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By: Elena Gorgan, Entertainment News Editor



[Heidi and Elle, Fighting Over 'The Body'](#)

Which of the two is to be called by that nickname?

Recently, the pregnant Heidi Klum (33) presented her latest Victoria's Secret bra and said: 'They call me The Body - and now I have a bra named after me. It's a big honor having a bra named after my nickname that people know in the business'. Little did she know that such a statement like that would lead to such bitter exchange of remarks with another famous model who, in her turn, claims that she is 'The Body' and that the name rightfully belongs to her. Elle Macpherson (43) says that she has been known under that name when Heidi was still a child; therefore, she is the only one entitled to it. 'We saw that [the ad for 'The Body' bra] and we were like "Oh, my God!". We were initially flabbergasted. We have numerous press clippings in the office referring to Elle as "The Body", a representative for the elder model said in response to Heidi's advertisement. The PR also stated that Macpherson got the name when she first appeared on the 'Time Magazine' cover, in 1986. And, because Heidi was only 13 at the time, it is pretty clear who is the rightful 'owner' of "The Body": 'In terms of public record, the name belongs to Elle', Macpherson's publicist said. But the other side also has clippings to prove that Elle can't be the sole user of the nickname. Actually, it all boils down to the fact that, unlike Heidi Klum, Elle Macpherson has been making good money using the nickname, by selling such products as the skincare line 'Elle Macpherson The Body' and the fitness videos 'The Body Workout'.