

THE UK'S ONLY MODELLING MAGAZINE

IMAGE

www.modelsdirect.com

SPRING 2010

NEW
FOR 2010
MD CLIENT
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IT'S A
MAN
THING!

Now guys
can get in
on the act

**BEST FOOT
FORWARD**

DIY pedicure
is the perfect
pick-me-up

Animal magic: Could
your pet make
it as a model?

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models
direct

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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: £450.00

"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: £105.00

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

Name: Lauren
Ref ID: H218690
Fee: £150.00

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

Name: Carla for Libby
Ref ID: K217829
Fee: £105.00

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

Name: Victoria for Jack
Ref ID: A167236
Fee: £105.00

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

Name: Camilla
Ref ID: R184418
Fee: £0.00

"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: £240.00

"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: £120.00

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

Name: Rosanna
Ref ID: Z202123
Fee: £120.00

"I loved the assignment, it was very

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

Name: Harry
Ref ID: A232928
Fee: £75.00

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

Name: Annie
Ref ID: I141306
Fee: £75.00

"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: £120.00

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

Name: Michael
Ref ID: F212175
Fee: £120.00

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





Airbrush honesty

Magazine spreads featuring airbrushed actresses and models should carry warning symbols, according to a leading Government advisor.

Clinical psychologist Dr Linda Papadopoulos claimed false images of perfection were making young girls insecure about their looks and encouraging them to believe that super-skinny was the norm.

Commissioned by the Home Office to write a report on the sexualisation of children and teenagers, Dr Papadopoulos said: "These social changes that tell girls they have to hyper-sexualise or be thin have a drip-drip effect. I think we are

presenting young people with constructs and concepts that they're neither emotionally nor cognitively able to understand.

"Whereas I can pick up a magazine and say 'Clearly this is lighting and make-up, I'm pretty sure that a 13-year-old can't'"

Her warning comes just a few weeks after Labour's deputy leader Harriet Harman criticised an airbrushed advert featuring model Twiggy.

The Olay Definity Eye Illuminator campaign had been rapped by the Advertising Standards Authority after it was revealed a photograph of the model had been altered to soften the wrinkles around her eyes.

The return of the curve

There's a new reason to encourage the comeback of the curves... UK experts recently confirmed that carrying extra weight on the hips, bottom and thighs is good for your health.

Researchers from Oxford University said that hip fat mops up harmful fatty acids and contains an anti-inflammatory agent that stops arteries clogging. And big behinds are preferable to extra fat around the waistline, which gives no such protection.

Science could look to deliberately increase hip fat, they told the International Journal of Obesity, and in the future, doctors might prescribe ways to redistribute body fat to the hips to protect against cardiovascular and metabolic diseases such as diabetes.

Lead researcher Dr Konstantinos Manolopoulos, of Oxford University, said: "It is shape that matters and where the fat gathers... [and] fat around the hips and thighs is good for you."

WELL, WHAT A WINTER that was... after weeks of ice and near-zero temperatures, I think we're all pleased to see the arrival of spring! And things are hotting up at Models Direct too, with lots of new models and clients coming on board, plus exciting developments in our internet presence creating a forum for both with new websites aimed at the US and business markets. As always, we're here to offer advice and inspiration, and we'll do all we can to help you achieve your modelling ambitions. So shake off the winter chills and get ready for a new start this spring; I hope this issue of *Image* gives you some useful ideas...

**GILLIAN BENDALL
Editor**

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ANIMAL MAGIC

Just think of all of the animals that appear in the media – from pet food to fashion, catalogues to films – and you'll see that even if you don't want to work as a model yourself, you could have some great fun putting your pet forward for work...

As a nation we're a bit potty about our pets, but if you've got a cute cat or the perfect pup it could well present you with some earning potential as well as a lifetime of love and companionship.

Models Direct is just one of the many agencies that represents pets, and has helped arrange numerous pet assignments, ranging from appearances on television, in catalogues and magazines and on dog food packaging. Here are some insider tips on starting your pet's modelling career...

- Your pet must be well trained. Photographers may not have much time and no one wants it to be wasted chasing an animal around a studio! There are loads of dog training courses around which may help you keep your pet under control
- There can be lots of people working on modelling assignments, including photographers, stylists and other models, so it's important that your

animal is happy being handled by other people.

- As well as being used to people, your pet also shouldn't be too easily distracted by sounds and flashing lights.
- Let your agency know of any special talents or tricks that your pet has, as it may help him or her stand out against clients' other choices. Just make sure your pet is willing to perform these for the cameras and not just in your own home!
- If you attend a pet modelling assignment remember to take everything you need along with you including toys, treats, some water and a bowl, plus a basket or carry case for them to rest in, just in case things run late.
- Remember, pet modelling is very competitive. There are millions of pet owners and lots of them believe their pet has what it takes to be a model.

As winter gives way to spring we all start to shed the warming woollies and show a bit more of our bodies. If hot baths and moisturising massages have been part of your cold-season survival kit then your skin and hair should be in reasonable condition. But if you've overlooked your feet for a few months, now is the time to give them some attention... try these simple tips for a home treatment.

Remove any varnish with nail varnish remover and some cotton wool. If your toe nails have been stained by nail varnish or they are discoloured, try brightening them up by scrubbing with some whitening toothpaste. You could also try rubbing a drop of lemon oil onto your nails before using a nail buffer, or putting lemon juice or slices into a soothing foot soak.

Use a pair of nail clippers to trim nails, making sure they are not too short. Use an emery board to shape and smooth nails into a straight edge.

Fill a bowl with warm water, adding your favourite aromatherapy oil or Epsom salts. You could also try adding a few tablespoons of milk to the water as the lactic acid will help to loosen any dead skin. Sit back and relax for about 10 minutes while your feet soak. This stage helps to soften the cuticles and hard skin that many of us have on our feet.

When you feel sufficiently soaked, dry your feet. Use a cuticle stick to gently push back the cuticles and use a



Best foot forward

You might not have your feet on show much at the moment, but after what feels like a lifetime of thick socks and warm boots, a do-it-yourself pedicure could be the perfect spring pick-me-up

foot file to buff any areas of dry skin. As with nail files, begin by using the coarser side before smoothing further with the finer side.

Apply a good moisturiser and wrap your feet in a warm, damp towel for a thorough moisturising treatment.

Now it's time to decorate! Wipe any moisturiser from your nails to ensure that the nail varnish paints on smoothly. Use a base coat – it could be a normal clear nail varnish or a specialist base coat with vitamins to nourish the nails – before applying colour. This

helps prevent coloured nail varnish from staining your nails, especially important when using darker colours.

After you have applied two coats of your top colour, add a final clear top coat to help maintain the colour and prevent any chipping.



Looking for models?



models
direct

Our Assignments Team are waiting for your call
- you'll be surprised at our rates and selection of
men, women & children nationwide.

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MODELS DIRECT

The hottest news from Models Direct Worldwide



AAAAAARGH! IS THAT YOU?

Damian O'Connor, Managing Director

As an international model agency for men, women and children, you can imagine how many photographs of people we see... many thousands, all day every day, and yours could well be among them.

That's exactly what our clients do too. When they want to hire models, they ask us for pictures of all the people who fit the description they have in mind – again, if you are registered with us, yours could be among them.

Forgive the pun but are you getting the picture?

We are in a highly competitive business. There are hundreds of thousands of people looking for modelling work in films, TV, catalogues, fashion and high profile media. This is our world as agents and we supply people like you to appear for selection by clients. And we compete for work with other agencies.

Of course, unless it's a casting you don't have the chance with any agency to appear in person and convince clients how suitable you are and for them to see what a great look you have. Instead, we use your pictures to represent you instead.

So, if you really want to stand a chance and if you are serious about finding fame and fortune, or even just getting paid to have fun, make sure we have good, clear, well lit, head and shoulder pictures of you. You are up against our other models who are really trying and they will have done just that.

So, no arm's length phone pics, no lolling at parties and barbecues, (where you're fourth from the left), no funny hats, no lying down shots, no babies with food around their face, no mums, dads, or partners hugging you and no action shots, however much fun you were

having at the time they were taken. None of these will impress our clients and they may actually have the opposite effect. The examples I quote here are very real and are all regularly binned by our model selection staff as they are simply not what's wanted.

Photo booths in supermarkets have editing options and are a cheap, easy way to show us clearly what you look like. They're good enough for our National Selection Panel to make you an offer of representation as a model.

You could step up one and pop in to your local High Street photographer and ask for a couple of head and shoulder shots – you will be surprised how reasonable their charges are. A list of Models Direct Photo Agents across the country will soon be available on our website under 'Industry Suppliers' – there will be one near you.

Or, with your own camera, ask a friend or family member to take a few shots of you – just remember: uncluttered backgrounds, head and shoulders, well lit and the clearer the better.

It is all about presentation and bothering. We do bother about our business and we have our reputation to consider; unless we think your pictures are good enough, we won't use them.

No-one will be interested in you as a model unless they can first clearly see what you look like. There are so many people for clients to choose from, they don't need to work at it. You have to leap off the screen at them and that takes a bit of thought and effort.

It's your career and your choice; success isn't as easy as it looks. And if we didn't care, we wouldn't say it.

We'll help you to help yourself, so show us your look... in fact show us a few.

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Spring 10 **IMAGE 7**

MISSION
ACCOMPLISHED



Glenn



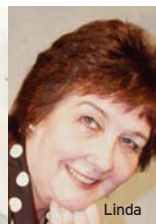
Kerry



Michael



Michael



Linda



Raymond

THOUGHT-PROVOKING WORK FOR NEWCOMERS

Modelling is not just about beautiful clothing and a glamorous lifestyle - models also often have the opportunity to play a part in more serious ventures. For example, when Merseyside-based communications and marketing company Ice Creates turned to Models Direct, models were selected to feature in an important mental health campaign for the NHS. Ice Creates was looking for a mix of models who would reflect the British public, playing roles including a father and son, husband and wife, labourer, office worker and so on.

Over the two assignments, the client used a total of eight locations in the north-east of England, including a

football club, an art gallery and a shopping centre. The thought-provoking assignment was the first modelling experience for all of those selected, whose ages ranged from 20 to 62.

"This was my first assignment so I was a bit nervous and didn't know what to expect at the beginning," model Hang told Models Direct. "But the people who worked together were really kind and friendly and made me relaxed. I enjoyed every single moment of it."

"I enjoyed the experience and the support I received to gain knowledge and a professional attitude," another model, Gary, reported after the assignment. "It felt excellent and not as daunting as I first thought."

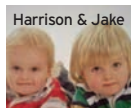
BABY LOVE

Four babies made their modelling debut in a photoshoot for New Zealand-based company Outlook, working with advertising and marketing agency Intuistrys. After Models Direct sent a selection of models to look at, client Jakki at Intuistrys decided Elsie and Sofia, along with twin brothers Harrison and Jake, would be perfect for showing off



Elsie

Sofia



Harrison & Jake

Outlook's range of pram accessories.

FIRST ASSIGNMENT FAST FOR BABY HARRY

Baby model Harry is just five-and-a-half months old and was selected for his first modelling assignment less than twenty-four hours after registering with Models Direct.

Harry's parents Julia and Andy initially enquired a few months ago, and were overjoyed that they decided to take a chance and accept the offer of one-year representation with Models Direct.

For the assignment - a photoshoot for internal use by the Ministry of Defence - Harry posed for photos with another Models Direct model, 25-year-old Gemma. It was also Gemma's first photographic assignment with Models Direct, although she has done some promotional modelling with the agency. She told us: "It was really good working with a baby model and a new experience for me. I was asked to do two very different shoots for a poster which I really enjoyed. I hope I will be able to do more photographic work in the future."



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SPORTING SUCCESS

Golf clothing company SubSeventy turned to Models Direct when it needed a male model aged 25 or over, who was 6ft-plus, fit and healthy looking. Jamie was the man chosen to model the stylish sportswear and his photos are featured on the company website. The SubSeventy assignment was his first with Models Direct since signing up in June and he told us afterwards: "It went very smoothly and ran on time, the whole experience was very professional. It was good fun and I was treated well by the photographer."

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Spring 10 **IMAGE 9**

MISSION
ACCOMPLISHED

CHILD'S PLAY

Child model Bethany took part in a photo-shoot for Trimedia UK, the European PR company of the year, when it was looking for a cute child model on behalf of clients Indesit Company and NPower. It was the first assignment for the five-year-old, and both Bethany and her mum Sarah enjoyed the experience. Bethany was photographed putting magnets on a fridge and her mum told us afterwards: "Watching Bethany was an amazing feeling, I'm very pleased. Bethany is a natural, she knew what to do. Keep up with the good work!"



GAME ON...

You could forgive seventy-year-old model George for beginning to get a bit disheartened that he hadn't received any work through Models Direct in the two years since registering... but good things come to those who wait, and he had a great assignment waiting for him!

Just when he was beginning to give up, George was chosen by gaming company Bet Soft Gaming, who are based in sunny Cyprus, to help promote its stand at the International Gaming Expo at Earl's Court in London. Bet Soft Gaming use a computerised gangster called the 'Slot Father' as one of its characters. The company was looking for a man who could play a real life version of this character at the expo and thought that George was perfect for the role.

One Models Direct co-ordinator spoke to George before he set out on the three-day promotional assignment and reported that he was excited about the event. And after the weekend, Models Direct asked George about what the assignment involved and how he felt it went - he told us it was: "Wonderful and very pleasurable."

With Models Direct celebrating two decades of trading this year, our management feels that this is the perfect time to export a business model that has proven so popular and successful in the UK. In its 20 years of operation, Models Direct has supplied hundreds of models to all kinds of clients, and for all kinds of assignments. Now the company wants to take the friendly, flexible approach that has driven its success in the UK 'across the pond' and offer the same benefits to models and clients in the US.

"We're delighted to have taken the important step of beginning operations in America," says Managing Director Damian O'Connor. "The US represents a major opportunity for us, and we feel that our style and approach will travel across the Atlantic very well. We appreciate that America is a country of hugely diverse looks and lifestyles, and we're looking forward to welcoming new models of every type so we can meet the needs of clients who need images of 'real' people."

Making visitors feel at home

A completely new website has been created (us.modelsdirect.com) for the American market. The site has been carefully written and designed to appeal to a US readership, with expert input from a professional writer and editor based across the Atlantic. It features all the model types for which Models Direct has become so highly regarded in the UK: infants, children, seniors, pets and adult models of all types and ages.

"For this new site, we thought long and hard about what would



WE ♥ USA

Just before Christmas last year, Models Direct opened its doors to new models and clients in the USA for the first time, backed by a new website tailored especially to this exciting new market

appeal to US models," says Andrew Simmons of Models Direct. "We knew we couldn't develop the business simply by opening up our existing site to American visitors. Although the basic structure of the new site is the same as the UK version, there are many differences in terms of detail and design that should help to make American visitors feel at home. We're not hiding the fact that we're UK-based – we're proud of it – but we also want to show we're making an effort to understand and cater for our US models and clients."

New opportunities

The US expansion also opens up

the possibility of US work opportunities for Models Direct's existing base of UK-based models. "If clients are willing to pay travel expenses, there's absolutely no reason why UK-based models shouldn't find work in America," confirms Operations Director Suzy O'Connor.

"Clients might be seeking a specifically 'UK' look, or it might be that they simply can't find the type of model they need within the US. As ever, we'll be putting our models forward whenever their look is called for, and we strongly advise everyone to ensure their profile is fully up to date in order to maximise their chances of finding work."

Diet plays a vital role in how your skin looks as well as how you feel... so check out how yours shapes up this spring

Everyone wants a clear complexion – but while you may pay attention to the products you put on your skin, do you ever stop to think about the effects of your diet? Next time you shop for food, check out the nutritional as well as calorific-content of what you're buying.

Vitamin A is not only good for your eyes, teeth and bones, it also helps the growth and repair of skin tissue, helping you achieve glowing skin and fewer wrinkles. It is an antioxidant that helps neutralise 'harmful elements' and fights against infection. Carrots, spinach and liver contain high amounts of vitamin A but possibly more appealing options include mango, apricots and cantaloupe melon. However, these fruits have lower levels of vitamin A.

Vitamins B1, B3 and B5 all play a part in keeping skin looking healthy. B1 (thiamine) improves your cardiovascular health and promotes better blood flow which in turn leads to glowing skin. B3 (niacin) and B5 (pantothenic acid) help to keep skin hydrated and therefore keep the skin looking younger. Foods rich in these

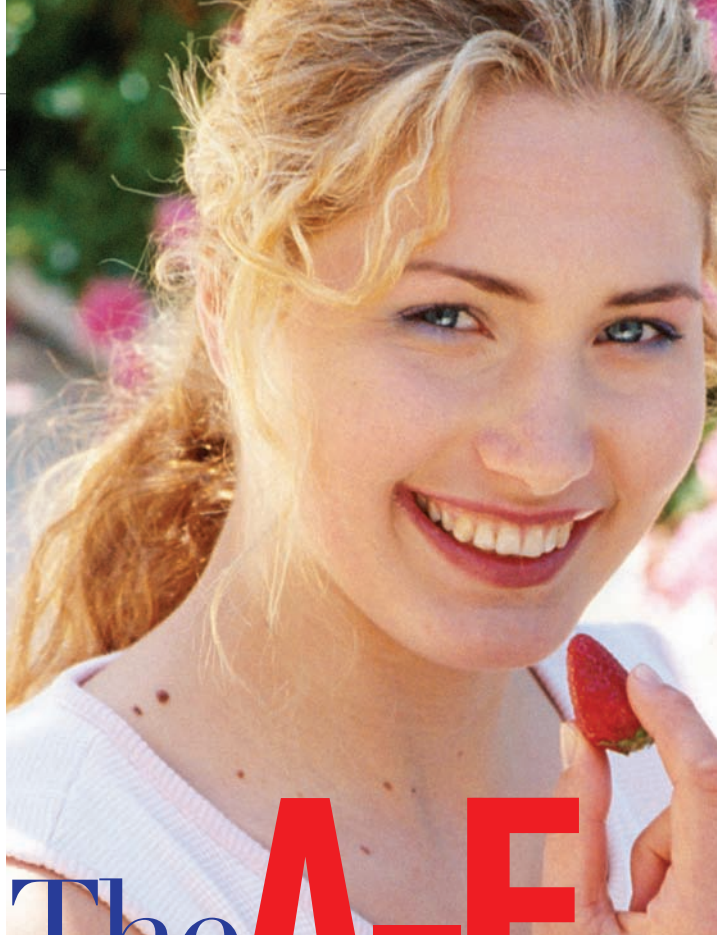
vitamins include leafy greens, meat and fish, dairy products and fortified breakfast cereals.

Vitamin C can help the fight against free radicals, boost your immune system, provide a natural way to repair damaged skin and help the production of collagen to keep your skin smooth. The foods with the most vitamin C are fruit and vegetables, so if you've already got a healthy diet there

should be no problem with your vitamin C intake!

Vitamin E is often used in beauty products because of its antioxidant properties, which protect skin from UV light, pollution and other elements that can cause damage. Foods with high levels of vitamin E include avocado, eggs, nuts and seeds.

Foods which could help your skin to look model-perfect include:



The A-E skin care



- Fish and shellfish which are full of essential fatty acids, to nourish your skin and act as an anti-inflammatory.
- Green tea could help reduce the damage caused by ultraviolet light, reducing the risk of skin cancer
- and possibly even help to prevent sunburn. This doesn't mean you should stop using SPF!
- Strawberries, plums and blackcurrants all contain loads of vitamin C, which will help to repair and firm up your skin.



Case studies



Midway Games

Midway Games is a legendary name in the world of video entertainment, having created some of the most famous arcade games of the 1980s before moving into the home market in the 1990s.



Charles Wells

Charles Wells is the leading company of leading brewer Young's and the Charles Wells Pub Company based in B



Shorefield Holidays

Shorefield Holidays runs six country-park leisure centres and Hampshire, on or near the south coast of the UK.

Case studies: Charles Wells

Client
Charles Wells

Agency
Evolution Media

Project
Annual reports

Model types
Adult, various

Key challenges

Real person look required

Minimal travel costs

Co-ordinate logistics across four photo shoots



NICE DOING BUSINESS WITH US!

New for 2010 is a fabulous, all-new Models Direct web presence created especially to facilitate a simple, efficient, proactive and one-stop route to all our models.

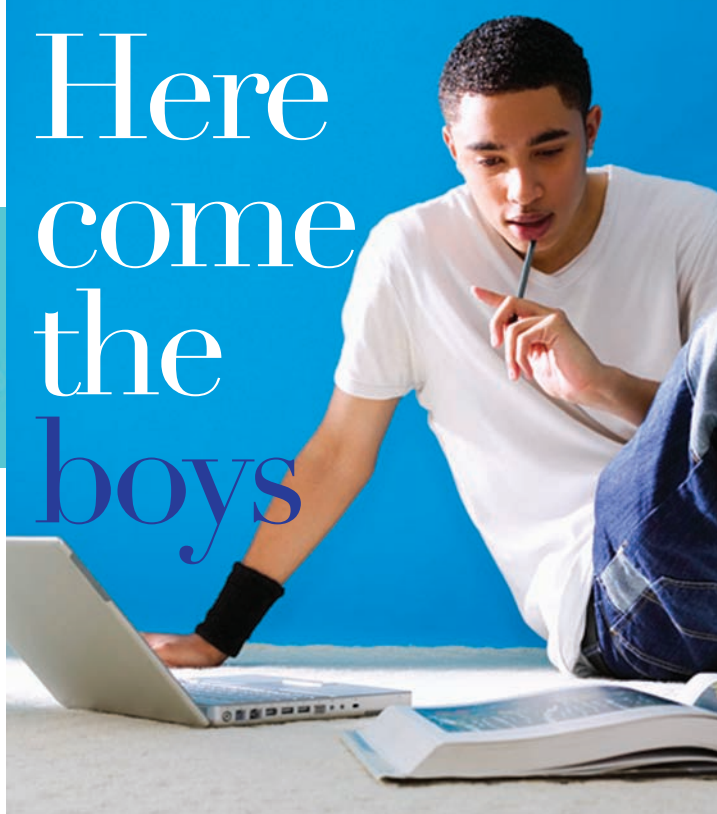
If you're a business with a need for no-fuss models of every age, size, sex, description (and species!) Models Direct For Your Business is your must-see web portal of choice.

"Previously, we used a single site to reach both clients and aspiring models. Now we've developed a site that's built around the specific priorities of our clients," explains Managing Director Damian O'Connor, "Good news for our clients, good news for our models, whether they're regulars or yet to secure a first assignment."

See the fantastic new site at www.modelsdirect-business.com.



Here come the boys



Modelling isn't just for teenage girls and women - there are some great opportunities for guys too! Here are some tips for aspiring male models from those in the know...

Cosmetics, clothes, cars, careers... there's a huge industry centred around selling these and numerous other products or lifestyle choices to today's male market. And that means there's a wide range of ways in which gents of all ages can get involved in the modelling business.

There's one simple rule that applies to all though: whatever type of modelling you're most interested in, practice makes perfect. Your mates might say

you're the biggest poseur they know, but it pays to look through magazines or catalogues to see how others present themselves, then you can practice these poses and develop them into your own style. When the time comes for your first photoshoot, you'll be fully prepared.

Similarly, practice different facial expressions. You may be asked to portray different emotions in your photos, so get them right in front of the mirror and learn exactly how each expression feels.

Photographers will expect you to be able to frown, smile, laugh and look sad on request... and yes, real men do cry!

What you do is part of an assignment, what you wear is important too. Men tend to own less clothes and accessories than women, but you may need to change this. For commercial modelling assignments you could well be asked to take along several of your own outfits, so make sure you have plenty to choose from. Go for stylish



wardrobe staples, make sure your shoes are clean and tidy and remember you can alter outfits with accessories such as belts and scarves.

Unless you're a very successful high fashion model it's unlikely that you'll earn enough to support yourself from modelling alone. That said, modelling can be a fun hobby that earns you some extra cash alongside another job – just remember that assignments can come up at short notice and it helps to be flexible concerning the hours that you're available.

Commercial agencies such as Models Direct take on models of all shapes and sizes so while it is definitely the look that counts, it is important to stay healthy. Eating a balanced diet, avoiding excessive amounts of alcohol and stopping



Photographers will expect you to be able to frown, smile, laugh and look sad on request and yes, real men do cry!

smoking will help keep your skin clear and fresh.

Remember that confidence is the key to success as a model. You may be put forward for several assignments before you get your first offer, or you may be one of the lucky ones who is

chosen first time. Whatever your situation, it's important that you turn up for assignments ready to work, able to engage with the other people present – clients, photographers and fellow models – and are prepared to listen and follow instructions.





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!

Nine male and female models in four different locations over two days for upmarket furniture store, to help boost last weekend of sales.

Promotional
Budget £2160

14 models of all ages for entertainment complex photoshoot.

Photographic
Budget £4000



Sporting company requires five promotional hostess models for VIP event.

Promotional
Budget £800

PR company requires 12 female models for beauty brand to hit UK. Must have great skin.

Photographic
Budget £2000

Bridal company needs size 14 models for catwalk show, two shows a day, min 5ft 6in.

Catwalk
Budget £300

Male promotional model between 50-70 years for three days work at exhibition to play character.

Promotional
Budget £450

PR company requires baby and toddler for pram accessory photoshoot.

Photographic
Budget £250

Family required for photoshoot for science museum literature.

Photographic
Budget £1000

Male fittings model required for shirt maker. Must have 40in chest and 32in waist, min 5ft 11in.

Fittings
Budget £150

German brand require babies, toddlers and teens for fashion photoshoot.

Photographic
Budget £1000

Internet provider requires promotional models for one day's work at army base.

Promotional
Budget £300

Government agency requires baby aged six months and female in early 20s for photographic shoot for health promotion.

Photographic
Budget £1000

Female fittings models required for major high street brand. Must be size 12.

Fittings.
Budget £25 per hour.

Cornish Rex and Chinchilla cats required for catalogue photoshoot.

Photographic
Budget £300

Photography company requires female disabled models for fashion story.

Photographic
TFP

Ladies fashion store requires experienced female models for website shoot, age 30-50 years.

Photographic
Budget £300

Fashion store requires edgy female models for website photoshoot, aged 18-30 years.

Photographic
Budget £300

Model required for bridal exhibition, must be size 18-20, min 5ft 11in.

Promotional
Budget £160

Design agency is looking for pregnant model for hosiery shoot.

Photographic
Budget £500

Extreme sporting company requires fit, tattooed athletic males for photoshoot. Ongoing work.

Photographic
Budget £TBC

Aged nine- to 13-year-old boys for library images for photographer.

Photoshoot
Budget £1000

'Real people' for dental photographic shoot.

Photographic
Budget £600

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