

Holly's not just for Christmas – TV host crowned World's Most Desirable Woman

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This Morning's Willoughby beats Hollywood stars and supermodels as 175,000 Brits have their say in annual AskMen.com poll

11/12/12 – This Morning host Holly Willoughby has been named the World's Most Desirable Woman of 2013 in a poll of over 175,000 British men aged 18-40, ahead of Hollywood star Jennifer Lawrence and Girls Aloud's Cheryl Cole for Britain's most visited men's lifestyle site, AskMen.

(<http://www.askmen.com>)

The poll called on AskMen readers to nominate their ideal women and create its annual Top 99 Most Desirable Women – UK Edition list. Men were tasked with voting on more than just looks and sex appeal. Instead, candidates' "desirability" also factored in character, intelligence, talent and sense of humour, their achievements for 2012, and potential in 2013.

Scooping over 10% of total votes, Holly Willoughby's victory follows an incredible 2012 for the 31-year old mother of two, which saw her adding prime time entertainment shows The Voice and Surprise Surprise to her packed schedule, alongside existing work with This Morning and Celebrity Juice. Willoughby beat Jennifer Lawrence, the Oscar nominated 22 year-old US star of The Hunger Games and Silver Linings Playbook into second place, with resurgent Girls Aloud star Cheryl Cole in third position and supermodel Kate Upton in fourth.

The Top 10 also included Team GB Olympic Gold medallist Jessica Ennis, American actress Mila Kunis and popstar Rihanna, rounded out by breakout Downton Abbey star Jessica Brown Findlay and former Harry Potter starlet, Emma Watson. Two members of the UK royal family made the list – with Kate Middleton at 13 and Zara Phillips in at 93.

AskMen – Top 99 Most Desirable Women – UK Edition

1. Holly Willoughby
2. Jennifer Lawrence
3. Cheryl Cole
4. Kate Upton
5. Jessica Ennis
6. Mila Kunis
7. Kelly Brook
8. Rihanna
9. Jessica Brown Findlay
10. Emma Watson

A preview of the AskMen Top 99 Most Desirable Women is available now.
(<http://uk.askmen.com/dating/news/top-99-women-2013-results-are-in.html>)

Charlie Parrish, Editor of AskMen UK, said:

“We’re delighted British men have voted Holly Willoughby as their most desirable woman of 2013. Holly beats a raft of Hollywood and supermodel ‘favourites’ you might have traditionally seen topping polls such as ours and it’s incredibly interesting to see how men and their tastes are evolving. Holly’s a successful, charming, beautiful mother and professional woman. She’s a woman who men want to be with and women want to befriend. It’s incredibly positive for us to see women like Holly celebrated alongside fellow contemporary, diverse and talented choices like Jessica Ennis, Emma Watson and Jessica Brown Findlay in the Top 10.”

The full AskMen Top 99 Most Desirable Women – UK Edition list goes live at 3PM GMT on Tuesday, 11th December. (http://uk.askmen.com/specials/2013_top_99/)

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