

= Carly Foulkes =

Carly Foulkes (born August 4 , 1988) , also known colloquially as The T @-@ Mobile Girl , is a Canadian model and actress who became known for appearing in a series of T @-@ Mobile myTouch 4G television commercials , in which she often wore pink / magenta @-@ and @-@ white summer dresses . She continued as spokeswoman in other T @-@ Mobile ads in which she was depicted as a pink @-@ and @-@ black leather @-@ clad biker girl . She served as the T @-@ Mobile spokesman primarily from fall 2010 until spring 2013 , with occasional appearances since then .

= = Career = =

= = = Modeling = = =

Foulkes began modeling in the Toronto area at age 13 . After high school , she moved to New York City to model for agents . Subsequently , she found modeling work in Singapore and Europe . After returning to New York to model , she began to pursue acting . She appeared on the April 2009 cover of Mexican Elle magazine and in advertisements for Rugby Ralph Lauren , Abercrombie & Fitch , Macy 's , and Tommy Hilfiger . She is represented by Modelwerk and Sutherland Models . A Los Angeles Times writer described her look as Anne Hathaway meets Kim Basinger and noted that , as of early 2011 , she was still often confused with fellow Canadian Jessica Paré .

= = = T @-@ Mobile television ads = = =

After struggling for several years as an aspiring model / actress , Foulkes became the T @-@ Mobile 4G spokesperson in fall 2010 despite not using the American English pronunciation of " mobile " in her summer 2009 audition , but rather pronouncing the word as rhyming with " smile " , an accepted Canadian English pronunciation . Her advertising campaign was at first noted for similarities to the 2006 ? 2010 Justin Long / John Hodgman " Get a Mac " ads . Foulkes derides the iPhone 4 and its exclusive provider at the time , AT & T , the same way the Apple Inc. derided Windows @-@ based personal computers . As a T @-@ Mobile spokesperson , her most immediate predecessor was Catherine Zeta @-@ Jones . Her T @-@ Mobile USA ads ran on major United States networks and multiple websites . Although she was originally only expected to perform in two or three commercials , as of December 2011 she has produced a dozen commercials with more anticipated .

Foulkes has been described as a " picture @-@ perfect brunette " . Since becoming the T @-@ Mobile girl she is known for the pink summer dresses that she wears in most of the ads . She has been styled by Debra LeClair , a stylist at T @-@ Mobile . In August 2011 , Sprint Nextel 's Virgin Mobile prepaid service referred to T @-@ Mobile and Foulkes with caricature ads featuring a brunette in a pink dress . Two months earlier , Cricket Wireless used negative attack marketing against T @-@ Mobile without referring to Foulkes . Although dresses in the earlier commercials were frequently described as pink , more recent commercials are noted for the use of magenta dresses . T @-@ mobile has a color trademark for the color magenta and markets itself using its corporate colors .

One of her more notable commercials was a 2011 holiday season production . On November 30 , 2011 , T @-@ mobile announced a surprise event at the Woodfield Mall . On December 1 , 2011 veteran Glee director Alfonso Gomez @-@ Rejon directed about six surprise singing and dancing mall performances of " Home for the Holidays " by Foulkes and 100 Chicago @-@ area women in magenta dresses . The performances were later edited into a music video with the hope that it would go viral . The full video that has been posted on YouTube has a run time of 3 : 48 and it was presented in a 60 @-@ second national television commercial starting on December 12 . The video was produced by Ridley and Tony Scott 's RSA Films . The musical director was Paul Mirkovich .

On April 17 , 2012 , T @-@ Mobile launched a rebranded ad campaign that included broadcast and cable TV , Hulu , YouTube and mobile as well as print . In the refreshed ad campaign Foulkes starred in a commercial , entitled " Alter Ego " , in which she discards her usual pink dresses and high heels for a black @-@ and @-@ pink biker outfit and boots before embarking on a motorcycle ride . The commercials are perceived as a departure from previous female @-@ friendly Foulkes ads . The commercial is planned to run until the Fall when the complete relaunch of the T @-@ Mobile ad campaign is scheduled . In announcing the ad to the media , T @-@ Mobile said :

She has also been a popular sex symbol since the ads started . After months of email support , Foulkes was included in the SI.com feature " Hot Clicks " on May 18 , 2011 . During a rash of servicemen 's online request of celebrities as escorts to military balls , Airman Adam Stelmack asked Foulkes to the Air Force Ball on Guam , and she declined by posting a video .

In March 2013 , she was described as " one of the most recognizable brand spokespeople " by Business Insider journalist Laura Stampler even after converting from a pink dress wardrobe to a bad girl / biker chick image . Later that spring , when T @-@ Mobile prepared for its April rollout of the iPhone 5 , it selected an advertising campaign without Foulkes , ending her two and a half year tenure as spokesperson . Foulkes ' last new commercial was posted to YouTube on February 25 , 2013 . The new ad campaign featured Cowboys . T @-@ Mobile debuted its new ad campaign on March 26 , 2013 without Foulkes . The company has said that the ' T @-@ Mobile Girl ' character has been sidelined for now , but this is believed to be a permanent advertising change . An official T @-@ Mobile statement said " This campaign represents a new direction for the brand -- offering consumers a simple choice . As such , the current campaign will not feature the character of the T @-@ Mobile Girl , however she is still a part of the company ' s brand family . "

In early July 2013 Foulkes returned to participate in T @-@ Mobile press events . At the same time , she tweeted a six @-@ second Vine video hinting that she would be returning to the ad campaign . In September , Foulkes appeared in a T @-@ Mobile public service announcement regarding texting and driving . On October 10 , 2013 , T @-@ Mobile announced that they had signed a multi @-@ year contract with Shakira as a corporate spokesperson . Foulkes would not be part of the campaign , but remained under contract with T @-@ Mobile and vaguely remained in the future plans .

= = Personal life = =

Foulkes ' parents are British , although she was raised in Toronto and attended Loretto Abbey . She has two sisters , Kimmy and Angie . She spent summers in England while growing up .

Foulkes claims to be a video game junkie who plays on a PlayStation 3 . She also describes herself as adept at skateboarding . Despite the association with pink dresses due to the T @-@ Mobile ad campaign , she claims not to wear pink in her personal wardrobe , and in fact used to wear a lot of black and leather cuffs in high school .

As of February 2011 , she had been in a two and a half year relationship with an actor named Tyler . When asked about her status as an internet sex symbol , she says she does not classify herself as such : " I 'm flattered , " says Foulkes , " but it 's funny . "