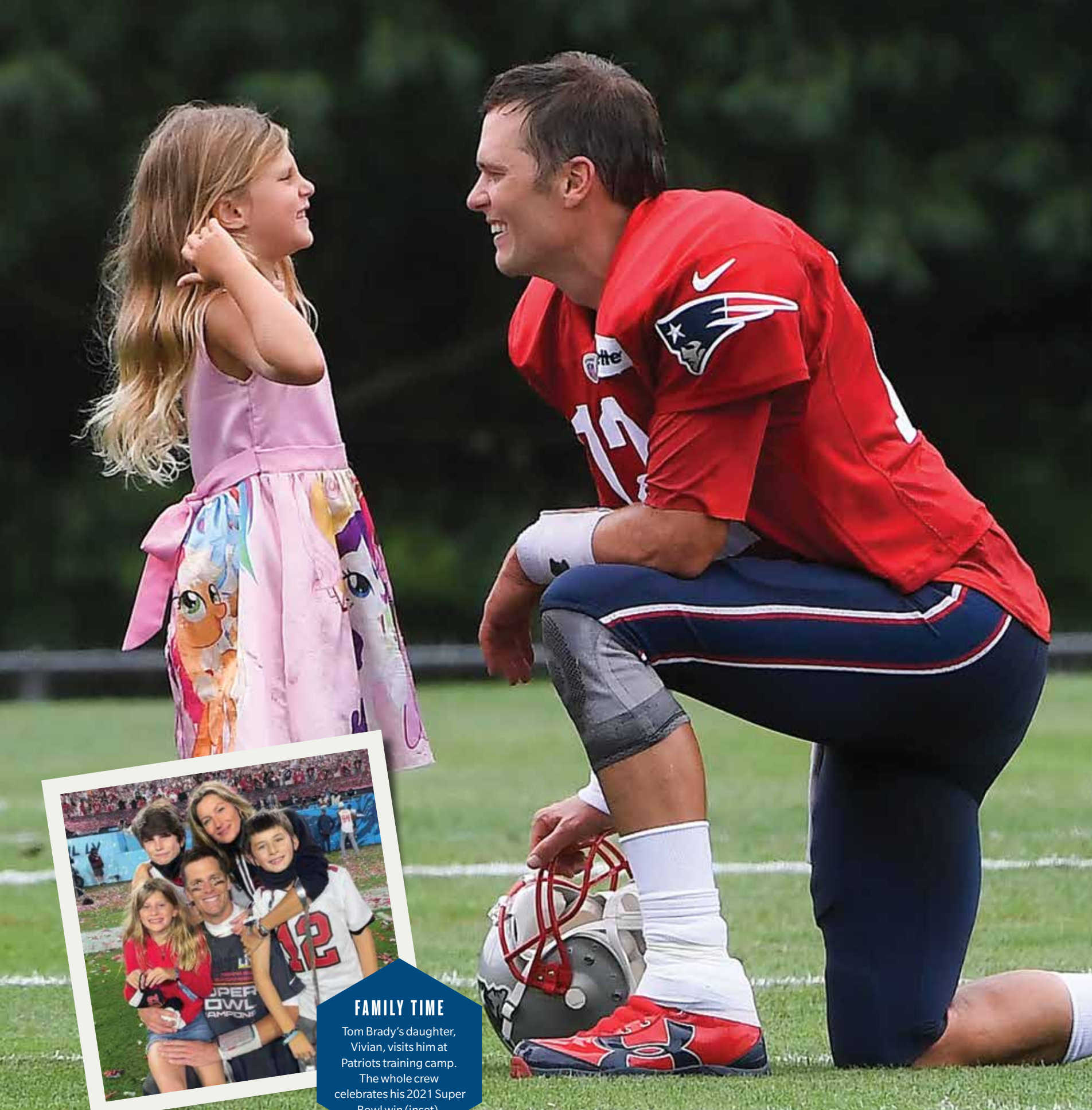


BEYOND THE GRIDIRON

THE SUPERSTAR IS A DEVOTED DAD,
PHILANTHROPIST, LIFESTYLE GURU, AND
NOW AN NFL BROADCASTER.

TOM BRADY'S ANNOUNCEMENT THAT HE WAS RETURNING to the gridiron just 40 days after retiring in 2022 was followed seven months later by an equally shocking one: that he and his wife of 13 years, supermodel Gisele Bündchen, 42, were divorcing.

When he revealed he was quitting football the first time, on Feb. 1, 2022, he tweeted, "I have loved my NFL career, and now it is time to focus my time and energy on other things that require my attention," no doubt referring to his marriage to Bündchen and their two children, Benjamin Rein, 13, and Vivian Lake, 10, and his son Jack, 15, with ex-girlfriend Bridget Moynahan.



FAMILY TIME

Tom Brady's daughter, Vivian, visits him at Patriots training camp. The whole crew celebrates his 2021 Super Bowl win (inset).



TOGETHER TIME

The couple attended the Met Gala in New York in 2019; Brady with Vivian, 10, Jack, 15, and his parents in 2022 (right).



“WE ALWAYS PRAYED FOR YOU, CELEBRATED AND SUPPORTED YOU IN EVERY GAME, CHEERED EVERY WIN AND SUFFERED WITH EVERY LOSS.”

GISELE BÜNDCHEN, ON BEING THERE FOR BRADY

their marriage. He and Bündchen were reportedly living separately: She was photographed multiple times in Miami and New York City without her wedding band on and had not attended any Bucs home games.

As the marriage entered crisis mode, Brady tried a Hail Mary pass to salvage the relationship, “but at that point, it was a little bit too little, too late,” a source close to Brady told *People*. “She gave him a lot of opportunities to fix things, and he didn’t.”

sport,” she said. She also noted that she had spent years supporting their family while he pursued his career. “I’ve done my part, which is to be there for him. I moved to Boston and I focused on creating a cocoon and a loving environment for my children to grow up in and to be there supporting him and his dreams.” Now, she declared, she felt it was time for it to be her turn. But she added, “Ultimately, I feel that everybody has to make a decision that works for [them]. He needs to follow his joy too.”

Despite his wife’s concerns, the siren call of the gridiron was too great for a man who’s been called the greatest quarterback in history. Soon after his return to the Bucs for a third season, however, rumors began circulating that all was not right with

The couple had first met in 2007 after being set up on a blind date by a mutual friend. At the time, the Brazilian native was a Victoria’s Secret Angel and the world’s highest-paid model. After getting married in 2009 and welcoming their two children, her red-hot career took a back seat to managing their bustling household.

When he returned to pro football after his initial retirement, it “put a strain on the personal side of his life,” a source told *People* in September 2022. “Gisele [was] frustrated and sick of his career coming before their family.”

In an interview with *Elle* magazine that same month, she expressed her anxieties about Brady, who was then 45, returning to play for the Tampa Bay Buccaneers. “Obviously, I have my concerns—this is a very violent

On Oct. 28, 2022, Brady posted on Instagram: “In recent days, my wife and I finalized our divorce from one another after 13 years of marriage. We arrived at this decision amicably and with gratitude for the time we spent together. We are blessed with beautiful and wonderful children who will continue to be the center of our world in every way. We will continue to work together as parents to always ensure they receive the love and attention they deserve.”

Bündchen was also committed to cordial co-parenting. The couple had been planning to move to a “billionaire’s bunker,” a \$17 million-plus mansion being built on Indian Creek Island with a waterfront view of Biscayne Bay in Miami. Instead, Bündchen purchased an \$11.5 million home located just across the water from Brady’s.

“You could literally swim from Gisele’s place to Tom’s—not that they would—but both homes will include a dock, so it would be very easy for

A BIG LOSS

Brady and Bündchen starred in commercials for the now-bankrupt cryptocurrency exchange, FTX.



REUNITED

In July 2022, some of the Patriots’ Super Bowl winning team got back together...but only for the movie, *80 for Brady*.

them to co-parent their children while living so close to each other,” an insider told Page Six in November.

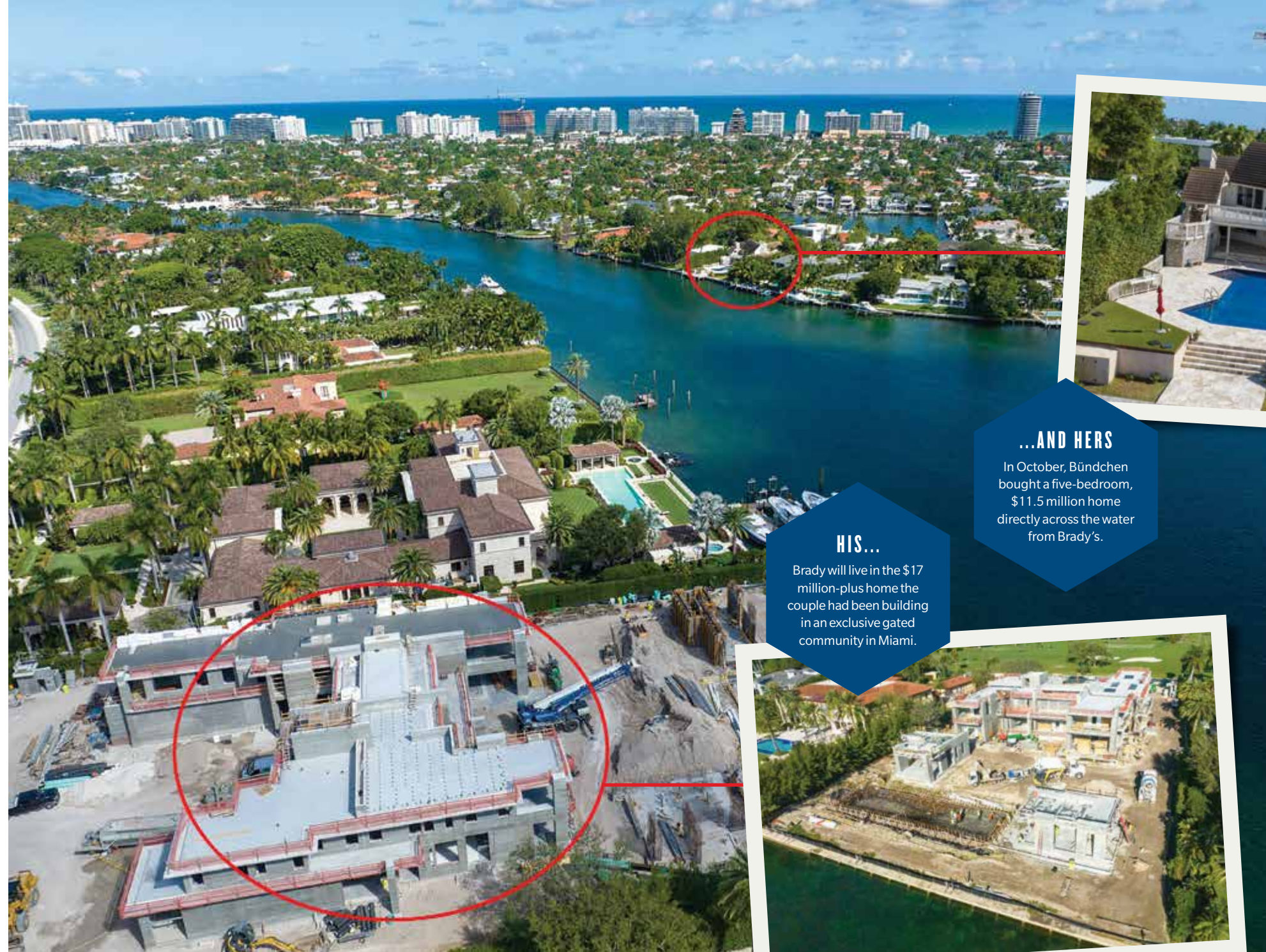
Bündchen quickly moved on: Soon after the divorce was finalized, *People* reported that she had vacationed in Costa Rica with her two children and her jiu-jitsu instructor, Joaquim Valente. The supermodel had begun training with the Brazilian martial arts teacher in December 2021 after she had signed her son up for classes at Valente’s school in Miami, *People* reported. She’s also returned to modeling, and was recently seen doing a photo shoot on a Miami beach.

Sources close to Brady told TMZ that he’s more interested in being a dad than dating right now. In fact, he reportedly flies to New York, where Jack lives with his mom, to watch him play football; Brady is encouraging him to consider playing for his alma mater, the University of Michigan.

Now that he’s permanently retired, Florida appears to be his home base. According to *People*, he toured a Miami private school in January 2023, apparently looking for a place to send his kids.

He has seemed to wholeheartedly embrace the laid-back lifestyle, dropping a cool \$6 million on a 77-foot Wajer yacht perfect for the family to enjoy day trips or overnight jaunts to the nearby Bahamas (it sleeps nine). “There’s so much to see here, some great reefs. Our family loves to do some diving. A lot of snorkeling, the kids do,” he said via video during Wajer’s announcement of its brand-new 77 model.

He can definitely afford it. In addition to his NFL salary, over the past 23 years he’s earned at least \$180 million from appearances and endorsement deals (with Under Armour, UGG and Upper Deck, among others), according to estimates from Sportico.com. The website also reported that his merch has been the NFL’s top seller and that his licensing income was \$9.5 million for the 12 months ending in February 2022. And he has an



HIS...

Brady will live in the \$17 million-plus home the couple had been building in an exclusive gated community in Miami.

...AND HERS

In October, Bündchen bought a five-bedroom, \$11.5 million home directly across the water from Brady's.

extensive business portfolio that includes his Brady brand apparel line (see page 82).

Of course, that’s nothing compared to the \$375 million, 10-year contract (the largest in sportscasting history) he is reportedly earning with Fox Sports to announce NFL games next season.

In addition, he’s the co-founder, along with his longtime trainer Alex Guerrero, of TB12 Sports, a health

and wellness line that he credits with helping him maintain a competitive advantage. He has famously followed its strict nutrition rules—a diet that’s 80% plant-based (vegan) and 20% animal-based (lean protein, such as fish or organic chicken), plus water intake equivalent to half of one’s body weight in ounces. That program is the cornerstone of the brand, which also offers exercise and mental fitness advice,

supplement subscriptions and exercise equipment. “I absolutely know 100% that it works, and the reality is I’m just a client who lives by the teachings,” Brady told *Men’s Health*. He even penned a book about it: *The TB12 Method: How to Achieve a Lifetime of Sustained Peak Performance*, which was a No. 1 *New York Times* bestseller in 2017.

He’s also established a nonprofit branch of his wellness brand called the

TB12 Foundation, which focuses on providing access to the practitioners and programs needed to help young athletes “overcome injuries or obstacles that would otherwise keep them sidelined,” according to its mission statement.

Another cause close to his heart: helping children. For years, he has supported the Make-a-Wish Foundation, Boys & Girls Club of America and KABOOM!, a nonprofit

that helps create playspaces for kids. Since 2003, Brady has raised over \$46 million for Best Buddies International, an organization that helps people with intellectual and developmental disabilities. In 2019, after 16 years as the honorary co-chair of the Best Buddies Challenge: Hyannis Port, Brady stepped up as global ambassador. “I love meeting the inspiring buddies,” he said in a press release.

Unfortunately, some of his ventures have not been quite as successful: The athlete was an early brand ambassador for FTX, a cryptocurrency exchange that has been accused of bilking customers out of billions. According to *Forbes*, he owned 1.1 million shares of the now-bankrupt company that had once been valued at roughly \$45 million but experts now consider to be worthless. In addition, he and Bündchen were named as defendants in a class-action lawsuit filed against FTX spokespeople. His NFT platform, Autograph, which had raised \$170 million in funding by early 2022, couldn’t avoid the NFT industry’s slump: In December it laid off dozens of employees, *Business Insider* reported.

Could the quarterback’s next big play be to parlay his leadership skills into politics? A friend of Republican presidents George W. Bush (he was a guest at his 2004 State of the Union

THE BRADY BRAND

> The legendary quarterback has launched his own apparel line.

Everyone knows the Brady name—and now, they can wear it too. In January 2022, the football star launched his eponymous apparel line of T-shirts, hoodies, shorts, sweatpants, polos, jackets and hats emblazoned with “BRADY.” Based on the philosophy “lifeletics,” the performance wear utilizes fabrics that “fuse natural elements with cutting-edge technology” for every level, and a

wide diversity of activities, including training, running, golf, outdoor and general lifestyle wear.

“After three years in the making, Brady Brand is officially launched,” Tom Brady announced in a posted video, decked out in a white pullover hoodie with black logo. “Every item is unique, it’s innovative and it’s got great function and purpose. These are pieces I love. I’ve always wanted them and now they’re finally here.... This is the beginning!”

Founded by the quarterback, with former DKNY designer Dao-Yi Chow and Jens Grede (who helped build Kim Kardashian’s Skims empire), Brady hopes to rival Michael Jordan’s Jumpman brand—which as of 2019, was worth \$3 billion. “We’re just focused on creating the finest sports brand in the world,” Grede

told *The Wall Street Journal*. “That really is the ambition.”

The brand’s initial roster of ambassadors includes collegiate athletes from a variety of sports: University of Colorado quarterback Shedeur Sanders (son of NFL great Deion Sanders); tennis ace Andrew Fenty (from Brady’s alma mater, the University of Michigan); and University of Maryland basketball forward Julian Reese.

For his activewear collection, the QB teamed up with the Pantone Color Institute to create his own signature color: Brady Blue. In a tweet, Pantone said the hue is “bold, exuding strength and confidence, imbued with an inner intensity, emblematic of his self-determination and commitment to precision.”

The line is available at Nordstrom, Dick’s Sporting Goods and bradybrand.com.



address) and Donald Trump, the independent voter has remained politically neutral. Brady skipped the post-Super Bowl White House appearances during both the Obama and Trump presidencies (it was later revealed that he missed the 2017 celebration because he was spending time with his cancer-stricken mother), yet he did join the Buccaneers in 2021 at the invitation of Joe Biden—and even poked fun at Trump’s claims of voter fraud. “Not a lot of people, you know, think that we could have won. About 40% of the people still don’t think we won.” Turning to Biden, he joked, “You understand that, Mr. President?” “I understand that,” Biden replied with a laugh.

Although he never kneeled along with other NFL players protesting

“WISHING YOU ONLY WONDERFUL THINGS IN THIS NEW CHAPTER OF YOUR LIFE.”

BÜNDCHEN, ON BRADY’S SECOND RETIREMENT

police violence, Brady did stand in solidarity with his teammates during the controversy and said in interviews that he disagreed with Trump calling for players to be cut.

Hollywood, not Washington, D.C., seems to be his next destination. His 199 Productions (a nod to his being the 199th pick in the 2000 NFL draft) has a slate of original content on tap, including documentaries, feature films and TV shows spanning sports, entertainment and health and wellness. Catch him on the big screen in 199 Production’s new release, *80 for Brady*. (For more, see page 90). As the star himself has said, “the future is bright.”

FLYING HIGH

Bündchen, who was a Victoria’s Secret Angel from 1999 until 2006, has returned to modeling post-divorce.