YAZEMEENAH ROSSI

INTERNATIONAL MODEL

PHOTOGRAPHER

PICTURE DESIGNER

SOCIAL MEDIA INFLUENCER

Who Am I?

Originally, from Corsica, born in 1955, I am French and hold a dual citizenship with the US.
I live in Malibu, California.

I started my career as model in France at 30 years old that was normally, at that time, age to retire in this business.
Some years later, I became Ford model in New York City.

I have been a pioneer as one of the first models to assume my white hair.

Photography is my passion since childhood.

My Vision

I don’t like to be fake with my body or in my work.

This is why I assume my hair color of Moon and my wrinkles, witness of an intense and rich life.

I grew up surrounded by Nature, I adopted early on a very healthy lifestyle, spiritual, and I practice Yoga since more than 30 years.

My quest of “Beauty” is in the simple little daily things.

My Work

I realized my first self-portraits in New York in the year 2000 because I was frustrated to not recognize myself in some pictures of my model portfolio.

This “hobby” became a full time work.
Today, always model, (photo and video), make me be in front and back of the camera in the same time for diverse brands, being as well stylist and art director.

As photographer, I work in natural light as much as possible outside and do minimal retouching…

I’ve displayed several exhibitions of my various Art works (self-portraits, portraits, landscapes, still life)

Very active on social media, I am followed by 220,000 followers.

Model, my campaigns

"IF YOU FEEL YOUNG,
LOOK YOUNG."
NOBEL PRIZE
WINNING TECHNOLOGY
IT REPAIRS DNA DAMAGES AND ACTS AGAINST ALL MAJOR SIGNS OF AGEING.
NEW
LABORATOIRES
DIADERMINE
EXPERT
REJUVENATION
Re-firms · Revitalizes
Regenerates · Restores
with Rejuvinol
DEMANDING MATURE SKIN
OUR DERMATOLOGICAL EXPERTISE FOR YOUR BEAUTY
DIADERMINE

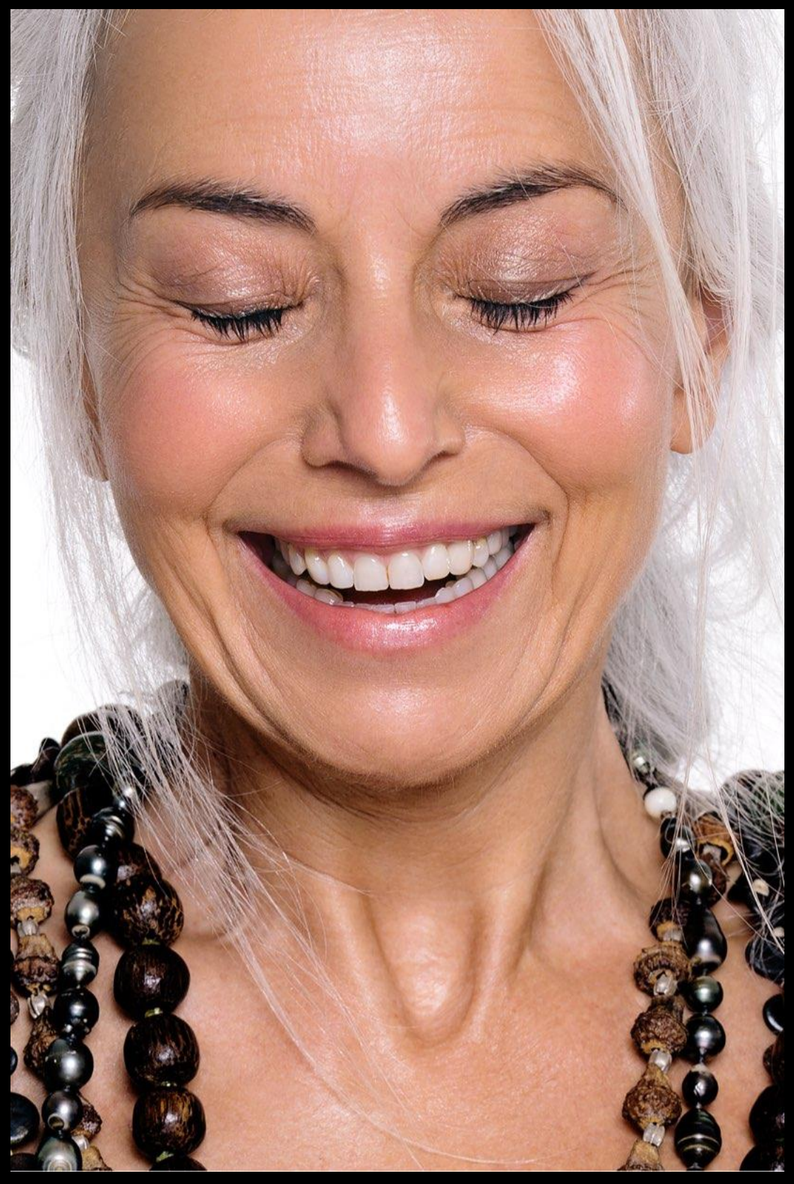
HENSELY

KAPPAHL

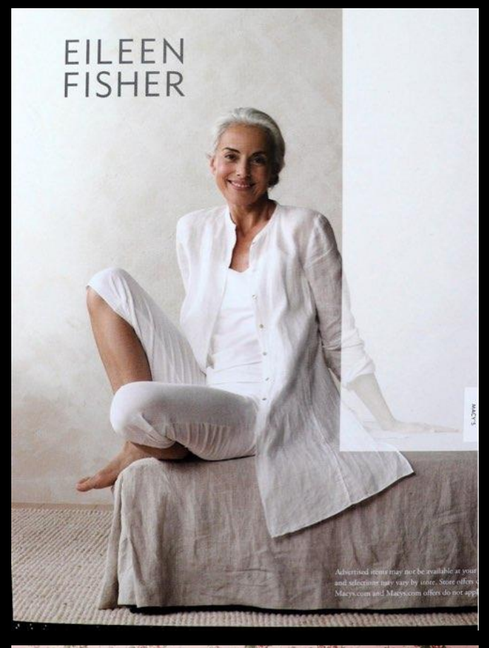
LEELOO

Kanebo
ずっと恋をするから、ひと。

Kanebo
FEEL YOUR BEAUTY
ずっと恋をするから、ひと。
www.chicca.jp



LAND OF WOMEN


EILEEN
FISHER

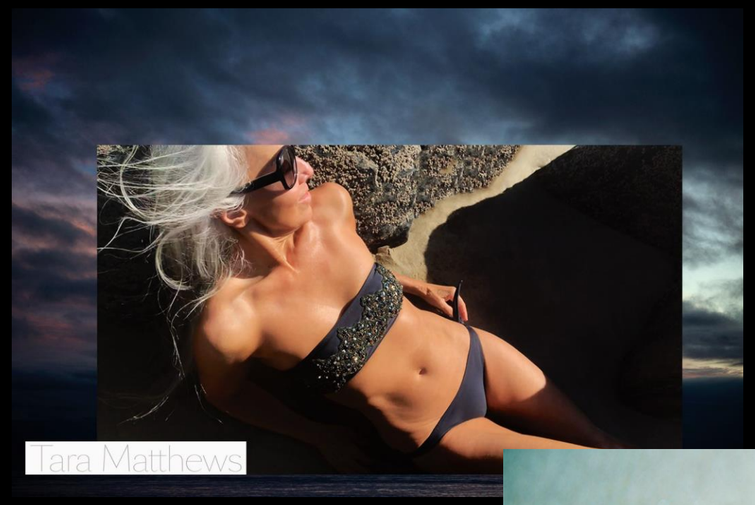
SU BENINGFIELD

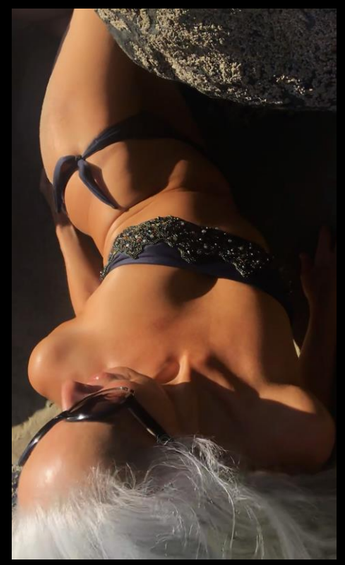
PINKY
SWEAR
TRUTH IS,
IT'S NOT JUST
A GIRL'S HUE.

CODE
RED
CURB YOUR FOMO
IN THE COLOR
OF SPRING!

Photographer, self-portraits

Self-Portraits



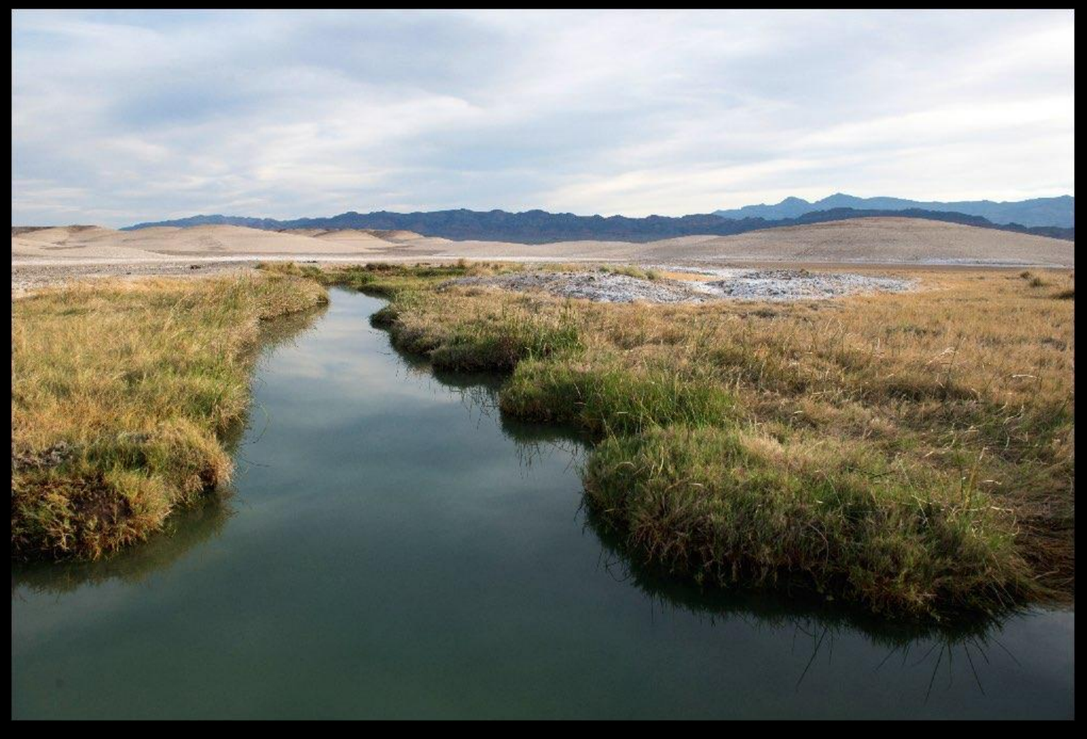


Self-Portraits

Self-Portraits

Photographer, my realizations

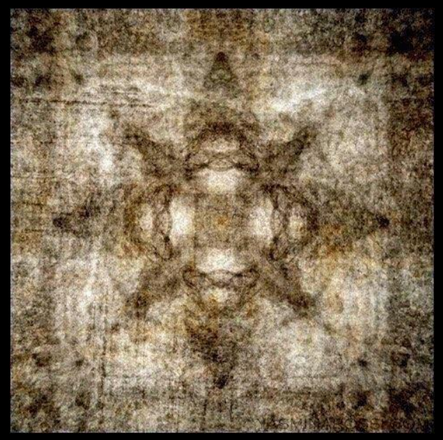
SULEY

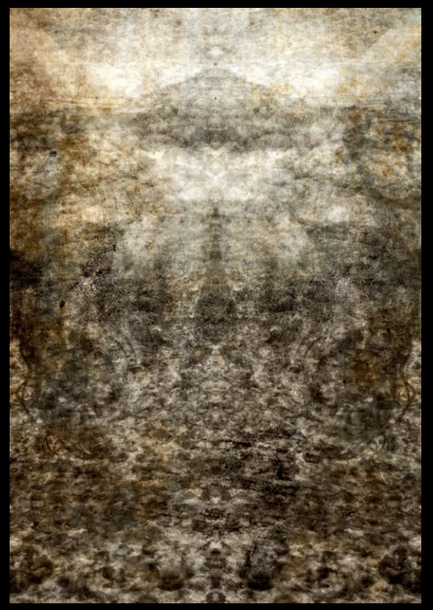


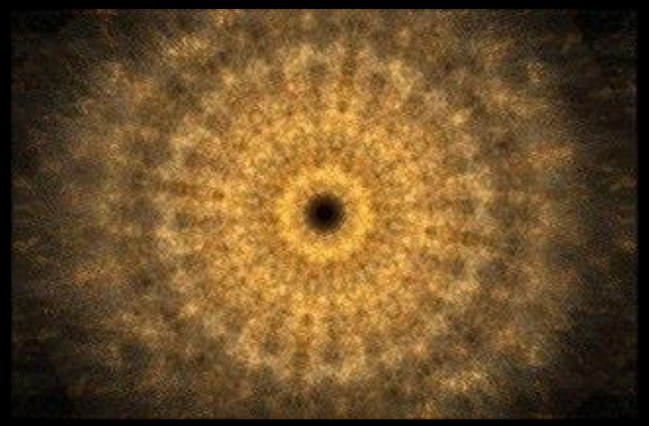
Hedonies

Picture Designer, my creations

PRIMORDIAL

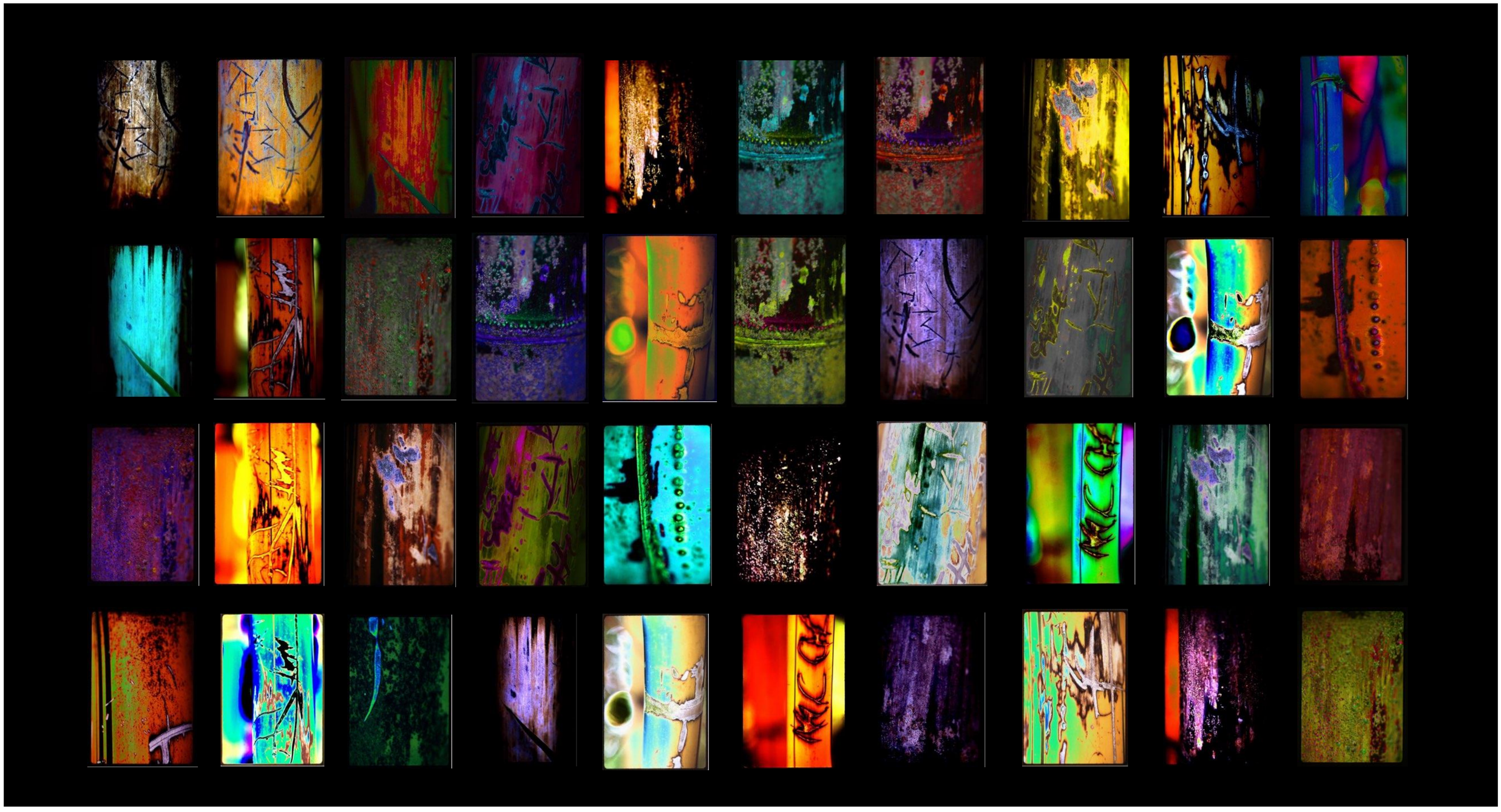




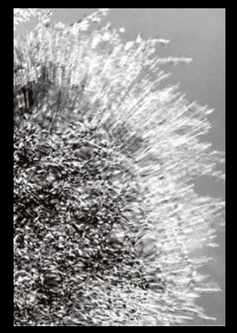


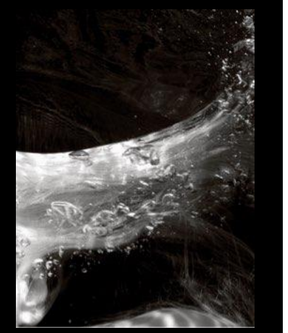
WATER

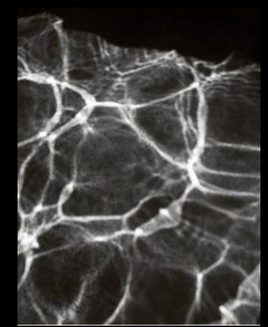
Psychedelic



EAU-DELA ~ BEYOND-SURFACES



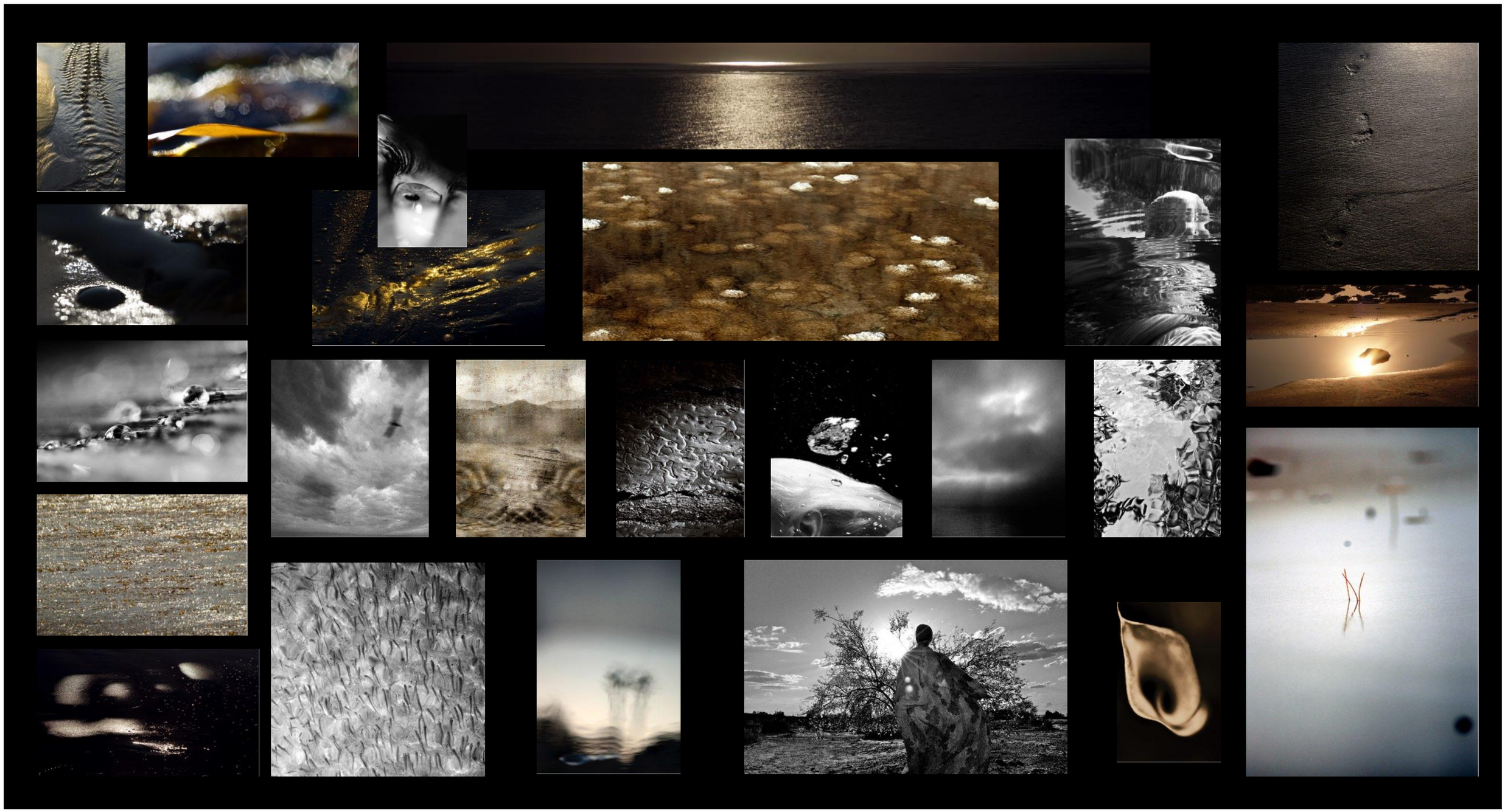




PRIMORDIAL ARABIC

BAMBOO

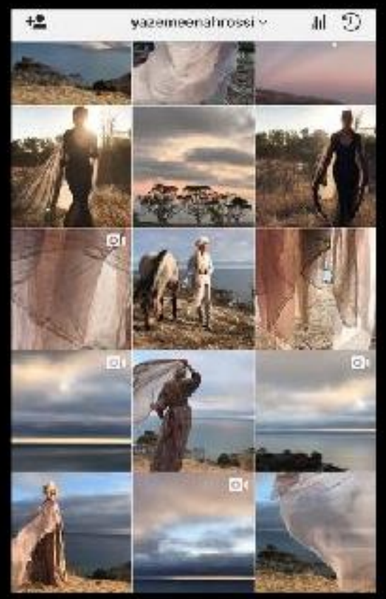
Primordial Ascension



Influencer, press/interviews

PENINSULA BEVERLY HILLS

BROOKS RUNNING SHOES



HEDONIES CASHMERE

VOIKIN HAT IN SAN DIEGO

ACE HOTEL NYC

ROCCO.P SHOES NYC

CALA DI GRECO RESORT

SUYALITA RESORT

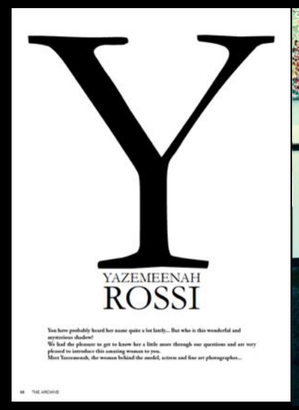
NOMO HOTEL NYC

SAUVAGE BIKINI

IZI.MI PORTO VECCHIO

BLOOMSBURY LONDON

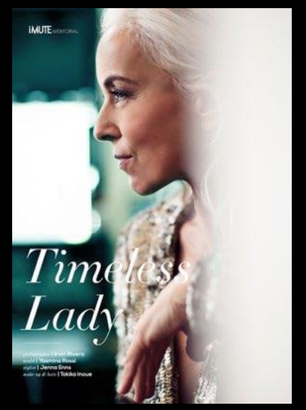
The Observer
Magazine
25.09.16
WHITE HEAT
Yazemeenah Rossi dazzles in our autumn fashion special
THE STYLE ISSUE


Y
YAZEMEENAH
ROSSI

IMUTE

HEALTH | EDUCATION | WORLD | CHARITY
PTW
YAZEMEENAH ROSSI
Active Lifestyle Ambassador for PTW
A STORY SITUATION
Street children and their GLUE addiction
PTW
Edition 5 Volume 2

ganz persönlich...
YAZEMEENAH
ROSSI
verdreht allen den Kopf...


IMUTE
Timeless Lady

wknd.
TRAVEL
SUNRISE IN TAIWAN
CHEF TALK
MEET THE PRINCE OF INDIAN CUISINE
BOLLYWOOD
THE AWARDS' SEASON GUIDE
RECIPES
30-MIN RECIPES FOR BUSY BEES
YAZEMEENAH ROSSI
60-YR-OLD GRANDMA WHO'S A 'ROLE MODEL'
KIDS AND PETS: GROWING UP IN DUBAI WITH YOUR 'BEST FRIEND'

malibu times
The ARCHITECTURE of BEAUTY:
THE DREAM LOGIC
MALIBU'S
YASMINA ROSSI

LES FEMMES
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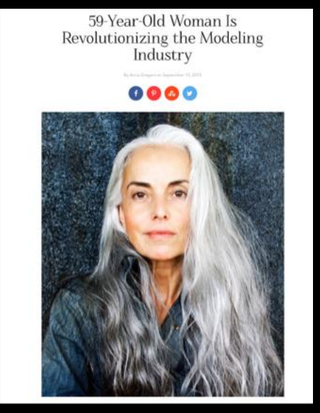
RENCONTRE
YAZEMEENAH ROSSI
SILVER TOP MODEL

NOVEMBER'S FALL
FEATURING THE SONGS "BOGHZ" & "AKHARIN BAR" BY EBI
EBI & YAZEMEENAH ROSSI
YASMINE ASHA & NAVID NAVID

2016/1/21
60歳現役ファッションモデルが明かす、美の秘訣は「一日1個のアボカド」| TABI LABO
TABI LABO
未分類
60歳現役ファッションモデルが明かす、美の秘訣は「一日1個のアボカド」
平野星良

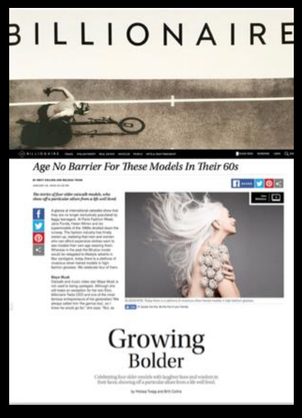

59-Year-Old Woman Is Revolutionizing the Modeling Industry

IHANAT HIUKSET RANSKATARTEN VINKEILLÄ
GLORIA
80-LUVUN HUIPPU-MALLIT
MARTINA KALLIONALUSTA, MAIDE KEINANEN, RITTA VUPERI & MUUT PALASIVAT STUDIOON
IÄTÖN KAUNEUS
UPEAT MEIKIT
60+ 40+ 30+ 50+
PAULA NORONEN LIIOSTA SIVELIJÄLLISESTA VALOKUVAAJAN SALAKÄTTÄ-JÄKSI
MAHTAVA MUOTI-NUMERO
BRIGITTE MACRONIN ROHKEA TYYLI
ANTTI TUISKUN SALAKOSTEE
RITVA FALLAN TYÖHUONE

MBC TV SHOW KALAM NAWAEM

GRAND
Living the Ageless Life
9 Gorgeous Models (Over 60)
TIME FOR A CHICK TRIP?
Silver linings in the DEMENTIA CLOUD
LEARNING WITHOUT LIMITS!
Best INSTANT POT Recipes
Yazemeenah Rossi
Secrets to Age Embracing
MyGRANDbaby
SPECIAL SECTION for New GRANDparents

BEAUTY IS AGELESS
An interview with model + photographer Yazemeenah Rossi
Yazemeenah Rossi is a visual artist, actress, model and fashion self-portrait photographer that got her start in modeling at the age of 28. Now 60 years old, she proves that beauty does not have an expiration date, and challenges societal standards that try to tell women that they are only worthy when they're young. We're proud to share Yazemeenah's wisdom with you!


BILLIONAIRE
Age No Barrier For These Models In Their 60s
Growing Bolder

R&Rな革ジャンの物語 II

YAZEMEENAH ROSSI

SILVER TOP MODEL

Beauté solaire de 61 ans, ce mannequin français qui vit aux Etats-Unis enflamme la Toile depuis plusieurs mois.

La mer et le désert sont là, à proximité de chez elle, indispensables à son équilibre. Yazemeenah Rossi s'est établie il y a dix ans à Malibu, en Californie, après avoir habité New York, et c'est ici qu'elle se sent le plus en phase avec elle-même, connectée à la nature. Fillette, elle grimpait les rochers, sautait les ruisseaux, plongeait dans les vagues de sa Corse natale. Aujourd'hui, la soixantaine étincelante, ce mannequin à la spectaculaire chevelure argentée court encore régulièrement sur la plage et affiche toujours une silhouette d'adolescente que lui envient ses 150 000 abonnés sur les réseaux sociaux. « En 2015, j'ai posté sur le Net des photos et des vidéos, autoportraits en maillot de bain. De manière inattendue, ces images ont fait le tour de la planète. Et depuis, on me sollicite presque tous les jours. Je donne des interviews pour des magazines et des télés du monde entier et je viens même d'être approchée par les conférences TED (Technology, Entertainment and Design, *ndlr)* pour parler de beauté et de longévité. Incroyable, non ? »

Cheveux détachés et visage naturel, Yazemeenah déborde d'énergie. Au printemps dernier, séduite par son sourire lumineux et sa sérénité éclatante, la marque Diadermine a fait d'elle sa nouvelle égérie. Dès les premiers spots de la campagne à la télé, chacune d'entre nous a eu envie de vieillir aussi bien qu'elle ! Son mantra : le bien-être. Convertie depuis plus de trente ans au yoga et à la méditation, la belle Yazemeenah revendique une vie basée sur quelques principes : diététique, spiritualité, ➳

Les autoportraits en maillot de bain que Yazemeenah diffuse en 2015 sur Internet font le buzz et la révèlent au grand public. Depuis, la sexy sexagénaire fait la une des magazines.

OLD IS GOLD

➳ Les mannequins seniors ont le vent en poupe. L'iconique Carmen Dell'Orefice, 86 ans, avait débuté à 15 ans avant de s'arrêter des décennies pour mieux revenir en 2008. D'autres visages sont alors (ré)apparus. Jessica Lange, Jane Fonda, Charlotte Rampling ont ainsi incarné des marques ultratendances. Côté podium, les tops des années soixante, Lauren Hutton, Veruschka von Lehndorff, Daphne Selfe ont mis le feu aux catwalks. « Il y a chez les seniors une modernité qui intéresse de plus en plus la mode, précise-t-on dans les agences. Il est même plus facile de faire poser certaines personnalités passé la soixantaine. Elles sont alors totalement décomplexées. » La beauté n'a pas d'âge !

positivité, affranchissement des pressions sociales et familiales. « Je n'ai jamais voulu tricher dans ma vie. Plus jeune, je pleurais mon manque de poitrine. C'est bien pratique aujourd'hui, ça me donne une allure plus jeune ! Je n'ai jamais voulu cacher non plus mes cheveux blancs, apparus dès l'âge de douze ans, malgré les nombreuses pressions reçues, ni succombé encore (rires) à la chirurgie esthétique. Je reste ouverte sur la vie et je me laisse envahir par elle. Se sentir en harmonie, c'est le message que je désire transmettre aux jeunes femmes qui me suivent sur le Net et me félicitent pour ce qui émane de moi », affirme-t-elle.

Le destin de Yazemeenah dans la mode s'est dessiné tardivement, à l'âge de vingt-huit ans, lorsqu'une amie lui propose de remplacer au pied levé un mannequin cabine au salon du prêt-à-porter à Paris. « Je n'y connaissais rien mais j'ai accepté. Mariée et mère de deux enfants à vingt ans, j'étais loin de m'imaginer un jour top model ! » ajoute-t-elle en riant. Mais l'expérience la séduit. Tout en élevant Armelle et Michel, ses bambins, elle défile parfois pour les fourrures Sprung, pour Saint Laurent rive gauche, Thierry Mugler, Christian

« Je suis une mamie hyperconnectée, avec mes petites-filles (Sarah et Leane) qui vivent en Corse. »

Lacroix, se rend au Japon pour les cosmétiques Kanebo et Isetan Mitsukoshi, est retenue pour des pubs télé, divorce, se remarie, devient photographe, réalise les books de ses consœurs et puis, comme toujours, suit son instinct. « Je suis arrivée à l'âge de quarante-cinq ans à New York et j'ai senti que ma carrière allait rebondir ici, se souvient Yazemeenah. Je ne m'étais pas trompée. Dans la rue, les gens m'interpellaient pour me féliciter pour mon allure et ma chevelure. » Engagée dans le département Classic de la célèbre agence Ford, les contrats s'enchaînent : Bobbi Brown, Oil of Olaz, Schwarzkopf, Bloomingdale's… « C'était la première fois que je faisais autant de campagnes photos ! J'étais ravie et paradoxalement assez frustrée car l'image que l'on donnait de moi ne reflétait nullement ma personnalité. Aussi, j'ai décidé, un jour, de me mettre en scène et de réaliser des autoportraits. » Selfies bien avant l'heure, les clichés (sans retouche) qu'elle réalise montrent une femme mature, bien dans son corps, ultrasaine, très sexy dans des paysages somptueux. Yazemeenah commence à diffuser ses œuvres sur la Toile. Devant et derrière l'objectif, son travail est remarqué. En 2015, la fameuse séance en maillot de bain fait le buzz. « J'ai toujours été atypique dans ce métier. Aujourd'hui, je me sens surtout "artiste", j'aime qu'une marque me donne carte blanche pour lui réaliser sa campagne. Je sais être à la fois modèle, photographe, directrice artistique. Ça commence à se savoir. » Beauté inspirée et inspirante, Yazemeenah ou l'art de traverser les âges sans se soucier de l'empreinte du temps. En regardant droit devant. ◆

PATRICIA HERVÉ

Suivez-la sur Facebook et yazemeenah.com; instagram.com/yazemeenahrossi.

SES SECRETS DE JEUNESSE

« Je recherche la beauté dans tout ce que je fais. C'est ma philosophie de vie. Et cela commence dès le matin, en préparant mon assiette. J'ai consommé des produits bio bien avant que ce soit trendy. Côté cosmétiques, je privilégie les huiles naturelles produites en Corse. J'applique chaque jour sur mon visage et mon corps des mélanges à base d'huile d'argan, comprenant des huiles essentielles d'immortelle ou de de myrte. Une fois par semaine, je me fais un gommage avec de l'huile d'olive et du sucre. C'est mon aspect naturel qui a séduit Diadermine, une marque utilisée par ma mère et ma tante lorsque j'étais petite ! Pour conserver une silhouette souple, je pratique le yoga et j'aime faire de grandes balades sur la plage ou dans les montagnes environnantes. Je mène une vie très simple, logeant sans télé dans un petit studio de 40 m². En revanche, je considère qu'il est important de toujours se fixer des objectifs, selon ses envies et non pas selon la raison. Ainsi, j'aimerais travailler un jour avec le photographe Peter Lindbergh, écrire le livre de ma vie et effectuer mes premiers pas sur grand écran !

DIADERMINE

> such as Bloomingdale's, Barneys, J Crew and Bobbi Brown. This was despite her hair having already gone completely white. She unties her wet tresses and shows off blue-black roots that remain underneath thick grey. She never thought about dying it. "I'm passionate about what I'm doing. I have no time," she says. "It's beautiful. It's silver!" Her eyebrows are speckled with white, too. She's refused "a lot of money" to change it.

Such "woman's work" can be time-consuming, detracting from the pursuit of other goals. Rossi has refused plastic surgery, aside from having minor facial injections to erase blood vessels. The only thing she'd consider would be a neck lift. "Take advantage of how you are," she says. "Do not destroy your capital." Her secrets are a nutritious diet and daily yoga. She started Bikram in her 30s after years of windsurfing. "It gives me a wow feeling!"

Sex, too, keeps her young. In 2007, Rossi left New York for California. Her second husband, an Algerian restaurateur, didn't accompany her. "Life put us apart," she says, lightly. Her sexual freedom is positively progressive. "Women feel guilty about masturbating. But if you're not going outside to get it [sexual pleasure], how are you gonna get it?" she laughs. "I remember this young guy I had in Dubai who said: 'You're more alive than my ex-girlfriend who is 23.' I said: 'Because I have no inhibition.' Women have to be comfortable." She believes in having many relationships with men and says each of them has "awoken" a part of her. "This makes my relation[ship] very short and very empowering," she laughs. "Men have this aura when they age. But when women have a similar power we are treated as cougar!" she says, shocked. "What is the word for men?" she asks.

Indeed, there is none. When Rossi's swimsuit campaign launched, many of her model colleagues contacted her to say how "courageous" it was. "I said: 'This is not courage. This is simply who I am.' If more models are authentic, it will impact people who see them."

To this day she feels frustrated that high fashion houses don't employ her to model to an older demographic of consumers. "I wear Dolce & Gabbana, and all that," she says. "So why don't they choose me? I'm pissed off, it's a waste. I may be a certain age, but I have a sexy look. Sexy means alive. I'm alive!"

In December, Rossi turns 61. "Life is just beginning and I don't know what's going to happen." She has just finished a shoot for the Bellevue Collection and is headed to Sweden this month to work with KappAhl. Her major ambition right now, however, is acting classes and she hopes to secure on-screen roles so that she can show women her age "my truth", wrinkles and all. "This is not about ego, or power," she says. "It's about being free." ■

"This is not courage. This is simply who I am. If more models are authentic, it will impact people who see them

Shirt £500, **pullover** £750, and **trousers** £1,000, all marni.com

Hair Richard Scorer at Premier for Haringtons using L'Oréal **Make-up** Pablo Rodriguez at CLM Hair and Make-Up using MAC Cosmetics **Fashion assistant** Billie Brand

Yazemeenah's 7 beauty hacks

1 She uses organic oil on her face and runs grape-seed oil or castor oil through her silver locks.

2 She concocts a homemade exfoliant from olive oil and fine sugar that she uses as a scrub once a week.

3 She shuns commercial body washes, opting instead for tea tree, olive, or other organic soaps when she bathes.

4 Once each week, she uses a dry loofah before her shower, "with strong friction." Her weekly routine also includes a body and face scrub with a mixture of oil and fine sugar or gray sea salt. For daily use, she has a Japanese washcloth called a **Salux**.

5 She eats avocado almost every day, stressing how important it is to eat a clean and nutrient-rich diet. She said, "The best thing for the skin is to eat enough healthy fats on a daily basis and to oxygenate well while exercising."

6 Yazemeenah believes "walking and sweating are great for your skin because it's our biggest breathing organ."

7 The French stunner has been chowing down on organic food for years – even before it became hip. G

Though her look is sophisticated, her wellness routine, including her beauty regimen, is simple — reflecting her entire approach to life.

THE ARCHIVE : How would you describe yourself?

YAZEMEENAH : Anticonformiste. Paradoxe. Adventurer.Mystic.Curious of the unknown. Lover. Hermit.Nomad. Extra terrestrial.

I am a paradoxe in the way that I love as much to be at home than to explore the World ….I am an artist in each field of my life .

During my childhood I grew up in nature and raised by my Corsican grand parents, this gave me strength to face the first school (and for life) where I had been rejected by other kids. Kids can be very cruel… they called me Italo, Romano, gipsy, dirty Arab, because of my name Yasmina Rossi. Having an Arabic first name and Italian last name was a hard combination in a world of primary racism. Kids did not want to play with me, spit on me… I was sad. However, this sadness now has been changed, it is the gravity we can see on my face. This rejection made me feel like an alien, but also made me go deep inside. I was apart, playing alone, very creative… and surprisingly this instilled in me a great feeling of safety, that everywhere I go I can rely on myself, without fears, feeling secure everywhere my inspiration guides me, as I can rely on my strong instincts. Resilient.

I believe these first life experiences where necessary for me to be who I am today. The rejection by my young peers has been a gift, obliging me to embrace myself in my uniqueness, feeling at a very early age linked with the Universe and the Nature surrounding me .

I travel the World alone confident and love that.I feel at home everywhere simply because I am present and my Soul is comfortable in my body.

TA : What were your first steps in the fashion and artistic world?

Y : Fitting model at 28. Photographer, ceramist, clothing and interior design. Artist since I was a child, I have been taking photos since a very early age.

I always created with my hands and my mind since I can remember. I knew instinctively to make wishes, to "pray" at a very young age, and I have always been surprise to see my wishes come true. I still do, and I am still surprised . Maybe because I grew up between fairytale books, the Bible and the Dictionary, and a part of me is under the energies of the great archetypes.

It is an art to create with our spirit and our heart for sure.

I started modeling at 28 to replace a model who was sick for a company of a supplier of a friend of mine on a commercial show in Paris. I learnt the hard way to defend my rights, that first time was tough, the people who employed me tried not to pay me what they promised, I had no contract. For me, having no experience working outside my home, I was quite shy, but since I needed the money that I hardly won I had to go out of my shell and request my Money almost fighting physically for it, me being a Pacifist …Pacific warrior…! After that first experience I told myself "Never again". But as curious as I am, I also looked around during that show and saw that modeling could be a great opportunity to make some money and be free most of the time. So I investigated more and worked many years for companies as a fitting model, that is a field of the fashion industry not very known by the public, quite hard work. But all came on the right time as I was going to get divorced and be a single mother of two kids at age 33. I worked in prêt-à-porter for YSL, Jill Sander, Thierry Mugler, JLSherrer, Castet 2 Dior, Guy Laroche, Christian Lacroix, Gres, and many more… I mostly worked as a fitting model and at commercial presentations. I did rare catwalk regarding my size : not tall enough and not thin enough, being a perfect 38 and not a 34 or 36.

I was working mostly for fur companies and in the 90's the fur market crawled down and I turned towards TV commercials. I took acting classes and really enjoyed acting. I started as well to work more and more, while aging, for printed campaigns especially for a great Japanese client Ysetan who made me travel the World for many years. I left Paris, went to Cape Town, South Africa , and then NYC. I was 45, and right then, I had a turning point in my life as a model, as fitting was gone and now I was more on printed ads and tv commercials and learning a language that was not mine. I took some acting classes in NYC, always like a very shy inside voice who tried to get some attention about acting, but I just recently realized, since I am on the West coast, I could maybe give myself a chance as an actress… I am very excited about this now!

TA :What is you biggest passion?

Y : To enjoy life by all my human senses. I am a lover of simple things, I can see magic everywhere. Traveling, discovering.

Traveling without agenda, being surprised by new territories or the small daily miracles. I love the creative process of evolution, I love being crossed by sudden inspiration like a Grace that falls on me unexpectedly. I love to be surprised, to not know what will be next. My life can change on a phone call or an email. I also love randomness especially in my photography, I love to not have control. It took me years to let go the control-thing, but now I am so happy! Life is so enjoyable when you let you carried in the hand of the Divine.

TA : What is your favorite time of the day and why?

Y : Going to sleep to go in the other world unknown beyond.

Curious of what and where my dreams will take me, I really love this!

TA : Do you also have a favorite place to be?

Y : Yes, Deserts on Ocean.

TA : What question would you want us to ask you?

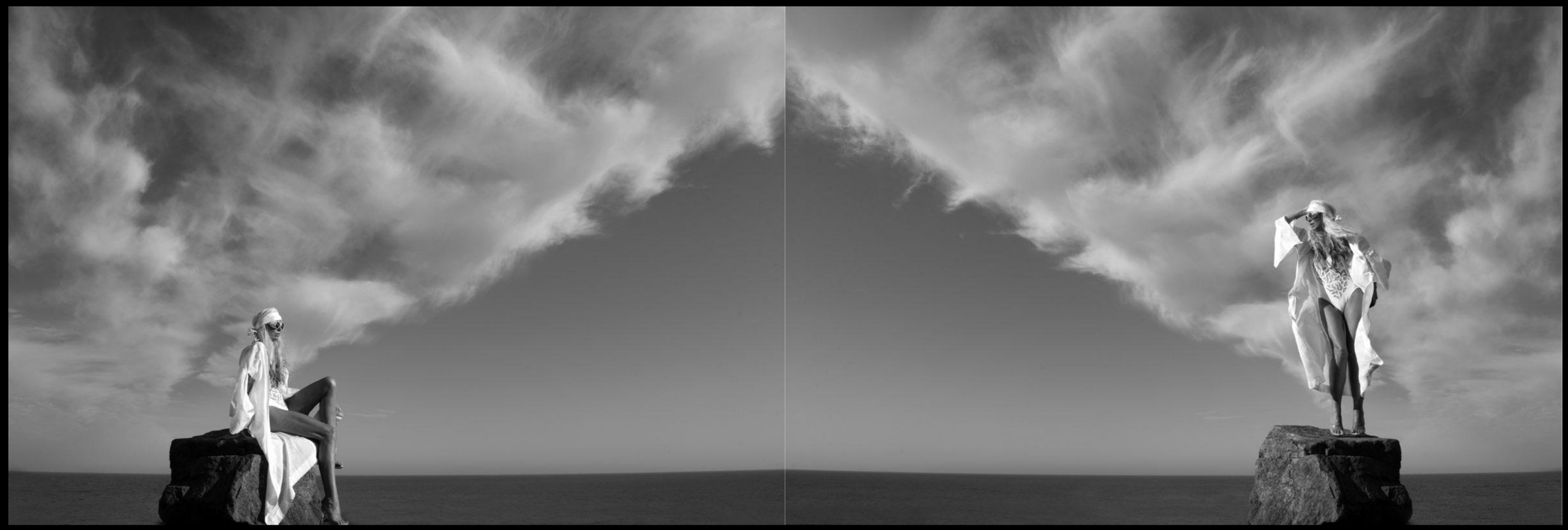
Y : Did you change your name lately?

TA : Answer that question…

Y : Yazemeenah is my legal name since more than a year now. It's a long story …

I chose my Identity as my name Yasmina has

CONTACT



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