

Get the glow back!

Beat the worst of winter with our top tips

TEEN DREAMS: key facts for the star-struck - and their parents

Help nervous tots enjoy their assignments

Age? It's just a number...



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It's all happening Here's what working models say about the assignments they've got through Models Direct

"If you think your child is suited to being a baby model or in front of a camera with lots of people then give

it a go... It makes vou very proud to see your baby enjoying herself and it gives you something to look back on in years to come. Being paid is also a bonus!" **Heather for Mirah** (Baby Model)

"I feel very happy with the work I have just done and the people I was working with. This was my first assignment as a model and I am looking forward to the next one." **Daniel** (Male Model)

"I really enjoyed working with Arun, he made me feel very comfortable

and I found the shoot very relaxed and enjoyable. I'd say it can be tiring,

> but it is an eniovable experience and worth the hard work." Hannah (Female Model)

"I was very impressed with the whole assignment and with Lisa from Models Direct who persisted with the obstacles concerning Courtnev's licence! Courtney was very

relaxed even though it was her first shoot, the photographer was funny

which helped relax the kids. Overall it was very enjoyable!"

Donna for Courtney-Leigh (Teen Model)

"I am delighted with the way we have been treated by Models Direct, and given that we have had previous dealings with other modelling agencies. Models Direct stand head and shoulders above the others in the professional way they deal with their clients."

Luna for Sephora (Child Model)

"I really enjoyed my role and felt comfortable in what was being asked of me. I found it fairly easy and am looking forward to seeing what's next." Adam

(Male Model)

"Polly enjoyed her time although she was a little distracted due to noise. Everything was handled very professionally."

June for Polly (Pet Model)



www.modelsdirect.com

Biggest & best

In the UK modelling industry, one name stands out as an accessible starting point for those with an ambition to become a model. That name is Models Direct, and with almost 20 years in the business, the company is now the biggest of its kind.

An impressive list of clients have chosen to find a model through Models Direct, from the world's largest broadcaster, the BBC, to GMTV, the nation's favourite start to the day - and they keep going back.

The company is passionate about what it does. Operations Director Suzy explains: "In my late teens I did freelance work sourcing models and talent for commercials, and loved it so much I set my sights on being an agent. Models Direct is an efficient, professional and exciting company to be involved in; no two days are the same. A favourite part of my work is calling models •••••

to say they have been selected for an assignment - they are always so thrilled."

Since Models Direct was established, a lot has changed within the industry, and the introduction of the internet has altered the way that all successful businesses operate. Models Direct has embraced new media technologies to ensure success.

MD Damian O'Connor says: "We began Models Direct in 1990 and in those days we took the photographs and posted them out when clients came to us for models. Ever since we have invested heavily in technology, built a caring and professional team, and we now operate nationwide serving clients in the film. TV. modelling and promotional industries.

"Our models enjoy unique advantages, with 24/7 online access to see how their careers are progressing."



Scientists have discovered that young men prefer 'normal' women to the skinny size zero models often portrayed as glamorous... which means that Victoria Beckham and Keira Knightley lose out to Scarlett Johansson and Jennifer Lopez in the looks department.

Psychologists at St Andrews University solved the weighty issue after photographing dozens of female students, then getting male students to rate them. They discovered that - despite the size zero trend - the young men preferred girls of an average weight and build.



YOU'RE RECEIVING THIS copy of Image because the talent-spotters at Models Direct think you've got a winning look... one that could catch the attention of clients. Congratulations! Modelling is an exciting industry to get involved with. and now that there's a move towards using 'real people' as models, it's one that offers opportunities for everyone. We've got lots of advice for you on how to get your modelling career started, plus tips for those of all ages on staying healthy and happy.

We hope you'll find plenty to interest you in this issue. and wish you lots of luck! GILLIAN BENDALL Editor

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Aspiring models are easy prey for disreputable traders looking to cash in on their dreams and leave them disappointed. But by asking some direct questions you can avoid the scams...

The internet is often the first port of call for aspiring models seeking advice and looking for the best agency to represent them... but the information you'll find there can range from the invaluable to the downright dishonest.

Add that to the fact that many chatrooms and user forums offer both positive and negative feedback on lots of agencies, and more often than not you're left feeling confused rather than informed.

So to help you sort the good from the bad, here's a list of direct questions that you should ask any modelling agency you approach. If it is reputable, it will have no problem giving answers which can be supported by both client and model testimonials!

Where is your head office? It's likely that scam agencies will not have an office. All they need is a website, a telephone number and a way to draw models in. Respectable modelling agencies will have at least one real office. Models are advised to visit an agency's HQ - say you want to meet the people who will be representing you.

- How long has your agency been running? Be wary of agencies that haven't been running very long. It's all too easy, and common, for scam agencies to pop up, take models' money and then disappear, only to start up again under another name. Agencies that have been running longer will probably have built up relationships with more clients, making them a more reliable source of work.
- Who have you worked with? A legitimate modelling agency will be proud of the work that it's done and will probably list clients it has worked with. If the client list is not easy to get hold of, be wary. Try to get in contact with clients to find out who supplied their models.
- What type of assignments do you deal with? There are many different sectors within the industry - high fashion, petite, plus size etc - so make sure you understand in which direction you're heading.
- O I need professional photos? The answer to this should be no! As long as photos are clear and well shot, agencies should accept those you have had taken at home.
- Are you regulated? The modelling industry is largely unregulated and this can make it hard to know who to trust. But there are departments that regulate talent employment agencies meaning they have rules to follow and are subject to regular inspections.

any teenagers dream of becoming the next big thing, those aspirations fired further by a celebrity-obsessed media and TV schedules full of reality shows that turn the girl or boy next door into an instant star.

A lucky few will get where they want to be, carving out a niche on the catwalk and travelling the world for photoshoots and promotional appearances. But for many more, agencies such as Models Direct help make the dream come true a little closer to home, friends, and the comfort of a life lived more conventionally.

What's your type?

The catwalks are full of stickthin models, the magazines crammed with airbrushed images... but you really don't have to be size zero to become a model. Models Direct supplies models for a variety of assignments – such as photoshoots, promotional events and designer fittings – and its clients are often looking for models that are a realistic and healthy size.

What's important is that models of all sizes, sexes and ages have a look that's interesting, eye-catching and adaptable. So no need to diet to extreme or spend a fortune on the latest fitness fad – just work on eating and drinking healthily and exercising to stay toned rather than skinny. Work with what nature has given you... we're all different, so accept what you have and embrace your individuality!





If you're a teen hoping for a career in front of the camera, there are some key things you should know...

Portfolio photos

When applying to an agency you will be asked to provide some photos of yourself – but this doesn't mean you have to spend lots of money on having a portfolio put together.

Models Direct just needs some images to demonstrate

that you are photogenic. Get a couple of face-on and full-length photos that show you're relaxed and comfortable in front of a camera. Keep backgrounds neutral and attractive, clothing sensible and inoffensive... clients want to see you, not lots of clutter.



Casting tips

Castings and go-sees can be an important part of a model's career. Clients will see lots of models hoping to get the same role, so it's important to make a good and memorable impression. They will want to see a model who is a blank canvas, so go for a natural look. Be confident and professional when meeting clients, but let your personality shine through.

School works

Modelling can be a fantastic hobby and a great way to earn some money but don't let it take over the rest of your life. Keep working hard at school and don't neglect your friends.

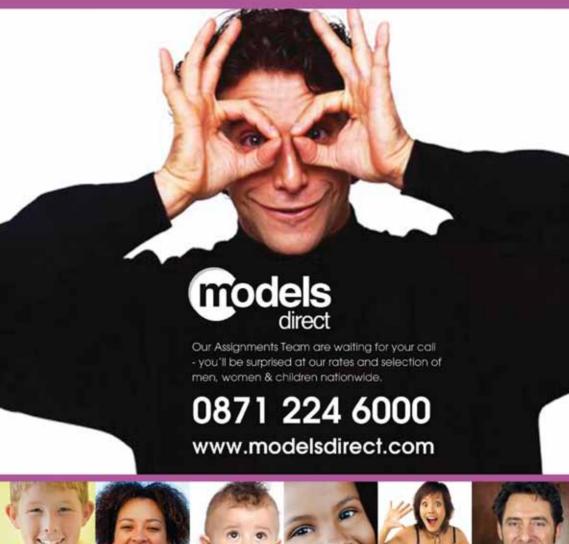
Stay safe

Ensure you choose a reputable agency – see opposite for tips. When meeting an agent, always take someone with you.

• At Models Direct, teen models are aged between 13 and 17. Anyone under the age of 18 must have permission from a parent or legal guardian, so make sure you discuss your plans to start modelling with them. Under-18s also require a licence from their local council to take part in modelling assignments.



Looking for models?





MODELS DIRECT

The hottest news from Models Direct Worldwide



IT REALLY DOES TAKE ALL SORTS

Damian O'Connor, Managing Director

am often asked what kind of models are represented by Models Direct... and my answer is always the same: every type that a client could possibly ask for! Every day, we get requests for dozens of different looks. Our models can be any age – from newborn babies to senior citizens – and can have any look or shape. Even with almost 20 years of experience in the modelling industry, we can never predict what clients might be looking for.

It's important to realise that we work for a huge range of clients. The vast majority don't request six-foot women who are size zero. We've never been the kind of high fashion agency that will only represent a particular kind of model — we have a diverse array of looks, sizes and personalities on our books, and we have always maintained that you don't have to be a size zero to try modelling.

At Models Direct we are more of a commercial agency and try to encourage an open-minded approach to model selection among our clients, while still respecting their needs for a particular assignment. We get a good reaction from this and our clients are very willing to trust our judgement on the suitability of a model for a campaign, whatever the requirement.

The key point is that everybody is unique – some people are naturally thin, while others have fuller figures. The vital thing to remember is that people need models of lots of different sizes – because there are people of different sizes in the real world.

You're receiving this copy of *Image* because we think you have a look that clients could like. We hope you join us in this exciting industry, and look forward to helping you achieve your modelling ambitions in 2010...

A dream day

Bridal boutique owner Emma Hunt shopped around lots of model agencies when she wanted girls to show off her latest designs. But she was delighted when MD put forward Karolina and Biljana for the photoshoot - and we think you'll agree they both looked beautiful in the handmade dresses they modelled for the day. The images captured will be used at a show and on Emma's website.







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MODELS DIRECT NEWS

MISSION ACCOMPLISHED



ALL DRESSED UP...

Models Dionne and Laura got to dress up and have fun when they were booked for a photoshoot to demonstrate a range of new fancy dress costumes. The Centre Stage Fancy Dress shop asked MD to provide two female models, one size 10-12 and the other size 18-24.

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Twenty-five models were used for a four-day photoshoot when Evolving Media was commissioned to produce the Annual Report for the Wells and Young's Brewery. We were asked to supply models to take part in assignments at various locations across the country, including Oxford, Peterborough, Northampton, Bedford and Rugby. The client required a very specific look for each of the beers that were being promoted, and the models were taken to various pubs where they were photographed having a drink, standing at the bar and playing pool.

INSTANT FAMILY

The assignments team at MD had to move fast when faced with a request for four models who could play the part of a family for a photoshoot to promote a Cross Keys Homes housing scheme. The client gave us just a few days to organise licences for real-life brother and sister Perry and Gabrielle – a process which can sometimes take up to three weeks! – but thanks to efficiency on our part and a helpful contact at the children's local council offices, we came up trumps. It was the first time the children had worked with their photoshoot 'parents' Alexander and Victoria, but a good time was had by all.





TO ADVERTISE CALL

NEWS MODELS DIRECT

MISSION ACCOMPLISHED





ASSIGNMENT WAS CHILD'S PLAY

Portsmouth City Council approached MD when it wanted child models from a mix of ethnic backgrounds to appear in material promoting its fostering services. The voungsters had great fun playing in a park in Southsea - what a great way to earn some extra pocket money!





SHE WEARS IT WELL

Industrial clothing supplier Yarmouth Stores Ltd asked us for a pretty, professionallooking aged 18-plus model to wear its uniforms. beauty and nurse tunics in a photoshoot, Model Laura was selected for the half-day shoot, and her images are now appearing on the company's website.





PRETTY POLLY

Manchester client Refinery Photography called us in a rush when it needed a white Westie dog for a next-day shoot... we didn't have one on our registers, but with some quick thinking we had soon recruited Polly via a local dog breeder. The photoshoot turned out to be

every dog's dream assignment - Polly had to sit still while a model massaged her with a grooming glove, which is sold through the Kleeneze home shopping catalogue.



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MODELS DIRECT \overline{NEWS}



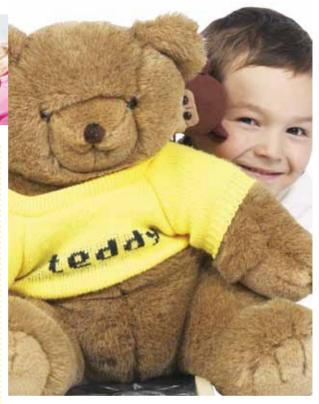




hildren who are shy and those who are show-offs have one thing in common - they are both types of behaviour that bring them a great deal of attention.

Showing-off is an active 'notice me' behaviour. It is hard to ignore, and generally gets the child what he or she wants - heaps of attention. Shyness, on the other hand, is a passive 'help me' behaviour. Faced with a shy child, most adults will go out of their way to make sure he or she is included in social activities, coaxing the child to become involved with others, urging him or her to speak and to be more social.

Parenting coach and author Michael Grose says that when faced with either type of child, it's



Attention? Please!

important to focus on his or her behaviour rather than the temperament. And never attach labels such as "she is a shy child" with kids, as they tend to become self-fulfilling prophecies. Instead, focus on behaviours and be positive in your response when children are less than enthusiastic to ioin in.

If your child is slow when it comes to new situations then:

 Give them time. Linger a little if your child is clingy, but not for too long. Move away and show your

confidence in their ability to adjust to new situations. Let them know you will be back later.

- Encourage them with a 'you can do it' attitude, but without giving undue attention to them. Kids take their cues from their parents, so avoid making a big deal about not joining in an activity.
- Prepare children for new situations. Either give them information about what they may expect, or practise new situations before your child has to deal with them for real.

PRESERVATION

ook good, feel great: they're the watchwords for a life lived well. And they're especially relevant in the world of modelling, where you'll gain work and earn money from a particular 'look'... no amount of airbrushing can compensate for a lack of vitality, and there are not enough cosmetics in the world to make up for a lack of confidence.

But as with all things in life, time brings changes, and as a model it's important that you learn how to look after yourself, adapt to new life stages and stay in style.

Diet and lifestyle

We can't say it enough: eating healthily and taking regular exercise will help to keep you looking younger, as well as fitter. Avoid smoking as it ages the skin, eventually causing wrinkles and discolouration. And be sensible with what you drink – excessive alcohol consumption can accelerate and

Growing older gracefully is important for everyone, especially if they want to earn money from their looks...





exaggerate the ageing process.

Remember you should drink lots of water each day to help flush out toxins and keep your skin hydrated.

Daily basics

Clear glowing skin will keep you looking younger. Rather than washing your face with ordinary soap, find a face wash that won't dry out your skin, and remember that what suits you one year won't necessarily be ideal the next. Changes in lifestyle, environment and even fluctuating hormone levels all have an effect on the skin, so if you see signs that your usual products aren't working, it may be time for a change.

For men, it's important to add moisturising into your post-shave routine. There are some great products on the market for men, so don't be afraid to browse the beauty counters or ask for advice!

Both men and women should choose a moisturiser with added SPF – it's your first line of defence from harmful rays. And use it throughout the year, not just in



PRESERVATION



summer – if you spend a lot of time outdoors the wind and cold can wreak havoc on your skin, and if you're stuck in an office or shop all day the central heating or air conditioning can be just as damaging.

Something to smile about

Not everyone has naturally bright white teeth, but whatever colour yours start out, the chances are they will change with the passing of years. Things such as coffee, red wine, curries and smoking can all stain your teeth, while those lost through disease or injury can dramatically affect the shape and

structure of the face and jawline.

Good dental hygiene will help safeguard against discolouration and teeth loss, so all those lessons you learnt as a child about brushing twice a day still apply. And if a whitening toothpaste isn't achieving the bright smile you'd like, your dentist will be able to advise on your suitability for a professional whitening treatment.

Hair's to you

It used to be said that women over a certain age should never have long hair. But today there are plenty of fine examples of ladies in their forties and far beyond with luscious locks and tresses to die for. They key, it seems, is to find a style that suits you, then keep it looking fantastic with regular professional treatments and trims.

For men, though, getting to the root of the hair rules can be a little more tricky.

Generally, removing a beard will help take years off you. But if you're determined to hold on to the facial fuzz, then you should at least make sure it's always well-tended. That doesn't just apply to the chin area – take a long, hard look in the mirror and, if need be, invest in a trimmer to keep unwanted nose and ear hairs at bay!

The majority of men have to face the fact that ageing brings with it a certain 'thinning' on top. If you are beginning to go bald, you may well look better if you opt for the close-shave look – the comb-over fools no-one!

Dress your age

Update your wardrobe with classic items that won't go out of style, rather than trying to keep up-to-date with all the young trends. You may be young at heart, but you don't want to look like the oldest teenager in town.

For ladies, that means investing in a few timeless pieces such as tailored jackets, mid-length skirts and dresses which fit in all the right places. Men should choose one or two good suits that can be dressed up with shirt and tie or dressed down with a smart T-shirt, plus a selection of well-fitting trousers and sweaters. A good pair of dark coloured denims look good whatever your age and sex.

Keep shades neutral for a wardrobe that won't date – you can add a splash of colour with accessories such as scarves, bags, jewellery and hats to suit the season or whatever's in style in any given year...





BANISHING WINTER WOES





Get the glow back

As winter closes in it's important not to neglect your skin - the harsh weather, central heating and lack of sunshine can wreak havoc!

emember how wonderful you felt a few months ago, when some – hopefully sensible! – sun exposure and fresh air gave you the golden glow so commonly associated with summer? Unless you're a false-tan fanatic, chances are your pallor is somewhat paler now... but with a little know-how you can adopt a skincare routine that will see you sparkling through to spring.

First, as with all aspects of looking good, it's vital that you eat healthily, exercise regularly, drink

lots of water, and sleep well.

Comfort eating your way through winter isn't the way forward... get the feelgood factor from healthy soups and stews rather than sweets, and try warming fruit cordials made with hot water instead of endless cups of cocoa. Wrap up warm for a brisk walk instead of settling down on the sofa — or take yourself to the gym for a workout and sauna.

Out of sight, not mind

Unless you're getting in the party

spirit, you're not likely to be flashing much flesh at this time of year. But to keep your body in good condition – and photogenic – you still need to massage and moisturise your skin over winter.

Weekly Epsom salt baths will soften and detox your skin, while a daily body brush sloughs off dead cells and boosts the circulation – use a dry body brush and brush towards the heart.

Massage your skin (particularly upper thighs) whenever you have time; it will tone your skin and



WINTER WOFS

Star looks? It's a snip!



Top models have a whole army of stylists and make-up artists to help them achieve the perfect looks we're familiar with... here's how to do the same, at a fraction of the cost

We're not all blessed with the perfect skin, bone structure or vital statistics, but each of us has the ability to make the best of what we have and create a look that catches attention for all the right reasons.

Try these top tips for a cut-price polished look:

- · Mix your favourite foundation in equal parts with your day cream for
- a home-made tinted moisturiser. · Use white eyeliner on lower inner
- eyelids to make your eyes appear
- · Dab gloss or shimmer on the centre of your lips to accentuate your pout.
- Use your favourite eye cream on the delicate skin around your lips (no need for 'lip creams'!)
- · Spray hosiery with hairspray before wearing to prevent runs.
- Run your razor under piping hot water before shaving for a smoother and more comfortable shave
- · Massage your scalp with coconut oil before washing your hair to help combat dandruff - it has anti-fungal

and anti-microbial properties.

- Rub a mixture of coarse natural sea salt and olive oil into your skin for a kitchen-cupboard exfoliator.
- To strengthen your nails, massage the cuticles with vitamin E oil.
- Moisturise as soon as you step out of the bath or shower for best effects and finish with a vitamin Ebased oil to lock in the moisture.
- If you are on a budget, check out your local college's beauty therapy department for affordable treatments from students. You will be receiving a treatment from someone who is learning, but with a supervisor to keep an eye on the proceedings. Hair salons often offer cut-price cuts and colours on the same basis.
- For special occasions or work assignments, organise a clothes and accessories swap session with friends. After Christmas is an ideal time to 'redistribute' unused makeup or skin care products.





could dramatically improve the appearance of cellulite. And after every bath or shower, make time to moisturise.

Facing facts

No matter how tired you are, always remove make-up before going to bed. Wash your face with warm water to open the pores and then rinse with cold water to close the clean pores.

Ward off spotty episodes with a regular visit to a professional therapist. A monthly facial is a great idea - and will probably cost less than a round of drinks!

Find a good night serum and cream that suit your skin and use them religiously. Ask for samples from the cosmetics counters before you buy something too expensive.





Client requests

Here are examples of recent client requests, received by our Head Office National Assignments Department

We search our database of models from all over the country and propose to clients those which match their requirements. Our co-ordinators call the models selected, offer them the assignment together with a fee... then the assignment takes place!

Communications company requires 15 child models 16-plus but to look younger for online video.

Production Budget £3000

Production company requires female and male models to be extras in advert.

Production

Budget £200



Major clothing brand requires babies for Christmas outfits and fancy dress costumes. Must be aged between three and nine months.

Photographic Budget £1000 Female model for fashion shoot for fashion project.

Photographic
Budget £50 plus photos

Sporting brand requires two 12-year-olds for fittings work.

Promotional Budget £150

Events company looking for female models to act as characters for a themed party. Promotional Budget £TBC

Boy model aged nine with very specific measurements required for photoshoot for equestrian wear.

Photographic Budget £200

Male models with receding hairlines required for new professional hair systems. Photographic Budget ETBC

Photography company looking for male and female models for medical client. Models must be wheelchair users or have a visible disability.

Photographic Budget £TBC

New fashion label requires female model late 20s or early 30s for classic shots to show off new winter range.

Photographic Budget £225

TV production company requires nine- to 10-month-old baby for one day filming for TV ad.

Production Budget £TBC

Two late teen inexperienced female models, for makeover and photoshoot. Photographic Budget £100 Design agency requires 13- to 14-year-old model for fostering campaign. Photographic Budget £150

Pregnant models required for maternity underwear. Photographic Budget £400

Female and male models aged 25-60 with little acting experience for new website viral. Production Budget £500

Photography school requires experienced models for photography courses.

Photographic Budget £TBC

Photography company looking for models of all ages in its area for local work.

Photographic
Budget ETBC

Major TV company looking for the next top female model with visible disability.

Production

Budget £TBC

Children's product development company requires mum, dad and child of three or four years to recreate an image.

Photographic
Budget £700

