

American Celebrity Stylist and Model Jess Worzel Takes Paris

The Celebrity Stylist and Model Who Turned the Streets of the French Capital Into Her Own Runway



Paris, France Sep 28, 2026 (Issuewire.com) - In S and B Fashions, Jess Worzel steps beyond the traditional catwalk and into Paris itself, creating a fearless fashion moment defined by confidence, colour and the intoxicating pleasure of being completely oneself.

Paris has always understood that fashion does not truly belong inside a building.

It belongs on the pavement. It belongs on the steps of the Métro, against an old painted doorway, beneath wrought iron balconies and among the ordinary rhythms of people moving through the city.

And this week, Jess Worzel understood the assignment beautifully.

The celebrity model and stylist arrived on the streets of Paris wearing a vivid S and B Fashions swimsuit and proceeded to treat the French capital not as the backdrop to a fashion shoot, but as the runway itself.

There is something wonderfully audacious about the photographs. Worzel is not attempting to disappear into Parisian elegance. She is challenging it.

Against the muted greens of an iron staircase, the swimsuit explodes with painterly shades of scarlet, orange, yellow and blue. Against a magnificent crimson doorway, model and architecture suddenly seem to be having a conversation about colour. In another frame, she stands before an understated grey Parisian entrance wearing dark sunglasses and pointed black heels, transforming a swimsuit into something unexpectedly metropolitan.

The effect is provocative without appearing calculated.

That distinction matters.

Fashion becomes infinitely more interesting when the person wearing the clothes appears to possess them rather than simply model them. Worzel has that quality. There is personality in the way she occupies a frame. Her tattoos remain visible. Her hair is loose and romantic. Her styling does not attempt to make her immaculate to the point of anonymity. Instead, the woman remains present.

And what a woman to photograph.

As a stylist as well as a model, Worzel appears instinctively aware that the most compelling image is not always the most conventionally perfect one. Sitting on the steps with her chin resting in her hands, she gives us something softer and almost cinematic. There is a dreamy quality to the expression, as though Paris has momentarily interrupted her thoughts.

Then the mood changes.

She rises.

The sunglasses appear.

The posture becomes commanding.

Suddenly she is no longer contemplating Paris. Paris is contemplating her.

That transformation is precisely what makes Worzel so magnetic.

When the Street Becomes the Front Row

The premise behind the shoot is deliciously rebellious: why should swimwear wait for Saint Tropez, Cannes, Ibiza or some immaculate resort swimming pool?

Why shouldn't it have Paris?

By bringing S and B Fashions into the streets, Worzel collapses the traditional boundaries between swimwear, street style and runway fashion. The swimsuit becomes less about a destination and more about an attitude.

She pairs it with slender black heels rather than the predictable sandal. She moves from architectural doors to public staircases. There is no artificial tropical fantasy surrounding her. Instead there is stone,

iron, concrete, pedestrians and the beautiful imperfection of a living city.

It gives the photographs an immediacy that a conventional runway could never quite manufacture.

The street does not stop for the model.

People continue looking at their phones. Strangers sit nearby. Life continues around her.

Worzel simply enters that life dressed as though every corner of Paris deserves its own fashion moment.

That is where the images acquire their charm.

They feel less like a woman asking to be noticed and more like a woman who has already decided she belongs.

The Seduction of Confidence

There is another reason these photographs work.

Worzel does not surrender her individuality to the clothes.

Her tattoos, golden curls, red manicure, jewellery, sunglasses and sharply feminine shoes all become part of the visual vocabulary. The swimsuit may be the centrepiece, but Jess Worzel is unmistakably the author of the attitude surrounding it.

That is the advantage of putting a stylist in front of the camera.

She understands that seduction in fashion is rarely about revealing the most skin. It is about creating curiosity.

Worzel gives the camera enough confidence to command attention and enough vulnerability to keep the viewer looking.

One photograph catches her seated almost pensively on the Parisian steps. Another finds her standing before enormous red doors, looking upward rather than toward the lens. There is something wonderfully unhurried about it. She does not appear desperate for the camera's approval.

She makes the camera come to her.

Perhaps that is the secret.

S and B Fashions Meets Paris

The S and B Fashions swimsuit is particularly effective because it refuses to behave like a quiet supporting character.

Its saturated print demands sunlight. Its colours echo paintings more readily than conventional resort wear, bringing warmth against the aged architectural textures surrounding Worzel.

On her, it becomes something beyond swimwear.

It becomes pop art for the body.

There is a distinctly European tension between the old city and the modern woman. Paris supplies history, symmetry and architectural restraint. Worzel supplies movement, skin, colour and irreverence.

Neither overwhelms the other.

Instead, they flirt.

And Paris, famously difficult to impress, suddenly feels surprisingly receptive.

A Woman You Remember

The fashion industry produces beautiful photographs every day. Beauty alone, however, is rarely enough to make an image memorable.

Personality is.

Jess Worzel possesses it in abundance.

There is something refreshingly human about these photographs. She can appear glamorous without becoming inaccessible, sensual without losing playfulness and confident without sacrificing softness. That combination gives her an unusual emotional range in front of the camera.

You can imagine her commanding a runway.

You can also imagine sitting beside her on those steps and talking until the Paris light disappears.

That accessibility may ultimately be her greatest luxury.

In an industry forever searching for perfection, Worzel offers something considerably more compelling: presence.

And so the enduring image from this Paris moment may not simply be a swimsuit, a staircase or a magnificent red door.

It is a woman making the city around her feel temporarily different.

Jess Worzel did not wait for Paris to build her a runway.

She walked outside and found one.

Paris has always been a city where history, culture, and fashion collide. This season, an American model and stylist created a moment that captured the imagination of the French capital as Jess Worzel transformed the streets of Paris into an unforgettable runway and the first in history ever.

With millions of listeners now able to hear her story, Jess Worzel's Paris moment continues beyond the streets where it began. Listen now on [Spotify](#)

Because in Paris, the greatest fashion moments are not always planned inside a venue.

Sometimes, they happen when a woman walks into the city and makes the entire world her runway.

And for a few unforgettable frames, Paris belonged to her.

Fashion: S and B Fashions

Model and Stylist: Jess Worzel

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Media Contact

The Malibu News

*****@gmail.com

<http://www.MalibusFinest.com>

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