



PRESS RELEASE



MICAELA SCHÄFER

GERMANY'S MOST FAMOUS EROTIC MODEL

A woman who owns everything: Mind, body and personality. Born in Leipzig, Germany, and raised as the daughter of an economist and a doctor, Micaela attended ballet school early in her childhood. After school, Micaela successfully completed an apprenticeship as a pharmaceutical assistant. Soon Micaela realized her dream of becoming a model.

After being elected Miss Maxim as well as Miss East Germany, Micaela was catapulted into the public eye in 2006 by her participation in Heidi Klum's first season of Germany's Next Topmodel, where she achieved one of the coveted places in the Top 10. Numerous TV and print campaigns followed. With model jobs, Micaela followed up her successes on GNTM with convincing photo series in Playboy, Men's Health, Penthouse and FHM.

Micaela came back into the spotlight in 2010 when she moved into the Big Brother house. At the side of Sexy Cora, Micaela was able to fascinate the male world.

As the first German model, Micaela also relied on her talent for music: Micaela's song „Life is Just a Game“ became a club hit, followed by performances in front of large audiences together with Loona. Under her stage name „DJane LaMica“, Micaela is regularly DJing in clubs since 2011, her electro - and house - sound is frequently booked at home and abroad. In 2012 she released her second song „So much love“.

At the moment Micaela's base is the capital Berlin. Her influence in contemporary pop culture can not be denied: body worlds, atomic breasts instead of nuclear power.

Communicating with her internet-savvy fans through her internet, Facebook, Instagram and YouTube pages, as well as her numerous autograph appearances, shows how Micaela is noticed by adolescents and adults alike - not only for her style and looks, but also for her drive for more.

This is reflected on Micaela's internet presence as well as her Facebook and Instagram page, which Micaela herself updates regularly. Micaela's Instagram page registers more than 450,000 fans (as of August 2022), and her videos are shared by thousands of fans.

With her presence, Micaela also promotes various brands: For the past six years, Micaela has been showcasing the products of rim manufacturer Alutec at Tuning World Bodensee and the Essen Motorshow. There, Micaela is a regularly seen celebrity. In the summer of 2011, Micaela became the advertising face for the erotic portal Fundorado and inspired in a cross-media nationwide campaign. In 2011 and following Micaela was the face of the erotic fair Venus.

Micaela also shows her beauty in her erotic calendar, which she produces annually on her own with a photo and film team. The making of is available as a 3D film.

In 2011, Micaela faced the jury's verdict as a pop singer on ‚Das Supertalent‘, made a guest appearance in the semi-finals, starred in the Scooter music video „The Only One“ and became part of the „Vingoo“ campaign.

In January 2012, she took part in the sixth season of „Ich bin ein Star - Holt mich hier raus!“ and came in fourth. In March, she boxed against Indira Weis on ProSieben's „Promiboxen 2012.“ Micaela is also a regular guest on shows like „Markus Lanz“, „Das perfekte Promi Dinner“, „Mieten, Kaufen, Wohnen“, „Kurt Krömer Late Night Show“, „SWR Nachtcafé“, „RTL II Exklusiv - die Reportage“, „GuseBerlin“, „tv total“, „TV total Turmspringen“, „Die große Fernsehshow zum Weltuntergang mit Joko & Klaas“ and „Roche und Böhmermann. In the summer, she conquered the party island of Mallorca as a Djane and has been on location several times a month ever since. Fittingly, she hosted RTL II's „Ballermann Hits 2012.“ She also became the advertising face of the watch label „Madison N.Y.“, „CR Cash“, „Glübi“ and the advertising face of the Swiss erotic fair „Extasia“.

In October, Micaela was once again part of the now 16th Venus trade show in Berlin and won the Venus Award as erotic model of the year. A few weeks later, she appeared again on the casting show „Das Supertalent“ and enlisted the support of magician Jochen Stelter. She ended the successful year with the title of „Penthouse Pet of the Year“ and a nationwide TV campaign for the electronics retailer „Redcoon.“

With provocative appearances such as at a promo for the „EM 2012“, a visit to the „Men in Black III“ premiere, another promo for the London Olympics and a visit to the London Fashion Week, she created worldwide media interest.

She again produced her erotic calendar for 2013 as well as 2014 and released her second self-produced erotic clip for her single „Jump!“ in November 2013. She was also on the cover of the October 2013 issue of Penthouse magazine for the second time and was also the advertising face of Europe's largest erotic and lifestyle trade fair, Venus, for the second time. In 2014 Micaela starts with your first own book (title: Lieber Nackt als gar keine Masche,

Heyne Verlag) and again as a promotional face for Redcoon, Big7 and Venus 2014 as well as your 3rd erotic clip for the World Cup. Also the single BLAS-MUSIK, which she recorded with the DJ duo Finger & Kader becomes a club hit. For 2015, she now promotes the Venus Fair for the 4th time and released the singles PARTYPOLIZEI and ROCK ME TONIGHT. Since May 2015 she presents the Privee Excellente Lounge in the Megapark in Mallorca and appears since 2011 just as regularly as a DJ in the Megarena. Micaela's nude calendar 2016 also becomes a success. In the July issue of the magazine DYNAMIT she is represented on the cover and a 10-page photo spread. In addition, Micaela is available as an exclusive 3D figure in different sizes.





BOOKING

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