

GRAZIA
EXCLUSIVE

DAISY:

'EATING MORE GAVE ME THE BODY I'VE ALWAYS WANTED'

'Diets don't work,' says Daisy Lowe, who's just wowed Paris Fashion Week with her super-toned body. So what does?

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WHEN YOU THINK of the crazy things models do in pursuit of the perfect body, you might imagine week-long fasts, mad boot camps in the 53°C Arizona desert, sleeping in fat-sucking spacesuits or following Daphne Guinness's 'I'll eat when I'm dead' approach. You probably don't think of a top model like Daisy Lowe – face of Marc by Marc Jacobs, favourite of Chanel and Vivienne Westwood, and *Dr Who* star Matt Smith's beautiful girlfriend – sweating over a Cindy Crawford workout DVD in her living room. It's a wonderfully kitsch image – a bouffant-haired Daisy in a '90s-style red swimsuit, cut high on the thigh – with just one hitch. 'I tried those DVDs for months and I didn't get anywhere,' Daisy says sheepishly, laughing at herself for believing in the magic wand that might have transformed her into Cindy.

Then, over dinner, a friend recommended Daisy see trainer Nicola Addison, who is fast building a reputation for coming good on her promise to change her clients' shape. In the world of fashion, personal trainers are becoming as important as designers. Without the body, the clothes simply don't look as good. And from the way Daisy rolls her eyes when the 'C'

word is brought up, you sense she's a little self-conscious about being the poster girl for curvy – even if her curves were never anything but glorious.

What did Daisy want to change? 'Everything, really. I'm not going to name any names. I just wanted to tone up, have more energy and feel better about my body.' Above all, she wanted to do it in a healthy, balanced way. 'It's no secret that tons of models starve themselves to look the way they do,' Daisy says, with a wrinkle of the nose that suggests she's with us in the belief that women cannot live on black coffee and cigarettes alone. 'Diets don't work for me,' she says. 'You become obsessed with food and only end up putting on the weight you've lost, and then some. If I'm told I can't have something, I just crave it more.'

So, if diets don't work, what does? 'Daisy's problem was that she wasn't eating enough,' says Nicola, her trainer. 'I persuaded her to have bigger meals, as under-eating sends your body into starvation mode so you actually store fat. By increasing the amount of protein she ate and introducing her to weights in the gym, Daisy built lean muscle, which is how she's toned up.' Daisy was sceptical at first – the

idea of eating more goes against traditional ideas about shaping up. Nicola says, 'I explained that muscle keeps burning calories for 24 hours after training, whereas if you're jogging on the treadmill, you'll only burn calories in that hour. Basically, weights are more effective than cardio for stripping fat and building muscle. And because initially Daisy wasn't eating anywhere near enough protein, she wasn't burning enough fat.'

For the first six weeks, Daisy wore a gadget on her upper arm, called a Ki Fit, which measured how active she'd been, how effective her sleep was and how many calories she'd burned. Science dictates that to lose a pound you need to burn 3,500 calories more than you consume. So to shed two pounds a week, you need to burn 1,000 calories more than you eat every single day.

Armed with the stats from the Ki Fit, which showed exactly how many calories she was burning off, meals tailored to Daisy's exact requirements were delivered to her door every day for six weeks. There were no crazy meal-replacement shakes. Instead, she'd typically eat an omelette for breakfast, snack on a protein bar mid-morning, have a tofu, mango and noodle salad for lunch, ▶



nibble on berries and nuts to stave off an afternoon energy slump, then eat spicy salmon with puy lentils for supper. 'It was difficult,' admits Daisy, whose passion for red velvet cupcakes rivals Nigella's. 'If I hadn't started seeing some benefits after a week, I would have given up. But my body responded quickly – I could see the difference in muscle tone and my skin looked glowy, so I persevered.'

Then, of course, the workouts. For someone who wasn't a fan of exercise (do those Cindy Crawford DVDs count?), going to the gym was a new game for Daisy. 'I used to think the gym was a hellhole. I felt intimidated. I always got bored and gave up.' She didn't have high hopes that seeing a personal trainer would be any better. 'But it *is*! I go three times a week and I love it. Nic makes the workout different every time, mixing up circuits of old-school lunges and

squats with weights and mad jumps. We give all the moves silly names and have a laugh every session.' (See what Daisy does overleaf.) 'The 50th minute is the toughest, when sweat's running into my eyes and Nic's shouting, "Dig deep! You can do this!"', and it's so intense I think I'm about to die. But the sense of achievement I feel afterwards makes it worthwhile.'

There's body-confident and there's take-your-clothes-off confident. Four months into the programme, Daisy posed for *Playboy*. She's visibly embarrassed when the subject is brought up, but both the make-up artist, Sarah, and Daisy's PR, Liz, say, 'If I looked like her I'd strip off all the time.'

It could be that Daisy's a product of an industry that's shy of talking about weight loss, knowing every word is scrutinised inside-out, but Daisy insists that her new healthy lifestyle is far more about how she

feels mentally than how she's changed physically. 'What keeps me hooked is how energetic I feel after each workout,' she says, bounding to her Isabel Marant hi-top-clad feet after demonstrating military press-ups for *Grazia*. 'Seriously, I missed my sessions when I was on holiday recently and I was livid. I felt sluggish. And even when I was insanely busy with fashion week, I still made time to exercise. It's a non-stop marathon of shows and parties. You end up eating on the run and falling into bad habits, but if you've trained enough you can get away with it. You've got to be an athlete to survive fashion week.'

'I'm healthier, fitter now. I've got tons more energy and I'm mentally more alert. I sleep better. I've not had one sniffle or cough since I started training. I'm an athlete.' She kisses her guns. 'This isn't a diet, this is forever.' ▶



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WHAT DAISY DOES...



Want the body without the personal trainer's price tag? Daisy's trainer Nicola Addison (left), from Eqvvs, reveals how. 'Repeat the whole circuit three times and do it twice (increasing to three times) every week,' says Nicola. 'But make sure you spend 10 minutes beforehand warming up and another 10 afterwards stretching.' So, here's Daisy's daily workout...

DAISY CALLS IT: FREDDIE MERCURY'S

Nicola says: 'This uses all the muscles in the body.'
How to do it: 'Lie on the floor, left leg long, right leg bent. Hold a light weight (1-2lbs) in your right hand and stretch your arm out above your head. Keep your eyes on the dumbbell. Push off from your right foot, roll up on to your hips and your left hand. Push yourself into a standing position with your right arm out over your head. Keeping your eyes on the dumbbell still, lower yourself back to the floor.'
Perspiration prescription: repeat 10 times on each arm, increasing to 15 as you get stronger and fitter.

DAISY CALLS IT: PRINCESS JUMPS

Nicola says: 'Pull-ups are great for sculpting your upper body, including your back.'
How to do it: 'Take hold of a high bar in pull-up position. Your hands should be shoulder-width apart, with palms facing away from you. Stand on a mini trampoline or BOSU (a wobble board) to help you pull your chest up to the bar then, under control, slowly lower back down.'
Perspiration prescription: repeat six times, increasing to eight as you get stronger and fitter.

DAISY CALLS IT: SWANS

Nicola says: 'This move is great for stretching and strengthening your spine, as well as firming your bottom.'
How to do it: 'Lie on your front across a Swiss ball, with your arms in front of you in a press-up position. Ensure your hips are directly on top of the Swiss ball. Keeping your feet together, lift them off the floor and raise your legs into the air, slowly lowering them back down to the floor.'
Perspiration prescription: repeat 10 times, increasing to 15 as you get stronger and fitter.

DAISY CALLS IT: JUMPY LUNGEY THINGS

Nicola says: 'This split-squat really shapes your legs and bum.'
How to do it: 'Start with your feet hip-width apart, then step forward with your left leg. Your back foot should be on your tiptoes. Keep your chest upright and drop your body downwards into a lunge. Ensure your front knee stays in line with your toes. With your hands by your side, launch into the air, switching legs mid-air before you land back in the lunge position.'
Perspiration prescription: repeat 10 times on each leg, increasing to 15 as you get stronger and fitter.

DAISY CALLS IT: DAFFY DUCK WALK

Nicola says: 'A super-squat that firms and strengthens your legs.'
How to do it: 'Squat down and stay low in a squat position, keeping your torso upright and your weight on your heels,' says Nicola. 'Waddle forward like a duck while maintaining this position.'
Perspiration prescription: walk for 30 seconds, four times.

The 360° package, including personal training, massage, meal deliveries and bespoke nutrition advice, costs £3,000 for six weeks at www.eqvvs.com

Stylist assistant: Marisa Georgas. Make-up: Sarah Reygate at My Management. Nails: David Barton at Phamous using Essie. Hair: Peter Lux at Frank Agency. Opening spread: jumper, Etolle Isabel Marant at Net-A-Porter.com; shorts, Louis Vuitton. Second page, left: shorts, Adidas by Stella McCartney at Net-A-Porter.com; jacket, Adidas by Stella McCartney at Adidas.com; shoes (seen in mirror), Isabel Marant at Net-A-Porter.com. Right: top and shorts, FASTER by Mark Fast at Urban Outfitters. This page: top, FASTER by Mark Fast at Urban Outfitters; leggings, Adidas by Stella McCartney at Net-A-Porter.com