



EKC PR Represents Hoyt Richards in Connection With HBO's Bring Me The Beauties: A Model Cult

BEVERLY HILLS, CA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [EKC PR](#) is representing longtime client [Hoyt Richards](#) in connection with HBO's three-part Original documentary series [Bring Me The Beauties: A Model Cult](#).

The series chronicles Richards' extraordinary journey from international modeling success to his experience inside the controversial spiritual group Eternal Values, while opening broader conversations around influence, identity, coercive control, recovery and resilience.

Richards, one of the first prominent male supermodels of his generation, has built a multifaceted career that extends beyond modeling into independent filmmaking and screenwriting. An award-winning filmmaker with a library of creative projects and several screenplays, Richards brings a distinctive perspective shaped by decades of experience in the entertainment industry as well as the deeply personal events explored in the HBO documentary.

The Beverly Hills-based public relations firm will represent Richards for national media opportunities surrounding the documentary, his personal story, his creative work and the larger issues raised by his experiences.

"We have known and cared about Hoyt for many years, so continuing to work together during this important chapter is incredibly meaningful," said Eileen Koch, founder and owner of EKC PR. "He has an extraordinary story, but what has always stood out to me is his intelligence, strength and humanity. There are so many important conversations that can come from what he experienced, and we are excited to help bring those conversations to a wider audience."

The HBO documentary explores Richards' involvement with Eternal Values beginning as a teenager, as well as the striking contrast between his public life as an internationally successful model and the private reality he was navigating at the time.

Since leaving the group, Richards has spoken openly about his experiences and the psychological dynamics that can make intelligent and accomplished people vulnerable to manipulation and coercive control. His perspective today is focused not only on what happened to him, but also on what others can learn from his experience and how greater awareness may help people recognize unhealthy patterns before they become deeply entrenched.

Richards has also continued developing his work as an independent filmmaker and screenwriter, building a library of projects that reflects the breadth of his experience in Hollywood and his evolution as a storyteller.

Through its representation of Richards, EKC PR will pursue television, podcast, print, digital and other national media opportunities that allow him to expand upon the themes explored in the documentary, discuss his work as a filmmaker and screenwriter, and share insights drawn from his experiences.

“Hoyt is exceptionally thoughtful and compelling in conversation,” Koch added. “There is much more to his story than can be captured in any single documentary, and we believe audiences will connect deeply with what he has to say.”

Bring Me The Beauties: A Model Cult is available to stream on HBO Max.

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