

THE UK'S ONLY MODELLING MAGAZINE

# IMAGE

[www.modelsdirect.com](http://www.modelsdirect.com)

AUTUMN 2010

## Maybe baby

The perfect portfolio  
for your little bundle  
of joy...

### TALK TIME

Confidence tricks to  
turn interviews  
to your advantage

### GET IN ON THE ACT

Make money  
as an extra



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# It's all happening!

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



**Name: George**  
**Ref ID: L173565**  
**Fee: £450**

"The assignment was wonderful. I was asked to play 'The One Arm Bandit' on the computer."

**Name: Selina for Shae-Love**  
**Ref ID: H147347**  
**Fee: £105**

"The assignment went well. The best thing about the assignment was seeing how much Shae enjoyed herself."

**Name: Lauren**  
**Ref ID: H218690**  
**Fee: £150**

"This was my first assignment, and it was good fun."

**Name: Carla for Libby**  
**Ref ID: K217829**  
**Fee: £105**

"Libby's first assignment, she was asked to wear new Halloween costumes."

**Name: Victoria for Jack**  
**Ref ID: A167236**  
**Fee: £105**

"The assignment went very well and I was very proud of him."

**Name: Camilla**  
**Ref ID: R184418**  
**Fee: TBC**

"The assignment was good fun and I was really pleased with how the assignment went, couldn't have gone better!"

**Name: Kat**  
**Ref ID: Z225390**  
**Fee: £240**

"The assignment was fun. The TV crew I worked with were very friendly and communicative. It was a real team spirit."

**Name: Kathleen**  
**Ref ID: X196255**  
**Fee: £120**

"I really enjoyed the assignment and I felt very important whilst being photographed."

**Name: Rosanna**  
**Ref ID: Z202123**  
**Fee: £120**

"I loved the assignment, it was very

enjoyable and it was great working with the other models."

**Name: Harry**  
**Ref ID: A232928**  
**Fee: £75**

"I loved the assignment. The people and the clothes I had to try on were fantastic."

**Name: Annie**  
**Ref ID: I141306**  
**Fee: £75**

"I loved being a model. I really enjoyed trying on different sportswear and showing the clients how it looks."

**Name: Raymond**  
**Ref ID: R158189**  
**Fee: £120**

"The assignment was most satisfactory and a great experience. Being a model for the day was really good."

**Name: Michael**  
**Ref ID: F212175**  
**Fee: £120**

"My first assignment was great. Being a model for the day me feel really good about myself."



# IMAGE NEWS

www.modelsdirect.com

## Magazine cover keeps it real...

The backlash against airbrushing is boosted this autumn with Essentials magazine using only 'normal' women as its cover stars.

The entire October issue is model- and celebrity-free after three-quarters of almost 5,000 surveyed said that real women inspire them more than celebrities, while 72 per cent said the celebrity culture puts a lot of pressure on women to 'do it all'.

The 10 women that feature on the front of Essentials range from a size 8 to 16 and are aged between 34 and 70.

The move comes at a time when there is growing concern about the effect of airbrushing

in magazines and advertising campaigns.

Earlier this year the Girl Guides called for warning symbols to be stamped on airbrushed pictures of models and actresses to curb a rise in eating disorders. Thousands of young women have signed an online petition demanding a compulsory labelling system for adverts and magazines so that consumers can recognise natural and altered shots.

The campaign comes after Equalities Minister Lynne Featherstone announced moves to put the media under pressure to end airbrushing.

## In the mood for success

Keep your dreams alive – and within reach – with a mood board... motivational coaches say that if you collect pictures of the sort of life you want, you're more likely to make it happen. Everyone from schoolchildren to interior designers knows how to collect or 'scrapbook' ideas and images that inspire them – but pin them up somewhere, you'll see them regularly and, apparently, you're more likely to stay on track and achieve what you want.

The media is full of images of models, actors, happy families and successful career people... so what are you waiting for? Get cutting and pasting now!



**AS SUMMER FADES INTO autumn I reckon it's time for us all to turn over a new leaf! Let's stop worrying about what we don't have, what we'd like to do better, and how we'd like to change the way we look, and instead let's celebrate all that we have and all that we can do! Models Direct is here to help you achieve your dreams whatever your size, shape, age, colour or sex. Every look has star potential as far as we're concerned... all you need is the confidence to put yourself forward for work with us, and the tenacity to stick with your dreams. Together we'll make things happen... in the meantime, happy reading!**  
**GILLIAN BENDALL**  
Editor

## In this issue

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# Maybe baby



Every proud parent thinks her baby is beautiful, but if you have modelling ambitions for your little bundle of joy you must know how to build a brilliant photographic portfolio...

**B**abies... whether they're gurgling contentedly, sleeping soundly or screaming lustily, they're always the perfect subject for a quick photo opportunity. And with a supporting cast of parents and grandparents behind them, babies are also much in demand within the modelling and promotions industry!

It's no surprise, then, that modelling agencies are inundated every day with requests for representation on behalf of the very youngest

sunny day will look very different when she's caught on camera in cute winter woollens.

You should also show variety in the photos with varying levels of close-ups. Include at least one headshot of your baby's face and one full-length image. You might also want to include more close-ups if your baby has particularly beautiful eyes or dimples in her cheeks, for example.

Agencies want to see variety and versatility, but they

**A great baby model portfolio will contain a varied mix of different photos. Personality is really important for modelling at any age and this is equally true for babies - agents and clients want to be able to see personality and versatility in their photos...**

members of our society. But as with all other applications, those who stand out from the crowd will have the best chance of success. Here's how to bring out the best in your baby...

A great baby model portfolio will contain a varied mix of different photos. Personality is really important for modelling at any age and this is equally true for babies - agents and clients want to be able to see personality and versatility in their photos.

Think carefully about the different photos you could take. For example, a baby girl photographed in a frilly summer dress outside on a

won't spend lots of time looking through hundreds of pictures, especially if they are all very similar. So choose only the very best shots to submit in a portfolio, and remember to keep it updated - babies change so quickly!

It should never be necessary to spend money on professional portfolio photos, and this is especially true for babies as they'll often respond better to people they know and when they're in a familiar environment. Keep a camera handy always as it's often those everyday moments - like mealtimes, or playing with favourite toys - that produce priceless shots.

## TALK TIME

**Few of us relish the idea of an interview, but learn a few confidence tricks and you can turn every one to your best advantage...**

No matter that you know how well you're suited for that new job or next assignment, having to sit through an interview can throw all your confidence out of the window. Here's how to stay in control and make a good impression...

First, and always most importantly, remember that a smile helps make you look and feel more confident and can even change your attitude without you even realising it! Practice how to enter a room with a smile on your face and look your interviewer in the eye as you say hello... those first few moments together set the standard for the rest of the session.

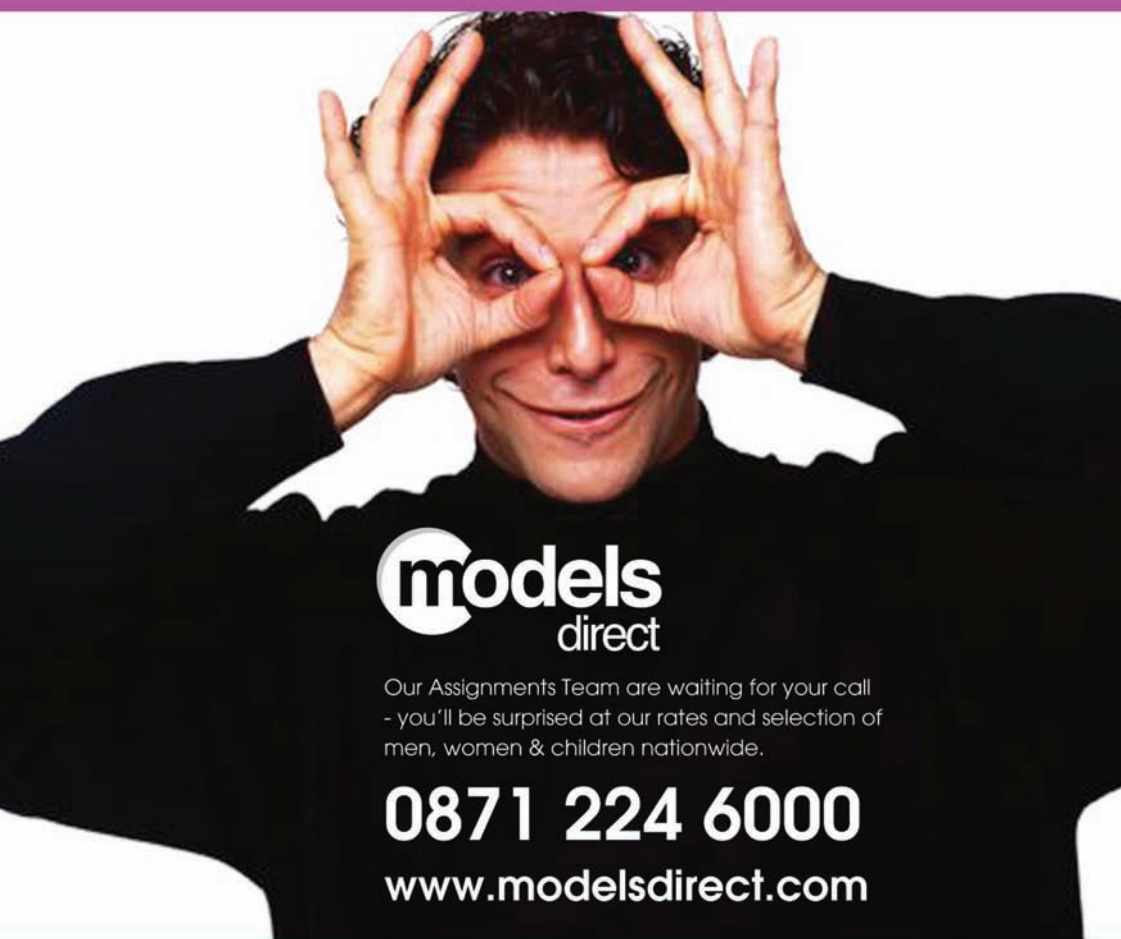
Be aware of how you position your body and how you move. Sitting or standing with a straight back, squared shoulders and your head held high will definitely make you appear more confident and probably make you feel more confident too.

Make sure you know what you're talking about in your interview. Research the subject, read papers and run through possible questions with friends and family. But if you're asked a question that you can't answer, simply say that you don't know. The interviewers would much prefer you to be honest than hear a mumbling, uncertain answer.

When choosing your interview outfit, aim for a look that's both comfortable and easy to move in. Girls should pay attention to the finishing touches like manicured nails and well applied make-up... good grooming says more than designer labels at this stage.

And if you feel yourself starting to clam up or panic, channel your nervous energy away from your face and voice by clenching your fists or curling your toes.

# Looking for models?



# MODELS DIRECT

The hottest news from Models Direct Worldwide



## WORK THAT LOOK... WATCH THE WEBSITE

Damian O'Connor, Managing Director

**M**y goodness... they say that time passes quickly when you're having fun, and here in the MD office this summer has simply flown by! Photoshoots, fashion fittings, promotional 'meet and greets' and a multitude of other assignments - you name it, we've done it over the past few months. And the good news is that we're just as busy as we

progress into autumn - there may still be a credit crunch, but it seems that just means everyone is working harder than ever to advertise their wares and promote their businesses... and that means lots of lovely work opportunities for our fantastic line-up of talent. Make sure you log on to our website regularly for the very latest... the job board is at [www.modelsdirect.com/job-board](http://www.modelsdirect.com/job-board).

### Baby bliss!

Back in March Models Direct sent nine baby models off to a casting with Christine Harding for Pampers. Both the agency and the proud parents were delighted to hear that two babies got the part!

Pampers were looking for baby models to pose for a photoshoot in which they would be photographed sleeping. Baby models Ruth and Jayden were selected for the advertisement roles and we asked proud mums Denise and Evelyn how the day went.

"The day went well and the client was very patient and accommodating," Denise said. "It was a lovely, calm

atmosphere and although Ruth cannot speak for herself, I can say that she felt very relaxed. The best thing about the day was seeing it all come together and realising how much hard work goes into these shoots.

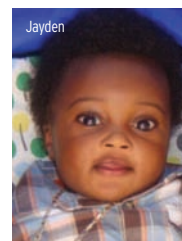
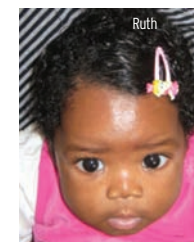
"For Ruth, all that was

asked of her was to be asleep, which may sound easy but it is hard to get a baby to sleep on command when there is a lot of activity. Nevertheless, it was fun trying."

Evelyn told us: "Jayden did what was expected of him. He did sleep very well and they were very happy so I think everything went extremely well. We were well looked after."

A while later, Models Direct completed another assignment with Christine Harding for Pampers - we sent a number of baby models out on a casting for the prestigious baby brand and this time one-year-old Max was selected. He was photographed, along with other baby models from different agencies, awake and asleep to provide images for advertising.

Max's mum Katy said of the two-day assignment: "Max loved meeting all the new people!"



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**models direct**

Autumn 10 **IMAGE 7**



MISSION ACCOMPLISHED



## PETER TAKES AN EXPENSES PAID TRIP TO PORTUGAL!

Modelling is often associated with a jet-setting lifestyle, though sadly the reality is often less glamorous. So when Models Direct received a request for a model from pharmaceuticals company Synergy, we were excited to hear that they were looking for a male model to take part in an assignment in Portugal - all expenses paid, of course!

The model was required to take part in a corporate event in Lisbon, playing the role of a nervous patient in front of 800 medical professionals. He would also have to present a monologue - daunting stuff.

Luckily the model who was selected to jet off to Portugal was 49-year-old Peter from Essex, a dab hand having worked in a number of amateur dramatic productions and on TV, including in Holby City!

Peter admitted to making one small mistake in the monologue but like a true professional he hid it well.

## TWO ASSIGNMENTS FOR MD'S MATURE MALE MODELS

People often assume that modelling is just for slim, young women... but recently two of Models Direct's more mature male models have enjoyed two very different assignments.

The first was for Taylor Herring, who selected 49-year-old model Adrian to take on the role of a Morris dancer for the afternoon. It might not sound like the most glamorous of assignments, but Adrian told us: "I haven't had that much fun for a long time. The shoot was relaxed, professional, fun. What more is there to say?"

Secondly, 56-year-old model John had a very different assignment, appearing in a Crimewatch reconstruction.

"As this was my first assignment I didn't know what to expect," John said. "After brief introductions and a soft drink we were whisked off to a private dining room to film the first few scenes. I knew I had a walk-on part but had no idea we would be ad-libbing as well as eating on camera."

"Once this was complete we were driven to another location to film at

the murder scene, although it was impractical to film with the driver and central character in the car, so much of my time was spent standing around. The other actors were far more experienced than me but were easy to work with. Whilst the fee was modest the experience was invaluable and I hope to do more soon."



Adrian, 49, and happy in his work!

**Image is published four times a year by:**  
Models Direct UK Ltd  
34 Hurricane Way,  
Norwich NR6 6HU  
Tel: 0871 224 6000  
[www.modelsdirect.com](http://www.modelsdirect.com)

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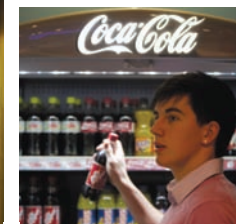
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[www.2dle-oo.com](http://www.2dle-oo.com)

**Printed by:**  
GB Print  
Unit 7 Europa Way,  
Martineau Lane, Norwich  
NR1 2EN

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Ellie (above left), Andriy (above) and Sonia (this picture)

## MODELS GO TO THE MOVIES

When Emperor Design turned to Models Direct they didn't give us much time to find the 12 models they required... but as always we came up trumps and managed to find enough models available at short notice for the assignment.

Working on behalf of Cineworld cinemas, Emperor Design were looking for models to feature in all of the chain's publicity material. Models of all ages, ranging from children and teenagers to adults, were required to pose around one of the cinemas in Aberdeen, pretending to watch a film as well as buying tickets and choosing refreshments.

It turned out to be a dream assignment for sweet-toothed, five-year-old Ellie. "The best thing about her assignment was making friends," Ellie's mum, Nicola, told us. "Ellie was asked to sit in the cinema and watch

the big screen while having her photo taken. She also had her picture taken while choosing pick and mix sweets, popcorn and ice cream. This was a little girl's dream come true as she was allowed to eat it all!"

It wasn't just the children who had a great time. Nineteen-year-old Andriy also enjoyed the assignment, which was his first with Models Direct. "I absolutely loved it," he said. "It was an amazing experience and a lot of fun. I have met a lot of new friends and the clients were a lot of fun and down to earth. The shoot was very professional and I was treated well by the client."

"It was a very good feeling, everyone was very friendly and professional," one of the older models, 37-year-old Sonia, reported. "The best thing for me was just being there working and meeting new people. I was asked to be myself, happy, smiling and posing. I'm seriously wishing for more days like that."



MISSION  
ACCOMPLISHED

## MODELLING IS FUN, WHETHER YOU'RE OLD OR YOUNG!

It's not often that models of all ages are selected for the same assignment, but this was the case when seven MD models were chosen to take part in a photoshoot for Hampshire County Council.

Child models Ellie, George and Gregg, adults Chiamint and Nick and mature models Angela and Mike were the lucky models chosen to spend the day posing for photographers in a local library to provide stock images to be used in upcoming campaigns and advertising.

The models were each assigned a time slot for their specific photoshoot, and also worked together on group photos - Gregg, who is disabled, was working with Angela and Mike as his grandparents and Ellie and George were also modelling together.

"I was warmly welcomed on arrival and was made to feel comfortable," Nick told us. "The best thing was working with the kids, as they were great to work with.

Shots were taken of me reading books, listening to music, choosing a CD, working on the computer, playing with the kids in the play area and reading with the kids. All contacts on the day were polite and friendly. I would be happy to be assigned here again."

It was just as much fun for the children. "We all enjoyed his first modelling assignment," George's dad Steve agreed, saying one of the best things about the assignment was seeing George enjoying himself. "Very pleased with the people helping, can't wait to do the next one."

And Gregg's mum Dawn offered her thoughts about the day: "Wow, what an afternoon!" she said. "Gregg said he loved all of it and can't wait to do it again. The photographer and organiser put him at ease straight away and he took to it like a duck to water!"

"Overall it was a fantastic experience and I would recommend it to others. Don't be shy, step forward and have a go. What have you got to lose?"



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PIMP MY  
POSE

# Picture perfect



Hands up everyone who has a secret snigger when photos emerge of Posh losing her cool with the kids, or Kate looking less than A-list after a hard night's partying. Yes, me too! But it's not because I wish them ill... I just like the reminder that these are 'normal' women who have a life away from all the glitz and glamour, and that sometimes even they look less than perfect.

Put them to work, however, and they're experts in looking immaculate and accentuating all their positives... which is exactly what you need to do if you want to make it in the modelling or promotional industry.

'If you can't beat 'em, join em' is a great motto. Study poses in magazines from models you'd like to emulate and practice them at home in front of a full-length mirror. Ask a friend to take some snaps of you which you can

Celebs make posing look easy, but there's careful concentration behind the composure. Alexandra George offers tips to help you pose perfectly at your own photoshoots

compare with those published shots. When it comes to your next photoshoot you'll feel a lot more confident.

Make sure you maintain good posture when having your photo taken (unless directed not to, of course!) You'll look much taller and thinner if you keep your back straight and your shoulders back. Standing well will also give you an air of confidence.

It's important to be aware of exactly how you're positioning your body. But as a model you'll need to look natural, and this is where you may need to practice. A key point is to keep your arms and legs relaxed - you don't keep them straight all

the time in normal life, so don't do it in front of the camera!

When it comes to facial expressions, make sure you get some variety in your shots. Have some looking directly at the camera, some looking away, some smiling and some serious. And try not to blink when the photos are being taken!

Finally, remember that you'll feel a lot more comfortable if you build a rapport with your photographer or director. It will make the experience a lot more enjoyable, give you the confidence to introduce your own ideas and ultimately help you with future modelling assignments.





Ricky Gervais made a comedy series about it... and all over the world people are having fun and making money by working as an 'extra'

**D**o you love films and TV? Would you love to be on screen but didn't go to drama school? If so, then perhaps you should think about becoming an 'extra' or even pitching for a walk-on role...

Think about the scenes you've seen in films, TV programmes and commercials that are set in a crowded space, such as at a railway station or on a busy shopping street. Extras are the people you see in the background of a shot while the lead actors are playing their role. Walk-on roles are slightly different. If you have previous acting experience, a particular skill (which could be your day job or playing a sport) or maybe even a distinct look you could find yourself being put in a more prominent role rather than just a face in the crowd.

# Get in on the action

You probably won't become the next big thing through being an extra, but it provides a nice payment, a free meal and the possibility of appearing in a scene with someone famous. And best of all, it's something pretty much anyone can do – you simply need to be able to follow instructions, be patient and be able to tolerate long working days.

You'll most likely have to arrive

at the set early in the morning, especially if it's a production that will require you to have certain hair and make-up. It will be a very long day and can be dull at times so make sure you take some entertainment in the form of a book, MP3 player or portable games console. And if you know you're being filmed outside, take plenty of warm clothes!

It's not good etiquette to try and



You need to be able to follow instructions, be patient and tolerate long working days

mingle with the actors, try to take photos or ask for autographs, in fact, cameras aren't often allowed on set, as producers don't want shots of the actors or sets leaked

and you may have to sign a confidentiality contract. Just enjoy watching the actors work from afar, and learn as much as you can from the experience.

# Pushy, moi?

Most mums and dads would balk at the accusation that they've become the stereotypical showbiz parents, who push their children into a career that they don't really want. But how best to behave when your child decides he wants to be the next top model, actor or musician?

Children's hobbies and interests can change from week to week, so if they show an interest in performing, try to work out whether it's genuine or just a phase. This kind of work can take a lot of time and money so you want to be sure before investing too much into it. Take full advantage of any trial offers, free events or workshops and encourage them to join in any groups on offer at school.

Once you and your child have decided this is something they should go ahead with, encourage them as much as possible, even if you have doubts about where it could lead. Opposing the idea could just encourage them more, and if you are positive about their choices they will be more likely to include you in their decisions and listen to advice on the subject as they get older. Stay positive even if they aren't successful at auditions and castings.

If you're putting your child forward for modelling or performance work there are a couple of questions you need to ask yourself. Most important, is this really what your child wants, or are you trying to live out your own dreams of fame through them? Secondly, is money your motivation? If so, then be warned: modelling or entertainment work can be a nice earner, assignments are at best erratic and are not likely to provide enough funds to replace the family's regular income.



## Go for gold

Summer may have been a bit of a mixed bag weather-wise, but you can still make it seem like you had plenty of sunshine... just top up on a fake - and safe! - tan

Most people say they feel more attractive and confident with a tan, but health concerns coupled with very unpredictable weather conditions have put a golden glow out of reach for lots of us this summer.

However, alternative help is always at hand - follow these tips for achieving a fake tan and you'll soon have everyone fooled.

There are lots of different ways to get beautiful sun-kissed skin without those harmful UV rays.

There are lots of different ways to get beautiful sun-kissed skin without those harmful UV rays. You just have to choose which one to use, depending on how long you want it to last and how dark you want to go



You just have to choose which one to use, depending on how long you want it to last and how dark you want to go. Here are a few of the options:

- Bronzing powders and creams can be used to give you an instant tan that can then be removed with a good wash. This is a great option if you want to look bronzed for just event or photoshoot.
- If you want to gradually build up a natural-looking tan slowly, use a tinted body lotion such as Dove Summer Glow or Johnson's Holiday Skin. These are easy to find on the high street, cheap to buy and they create a nice subtle colour while moisturising your skin.

- Salon-type fake tans give you a deep tan instantly and, as they look dark when put on the skin, they make it easy to correct streaks.
- At-home spray tanning kits are becoming more popular as they can produce an even and natural-looking tan. This type of tanning only affects the top layer of skin and it can take a while to apply - pair up with a pal for better results, or splash out on a salon treatment.

Whichever method you choose, the night before your planned tan, take a shower or bath, get rid of any unwanted hair and exfoliate to remove dead skin cells and allow the fake tan to be absorbed evenly. Pay extra attention to areas

prone to dry skin such as your elbows, knees, heels and ankles. Use an exfoliating body wash with a loofah or exfoliating mitt.

Whatever you do though, don't moisturise your skin afterwards - this creates a barrier and will make it harder for the tanning agent to take to your skin.

Test your chosen tanner on a patch of skin that's unlikely to be seen. This way if something goes wrong you won't end up with a bad tan all over your body. And when applying your tan, either wear latex gloves or ensure that you wash your hands thoroughly afterwards - orange hands are not a good look!



# 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!

Three models required for a photoshoot for an educational handbook. Two male models aged 17-18 years, either Caucasian or Hispanic. One female model aged 45-ish to play the mother of one of the teenage boys, either Caucasian or Hispanic.

**Photographic**  
**Budget: £245 per model**

Female models required for photoshoot to promote beds in new company brochure. Models aged



18-30 years and will need to provide a selection of nighties and pyjamas.

**Photographic**  
**Budget: £120 per model**

Two male models required to model new and old Morris Dancer costumes for a photoshoot in London. One model must be mid-20s and of a medium build. Other model must be middle aged and slightly overweight, size large.

**Photographic**  
**Budget: £140 per model**

Two females required for promotional hair video aimed at the Japanese and Korean market. One model must be aged 45-ish and have very dark and shoulder-length hair. The other model must be aged 18-25 years, have long, chocolate-coloured hair and a have young and fresh appearance.

**Production**  
**Budget: TBC**

Clothing company requires two female models aged six years for fitting work and photoshoot.

**Fittings**  
**Budget: £165 per model**

One male model required for photoshoot for book cover. Model must be 6ft-plus, stocky build and have at least shoulder-length dark hair. Also one female model required must be 5'4"-5'5", slender figure and long dark hair.

**Photographic**  
**Budget: TBC**

One male model/actor required for role play in a medical scenario in Lisbon. Must be late 40s/early 50s, slightly overweight with a warm and friendly personality.

**Production**  
**Budget: £690**

One baby required for photoshoot of well-known baby brand.

**Photographic**  
**Budget: £550**

One female model aged 25-40 years for well-known baby brand, must have great hands.

**Photographic**  
**Budget: £500**

One kitten required for photoshoot to promote major communications company.

**Photographic**  
**Budget: £90**

Father Christmas needed for photographic shoot promoting tools. Images to be used within hardware stores. Model must have a real beard.

**Photographic**  
**Budget: £120**

Female model required for clothing photoshoot, preferably able to do their own hair and make up in a vintage style. Needs to be 5'7", size 12, curvy figure, aged 18-30.

**Photographic**  
**Budget: £120**

Two models for photoshoot, one male south Korean, middle-aged and one female.

**Photographic**  
**Budget: TBC**

Well-known computer games company requires one male model for promotional work, to represent computer character come to life. Model must have body-builder type physique, very big shoulders and chest and be quite tall. Will be presenting an award and walking the red carpet.

**Promotional**  
**Budget: £300**

One female model required for promotional and catwalk work. To model bridalwear including dress, shoes, tiara and veil. Must have perfect size feet and be size 8-12.

**Catwalk**  
**Budget: £300**

Film and production company requires one male model aged between 9-12 to be filmed building a sandcastle.

**Production**  
**Budget: TBC**

One male model and one female model required for corporate video. Models need to be young and trendy and aged between 30-40 years.

**Production**  
**Budget: TBC**

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