



Press Release

America's Next Top Model - Launches on e.tv

Tuesday 9 May at 9pm

Cat-fights on the catwalk is what America's Next Top Model is all about. It's wild, but witty and launches on e.tv, Tuesday 9 May at 9pm. Created by world-renowned supermodel Tyra Banks, America's Next Top Model chronicles the transformation of everyday young women into potentially fierce supermodels. Twelve participants live together in a New York City loft and compete for a multi-faceted Grand Prize package.

Upon arriving in New York City, the finalists discover that the lifestyle of a supermodel is not what they expected, as each competitor is weighed, waxed and whisked off to their first-ever bikini photo shoot, a top NYC high-rise in wind-chilling weather. Later, tensions rise as the women discover that their spiritual beliefs divide the penthouse they all share. Meanwhile, the announcement of the first elimination is feared.

With mentoring by supermodel Tyra Banks and exposure to high-profile fashion industry gurus, the finalists compete in a highly accelerated modelling boot camp, a crash course that could lead to supermodel fame. Participants are asked to demonstrate both inner and outer beauty as they master complicated catwalks, intense physical fitness, fashion photo shoots and publicity skills, all under 24-hour-a-day surveillance.

Banks leads the panel of America's Next Top Model judges, comprising leading fashion industry experts that include former supermodel Janice Dickinson and Marie Claire fashion editor Beau Quillian, who will conduct regular evaluations to narrow the field from week to week. Watch the fur fly...on e.

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