts, male models are elbowing their way into the big picture. Undoubtedly, Marcus (as with Claudia or Cindy, the public is on a first-name basis with him) was the first to make his mark and earn the supermodel title. He is also the only male model who can collect \$25,000 for a day's work (the runners-up get out of bed for less than half of that). Naturally, the book is the next step, and now Marcus' face will be joining Kate's, Naomi's, and Cindy's in bookstores across the world...

Between release parties, book signings, bookings, and cat naps, Marcus kicked back on a couch at Industria Studios, patiently awaited the cover shoot for *Tear Sheet*, and answered my questions about *Marcus Schenkenberg: New Rules* and the ruler of male modeling.

**Where did the idea for a book originate?** Jason [Kanner, Director of Boss Models] approached me with the idea. Kate, Naomi, Cindy--they all had books, but I would be the first guy to do one. **When did you start working on it?** Nine months ago; it was like having a baby. **Any morning sickness?** Well, it was a little painful getting the photos together...calling photographers over and over and having none of my calls returned! It was a lot of work, doing the writing and choosing all the pictures. But looking at

## MARCUS SCHENKENBERG NEW RULES

the final product, it was all worth it. **How do you feel about being the first male supermodel?** Great, very fortunate. **Why do you think you have been so successful?** I guess a combination of good genes from Mom and Dad, hard work, working out, taking care of my body, being professional, being on time, doing the best job I can even if I've only slept four hours or not at all, and a little luck I suppose, like getting the CK campaign early on. **Usually books mark endings; is this an ending or a pinnacle in your career?** Well, it's not the end! I work more now and make more money than ever before. Maybe there will be a Part II someday. **What's the next fron-**

# STYLES

BY  
JILL  
JOHNSON

5,000 for a day's work (the runners-up get out of bed for less than half of that).

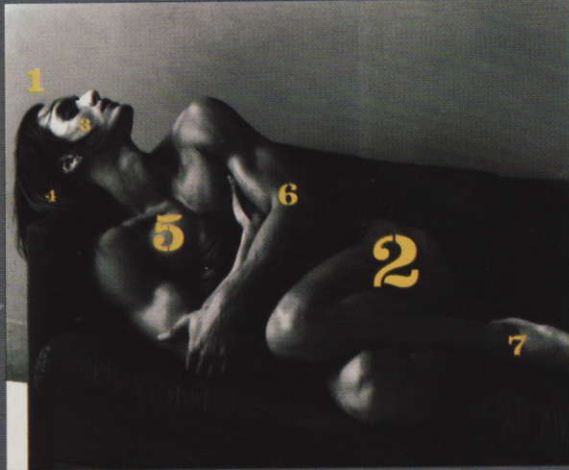
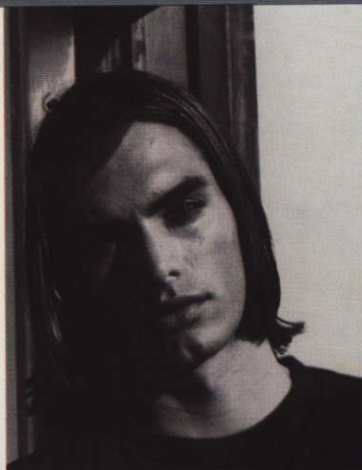
tier? Acting? I did a movie last year called *Prince Valiant*. I was the bad guy. (With sinister enthusiasm) I had lots of scars and rotten teeth. It was fun. **Is it out yet?** It's out in Europe. I don't know about the U.S. **Any roles in the works?** I've had some offers. Maybe if the right thing comes along. I'm also starting a business. **What kind?** I'm producing a vodka in Estonia, called Mor Vodka. **Is vodka something you learned about in the modeling world?** Party! I'm also from Sweden. We drink a lot of vodka. (Launches into his promo with gusto) Plus, it's so versatile: You can mix it with orange juice, or cranberry juice, or make a vodka Russian (pauses)--what's in that

**A Book**  
**Marcus Schenkerberg**



When my agent, Jason Kanner called me 21 months ago to look, the modeling job I got along was meant to be done for other people for other people. But I thought, hey, it's what I do. In the end, it was a huge change for me. I was a single father in the way people see models, and I was a single father. I was a single father. I was a single father.

**Love, Marcus**



**com-  
plete:**

- (1) height: 6 foot 3 1/4 inches
- (2) weight: 188 pounds
- (3) eyes: brown
- (4) hair: brown
- (5) shirt: 16" x 38"
- (6) suit: 33 long
- (7) shoe: 10 1/4

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anyway?--or drink it straight, if you have a nice, smooth vodka like mine will be. It's a potato vodka (higher quality than grain) and it will be distilled three times (for increased purity), so it will be *f-a-b-u-l-o-u-s*. **When will the vodka be available and will you be on the label and/or will the bottle be in the shape of your body?** At the end of the year, no, and no. **Okay, onto the more serious question. In continuation from the interview in last issue, are you still single?** I have no time, no dates (puts his head in his hands and sobs). **Geez, can't you take a day off?** Well I did have August off, but that seems like a million years ago. Right now I'm able to focus on work because I know someday I will settle down and have the wife, the kids, the dog.... **When you have the time, what will you be looking for?** I don't have any physical preferences. Long hair, short hair, big breasts, small breasts, big butt, small butt, long legs, short legs--doesn't matter, but there has to be chemistry. When I meet someone I'm interested right away or not at all. **Are you looking for a model?** The advantage with dating a model is being able to travel together, but then again having someone who is always there in one place is nice also. **What are your plans for Christmas?** I usually go to Sweden, but this year my family may come here. Otherwise, I'll be sitting here alone with no girlfriend and will probably shoot myself! **What do you want for Christmas?** Umm...Peace on Earth. **So you have everything else?** I guess, materialistically, yes. **How do you spend your money?** Vodka, video games, my Rolex collection, my apartment. **Can we have your address please?** (Laughs) No. **Okay, the general area?** Union Square. It took me a year to find it. **Great location, and I happen to be apartment hunting right now--what a nightmare. Do you need a roommate?** Umm, not really, but maybe we could work something out.... (At this point, Jason Kanner ambled over, probably to screen for stripper content. If you missed it, check out the Summer Issue interview for details). Well, Jason he has the apartment and all the electronic gadgets he needs, now you just have to give him a day off, and I'll start searching (right!) for someone who will go on a date with him. Jason: Maybe you? **Wah, my waiting list is too long; it's like trying to get an apartment in New York--could take years.** Jason: Yes, but with enough money, you can get any apartment you want right away. **Hum, well, what do you think he wants?** Jason: A pulse, two legs, own teeth, uninfected gums.... (Marcus is getting antsy, and asks politely, for only the second time in an hour, when we're going to start shooting) **You seem very patient!** Yes, pretty much. **His attitude problem?** Jason: Please note, "no comment from Jason." No, seriously, I've been working with Marcus since 1990, and he's always been cool and grounded. I was 19 and he was 21 when we first met. I had never come across such a unique model, and we worked very closely together. I knew how to market a superstar and really pushed clients to use him alone and to up his rates. We're a great team (a high-five affirms the genuine affection and respect between them). He's the James Brown of modeling. No one will ever surpass him.