

# A DISTINCTIVE Style

Magazine

SUMMER 2010



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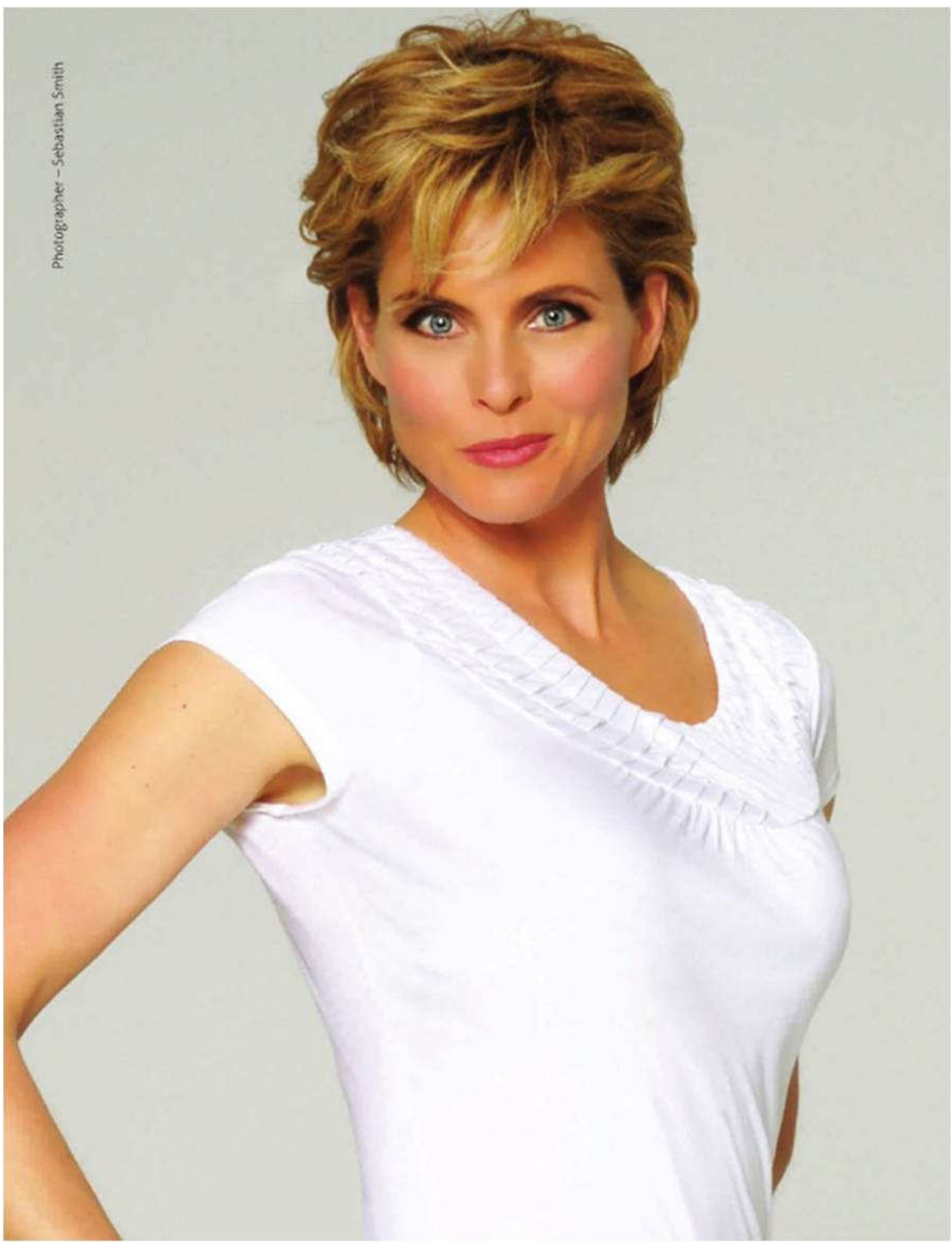
Makeup  
TRENDS THAT

Rock

THIRTEEN SHOCKING  
MANEUVERS THAT  
BOOST CONFIDENCE

KIM ALEXIS  
HELPING WOMEN  
IMPROVE SELF-ESTEEM

Photographer - Sebastian Smith



# Kim Alexis

“What I want women to hear is, ‘I’m good enough.’ You may not have a perfect body, but you are still a good person.”

BY GINGER BRASHINGER

**S**ome women just seem to have it all—and isn’t it wonderful when they are willing to share?

Kim Alexis, supermodel, television personality, author, fitness expert, and most importantly, wife and mother, generously shares her life experiences with women everywhere. As a role model and spokesperson for women’s issues, Kim gives back to a society that embraced her outer beauty by sharing her inner beauty, too.

“I happen to be a woman of many interests,” Kim says. “But, women’s issues just seem to be where my passion lies.”

Her own story, a winding path which spiraled upward to the present day, could have gone in a different direction had it not been

for a loving family, one which always supported her aspirations.

“I was blessed with a great family life,” Alexis said of her early years with parents from whom she watched, listened, and learned. “I just always had positive reinforcement.”

So, when Kim Alexis was “discovered” as a teenager, her life plans changed dramatically, and her eyes were opened to a whole new way of life.

“I really saw a value change when I left my small town at the age of 18 for New York City,” she recalled. “I was almost stripped of who I was because the people I was with didn’t care about the straight A’s I was getting in school or that I wanted to be a pharmacist. I was often with sharp-tongued people who were

critical of things I hadn’t even dreamed of caring about before—like hair and makeup. I just shut up and learned.”

While listening and learning as she had done in her home, Kim developed the traits that helped her to move successfully within the diverse worlds of glamour and entertainment to a life of inspiration and spirituality.

Fulfilling her desire to become a wife and mother at a young age (“I always had a desire to get married and have children”), Kim’s first marriage in the early 80s ended in divorce after eight years. However, her dream of becoming a mother was realized with the birth of her two sons, life-changing events that helped

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to center and shape her life even further.

"I continued modeling when I had children," Kim says, "but that was the start of becoming selfless. I wouldn't take a job unless I knew my sons were taken care of."


Family continues to be center stage for Kim. She married her present husband, Ron Duguay, a former professional hockey player with the NHL, in 1993. They combined their two families (Duguay has two daughters from a previous marriage) and had a son of their own. Raising five children as committed Christians, the Duguay family has had to work through the bumps in life that any combined family might experience. But, just as Kim has modeled the necessity of being true to yourself and working hard for whatever is important in your life, she embraced the challenges of her second marriage.

"Through forgiveness, we've become family," Kim says.

That inner strength allows Kim to concentrate on her passion of helping others through many and various avenues, all of which are geared to improving the self-esteem of women.

"What I want women to hear is, 'I'm good enough.' You may not have a perfect body, but you are still a good person."

Kim Alexis, someone who knows a good deal about turning heads when she enters a room, understands a woman's



discouragement when she doesn't have the figure she would like or has to deny herself in order to look and feel her best.

"As we get older, we lose more control over our metabolism. My whole attitude can change because of a number on the scale, and that shouldn't happen to any of us," Kim said, speaking for women everywhere.

All about self-improvement—something she encourages through her "Praise" workout series and her books—Kim knows that it comes at a cost, as anything worth achieving does. Her philosophy of "mind over matter" helps her make healthy food and fitness choices for a better body down the road.

And, as part of her ongoing mission to help women reach their goals and love themselves, Kim has joined with the Mamiye Group of New York to introduce a new line of jeans called Curve Appeal.

"We're celebrating curves. This new line of jeans is going to help support women in the right way. Almost every jean out there is sold on style first. Curve Appeal has a new way of selling jeans—by selling function as well as fashion."

A new technology called "Curve Enhancement Technology" is intended to improve the look of the curves your body already has, not hide them, and make them behave within the stylish confines of these unique jeans.

While Kim acknowledges that there is no substitute for keeping ourselves as healthy and fit as possible, it helps to have an article of clothing work with us instead of against us. What has become almost an "American uniform," our ever-present pair of jeans, can now help to get women out the door to face the day with a bit more confidence than they otherwise might have had.

"When you feel good about yourself, and you walk into a room, people notice that," Kim says. "They'll feel good about you, too, and you may be motivated to take that next positive step in your life."

It's a safe bet to say that Kim Alexis will be there to help you—modeling life—every step of the way.

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Curve-Appeal Jeans will be available in select Nordstroms stores starting September 2010.

[www.curve-appeal.com](http://www.curve-appeal.com)