



Image Maker

Hope Gainer of Hope International in Miami Beach can take just about any brand and turn it into a household name — no matter where in the world she may be at the time.

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Photo by KATE BENSON

Hope Gainer has produced fashion ad campaigns and directed videos on glaciers in Alaska, on safaris in Africa and across Australia's Outback. She's worked the runway shows in Paris and Milan, hosted star-studded events at the White House and brought *E!* to South America to film *Wild On*. She's also marketed Fortune 500 companies, world-class athletes, fashion houses, supermodels and film, art and music luminaries. "I'm about to add private personal matchmaker to the many hats I wear," she says. "I've always tried to make my avocations my vocations...so that my work is my play and vice-versa." Among the career highlights of this Ivy League grad who once made *Glamour's* coveted "Top 10 College Women" list, she created the first-ever global fashion show telecast worldwide at the Sydney Opera House for Australia's Bicentennial. "The best-of-the-best were invited from each global fashion capital including Gianni Versace from Italy and Donna Karan from the U.S.," she says. "The egos were flying

throughout the event while they all shared their wares on the world stage together." But not all her experiences abroad have been so grand, especially during a trip to Russia for the Kremlin Cup in Moscow... the first time a professional tennis tournament was held on Russian turf. "I was invited by President Boris Yeltsin, but I arrived without proper papers," she recalls. "I was greeted at the airport by gun-wielding military men who whisked me away to a private room until a couple of calls to the Kremlin resulted in me being released into the Bolshevik Revolution Parade where the wide thoroughfares welcomed me with balloon-ended missiles — propaganda no doubt for the kiddies!" So what is Gainer looking forward to the most as she looks toward the future? "Today my biggest accomplishment is living the lifestyle I love in our local paradise," she says. "I want to keep learning about the industries that make South Florida tick while meeting new people from around the world every day." 📷