



MODELWERK



*Polaroid*  
SUNGLASSES



ALENA GERBER

# MAXIM

NOVEMBER/DEZEMBER

MODELWERK

## AUTO-NEWS

PS-BOLIDEN  
SUVs  
CROSS-OVERs

## DUBAI

DER PROTOTYP  
EINER STADT

## STARS & EVENTS

ATP  
BACKSTAGE

## KINGS OF COMEDY

NILE RODGERS  
ZU BESUCH BEI  
GIRARD-PERREGAUX

*Style*  
BUSINESS-CLASS  
MIT DEM  
DREITEILER

Die Nr. 1

# Alena Gerber

- die Gewinnerin  
der Maxim-Hot 100

**E**ven as a little girl, Alena Gerber knew exactly what she wanted to be. As the daughter of a photo model and a fashion entrepreneur, she was introduced to the exciting world of fashion and beauty at an early age. She started modeling for her father's company at the age of 12 and was discovered by a scout less than a year later. First jobs followed quickly and Alena decided to go to Milan to gain more experience as a professional model. Alena, ambitious as she is, took three years of acting, singing and ballet lessons being back in Germany. Successfully: After finishing school and a stay abroad in the USA, the distinctive beauty moved to Munich, where she established herself as a model and, thanks to growing popularity, gained guest roles in German series such as „Rosenheim Cops“, „Dahoam is Dahoam“, „Verbotene Liebe“ and „Bad Girls“.

Alena has made a name for herself throughout Germany and internationally. She has been working successfully on television, films and sports shows since 2008. She has been hosting the online show „Gamedayplus: the adidas UEFA Champions League Show“ for Adidas since 2015. At the side of Jochen Stutzky, the blonde beauty also took over the moderation of the program „Warm-up - Die Fußballvorschau“ on Sport1 in 2017. No wonder that the charming media darling is a welcome guest on the red carpet.

Alena is a passionate cosmopolitan – she has lived in Shanghai, Athens, Vienna, Zurich, Rome, Miami, Bangkok and Los Angeles. Her customers include Escada, Boss, BMW, Swarovski, L'Oréal Paris, Dsquared, Hilfiger and Talbot & Runhof and many more. In her private life, the mother of a young daughter lives according to the premise: practice what you preach! Gerber actively supports the animal welfare organization Peta and lives vegan. In her free time, she likes to be active - drives a motorcycle and dances ballet. Alena is determined and has an engaging personality. She is a professional through and through. What Alena touches is a success! We have to confess, we are a little in love with this talented bundle of energy!

ABOUT\_ALENA GERBER



Opposite Page-  
GAUGES1

This Page-  
VINCE  
LLOYD  
KATE SPADE NEW YORK



Opposite Page-  
JUNYA WATANABE  
DIESEL  
N°21

This Page-  
JUNYA WATANABE  
DIESEL  
N°21

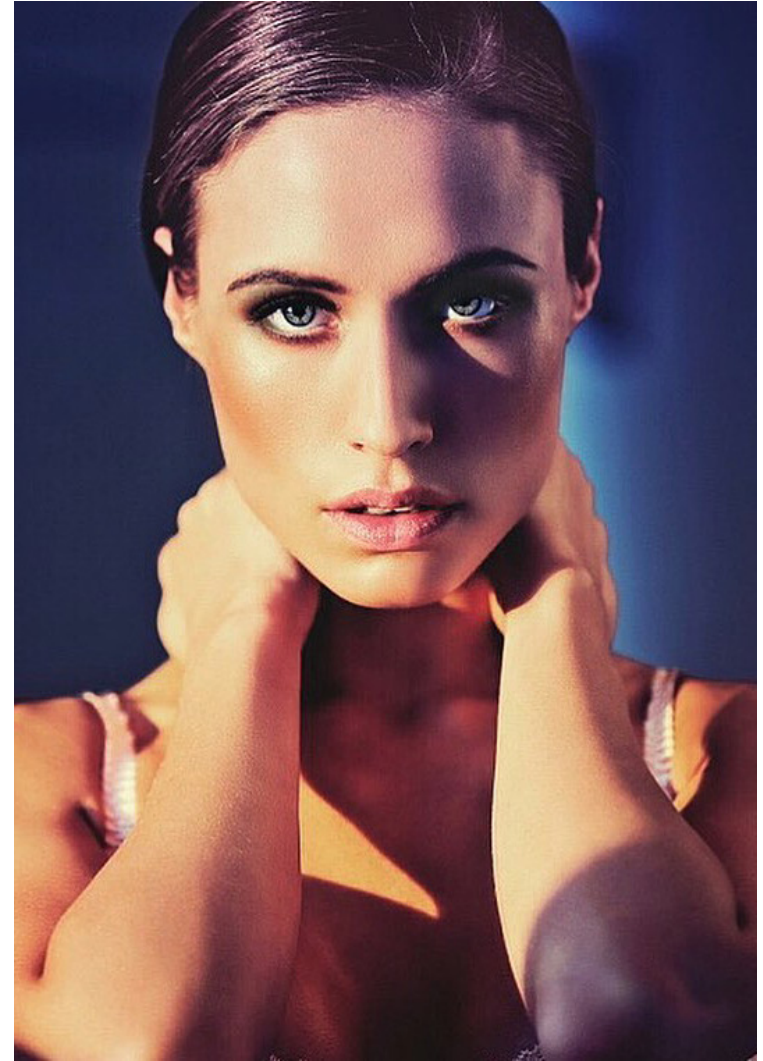
MODELWERK



MAXIM

ALENA GERBER

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ALENA GERBER

FASHION

BEAUTY

NEWS

FASHION SHOWS

**ALENA GERBER****Followers:**

169K

**Follower Gender:**

76% women

24% men

**Follower age:**

36% (18-24)

34% (25-34)

**Top countries:**

Germany (74%)



INSIGHTS\_ALENA GERBER

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**ALENA GERBER**