

THE UK'S ONLY MODELLING MAGAZINE

IMAGE

www.modelsdirect.com

SUMMER 2010

NEW
FOR 2010
JOB
BOARD

LOL!

It's good
for you...

**A CHANGE
FOR THE BEST**

Hot blokes

Top summer grooming
tips for men

**SPECIAL
MEASURES**

**For great
occasions!**



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It's all happening!

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



Name: Ed
Ref ID: M186411
Fee: £133

"It was really good fun working with a team of people on the same project and was nice to see that the chosen picture was suitable for their needs. The professionalism of the photographer was encouraging in helping me perform to their expectations."

Name: Rachel for Jayden
Ref ID: H239127
Fee: £133

"It was a good day overall. Jayden looked like he enjoyed the day most of the time, laughing and gurgling to the camera."

Name: Alexandra for Paige
Ref ID: Y238641
Fee: £133

"The whole experience was very enjoyable and we cannot wait for another opportunity. Models Direct have been fantastic - there was excellent communication regarding the assignment."

Name: Krystal for Amelia
Ref ID: H245060
Fee: £133

"Amelia behaved impeccably and enjoyed all the attention she was getting from the teenagers, presenter, production and crew. We hope any future assignments are as successful as today!"

Name: Karen
Ref ID: X187180
Fee: £450

"The assignment was great fun and very good exposure for me. The company were very professional and friendly. Satisfying and rewarding. I had to model Next maternity clothing at a baby show. Models Direct were very friendly, encouraging and great communication."

Name: Jahmel
Ref ID: Z201535
Fee: £108

"I really enjoyed it. I started off by doing some filming for GMTV which lasted for about 20 seconds. Then we were all waiting around a TV to watch it on the news. It showed at 8am and

again at 8.30am. I never caught it, but my girlfriend and my friends from work saw it so that had me hyped up all day."

Name: Wendy
Ref ID: A244129
Fee: £108

"I loved being a model for the day. Design Council were lovely people, very professional and friendly. I learnt a lot and the whole morning was a joy and a pleasure. Thank you so very much for putting my name forward."

Name: Joanne for Serendipity
Ref ID: S224837
Fee: £106

"Dippy can't really speak but if she could she would tell you she really enjoyed it. The photographers were really friendly and patient. It was a good environment and they made a barricade to keep me safe. They got some really nice photos and said I was really good - not like some cats! I had to play with a toy - I like that. Thanks for choosing me."

IMAGE NEWS

www.modelsdirect.com

Check out the new Job Board

A new feature on the Models Direct website gives registered models an opportunity to apply for assignments as soon as news of them reaches the agency.

The innovative Job Board at www.modelsdirect.com/job-board allows clients to post news of their upcoming assignments and castings free of charge. A user-friendly format means it takes them just minutes to tap into one of the largest model databases available - giving Models Direct models the chance to see exactly what work is on offer, where it is based and, importantly, how much they can

earn. Categories of work range from models to musicians, interviewees for magazine articles to reality TV opportunities - and all signs point to Job Board being a great success.

MD's Suzy O'Connor says: "Clients often look to us to make the process of finding a model quicker, and we think this is the ideal solution. The Job Board offers fantastic benefits for our registered models and for those who might want to book them - we're still on hand to manage the entire process if required, but feel that this is a great chance to get clients and models communicating more directly."



SUMMER'S HERE, and whether it turns out to be a BBQ one or a wash-out, I am really enjoying all the fresh air and daylight that I can squeeze into my busy days. Isn't it funny how a bit of sunshine gives you an appetite for all things healthy? I know it's because I'm wanting to look good while wearing less over the warmer months... but as aspiring models, you will all know the benefits of eating well, staying active and making the most of what Mother Nature gave you. If there's a look for the season it's definitely healthy, happy and natural - hopefully this issue will help you to achieve all!

GILLIAN BENDALL
Editor

In this issue

04 LOL! Laughter can do everything from reducing food cravings to strengthening your immune system...

07 Models Direct news A round-up of news from the team at Models Direct, plus models talk about their recent assignments

11 All change please Summer's as good a time as any to take a look at your life and make a few simple changes for the better

12 Hot blokes! It's not only the fairer sex who fret over looking good in summer... try these tips for men preparing to flash a little more flesh over the next few months!

14 Hey, good looking Summer balls, school proms and weddings... it's that special occasion time of year, when you'll want to be at your very best

Mapping measurements

The first 'UK BMI Map' reveals that obesity continues to rampage through the country, with more and more people now clinically overweight and at risk from the dangers which obesity brings. The map, issued by Slimming World, the UK's leading weight loss organisation, puts people in the East Midlands at greatest risk with around seven out of ten adults now approaching the borderline between overweight and obesity. The trend is much the same across most of the UK, with increasing numbers of people in Scotland, the West Midlands, the North West and Wales presenting a BMI that is closer to being obese than it is to a healthy weight.



LOL!

Laughter can do everything from reducing food cravings to strengthening your immune system...

How long is it since you had a really good laugh, one of those belly-aching outbursts which leaves you gasping for air and with tears streaming down your cheeks?

Chances are – what with the volcanic ash, credit crunch and post-election chaos to deal with – there hasn't been much to be cheery about lately. But now it's time to get yourself laughing again, as all the signs are that a really good chortle will work wonders for your health, social life and career.

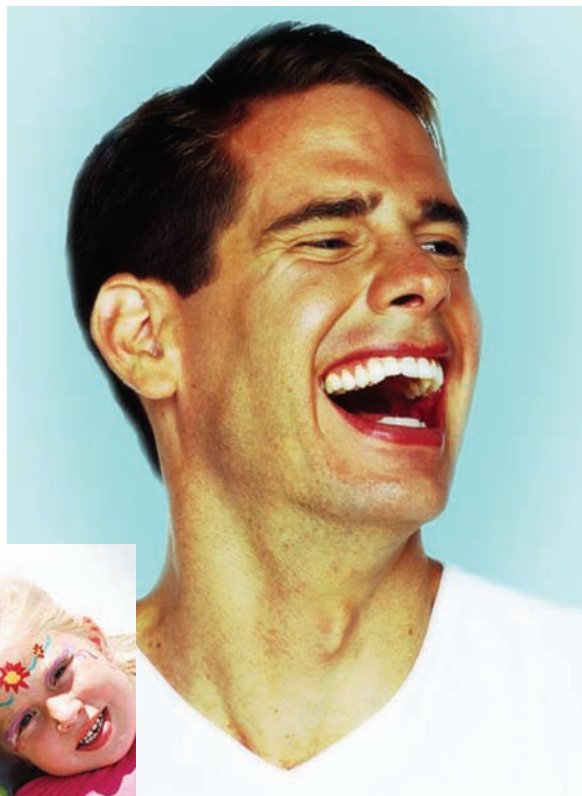
It may be the last thing you feel like doing, but if you're struggling with depression or stress, laughter is a fantastic distraction. Don't get stuck in a rut of gloom and doom. Instead, go out and do something really silly – try body-boarding at the beach, or roller-skating around the neighbourhood – and your mood is sure to get a lift.

We all know exercise is good for us, but laughter shares many of its health-boosting benefits too. Aside from reducing the number of stress hormones coursing



through your bloodstream, laughter increases antibodies and enhances the immune system. It also gives an effective internal workout, exercising the diaphragm, heart and even the shoulders, neck and abdominal muscles. Better than an hour in the gym? Maybe not... but definitely much more fun!

It's said that a trouble shared



Shared hilarity lifts everyone's mood and gives people a point of connection with one another that is remembered long after a personal encounter...



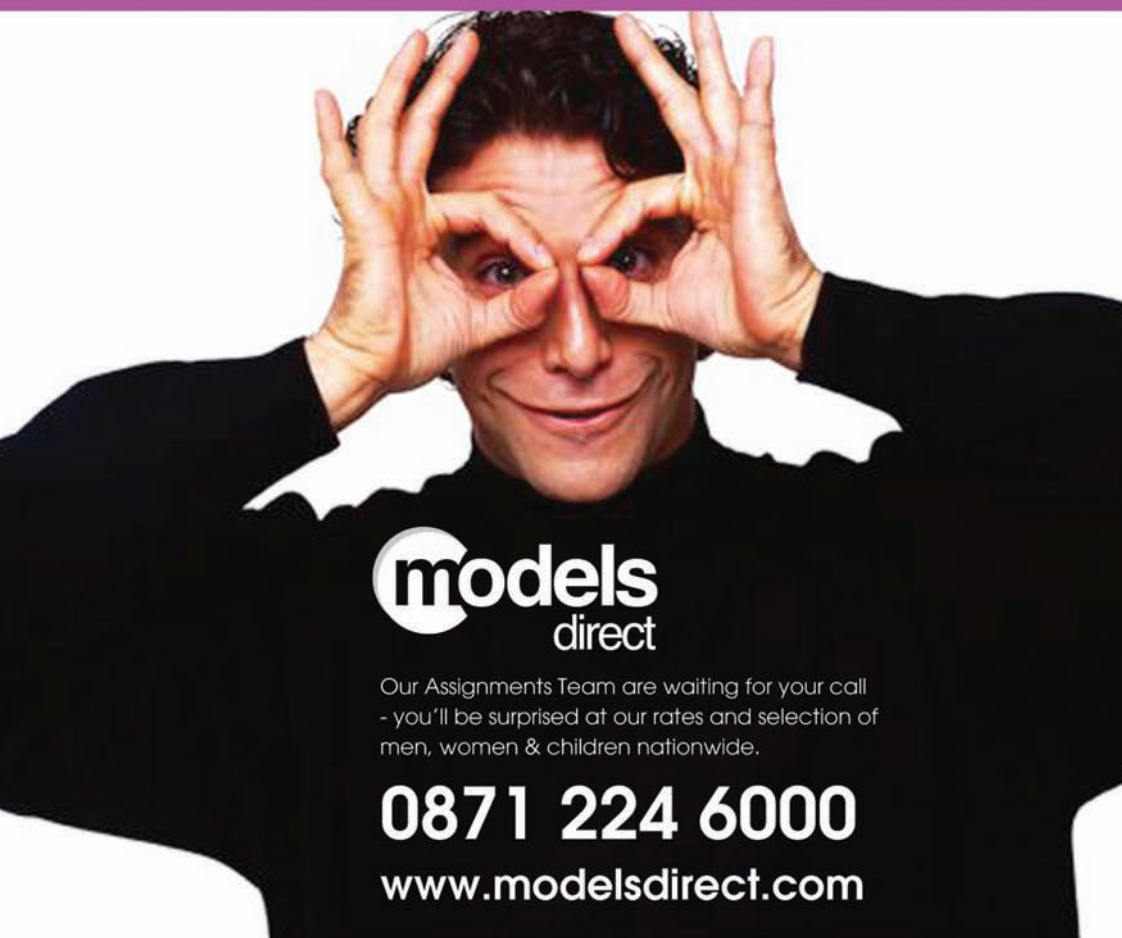
is a trouble halved, but now it's widely believed that laughing with friends and loved ones will work wonders too – shared hilarity lifts everyone's mood and gives people a point of connection with one another that is remembered long after a personal encounter has passed.

It's also pretty obvious that a happy person is an attractive

person – if you're not afraid to laugh out loud then you're going to be more easily noticed and seem more approachable than the nervous wallflower or glowering glum in any social group. That can bring you a bigger group of friends, flattering comments from prospective partners and even potential career benefits as you stand out from the

crowd of those you work with. Even on those 'wish I'd stayed in bed' days you can convince your body that you're happy simply by smiling... dance to some happy music or watch a funny film and before you know it you'll give in to the feeling and notice your mood lifting. We're really not meant to be miserable... so go on, have a laugh!

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



AAAAARGH! 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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models direct

Summer 10 **IMAGE 7**

MISSION
ACCOMPLISHED



ASHLEIGH AND SHAE-LOVE PLAY DRESS-UP

For many of us, one of the fondest memories of being a child is raiding the dressing-up box and pretending to be an exciting new character. That's probably why two child models with Models Direct loved their recent assignment so much - Ashleigh and Shae-Love were chosen to model fancy-dress outfits for online shop Smiffys.

When Polly turned to Models Direct she was looking for two female child models aged five to six. The girls needed to be cute, energetic and lively to take part in a photoshoot in Sheffield, South Yorkshire, that would showcase the company's fancy-dress designs.

Both Ashleigh and Shae-Love's mothers agreed that it was an excellent assignment, "Ashleigh's first assignment was magical. As a family we enjoyed every minute of it," her mum Kerry told us.

MODELS GET VIRTUAL REALITY MAKEOVERS

Plenty of clients turn to Models Direct to find models for photoshoots or for an advert, but every so often a really interesting assignment comes along. This was just the case when we worked with 3D computer programmer Lee Perry-Smith for his company Infinite Realities.

Infinite Realities specialise in creating 3D virtual characters for computer games and films. Lee is currently working on creating characters for a police video and needed 12 male and female models to pose as inspiration. The models were required to sit and pull different faces while they were photographed by synchronised digital cameras. These images were then used to create characters for Lee's client.

The models came from around the East of England, not too far away from Models Direct's head office. A broad range of ages was represented, including 49-year-old Richard and his 18-year-old son Tom.

"Tremendous!" responded Lee when asked how the assignments went. "All models were on time and Lisa at

Models Direct was superb in organising the whole thing."

This was the first assignment for model Steven after being registered with MD for just a month. "It was not your typical modelling shoot!" he said. "After having about 40 pictures taken, Lee then used a 3D camera/scanner to build up a three-dimensional image of my entire head. It was good to see the workings of the up-to-the-minute technology!"

"I particularly enjoyed seeing a snapshot of what I could look like in the digital world!" model Samantha told us. "It was a fun and different assignment."

"It was a great experience," another model, Daniel, added. "I had a lot of fun and thoroughly enjoyed it. The best thing was doing something different from my normal job and having fun with it."



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Models Jahmel and
Wendy show off a new
hospital gown from The
Design Council



BETTER BY DESIGN

Models meet top designer and make international news! Two lucky models, Wendy and Jahmel, featured in news features in the UK, United States and Canada when they modelled designer Ben de Lisi's new hospital gown.

The Design Council were looking for one male model in his 20s to 30s and a mature, size 14-plus female model when they turned to Models Direct. After being shown a selection of models they selected Wendy and Jahmel to appear in the production and photographic assignment to model the new hospital gowns.

It was an early start for the models when they travelled to London to model for a BBC breakfast show and GMTV. There was then time for the press to take photos for newspapers including the Daily Mail and the Telegraph.

The models enjoyed the assignment and needless to say Models Direct were really pleased with how they represented them. Wendy told us: "I loved being a model for the day. The Design Council were lovely

people, very professional and friendly. I learnt a lot and the whole morning was a joy and a pleasure.

"I was asked to model the new Ben de Lisi hospital gown being launched by the NHS for GMTV and BBC. I was in and out of bed, standing on a podium whilst the exhibition was carried out, walked about and answered questions on the feel, the usefulness etc of the new gown being launched. And I had a large number of photos taken by the press for various newspapers."

Model Jahmel added: "I started off by doing some filming for GMTV, which lasted for about 20 seconds.

Then we were all waiting around a TV to watch it on the news. I never caught it but my girlfriend and my friends from work saw it, so that had me hyped up all day.

"The best thing about the assignment was that I was a part of a really important campaign with the NHS. These new gowns are going to change the way we're seen at hospitals as well as the confidence we will obtain whilst being there. I was proud to be a part of it."

MISSION
ACCOMPLISHED



BABY HARRY GETS ASSIGNMENT 24 HOURS AFTER REGISTERING WITH MODELS DIRECT

Baby Harry was just five and a half months old when he was selected for his first modelling assignment - less than 24 hours after registering with Models Direct!

For the assignment, a photoshoot for internal use by the Ministry of Defence, Harry posed for photos with another MD model, 25-year-old Gemma, who was also on her first photographic assignment with Models Direct, although she has done some promotional work with the agency previously.

Modelling is a hugely competitive industry and while some models like Harry will be selected within days of registering, it is common for models to wait much longer. Models Direct can't, and don't, make any guarantee of receiving work but offer help and advice on how to increase your chances of becoming a successful model.

GAME ON

Beth from John Doe Agency was looking for someone to accompany her to radio stations including BBC Radio One and Xfm dressed as Kratos, the main character from the popular game series God of War. Gordan, 31, from London was selected for the assignment.



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AS GOOD AS A REST

A change is as good as a rest, it's said – and there are plenty of things you can do this summer to rejuvenate your looks and lifestyle.

Looking good

Products that suited your skin five years ago might not be ideal now... and what works in winter probably won't in warmer weather. Get to your favourite skincare counter and make sure you're using the right products for you right now! The same goes for cosmetics – so make this the month for a clear-out. Get rid of make-up you don't use, or anything more than a year old; cosmetics deteriorate with age.

Fresh breath of (h)air

A trim every six weeks or so will keep your hair in tip-top condition – leaving it longer than 12 weeks will result in dry and scraggy ends – but how long is it since you updated your style? Treat yourself to a salon session with a stylist who can make suggestions based on your face shape, natural colouring and lifestyle as well as what's on-trend.

Brush it off

Dry-brushing your skin brings

Top tips for bouncing back

Change is good when you're in control of it. Here are some tips to help you bounce back from unwanted changes:

- Stay optimistic – take small steps to achieve something positive while you're adjusting to change.
- Recognise how you're feeling – don't get lost in a 'fog' of misery.
- Work out what's happened – look at the change objectively and analyse why it's a problem.
- Give yourself thinking time – don't rush into knee-jerk reactions.
- Seek support – family and friends are better than therapy!



All change please!

Summer's as good a time as any to take a look at your life and make a few simple changes for the better

fabulous rewards, so if you haven't already made this part of your regular routine, do so now. As well as keeping skin soft and smooth, it boosts the blood and lymph circulation, helping to minimise cellulite. Slough off dead skin cells on your face with a good exfoliant to get a radiant complexion and help absorption of skincare products.

Hands up

Take a few minutes every morning to check and tidy your nails... your hands are constantly on show. If you don't have the time for a full varnish, apply a strengthening undercoat for gloss and protection. And always have a cuticle cream handy – dry flaky skin around the nails lets down even the most polished of talons. Remember to protect your hands from the sun – use a cream with an SPF factor over the summer.

And so to sleep...

Sleep is essential for health and good looks – lack of it can cause dark circles, puffy eyes, crows' feet and wrinkles. Get an early night once in while – it's good for you, and doesn't cost a penny!

It's not only the fairer sex who fret over looking good in summer... here are some tips for men preparing to flash a little more flesh over the next few months!

Summer is here and that means it's time to think about looking good while wearing less. Women tend to focus on getting back into shorts and swimwear, but for men it's more about making the most of what they have – and that means a bit of effort is required, rather than just a change of wardrobe.

If you've slipped into lazy ways, then now is the time to make changes and find a way to incorporate a fitness plan into your busy life. If that means getting out of bed half an hour earlier in the morning then set the alarm tonight and do it – a quick burst of exercise before work or classes is the perfect kick-start to a day and will leave you feeling energised, focused and confident.

If you can spare a little more time, a gym visit would be even

better, enabling the use of free weights, which offer a really effective way to increase muscle tone and lose excess weight. Whichever you are able to commit to, 30 minutes is all you have to find time-wise – you will start to see results quickly if you can make this a daily routine.

If half an hour really is unmanageable, then just do what you can. Better to set an

achievable target and stick to it than aim for something unrealistic and beat yourself up for failing.

You can work out at home by rotating a combination of push-ups, crunches, lunges and squats; increase your repetitions as appropriate and invest in some free weights to really push yourself.

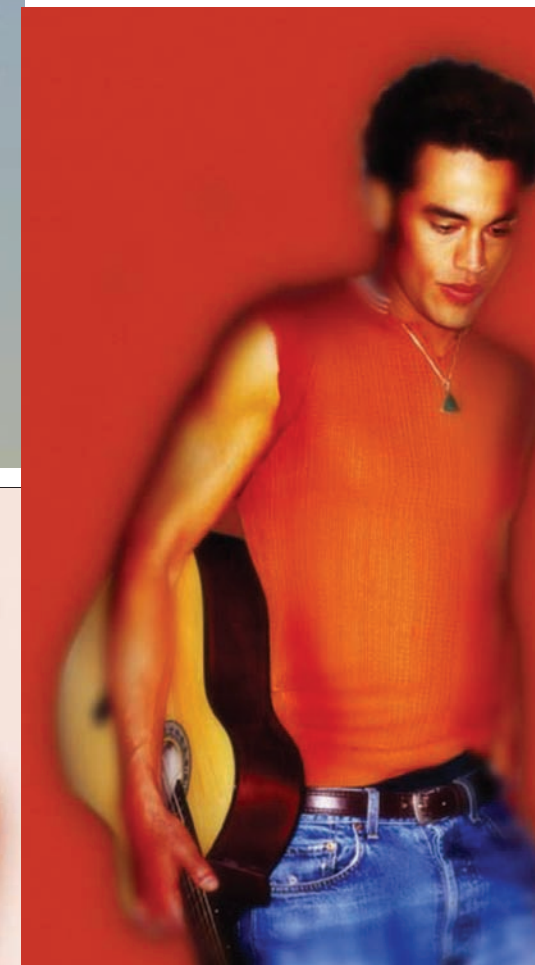
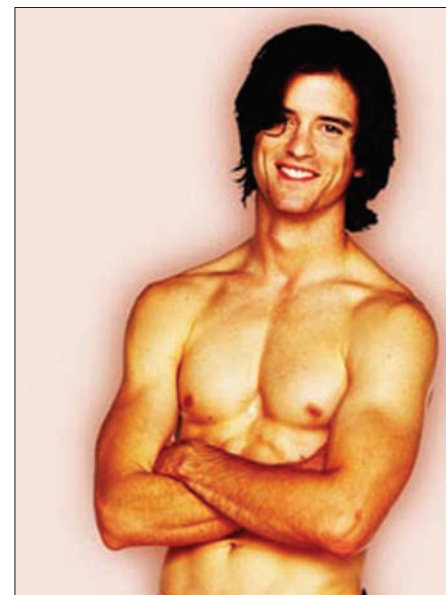
Many men have the opposite desires to women in summer –

they want to gain rather than lose mass! If you're one of those who would like to bulk up a bit then increase your protein intake with foods like chicken, turkey, eggs and fish.

But if you've put on a bit of

winter insulation and want to slim down, then try increasing your fibre intake with healthy foods, avoid white bread, potatoes and beer, and snack on low-fat yoghurt with fresh fruit rather than pies and pasties.

Hot blokes!



If you've slipped into lazy ways, then now is the time to make changes and find a way to incorporate a fitness plan...



Hollywood stars and A-listers have a whole team of people to get them looking perfect for those red carpet moments and all-too-frequent photo opportunities. But us mere mortals have to adopt a more DIY approach to looking good on special occasions – and as summer is usually full of them, now is the time to start perfecting the art.

Summer balls, prom nights and wedding invitations can all send us into a panic over what we're going to wear and how we want to look. So here's how to get it right when less than best-ever just isn't an option...

When it comes to make-up, decide what are your best features and work out how best to enhance them. Smoky eyes always look great but so does the current trend of bold lips. The



Summer balls, school proms and weddings... it's that special occasion time of year, when you'll want to be at your very best

secret to stylish success is to aim for one or the other – not both!

If you've chosen to go for the smoky-eyed look, keep your lips understated with a pale pink or nude lip gloss. And if you've

decided to go the other way, make sure your lips are in good, smooth condition by using a moisturising lip balm before you apply lipstick or gloss.

Special occasion skin should

look clear, fresh and natural. Embark on a good cleansing routine well before your big event, cutting out junk food and making sure you drink lots of water to flush out toxins and waste. Ensure that your skin is well moisturised and protected from the sun to guard against wrinkles, burns and white lines.

For that unmade-up make-up look, apply foundation and



Special occasion skin should look clear, fresh and natural. Embark on a good cleansing routine well before your big event, cutting out junk food and making sure you drink lots of water to flush out toxins and waste



concealers sparingly and only to problem areas or blemishes. And be sure to blend them in properly.

We're all prone to shiny skin, especially during a hot day or a busy night on the dance floor – use shine control blotting paper or tissues instead of lashings of powder.

For anything lasting more than a couple of hours, make space in your bag for a few 'top up' essentials. Take your lipstick or gloss so you can reapply it when necessary, some blotting paper or powder to reduce shine on your problem areas and maybe your eyeliner or mascara.

Visit our Job Board for the latest jobs and castings!



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!

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

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 45ish 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 45ish and have very dark and shoulder-length hair. The other model must be aged 18-25 years, have long, chocolate-coloured hair and have young and fresh appearance.

Production
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

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 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

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

One kitten required for photoshoot to promote major communications company.

Photographic
Budget: £90

One female model required for promotional/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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