

Maggie Trichon

Maggie Trichon, age 72, of Fort Myers Beach, Passed away May 27, 2020 in Clewiston, FL.

Arrangements by Akin-Davis Funeral Home, Clewiston

July 9th, 1947 - May 27th, 2020



(From the Boston Globe)

Boston fashion icon Maggie Trichon steps down

After 30 years at the heart of the city's modeling scene, the agency maven is bowing out

By [Christopher Muther](#) Globe Staff, January 12, 2012, 12:00 a.m.

"I would have worked until 100 if I could have. But after six bouts of cancer," says Trichon, "...it was time." White/Pcaker/ file 2005

"When I first came here, everyone looked at me like I was a freak," says Maggie Trichon, the grand dame of Boston's modeling scene and the founder of the agency Maggie Inc. "I was a white girl with a huge afro. I was wearing skin-tight jeans and high-heeled boots. Which, I'll have you know, are back in fashion now, honey."

That was the late 1960s, and Trichon, who had recently arrived in Boston from Philadelphia (via a stop in New York), came here to escape the frantic pace of New York fashion. Forty-plus years later, the larger-than-life modeling pioneer once known for her blazing red lipstick, wild hair, and pronounced décolletage, is leaving Boston and her agency of 400 models and actors. She's headed to Florida and, a bit grudgingly, retirement.

With its concentration of top-flight designers and models, New York is the epicenter of the runway world. But Boston's much smaller scene has prospered over the years thanks to catalog work, commercials, and department store print advertising. Trichon's agency capitalized on those opportunities, and, as Internet retailers such as Rue La La proliferated, helped local models land online work as well.

Trichon helped launch the modeling careers of Tea Leoni, Keisha Whitaker (nee Nash), Victoria Rowell, and, rather infamously, a young Scott Brown. (The senator's daughter

Arianna has also worked with Maggie Inc.) Close friends call her a mix of Bette Midler and Mae West. A savvy business woman with a bawdy sense of humor, she has a reputation for being everyone's Jewish mother.

"She's an icon in Boston, especially in the fashion world," says salon owner Mario Russo. "As long as I've been here, she's had this very strong presence. You just don't mess with Maggie."

But after running her eponymous agency for 30 years and, in the past decade, beating back cancer, Trichon announced last week that she's stepping aside and handing the business off to her longtime protege, Robert Casey, who simply goes by Casey.

"I would have worked until 100 if I could have," says the 65-year-old Brookline resident. "But after six bouts of cancer, there are a lot of side effects from the treatments and the medications that I'm on. It was time."

It's a dramatic shift for a driven entrepreneur who first came to Boston during the Vietnam-era to help a friend burn draft cards and bras. Trichon proudly talks of never taking a vacation and working seven days a week. She's a self-made woman who claims her high school education consisted of cutting classes every day and regularly taking the train to New York to see Broadway shows.

"When I graduated from high school, I asked my principal, 'Where's my diploma?' And he said, 'Hanging over my desk and ready for you, I'm so happy to get rid of you,' " she recalls.

A storied career

A conversation with Trichon is a stream-of-consciousness roller coaster where every brassy high and low is equally entertaining. She'll regale you with tales of how her great uncle was the renown artist Man Ray, and how Peggy Guggenheim paid to get him out of a concentration camp. Then she'll tell you that she was only the second female president of Boston's exclusive Algonquin Club (and, she'll add, the only Jewish female president of the storied club). There was the time Mike Wallace of "60 Minutes" fame approached her in her 1970s wild child phase as she was reading the Wall Street Journal.

The stories then start dipping into indulgent escapades in Provincetown in the 1970s and 1980s.

"I hit it off with Maggie because she was on my wave length," says Boston fashion doyenne Marilyn Riseman. "She gets it. She understands. She isn't an ordinary person. She'll do pretty much anything for you."

Trichon is credited by many as being a tireless advocate of local business - helping to shape the posh salon culture of Newbury Street - and a mentor to both models and photographers.

When her friends and colleagues began contracting AIDS in the early 1980s, Trichon stepped in and began donating money, time, and organizing fund-raisers to help the newly formed AIDS Action Committee. This was at a time when people were still shying away from the disease, recalls Riseman.

Now Trichon's own health and her battles with cancer make retirement a necessity. It began nearly 10 years ago with lung cancer (Trichon was a heavy smoker). Since then she also suffered a brain tumor, breast cancer, and thyroid cancer.

"It started in 2003, and each year something happened," she says.

When she first became ill, clients were told that she was on vacation. Then, as her health grew worse, more responsibility went to Casey, who has run the agency in recent years.

Still, Trichon does not exaggerate when she refers to herself as a control freak. For this interview, she didn't want to be photographed because she's "bald as a bat." At first, she begged off an interview altogether, maintaining that the real story is her protégé Casey. She is, however, entirely gracious when she finally relents.

"You don't meet someone like Maggie," Casey says in the Newbury Street offices of Maggie Inc. "She happens to you. And that's when I knew I wanted to be around this woman as much as humanly possible."

Casey, who started working at Maggie Inc. 12 years ago while he was a college student, compares Trichon's departure as the loss of his second mother. After one semester of interning at Maggie, he arranged his schedule so he could be at the agency as much as possible.

"When I first started, she really didn't want me to be handling the contracts or the bookings. She did everything," he says. "So there was one day when I spent eight hours searching for just the right shade of lipstick to match her nail polish. I didn't know there were differences in red at that point, but I learned very quickly."

Networker and confidante

It's that eye for perfection that helped propel Trichon's modeling business. For many Boston designers, hers remains the go-to agency for talent.

"You always want to get a Maggie girl when you have a shoot or a runway show," says local designer Daniela Corte.

Trichon is known for her taste in choosing models for the agency, and her protective nature of friends and models. But what strikes you most when talking to Trichon is her ability to bond in a charming and fearless way. She'll ask strangers if a sick family member is going to the right hospital, and then say from which hospital this family member *should* be seeking treatment.

"There really is no one like Maggie," says Maren Rossman, president of Team Artist Representation, who met Trichon in 1986 while Rossman was a stylist for Filene's. "If you have a question, Maggie can always give you an answer. Whether it's about the business or the best thyroid specialist."

Trichon easily shares anecdotes about her life, and is equally curious about the lives of others.

"What are you? Episcopalian?" she asks after talking about how she grew up attending a synagogue designed by Frank Lloyd Wright. "I had my first panic attack in an Episcopalian church. I could tell you stories. . ."

"Maggie is the ultimate networker, she's everyone's confidante and cosmic guide," says photographer Rob Van Petten, who has been friends with Trichon since the 1970s. "It's just her nature. She gathered a family of people, and in the early days she referred to it as a family. Like Andy Warhol did. That was my early introduction to Maggie."

Friends such as Riseman say they can't imagine Boston's social scene without Trichon. And, they add, they definitely can't see her convalescing for any stretch of time. The woman, they say, has to work - and Trichon agrees.

"I'm going to find something else to do, probably some kind of volunteer work," she says. "Every part of me is a type-A personality. I always need to be doing something."

Christopher Muther can be reached at muther@globe.com. Follow him on Twitter [@chris_muther](https://twitter.com/chris_muther).

<https://www.bostonglobe.com/2012/01/12/the-head-boston-biggest-modeling-agency-maggie-trichon-steps-down-from-her-agency-after-years/tTxfMmZg0lDW3WVON0pTBJ/story.html>