



Jeff Monroe.

## Look Good Naked

*A Las Vegas trainer who knows the shape you really want.*

**PORTRAIT BY TOMAS MUSCIONICO**

**I**f you could choose anyone in the world to help you tone up, who would it be? An Olympic athlete? A diet guru?

How about an A-list underwear model—after all, if a guy like that doesn't know how to look good naked, who does? Meet Jeff Monroe, a secret weapon for Las Vegas if there ever was one. Google his name and you'll come across ads for Versace, Abercrombie & Fitch, Gap, Tommy Hilfiger, Polo Sport, and yes, Calvin Klein. He has appeared in *GQ*, *Details*, *Men's Health*, and *Vogue*, and is the man behind the mask on Las Vegas's *Phantom of the Opera* billboards.

A Portland native, Monroe was a directionless undergraduate at the University of Oregon when he decided to go for broke in the New York modeling world and managed to get connected with fashion photographer Bruce Weber. "It was literally the day before I was going home," he recalls. Weber took his test shots (their first session is still documented in one of Weber's books) and introduced him to Gianni Versace. The rest came easily. Monroe had gone from sleeping on his mother's couch to a world of exotic locales and private jets, mingling with women like Madonna.

After a while, Monroe started getting requests from photographers and designers to help them get in shape and offering to pay him for his time. Though modeling paid much better, in training Monroe discovered the key to any great career: He enjoyed the process and the results. Weber relocated to Miami and then Las Vegas, where he is currently a personal trainer at Trump Hotel Las Vegas and also works with clients privately outside the hotel.

In the gym, Monroe's methods don't rely on secret tricks or quick fixes. He espouses the "muscle confusion" method—mixing up as many different exercises as is tolerable. "The best advice I can give is to have fun," says Monroe. "Keep tricking your body by performing new exercises throughout your six-days-a-week program." In addition to his work as a trainer, he has given motivational speeches, authored a book, and runs a charitable foundation. But the greatest compliment, he says, is when clients tell him, "You're not only working on my body, you're working on my mind." ▾