



"...better looking than the Honda Accord." - AUTOMOBILE Magazine

*EPA estimated. **2010 Malibu with 2.4L 4-cyl. engine

EXPLORE MALIBU

blog

subscribe to style file blog via RSS

Style File *blog*

MODEL BEHAVIOR

Is Anja Rubik The New Christy Turlington?

November 10, 2009 11:56 am



Anja Rubik has been the face of Chloé, Gucci, Dolce & Gabbana, Bottega Veneta, and Giuseppe Zanotti, among many others. The latest addition to that impressive list? Wii Yoga. (That is, along with Fendi's Spring 2010 campaign, which she just shot in Saint-Tropez with Karl Lagerfeld five days ago.) "They first got in touch with me in the spring," said Rubik yesterday at a promotional event. "I think they read in an interview that I practice yoga." The Polish beauty entered the world of downward dogs over three years ago and, schedule-permitting, goes to Jivamukti in New York every other day. "It helps because I'm always sitting on planes and I wear a lot of high heels. Your back gets really bad," said Rubik. "In yoga, you can just stretch it all out and you feel so good afterwards."

Rubik's already something of a yoga ambassador on a micro level, having converted fellow mannequin Maryna Linchuk and boyfriend pro-basketball player turned model Sasha Knezevic. "He was like, 'Yoga? No way!' But he came and he was sweating so much and realized that it's really a workout," she said. When she's in London or L.A., she hits Jivamukti's outposts. In Paris, though, the French *Vogue* favorite has yet to find a perfect fit. So would Rubik become a yoga teacher? "It's a possibility, but not right now because of my schedule," she said. She has, however, added a hyphen to her job title by designing a line for Polish accessories label Quazi. She describes Anja Rubik for Quazi as very "rock 'n' roll." The fall line, sold currently only in Poland, is heavy on the studs, while she says spring is all about zebra prints.

—Meenal Mistry

tags: Anja Rubik, Chloe, Dolce & Gabbana, Fendi, Gucci, Karl Lagerfeld

recent posts

T Minus 72 Hours: A Sneak Peek At The Victoria's Secret Show

Quoted And Noted: Tavi On The Perils Of Team Sports

The Breslin Sets A Date

Choo-sing Wisely At H&M

Yea, Nay, Or Eh: Chloë Sevigny And Liz Goldwyn Razzle-Dazzle 'Em

departments

Candy Goes to Bollywood

Dept. of culture

Designer update

Live from new york

Model behavior

Outside sources

Q&A

Shopping alert

Social intelligence

Style hunter

Trend tracking

Virtual front row

about this blog

style file brings you news and analysis—and great shopping tips—from the global fashion scene.

guest contributors

Derek Blasberg

Maya Singer

Darrell Hartman

E-MAIL | MOBILE | RSS | LOOKBOOK

- Daily Fashion Flash** - Daily fashion show coverage (only during show season, darling)
- Weekly Style.com News** - Our top stories once a week, all in one e-mail

enter e-mail address

I understand and agree that registration on or use of this site constitutes agreement to its User Agreement, Privacy Policy, and Mobile Terms and Conditions.

Style File *blog*

november 16, 2009

Designer update
T Minus 72 Hours: A Sneak Peek At The Victoria's Secret Show
 04:11 PM
 Alessandra Ambrosio has walked Victoria's Secret's Fashion Show so many times—eight,...

Social intelligence
Quoted And Noted: Tavi On The Perils Of Team Sports
 04:11 PM

Social intelligence
The Breslin Sets A Date
 03:11 PM

[more from the style file blog >](#)

QUICK LINKS

designers

- Alexander McQueen
- Balenciaga
- Calvin Klein
- Chanel
- Christian Dior
- Dolce & Gabbana
- Giorgio Armani

models

celebrities