

THE SUNDAY TIMES

STYLE

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PARADIS FOUND
GOT THE MAN, HAD
THE KIDS – NOW IT'S
BACK TO WORK FOR
MRS JOHNNY DEPP

SUPERDRY GUY
MEET THE MAN
BEHIND BRITAIN'S
FASTEST GROWING
FASHION BRAND

THE NOW BODY

GET OUTDOORS, GET MOVING AND
GET YOURSELF THE HOT NEW SHAPE

PLUS: THE PERFECT SHADE OF
ANTI-AGEING BLONDE

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GONE ARE THE SIZE-ZERO AND MUSCLE-BOUND TYPES. THE LATEST BODY TREND IS ALL ABOUT LOOKING FIT AND HEALTHY, SAYS **GEMMA SOAMES**. PLUS, SIX MEN REVEAL WHICH OF OUR BITS THEY LOVE THE MOST

FOR NOW

It all started with a lot of talk about bottoms. My friends had become obsessed by bums – the ones in the Reebok EasyTone ad, to be precise – and I could see why. Click onto YouTube and you will see, too. Striding, bouncing and dancing round their kitchens in nothing but their pants, they are perfect, peachy adverts for an alluring new combination of sexy and sporty. They are the poster bums for now. And we wanted them so badly, we went out and bought the shoes – clearly along with everyone else, because they sold out in two weeks.

Helena Christensen is wearing those trainers here, and she has the body to go with that bum. Yes, she is a supermodel; yes, she's naturally thin; and yes, if we had her genes, we would also regularly pose naked for Steven Klein. But check her out. She is 41. Hers is a body that looks healthy, one that says fitness rather than thinness, sporty rather than starving. Ditto Daria Werbowy's on our cover this week.

These bottoms and bodies are at the forefront of a new movement that couldn't be further from either super-skinny size zero or Madonna-style bionic biceps. This is about a sporty physique, where you're getting your kicks for fun and not punishing yourself at dinner or in the gym. These bodies are sensible, squeezable, and, best of all, attainable. From Jennifer Aniston as the face of Smart Water, and Gwyneth Paltrow on the red carpet, to Kelly Brook in stripy knickers and Michelle Obama in sleeveless tops, these women are a whole, real world away from the overtone or underfed poster girls of the Noughties.

Look at them and it's clear the dream physique has changed. Step aside, Midge; budge up, Posh – we'd like to look normal now, please. First up, you can't be starving. As Mandy Ingber, Aniston's yoga instructor, puts it: "It's about being toned but not too skinny, not overly muscular or extreme. It looks like they're all eating healthily and it's based on an active lifestyle."

Refreshingly, this isn't a trend that's about looks alone. It hinges on a healthy attitude – to both exercise and food. As Ingber puts it: "Jennifer looks as if she takes care of her body; she doesn't look as if she deprives herself." And, once nourished, it's more about being generally active than frantic 5am workouts. Ask any trainer and they will tell you, you simply can't achieve this body by pounding the same muscles over and over again. You only get to look like this by taking regular, sensible and varied exercise.

"I'm not going to lie," says Werbowy. "I do go to the gym and try and stay as active and healthy as possible. But I'm not a fitness addict. When I hear of celebrities who get up at 5am to work out, honestly, I admire their seriousness, but... I am addicted to sailing, and I love

basketball, I've started running and boxing, and I snowboard regularly. It helps me to unwind from all the stress."

"I think the whole approach has changed," says Christensen, who only started taking exercise properly three years ago. "Now I do boxing, I take tennis lessons, I cycle a lot and I'm always walking around everywhere. When I'm in one place for a while, I get into a running routine, and I do dance stuff, too. It used to be a total chore and you just wanted to get it over with, but now, and I feel it with so many people, with friends and family, everyone's working out and feeling good."

She's right. Everywhere you look, women are trading in their frantic sessions on the Power Plate for more friendly routes to fitness. "One thing I've noticed is a lot of clients taking part in group events like 5K runs, triathlons and half marathons," says fitness guru Matt Roberts. Over the past year, more than 100,000 more of us have become regular weekly cyclists; 600,000 people in Britain surf; 4.7m women have run the Race for Life in aid of Cancer Research; and even the women's netball association has seen a rise in popularity – up 5,000 last year.

So, why the shift? Boredom, perhaps? Body fashions can change as quickly as trouser shapes, and both size zero and bulging muscles seem decidedly over. Why else would Marc Jacobs have chosen a few curvy Victoria's Secret models to walk for Louis Vuitton; and why else would Lara Stone, generous Cs and all, be the hottest face of the moment? Roberts thinks it's also a symptom of our times. "Part of it is a response to the economic environment," he says. "In a depression, people have the need to do something to lift themselves, so they focus more on feeling good and looking good. It's the one thing you can do to make yourself look better without spending a load of money."

It is also about changing attitudes to ageing. Aniston, Paltrow and Christensen look better than they ever have. And to pull that off after your taut and teeny twenties, you can't just be thin, you have to be fit – thank God. As Paltrow says of her Tracy Anderson approach: "This regime got me into the shape of my life and I return to it, so I can be a 37-year-old mother of two and do ridiculous things like wear shorts."

So there you have it. Straight from Gwyneth. This is about fitness that works for you. You want to wear shorts? Go for it. Get down the gym, get to the park, or get on your bike and go for it. As Roberts says: "We're finally on the right track. People have a good attitude to fitness. It's an interesting time for physicality." Interesting, and hot. Now, excuse me while I go take a turn in my toning trainers. ●