

Simone from Stade is Germany's next top model



Simone Kowalski is "Germany's next Topmodel"! Heidi congratulates Sayana (l.) on her equally outstanding performance © ProSieben/Willi Weber

Congratulations to Simone Kowalski, who has been crowned the winner of the 14th season of "Germany's Next Top Model" and the latest *Harper's Bazaar* cover model. The 21-year-old former competitive athlete emerged victorious on 23 May after seeing off rivals Sayana and Cäcilia. The new issue of *Harper's Bazaar* (June/July 2019) was published on 25 May with Simone on the front. Her cover for the double issue was shot in Malibu by star photographer Regan Cameron.

"I'm delighted that Simone has been crowned Germany's next top model. She made a great impression with her highly professional attitude and her determination to give her best. She was very well prepared for the cover shoot for the June/July issue of Harper's Bazaar and really played with the camera. I'm sure she'll go on to do great things – she is versatile and understands that a model with talent and a healthy dose of ambition can go a long way. Congratulations, Simone!"

Kerstin Schneider, editor-in-chief of *Harper's Bazaar*

This year, fans had an extra opportunity to watch the final as it happened at the ProSieben GNTM Experience, a live event held in a brand village in Düsseldorf. *Harper's Bazaar* – a *BurdaStyle Luxury* brand – was also involved, organising a big photo shoot with its cover logo. Visitors experienced the top model lifestyle for themselves and shared their cover photos via social media. *Bunte* also had a stall at the GNTM Experience, with great prizes up for grabs including tickets for the *Bunte Beauty Days*.

“Both Harper's Bazaar and GNTM benefit from this partnership. Appearing inside and on the cover of Harper's Bazaar raises the profile of both the winning model and the GNTM brand in a premium environment. In turn, we can enhance awareness of Harper's Bazaar in Germany and present our brand DNA to a wide audience.”

Elfi Langefeld, Managing Director *BurdaStyle Luxury*

Collaboration between Hubert Burda Media and ProSiebenSat.1

ProSiebenSat.1 Media SE and Hubert Burda Media began a collaborative venture for content and sales in 2018. Both partners aim to apply their particular strengths to female target groups and have initially focused on the fashion and beauty sectors – for example within ProSieben's “Germany's Next Top Model” television format.

by **Regine von Kameke**

Senior PR manager - BurdaStyle
regine.vonkameke@burda.com



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