

*Jennifer Hawkins*



*The First Lady of Maxim*

**It's been a long, long time since Jennifer Hawkins did an exclusive men's magazine shoot. All the while Australia's most beautiful woman was waiting for MAXIM. No need to thank us, fellas.**



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**How does it feel to be on the first-ever cover of MAXIM Australia?**

To do a cover for any magazine is a big honour but to do the launch cover of MAXIM Australia is just crazy! MAXIM is such a well-respected brand and it was really nice to work with a great photographer like Pierre Toussaint – and a cool crew. To see the cover on the stands will be so exciting!

**It's also your first men's magazine shoot since you won Miss Universe. Why did you choose to grace us with your presence?**

I chose to do MAXIM because I knew it was going to be a beautiful, classy shoot and I had the opportunity to work with such a great team. I thought it was time to try something new and have a bit of fun.

**What was your favourite thing about the shoot?**

I enjoyed that it was an afternoon shoot! I need to get into sexy mode and the afternoon is the perfect time for that. I also felt really comfortable on set. I was wearing beautiful Lovable Lingerie and there weren't a billion people there. The Sir Stamford [Hotel, Sydney] Presidential Suite was amazing, too. Everything made me feel so glamorous.



**“Sexy, fresh and free, with no limits or inhibitions, is my philosophy right now.”**

**Are you at your sexiest when you're doing a shoot like this?**

If someone special tells you that you're sexy, that's the best. In terms of feeling sexy on a shoot, being dressed in lingerie is like having an alter ego – you come out of your skin. I'm not like that all the time. It sounds weird but I'm quite shy away from the camera. In a normal situation, if people are looking I get a bit embarrassed.

**You look especially sexy in lingerie. Do you prefer it to bikinis?**

They're totally different. I can't pick between them. I do love lingerie because you can feel sexy throughout the whole day without anyone even seeing it. With bikinis, you're on the beach and it's a bit more active and fun and you feel more free. And then there's heels. They trump everything.

JEWELLERY: PASPALLEY

**Speaking of trump, do you still keep in touch with Donald?**

I do, yeah. I'm going to catch up with him in New York soon. He's a great business mind and really lovely, actually.

**So, what's it like being Jennifer Hawkins?**

I work hard but also play hard. I don't take myself too seriously. I have a lot of fun but put a lot of effort into my career, so I'm set up for the future.

**How do you stay looking so great?**

I'm really into running at the moment and I usually go for a run four times a week. I also do yoga once a week and have a weekly session with a personal trainer.

**If you could have chosen another famous woman to appear in this photo shoot, who would it have been?**

Jennifer Lopez. I just think she's such a cool chick and would be lots of fun. She's over 40 and still rocking it. J.Lo is timeless.

**Two Jens together? We'll get working on it! MAXIM has 25 editions worldwide. Where do you think the sexiest women in the world reside?**

In general, someone who doesn't try too hard – and who's confident, healthy and a bit cheeky – is hot. Australia has a lot of girls like that and so does Brazil. There are really confident, gorgeous girls in New York and Los Angeles but sometimes in big cities, arrogance comes into play, which is an unattractive quality. People who live near the beach are also very sexy because they're carefree and laidback.

**“I love lingerie because you can feel sexy all day without anyone even seeing it.”**

**You always had to have music on during the shoot. Is it a big part of your life?**

I can't live without it. I have to have music on wherever I go. I have a little gym set up at the house and I swear the people next door must go, “What is she doing in there, dancing?”

**Whose tunes do you dig the most?**

It depends what mood I'm in. People wouldn't pick it but I love Dr Dre, Jay-Z, Kanye, Black Eyed Peas and some old-school stuff like Jimi Hendrix, Bush and a few Nirvana songs. If I'm looking to chill out I'll put on Trey Songz, Lupe Fiasco, Maxwell or D'Angelo.

**Nice. Anything embarrassing on your iPod?**

The *Dirty Dancing* soundtrack. Actually, I'm proud of that one. I adore that film! I've got some Justin Bieber, which is weird. Someone put it on there and I was like, “What the hell is this?”

**While we're on the topic of dirty dancing, how did you not win *Dancing with the Stars* in 2006?**

I don't know. I just did it for a bit of fun. I've got a background in contemporary and ballet – I did it for 16 years – but ballroom was so much harder. It was pretty intense doing the show.

**Have you got a signature dancefloor move?**

I don't have one – I simply go crazy and let loose. I really love dancing to great R&B music. My sister and I are off to New York soon and we're going to dance up a storm. I can't wait! When we get together it's craziness.

**If you were single, what would be a good way for a guy to approach you at a club?**

Don't try so hard. I don't like the one-liners. Just be a cool, down-to-earth guy.

**What can we buy you at the bar?**

A vodka lime and soda or a martini. My guilty pleasure is martinis. And pizza. I wish I could eat pizza every week!

**You can. We do! It's your 28th birthday in December. Will you be having a pizza party?**

I always have a grand plan for my birthday. Each year I have a massive party and I make it as fun as possible. Last year I had a dress-up party and went as a vampire.

**It's been seven years since you won *Miss Universe*. Now you're Australia's highest-earning model. Is it fair to say you are the country's sexiest businesswoman?**

I wouldn't say that. I don't think you should ever categorise yourself. I mean, I've got my businesses and I'm doing *MAXIM*, and they're totally different things. It's good to go beyond your boundaries. Sexy, fresh and free, with no limits or inhibitions, is my philosophy right now.

JEWELLERY: GERRONE

**“I chose to do *MAXIM* because I knew it was going to be a beautiful and classy shoot.”**

**Is there still anything you want to achieve?**

Definitely. I've got this pinboard of goals, so once I tick one off I move onto the next. For example, I've always had this dream of driving a Range Rover and I recently became an ambassador for Range Rover, which was such a happy moment.

**What's the best business decision you've ever made?**

Starting my business, Universal Strategies. I have Cozi by Jennifer Hawkins [swimmers] and JLH [heels] that branch off from it. I have a few other projects I'm looking to tackle but they're a few years in the making. I'm also very proud of my property portfolio because I feel I've invested smartly. I've received amazing advice along the way and I can't wait to take on property development with my fiancé. It's an exciting time!

**If you weren't doing all this what would you be doing?**

I used to have so many pets. A kangaroo, a possum – you name it, I've had it. I used to rescue animals and take care of them, too. So I'd be doing something with animals, like maybe a vet. These days I have a little Staffy named Milly and a chocolate Burmese cat named Coco.

**What was your first job?**

When I was at school I wanted to earn my own money. I worked in two different retail places and a law firm. I wouldn't say this was a job – more a social thing – but I danced and did a bit of cheerleading for the Newcastle Knights. I made some amazing friends there.

**Have you ever been starstruck?**

When I met Nicole Kidman I was actually taken aback by her. She was so tall and just amazing. Also, I did this Qantas event with John Travolta and he said to me, "Do you want to do the *Pulp Fiction* dance onstage with me?" I was like, "What! Of course!" That was pretty insane.

**Are there any other famous people you'd like to meet?**

Barack Obama would be amazing. Jay-Z and him are tight, so I could meet them at the same time! I so want to meet Jay-Z! And Beyoncé would be there, too, because they're married. She's out of this world.

**You're heading back to the Big Apple and have pretty much travelled the globe. Where's somewhere you really want to go?**

The Maldives and, even though I've been there a handful of times, I'd like to go back to Paris. It's my favourite city.

**What do you miss most about Australia when you're collecting passport stamps?**

Besides my fiancé, family and pets, I'd say our coffee. We do the best in the world. I know Italy does great coffee but they don't do cappuccinos like us. I also miss the beaches. The beaches in LA aren't the same as here. I've chosen to live here and base my business here because I believe in Australia as a country. I love living here.

**What's one thing people always say when they see you in public?**

"Wow, you're so tall!" I must look short on TV. I'm 5'11 [180cm] without heels so, yeah, I suppose that is tall.

**You must have had some weird fan encounters along the way?**

I've been asked, "Can I have a cuddle?" I didn't know them from a bar of soap but they wanted a cuddle. And I'm like, "Oh, that's nice they trust me." So I gave them a cuddle. I don't want everyone out there to start asking me for cuddles now!

**Tell us something we don't know about Jennifer Hawkins.**

When I'm not in work mode and I'm in a public situation I can be very shy and get quite nervous. But once I get into the performance zone the nerves go away.

**Finally, do you have a message for our readers?**

I had a ball working with MAXIM, so I hope you all enjoy the shoot as much as I did!

SANTI PINTADO

Go to [WWW.MAXIM.COM.AU](http://WWW.MAXIM.COM.AU) to check out behind-the-scenes footage of our exclusive photo shoot with Jennifer Hawkins.



PHOTOS: PIERRE TOUSSAINT; HAIR: RENYA XYDIS; MAKE-UP: NATASHA SEVERINO; STYLIST: LARA LUPISH; ALL LINGERIE: LOVABLE @ MYER; GLOVES: DENT; LOCATION: SIR STAMFORD AT CIRCULAR QUAY, SYDNEY