

Profile

Talent Management



REBECCA HARDING

Rebecca Harding is a model, entrepreneur and digital talent. With her striking looks, amazing sense of style and love of all things beauty, Rebecca has worked with some of Australia's largest brands.

Rebecca spent her younger years growing up all around Australia and moved to Melbourne when she was thirteen. She has an undergraduate degree in Media and Communications majoring in Public Relations, as well as a Masters in Communications. Along with her love of all things fashion and beauty, Rebecca loves to travel, cook and is a huge advocate for health and wellbeing.

Rebecca has been an ambassador for brands including **Kerastase** and **Lancome**, American lingerie brand **Maidenform**, **Seppelt Wines**, **La Roche-Posay**, **Skinceuticals** and featured in campaigns for **Bobbi Brown**, **Visit Victoria** and **Henne**. She has also collaborated with luxury brands including **Hugo Boss**,

Piaget, **Louis Vuitton**, **Fendi**, **Veuve Clicquot**, **Mulberry**, **Jimmy Choo**, **Jaeger-Lecoultre**, **Alex Perry**, **Camilla and Marc** and **Scanlan Theodore** to name a few. Rebecca also works with **Ralph Lauren** as an official Friend of the Brand across their fashion and fragrance ranges.

With her love and knowledge of all things beauty, Rebecca is the co-founder of **LUI**, a luxury razor and bodycare brand made for women, by women. Since its launch in 2023, LUI is fast becoming the go to razor for women across Australia.

As a recognizable face in Melbourne, Rebecca is sought after to work on major events in Melbourne including the ambassador for the 2025 Australian Grand Prix F1, Crown Ambassador for the 2024 Melbourne Cup Carnival, ambassador for Melbourne Racing Club 2023 Caulfield Cup and Myer's 2017 Fashions On The Field Ambassador. In the media Rebecca has appeared on several covers including Elle Magazine, Australian Women's Weekly and Stellar Magazine. She also regularly features in Marie Claire Australia, Harpers Bazaar, Vogue Australia, Beauticate and Grazia.

In 2025 Rebecca provided her voice to the role of NESSIE in the ABC kids program **Do Not Watch This Show**, created by Andy Lee.

Rebecca is a proud ambassador for Challenge, supporting kids with cancer. And The Cotton On Foundation, whom she travelled with to New York to appear at The United Nations Summit.

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