



**For Immediate Release**

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**JOHN ROBERT POWERS LOOK AND DRESS FOR SUCCESS FORMULA AS  
RELEVANT TODAY AS IT WAS FIFTY YEARS AGO**

***This Month's Vanity Fair Cover Story Featuring Grace Kelly Properly Credits John  
Robert Powers With Helping To Develop Grace's Park Avenue Perfection Look***

(Los Angeles, April 8, 2010) – CEO of John Robert Powers, Ron Patterson, was thrilled to see the legendary Grace Kelly on the cover of the May issue of Conde Nast's *Vanity Fair* magazine and even more elated to see the iconic John Robert Powers Modeling Agency mentioned as a training ground for Grace Kelly and means of financial support for Ms. Kelly in the early 1950's when she was a model at the agency.

"Most people are not aware that John Robert Powers established the very first modeling agency in the 1920s in New York City," says Ron Patterson. "John Robert Powers himself was an actor at the time and he wanted to find a way for himself and other actor friends to make additional money so he established a modeling agency. "Within years Mr. Powers had Barbara Stanwyck, Cary Grant, Montgomery Cliff, Lauren Bacall, Ava Gardner, Jane Russell and Joan Crawford signed as Powers models," Mr. Patterson goes on to say. "John Robert Powers opened a successful training ground for proper etiquette and modeling along with the modeling agency itself and together the John Robert Powers institution worked with the likes of Jacqueline Kennedy, Ann Margaret, Betty Ford, Tippy Hedren, Henry Fonda, Raquel Welch and Diana Ross to name a few."

Mr. Patterson says that Grace Kelly was the perfect example of the iconic 'Powers Girl' a phrase that back in its day was a huge compliment for any fashionable young lady to aspire to be. John Robert Powers coined the famous look of a 'make down' as mentioned in the Grace Kelly *Vanity Fair* article on page 188 and implored his models to emulate the simple look of less is more. Mr. Powers insisted that his girls have poise and inner stillness and a walk that was regal above the waist and shoulders back and head high which gave a floating quality. These timeless stances are attributed to Grace Kelly in the *Vanity Fair* article and they personify the Powers ideal that Grace Kelly learned while at the Powers agency.

Today the John Robert Powers text books still emphasize the importance of classic style and elegance. A simple foundation, minimal lip color in a shade of red and very simple black eyeliner with a hint of mascara is all that is necessary. John Robert Powers schools teach today's students to not have one feature stand out but that all elements from secured hair, to simple makeup and natural fashion with a dash of color is all that is needed for today's successful woman.

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Today John Robert Powers is an internationally recognized acting and modeling school system with locations throughout the United States, Canada, Europe and Asia. For over eighty years, John Robert Powers has been training students in personal development. John Robert Powers provides every student with the schooling, guidance and confidence to further their individual potential and to reach their highest career goals. John Robert Powers actors and models have appeared in national commercials, television shows and films such as Levi Strauss & Co., Dr. Pepper, Revlon, Apple Computers, Target, Chevrolet, American Idol, *CSI: Miami*, *Desperate Housewives*, *Hannah Montana*, *Sonny With A Chance*, *Bedtime Stories* with Adam Sandler and *The Changeling* with Angelina Jolie.

For information on John Robert Powers please go to [www.johnrobertpowers.net](http://www.johnrobertpowers.net)

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