

CHADWICK MODELS

Andreja Pejčić



Raised in Melbourne, Australia, and from Serbian and Croatian descent, Pejčić was first discovered by **Chadwick Models** as a teen and has since become an inspiration to the international fashion industry and transgender community.

She was the first model to make a successful career in both womenswear and menswear and to be featured on both boards of her modeling agency. Today, she's exclusively represented by The Society Management's women's board. Pejčić was discovered 2007 while working at McDonalds and rose to fame after her 2010 Paris Vogue feature styled by Carine Roitfeld, where Pejčić was dressed in women's wear and photographed by Mert & Marcus. Pejčić went on to walk in top runway shows such as Galliano, Marc Jacobs, Raf Simons, Paul Smith, and Jean Paul Gaultier where she opened the show in woman's Haute Couture and closed the show in a men's suit. After that Pejčić became known as one of Gaultier's muses, and was highlighted in his print ads and walked as the mariée in his women's wear Haute Couture Spring 2011 show. During London Fashion Week in February 2015, Pejčić made her first runway debut as a female for the Giles Deacon show.

2015 saw Pejčić break boundaries and make history as the first transgender model to be featured in American Vogue (May Issue) in a profile spread shot by legendary Patrick Demarchelier, and was reprinted inside the 'Vanity Fair: Trans America' September special issue on Gender Identity and Expression.

Continuing on this success, Pejčić also landed a cosmetic campaign with powerhouse brand Make Up For Ever, making her the first transgender model to achieve such a partnership. With a campaign tag line of 'Be Bold. Be Unexpected. Be You.' the partnership was viewed as a perfect fit and was highlighted by significant media outlets such as ABC (Good Morning America) and CNN. Pejčić's image will be featured in over 888 storefront windows of Sephora across the US and Canada during August of 2015.

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Pejić has graced the covers of top fashion and entertainment publications, including the cover of OUT magazine where they named her one of the 100 most compelling people. In 2011, New York Magazine featured Pejić on the cover as “The Prettiest Boy in the World,” making her the most talked about androgynous model to date. Before her sex reassignment surgery to become the woman she always aspired to be, Pejić was the first “male model” to ever grace the cover of an Elle magazine title.

In 2013, Pejić co-starred in David Bowie’s music video for The Stars (Are Out Tonight) alongside Tilda Swinton, Iselin Steiro, and Saskia de Brauw. In 2015, she became part of Taylor Swift’s squad by joining the ‘1987’ Tour in Chicago, hitting the stage for the song ‘Style’.

Pejić continues to break the barrier for transgender models in the fashion industry and has been pursuing a documentary about her transition from androgyny to womanhood since 2013. She is paving her own way to success through her confident and colorful persona, and she hopes to inspire many others along this path.

<http://andrejapejic.com/>

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