

# Model/Talent Guidance

**IMPORTANT:-** *Don't oversell - just be bright, friendly, willing and courteous.*

*A portfolio created by Plain Jane is essential before being invited to an audition or casting.*

## **When should I say "NO!"**

There are different types of modelling/talent. When you are starting out it is wise not to turn down any job(s) unless it is against your principles. You are the only person who should decide what levels and styles you do. Everyone must have the ability within them to say "NO!" if or when they do not want to do something they are asked to do.

*Be strong even if it means losing the job.*

## **Do I have what it takes?**

You must be outgoing and of good nature, patient and apply common sense as well as having a strong character which will withstand the demands of this type of work. Resilience, good health and fitness plus the mental ability to cope with rejections is ESSENTIAL at all ages. In this business you need to be thick skinned and have a strong personality.

The industry is open to everyone, all body types, sizes, and of all ages. The world is filled with beautiful women and good-looking men, but not everyone can be a model/talent. It takes a special person to do this. The most important ingredients are confidence and to believe in yourself.

## **How difficult is it?**

By all means have fun, but your chosen career is also a serious business which means very hard work. It can be very boring and time-consuming standing around at castings and auditions amongst hundreds of other people all wanting the same assignment. Many are rejected and this can be very disappointing. It can also be an expensive outlay if you have to travel to get to the audition.

If you do get a job, you often have to stand in awkward poses wearing uncomfortable outfits in impossible settings and environments - whilst putting on a "happy" face.

*Competition is fierce as fame and the possibility of fortune attract hundreds of thousands of hopefuls each year.*

## **Climbing the 'ladder'**

**HARD WORK!** Getting jobs and reasonable wages is very difficult. People often earn little over minimum wage when starting their careers. As you gain experience, however, the fees gradually increase. PERSISTENCE is important. Don't give up before you gain the necessary skills to be "worth" a reasonable fee. Doing a good job on a low budget will help convince clients to re-hire. The strong survive and prosper.

*Finally, figure out where your looks and interests fit into the marketplace. Rather than focus on "I want to be famous" - the prospective candidate needs to develop a long-term plan of how they will gradually reach their goal by taking more work in their area of special interest, working with talented people, and learning skills that will make them valuable and 'employable' in the future.*

## **Types of Modelling**

### *High fashion:-*

The most lucrative of all. There are rare exceptions, but usually applicants should be at least 173cm (5' 8") tall, slender and in good physical condition. You are there to make the clothes look good and to encourage people to buy them, NOT to make yourself look good.

*Requirements for models (catwalk/runway or photographic) are stricter than for other forms of modelling so it is important to have strong and distinctive features.*

### *General fashion:-*

This work is easier to get but the requirements are still very high. The higher end of the market may be for catalogues, magazines or photographers' portfolios etc.

### *Catwalk or runway (most effective way to gain exposure):-*

For confidently and gracefully displaying the latest fashions. You'll walk down a catwalk/runway (a long, narrow, raised stage) wearing very expensive outfits in front of celebrities and the very wealthy.

It is the most glamorous of 'live' work and requires the ability to walk well with very straight and upright posture. The audience must think you love the outfit and that it's comfortable and impressive. Competition for this type of work is fierce, so you must be at your best, and literally be perfect.

### *Please note:-*

*Even at the top, models are expected to wear see-through clothing or appear partially nude.*

### *Catalogue:-*

Models are hired to wear many different outfits. These shots are then used in catalogues, advertising flyers and in-store displays. They also sell everyday products to average people. More household mail order catalogues are now stocking designer labels, which increases the demand for a better-known face. Competition for this work is increasing, however, the height requirements are not as strict.

### *Swimwear and Lingerie:-*

At the higher end of the catalogue/brochure/magazine market swimwear and lingerie can also fall into the fashion category. Swimwear may consist of one or two pieces, and lingerie may sometimes be sheer. Some men's magazines run 'swimsuit' editions, where all the models appear in swimwear. This is to make the model look attractive, not to promote the clothing. Lingerie (bra, pants, thongs, one-piece bodies, stockings etc.) can also be used for the same purpose.

### *Art/Figure:-*

Projects require nudity/partial nudity, but not in an explicit or adult style way. Your legs will remain closed but some pubic hair may be showing. You can model not just for photographers, but painters, sculptors and art-schools.

*The results are artistic and tasteful.*

### *Editorial (great for exposure):-*

Campaign, collection and magazine editorials are reserved for the top editorial/fashion models. Editorial is intended to "illustrate a story" with photography for magazines (including covers) or newspapers accompanying the articles. Editorial modelling is not just for magazines and newspapers though. It also includes such things as corporate annual reports, textbooks, promotional features, and virtually anything else that provides "information" to a reader. Editorial modelling can be like catwalk transferred to the pages of a magazine or newspaper. It could be advertising for the specific designer. For many editorial photos, professional models are used because they are instantly recognised. Editorial models tend to have a more individual look, rather than a "pretty" look.

### *Print:-*

The resulting photographs are used in print such as advertising to promote a product on billboards, buses, magazines, brochures and newspapers. This type of job can be divided into two sections: Advertising and Product.

### *Advertising:-*

Many different 'attention grabbing' methods are used to get the consumer interested such as humour employing a unique look to catch people's eye.

It's also about selling "sexuality" and "sensuality," so models have to be comfortable with their body and not be afraid of showing it off. The model is there to promote the product, whether it is cosmetics or clothes. For many campaigns, you won't even know who the model is, because the photograph shows just a portion of the model's face or body (for example - many jewellery and cosmetic adverts are shot in "profile" with the face turned away).

Print product modelling is yet another area but this time all the attention is on the model him/herself. These are used for

posters, calendars, postcards, etc. and aren't really advertising but there to illustrate a story.

#### *Plus Size:-*

Bigger women have a market too because clients realise that not every person is slim. The fashion industry is becoming more realistic so designers are going out of their way to cater for the larger woman. Models should have a beautiful face, great bone structure, clear skin, gorgeous smile, and a well-proportioned body. They should be sexy voluptuous women! Plus size models are used in print, catwalk shows, and commercial work.

#### *Mature:-*

Unlike youngsters, most people in their middle and later years approach modelling with a little anxiety wondering do they have what it takes. Some assume that it is geared mainly for the young. **WRONG!** Appearance is the key factor. A great smile and bright eyes are very marketable commodities.

Maturity can be an asset for commercial campaigns aimed at the older generation. Those new to modelling have to be committed, confident, and be in good health.

#### *Child:-*

No matter how good looking or how full of character, child models must be able to react well in front of the camera, have a good temperament, well-behaved and be at ease with strangers. If you have a child who becomes shy, sulky or throws a tantrum and bursts into tears when spoken to then this creates a bad impression!

It is also very hard work for the parent/guardian. Good time keeping, reliability and promptness is a must and **DON'T** be unpleasant or pushy. If you have commitments that will prevent you from undertaking assignments with your child at short notice then you have to be realistic and find your child another hobby. It is better to think of this as a hobby at this stage and assume that child modelling will not pay huge sums of money.

Education and modelling can go hand in hand. Children and juniors under the legal school leaving age and in full-time education must obtain permission by way of a licence from the local authority for your child to work in the modelling and entertainment industry. The child licensing laws were put in place to ensure that education, health and welfare do not suffer. There are strict rules about children missing out on education, as well as the number of hours that they can legally work.

Children and teenagers can find work in many different types of modelling including fashion shows, catalogue and commercials.

#### *Actor as Model:-*

The model has to have a good voice and some acting ability, such as for TV commercials or as a support role for a theatre production or film. Acting lessons help enormously as a long term career strategy for people of all ages and can keep your career going once you've become too old for the catwalk.

*People who appear within commercials are not models or actors they are known as character models because of an original look.*

#### *Part (commercial modelling for any age):-*

The focus is on a very specific part of the body such as long slender legs, beautiful teeth, or extra special large eyes, even hands with long slender fingers, small well shaped feet, healthy hair, good lips or shoulders, a gorgeous neck are all attributes for certain types of shoots.

*Look after the asset at all times as you never know when you may be asked to work.*

#### *Promotions:-*

Be bubbly, have an outgoing personality, friendly, well spoken and have excellent "people skills". You will demonstrate a wide variety of products at exhibitions, trade shows and in-store promotions and will be required to learn a great deal about the product being demonstrated. You have to be "smart" as well as good looking. Work varies from handing out free advertising brochures at car shows, greeting VIP guests at conferences, wearing a company "T" shirt to just standing next to the riders at the motor cycle championships.

#### *Photographic:-*

Photographic work, including fashion shots for magazines and editorials, often overlaps with the world of advertising. No matter what part of the body is eventually photographed, the face is the most important feature and sells the model to the client. Therefore, being photogenic and possessing the ability to project your personality when facing the camera, is essential. You need to be extrovert with training for beginners for certain facial and posing techniques is a must.

*Photogenic quality does not mean you have to be beautiful. Good bone structure with perfect skin are just two essentials.*

*Look-alike:-*

If you resemble someone famous then there could be a part-time celebrity style career available to you. Many celebrity look alikes have undertaken promotional opportunities. This may include advertisements, store openings, newspaper functions and nightclub appearances.

## **Guidelines for submission.**

### **You must meet certain requirements in the following categories:-**

If you are aged 15 – 30 years you should

- have strong and distinctive features or unusual looking
- be 170cm (5' 7") or over (girls) & 180cm (5' 11") or over (guys)
- have clear skin, good hair & teeth

Exceptions - actresses or performers

If you are aged 30 – 85 years you should

- have a classic look
- be 165cm (5' 5") or over (women) & 175cm (5' 9") and over (men)
- have clear skin & even features

Exceptions - actresses or performers

Fashion/Catwalk:

Female

Height: 173cm (5' 8") plus (or have an exceptional look)

Age: 16 – 24

Bust: 81/91cm (32/36")

Waist: 55/66 (22/26")

Hips: 84/91cm (33/36")

Dress: 8 to 12 Classic or unusual looking

Slim figure, long legs, clear skin, good teeth, healthy hair, high cheekbones

Male

Height: 180cm (5' 11) plus (or have an exceptional look)

Age: 19 - 30

Chest: 96/107cm (38/42")

Waist: 76/86cm (30/34")

Jacket: 40 to 42

Classic or unusual looking, slim, muscular, clear skin, good teeth, healthy hair

Print Advertising:

Female /Male

Height: 165cm (5' 5") plus (females & adults) 175cm (5' 9") plus (Males)

Age: any

Wide face, good teeth, skin, even features, high cheekbones (females only)

Promotional:

Female

Height: 165cm (5' 5") plus

Age: 18 – 35

Very good figure, very attractive, bubbly, well-spoken, outgoing personality, friendly

Male

Height: 178cm (5' 10") plus

Age: 22 – 35

Athletic, muscular, attractive, well-spoken, outgoing personality, friendly

Plus Size:

Female

Height: 175-183cm (5' 9" – 6' 0")

Age: 18-40

Dress: 14-18

Bust: -

Hips: -

Clear skin, healthy hair, good teeth, proportional body

Casting:

- aged 15 year & over
- classic or character looks
- trained or experienced (actor/actress only)

Supporting artist:

Aged: 15 & over (experience preferred)

Have various looks

Children:

Height: no specific requirements

Aged: 3-14 years

Having a good temperament, well behaved, being co-operative, confident, outgoing, patient and a natural character are extremely important as are good teeth & skin and a cute smile

(A child who is a natural from the beginning is likely to be more successful).

*Guarantees:-*

It is impossible to guarantee work. It depends on the clients' requirements. We can guarantee your photo and profile will be seen by the right people through our website.

*Your client/booker:-*

The booker will set appointments for models. Building a good working relationship with your booker is paramount to your success. Honesty and respect count for everything and good communication is vital. If you have problems, the booker is there to help and of course, if you are unavailable for work for any reason, you must let your booker or agent know immediately. Above all, always listen to what they say and take their advice. Bookers are there to help you build a career; your success is as important to them as it is to you.

*Agency commission and tax:-*

Trust your agent to determine your fees. As you become more experienced you will learn how much to expect. Normal agency commission will apply to all work procured on your behalf. A standard commission of 15% will be deducted from the fees you are paid.

**You will be responsible for any tax and national insurance contributions, that may be payable as a result of your work.**

*A portfolio including your resumé (ESSENTIAL):-*

10 to 12 photographs 20.32 X 25.4cm (8 X 10"), increasing in number with the experience, should show full details of the range/type and experience of work undertaken and contain 'clippings' from newspapers, catalogues, and magazines that you have appeared in.

Remember, quality is important, not quantity.

*Agency's role:-*

Clients will contact Plain Jane who will promote and arrange details of each assignment, negotiate fees on your behalf, invoice clients and once payment has been received, pay you your hard earned cash.

Once registered, clients will be directed to [www.plain-jane.co.uk](http://www.plain-jane.co.uk) to make their selection(s). Hopefully, that'll be YOU!

*Registration:-*

This will last for 12 months and is renewable after this period subject to the agreement of both parties.

*Photo shoot:-*

Initially, you will be briefed on the job (1 hour to a day) and may be asked to work with props, on your own or with others. Your hair and make-up will be done and constantly updated or changed throughout the project. This is usually the longest period of the photo shoot, because everything has to be perfect. PATIENCE IS AN ESSENTIAL INGREDIENT.

The photographer then takes over.

**All people under the age of 18 MUST be accompanied by an adult to be present at all times.**

**IMPORTANT:-**

**Don't get in the way of the photographer unless asked to assist.**

*Auditions:-*

You will find the competition is fierce with many child/adult applicants hoping to be taken on. You give your name and the name of your agent, and sit and wait to be seen. The client or their representatives (designers, show room managers, company managers and store buyers) will then see you.

You may be asked to parade up and down in front of them, and possibly given some of the designer garments to wear so they can see how you look. The client is looking for shape, face, legs, and sometimes they comment on your physical attributes often in loud voices - keep smiling and try to look vivacious and elegant whilst being assessed. It can be off-putting but keep an open mind. They will also ask you about your previous assignments to gauge experience. As they talk to you valuations are being made about your personality and confidence.

Never be disappointed if you are not chosen first time as selections are usually made after 2 or 3 visits.

REMEMBER, take your portfolio to show your work history and how your appearance can alter, if necessary.

*Castings/Auditions are important:-*

This is the most common way of securing work. Clients give us the criteria for the particular project so that we can send a group of potential candidates for selection. This is the most tedious part and involves standing around for hours waiting with others to be picked. However, if you are chosen, it is also the most rewarding stage.

Plain Jane gets confirmation then handles your fees and organises your travel arrangements.

You have the option to accept or refuse any assignment.

AFTER ACCEPTING A JOB WE WILL NOT TOLERATE FAILURE TO TURN UP OR A CHANGE OF MIND AFTERWARDS.

E. & O. E.

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