

= Jessica Gomes =

Jessica Gomes ( Chinese : ?????? , born 25 September 1985 ) is an Australian model who has appeared in the Swimsuit Issue of the American Publication Sports Illustrated since 2008 . She works extensively in Australia and Asia . She has strong followings in Korea and in the East Coast hip hop community .

Gomes is the featured spokesperson for Australian corporations David Jones Limited . She has also been a spokesperson for Korean conglomerates LG Electronics and Hyundai . Gomes served as the face of the Estee Lauder / Sean John fragrance " Unforgivable " . She has been revealed as the voice of Rick Ross ' label Maybach Music Group . An early LG ad campaign is considered her breakout performance .

= = Modelling career = =

She is the daughter of a Portuguese father , Joe Gomes and a Chinese mother , Jenny . Although sources such as her Fashion Model Directory listing contain a Perth , Western Australia , birthplace , other sources state that Gomes was born in Sydney or nearby Wahroonga in New South Wales . Gomes says she was born in Sydney . She was raised in Perth . Ocean Drive writer Peter Cullum presents one of the more detailed biographical sketches of Gomes in which he claims she first lived in Sydney and then the family " opted out of Sydney for the semirural isolation of Western Australia " where she had " a semi @-@ rural tomboy childhood " . She is the youngest child in her family that includes two older sisters and an older brother . Gomes ' mother sent her to modelling classes at Linda @-@ Ann Model Academy in Perth suburb Midland at the age of 13 . There her acting led to a modeling contest and the start of her career . In 2004 , she signed with IMG Models after moving to New York City . She has avoided Paris and Milan and done extensive work in most of Asia 's major markets ? including Tokyo , Seoul , Hong Kong , Beijing , and Shanghai ? where she feels mixed heritage models are more successful . According to Diane Smith , senior editor of the Sports Illustrated Swimsuit Issue , she is regarded as a " nontraditional " beauty and in her Australian homeland she is regarded for her multiracial background .

= = = Campaigns = = =

Gomes has enjoyed much success through South Korean advertising campaigns . In 2007 she appeared in advertisements for Hyundai Sonata . The following year , she appeared in an advertisement for LG Cyon Bikini Phone , in which she promoted the split screen cellphone wearing a two @-@ piece bikini , under the tagline " Touch the Wonder . " This ad campaign is credited as having pushed Gomes to stardom in South Korea . Her popularity grew , and by 2013 between her spokespersonships and Korean television show appearances , she had reached celebrity status .

Beyond her Korean success , Gomes has appeared in Vogue , Teen Vogue , Glamour , American Glamour and Victoria 's Secret catalogue , has modeled for DKNY Jeans , Garnier , Levi 's , Motorola , Urban Outfitters and Victoria 's Secret , and appeared on the cover of Biba . She signed with Estee Lauder as the face of Sean John 's Unforgivable fragrance . She has been featured in ads for Jay @-@ Z Rocawear . In 2009 , she was in a Cass Beer ad campaign with Lee Min Ho . She was the Maxim Cover girl for November 2011 . On Friday 22 March 2013 , Gomes was announced as the fashion ambassador for Australian retail giant David Jones Limited , replacing Miranda Kerr and joining Megan Gale , Jason Dundas , Montana Cox , Gai Waterhouse and Emma Freedman . That July , she debuted for Jones on the runway . After Gomes became the face of Enprani Cosmetics , she launched a lip gloss named Gomes Pink . Gomes has also shot editorials for the Australian and Vietnamese editions of Harper 's Bazaar and graced the cover of Cleo .

= = = Sex symbol = = =

Gomes was listed at number 34 , 8 and 94 in the 2012 , 2013 and 2014 AskMen international poll of

" world 's most desirable women " . She is listed at number 25 in the Maxim 's Top 25 Hottest Females of 2012 and number 8 in Maxim Australia 's Hot 100 of 2012 . In 2013 , she was listed at number 6 .

By 2015 she had appeared in eight Sports Illustrated Swimsuit Issues ( 2008 ? 2015 ) . In 2008 , she was part of a record group of seven " rookie " Swimsuit Issue models , along with Quiana Grant , Melissa Haro , Yasmin Brunet , Melissa Baker , Jeisa Chiminazzo and Jarah Mariano . That year , she was featured in a bodypainting layout as a canvas for bodypaint artist Joanne Gair . By the time of her fifth consecutive Swimsuit issue , she had surpassed all models of Asian heritage .

= = = Television = = =

Before Gomes began modeling in Midland , she appeared as an extra at age 10 on the Australian miniseries Bush Patrol which led to a modeling . While she lived in New York City , she studied at the Stella Adler Studio of Acting . Her Chinese @-@ Portuguese heritage has contributed to her popularity in the Asian market , and in 2009 , her reality TV @-@ show My Name Is Jessica Gomes was launched on the English language Korean television network On Style owned by On @-@ Media . In the shows second season it chronicled her time in New York . She is regarded as a choreographer and made her dancing debut in the Korean version of Dancing with the Stars on June 10 , 2011 . She placed third that season .

= = = Other = = =

Gomes has a variety of East Coast Hip Hop connections . In January 2012 , Gomes was revealed as the voice behind saying the name of Rick Ross ' label Maybach Music Group at the beginning of certain tracks that the company produces . She is " name @-@ checked " in the Kanye West GOOD Fridays song " Christian Dior Denim Flow " . Gomes participated as a celebrity driver in a promotional celebrity challenge racing event by Mazda associated with the 2013 Australian Grand Prix . Gomes also starred in Z.Tao 's music video " Crown " .

= = Personal = =

Gomes was born in Perth , Australia , and has an older brother . She counts Australian Elle MacPherson and the multiracial model China Machado , the first non @-@ White model to appear on the cover of a US fashion magazine , as her role models . She dined with Perth native and friend Heath Ledger in New York the day before he died .

In 2005 , Gomes moved to New York City and was a roommate of Gemma Ward . She formerly attended La Salle College . She continued to live in New York at the time of her Swimsuit Issue debut in 2008 and as late as 2011 . Gomes ' mother was born in Hong Kong and grew up in Singapore and her father is from Portugal before spending time in Paris . Both emigrated to Australia in the 1970s .