



gossip  **JO CASAMENTO**

Flash-looking Gordon is a model employee and ambassador

They were once next-door neighbours and now indigenous model **Jake Gordon** is set to emulate David Jones gal **Samantha Harris**.

The Newcastle lad, who admits he's "still the biggest dork in town", has just signed with Next Management in New York, where he was cast in four shows in his first international runway season.

"Samantha is the perfect example of hard work and determination, [she's] a true gem," the hunky Gordon tells S. "We worked together for the charity One Laptop per Child and it's nice to have someone experiencing the same things as me.

"Our stories are similar ... I'm hoping to follow in her footsteps

as a junior ambassador for Myer or David Jones."

Gordon has just signed on as the face of surfwear brand Maxum Watches, which also supports big-wave riders **Mark Mathews** and **Richie "Vas" Vaculik**. "Growing up in Newcastle I have a long love of Australian surf brands ... Newcastle is surf central - I'm no **Kelly Slater** but I give it my best shot," he says.

"This is making me homesick!" he says.

The young model hopes he is paving the way for other indigenous youth to follow their dreams, especially his brothers. "My brothers mean the world to me," he says. "I love them so much I am their biggest fan. I think they are rock stars and to

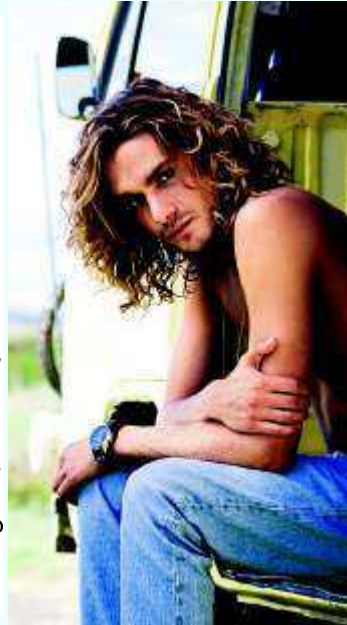


Image courtesy of Maxum Watches.
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be able to experience the world before them means I can equip them with as much knowledge as possible to conquer their own dreams."

Gordon, who has worked with the government in the Closing the Gap initiative, says information on nutrition remains a big area of concern for society: "I was lucky enough that my mother instilled me with all the facts ... along with the [Life Education] giraffe Healthy Harold that would visit us at school ... But I think more information needs to be provided in rural areas."