



culture

STRIKE A POSE

Anja Rubik tells NYLON about her dream outfit. Think Balmain yoga pants.

You expect to see Anja Rubik in magazines, billboards, and major runway shows, but your Nintendo Wii screen? The Polish supermodel is doing just that, launching her virtual career later this month as the face of *Yoga Wii*. In between practicing her Downward-Facing Dog, Rubik chatted with NYLON about trading fashion poses for yoga poses. Turns out, finding inner-peace is as easy as doing your laundry.

You've been the face of everything from Gucci to Gap—how did this project with *Yoga Wii* come about?

The people from the agency read an interview I did where I said, "I love yoga and I practice it regularly." They called me up and asked me if I wanted to be a part of the project, and I said, "yes!"

How long have you been practicing yoga?

I started over three years ago. My friend was going through a difficult break up and she started yoga, and it opened up her eyes and mind and everything. She pulled me in, and I got addicted as well. It's been over three years, and I try to do it as often as my schedule lets me because I feel really good after.

When you started, did you ever imagine that one day you'd be teaching other people?

Well, I'm not teaching, I'm more a motivator. I just pop in to motivate you, to remind you to breath, and [to give you] little details about poses. It's really exciting because it's something I really believe in. I never thought that [I'd do something like this], but I'm glad it came together.

What else helps you relax?

[Models'] lives are so hectic, you travel all the time and you don't have time for the really normal things in life. Like really stupid things that help you relax—cooking is so pleasant to do in your own kitchen. Even laundry can be [relaxing]; if it's not something you do on a regular basis, it's nice to do from time to time, so that relaxes me as well.

Besides *Yoga Wii*, what else has been keeping you busy recently?

I just finished shooting with Karl Lagerfeld [for] Fendi. I design shoes and bags for this small company in Poland, so I'm involved in that. And also, my boyfriend became a creative director of a magazine in Vienna, so I'm helping him with that as well. I don't really have free time, but that's exciting—it's really cool to see the industry from a different perspective. So I've been shooting for that magazine as a fashion editor, just for fun.

Has being behind the camera, instead of in front, changed the way you think about modeling?

It feels so natural to be on the other side because when you model, you listen to everyone talking, and throughout the years you know exactly how it works. I do learn about how difficult the other jobs are. When you're a model and they cannot make up their mind about hair and makeup, you're like, "Oh fuck, just make up your mind!" But now I know it's quite difficult, the styling and the prep takes so many days. I have so much more respect—I always respected them, but now even more!

How did you get involved in designing accessories?

A small company approached me in Poland about making shoes and bags, to be a consultant and design a few pieces for them. You can only get it in Poland, though, and it's called Anja Rubik for Quazi.

Have you considered designing something bigger?

Maybe, lets see what happens. I'm willing to try everything, just to learn so much.

If you could get any designer to create a yoga outfit for you, who would it be?

Balmain! [Laughs]. It wouldn't be very functional, but it would be awesome!
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