

IMAGE

www.talentmanagement.com

2011

An Insight Into Teenage Modelling

Age Diversity
On The
Modelling
Scene

The Benefits Of
Baby Modelling

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Which Are You?

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It's **all** happening!



Here's what working models say about assignments they've got through the Talent Management Group

David
Talent Fee: £130
Ref:A261061

BEING RECOGNISED!

I really enjoyed the modelling assignment at the Ricoh arena. I was asked to help promote Aaduki, an insurance company. I was dressed in the Aaduki branded shorts and spoke to visitors handing out promotional literature. The best thing about the assignment was the opportunity to engage with a section of the public that I have not worked with previously and the chance to meet some really interesting people. I particularly enjoyed working with my on site contact who I found to be very helpful and fun to work with. It was also nice to be recognised on numerous occasions from my appearance on celebrity Come Dine With Me. I look forward to the next assignment from Talent Management.



Emma
Talent Fee: £150
Ref:F152789

ACTING CASUAL

It felt great to be a model for the day, I got on really well with the other models there. The best thing was being able to experience being a model for the day. I was asked to act casual and pretend I was going to the cinema with friends and be as natural as possible and act as if you were having lots of fun.

Hayley
Talent Fee: £270
Ref:Z222326

HAIR MODEL

I really enjoyed the shoot with Talent Management. The shoot was a hair shoot and I really like the style they gave me. The photographer was really good, giving lots of guidance to get a really good shot.

Alex, aged 9
Talent Fee: £510
Ref:N191025

A STAR FOR THE DAY

I loved the modelling assignment with Talent Management! Everyone was so nice. I had to pose doing everyday things such as getting up, going to bed, brushing my teeth, eating lunch and breakfast, playing,

and going to school. It felt great; I was a star for the day! Everyone fussed over me, which I liked a lot! I really, really enjoyed my 2 days.

Olivia
Talent Fee: £120
Ref:A261060

AT EASE

I would like to say how pleased I was overall with the modelling assignment for Talent Management. The client I worked with was extremely welcoming, productive and put me at ease throughout. I would be more than happy to be part of modelling assignments again.

Rachael for Regan aged 9 mths
Talent Fee: £315
Ref:G252470

CAUGHT ON FILM

The Talent Management assignment felt new and exciting, it was nice to chat to other mums who were there with their children. It was really good! The best thing about the assignment was seeing my son Regan being filmed: I thought he did really well. I'm sure Regan enjoyed it as well. Regan was asked to lay down on his back and front on a table and be filmed just playing and kicking around. I thought he did great and we both enjoyed ourselves!

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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!

Talent Management 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!



JENNIFER DENBY - Talent Management Public Relations Manager

The Benefits Of Baby Modelling

When it comes to baby modelling, more often than not the negative aspects are highlighted in the media, most of which are not true and certainly do not apply if you are careful about going through the process with your child.

One of the first most notable rewards of modelling is of course the experience. Whether it's travelling to new locations, experiencing new things or making new friends, modelling provides a unique avenue to great memories, keepsakes and stories to embarrass them with when they're older!

The reality is that when dealt with professionally, modelling for a child of any age can be hugely beneficial,

for both their social and emotional development. Socialising is an especially important aspect of a child's development. Introducing your child to an array of new people of many ages will help familiarise them with the unknown and help to boost their social confidence as they grow up. A baby photo shoot will also often include other children, meaning that your son or daughter will be able to engage in some play time with children their own age.

Of course, an undeniable bonus of enrolling your child in a modelling agency is the potential financial rewards. Whilst you must remember that any agency will likely take a

commission fee, should they choose your child for a modelling shoot you will still be entitled to a rate of pay for the hours you have given up. Photo shoots can pay anything from £60 to £100+ per hour, and often there is a two-hour minimum booking that the client in question will pay you for. This works out brilliantly for situations where the photographs are complete within thirty minutes – but you still receive two hours pay! If a client then wishes to use images or footage for over a year, an additional buy-out fee can provide even more earnings.

The monetary rewards can obviously contribute to the family as a unit and perhaps go towards a family holiday.

Alternatively, if you are looking to create a trust fund for your child this money can go straight towards paying for their education.

A little careful planning could mean that the rewards and benefits for your family are just around the corner! If you think your baby or child would benefit from modelling, read more about how to sign up with one of Europe's leading baby modelling agencies at www.talentmanagement.com. That's what one of our models mum's did for her son Max who has gone on to earn £1,620 in total so far, having been chosen as the "hero" baby for the latest Pampers campaign.

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.

0871 224 6000

www.modelsdirect.com



Model Types – Which are you?

The modelling industry needs to be recognised as an area in which virtually anybody can get involved. Despite the fact that awareness surrounding the industry is largely generated from the editorial models in the media, remember that every-day modelling is a very achievable and realistic goal.

Here are a few of the most popular modelling categories currently available:



Fitness Models

If you spend hours at the gym working out, toning and maintaining your fitness, you could be a perfect choice for companies looking for fitness models, body builders, swimwear models or even underwear models. Maintaining our bodies requires a tremendous amount of dedication and effort, and modelling can be one of the many rewards that come from this level of commitment.



Hair Models

Another popular choice is to become a hair model. The huge selection of hair shows, competitions and photo shoots that can take place around the country mean that there is an increasing demand for models willing to place their locks at the mercy of a hairdresser. Whether you are blonde, brunette, black or red-headed, your locks could be transformed and photographed expertly by professionals – with minimal effort required on your part.



Hand/Foot Models

Products not to be overlooked in relation to modelling include bracelets, wristwatches, rings, anklets, sandals, boots and new nail varnishes, all of which might require modelling as part of their promotion. These products are in massive demand, therefore so are the carefully preened model's hands / feet needed to advertise them!

For information on how to become a model in any of the fields mentioned above, as well as other fields including Petite Models, Plus Size Models, Pregnant Models, Disabled Models, Pre-Teen Models, Tall Models, Fashion Models, visit www.talentmanagement.com to find out more.

Modelling Myths Exploded By The Girls Of Dirty Sexy Things

The girl models of Dirty Sexy Things reveal the biggest myths they'd like to explode about modelling...

Ocean: "Contrary to popular belief, bookers/designers don't always want to use skinny models. I've been turned away from work before because they wanted a different body type."

Jessye: "People think you make lots of money for doing very little but that's bull****. You don't always get good money and it can be mentally hard work."

Ariella: "The biggest myth is that it's glamorous. Most of modelling is waiting and castings. And castings are no different to interviews. As a model the biggest part of your job is to go on these interviews with not one boss but maybe three bosses who ask you to take your clothes



The models of Dirty Sexy Things

off and do an interview half naked and judge you.

"You look after yourself; you have to be very conscious of how you look. How do you moisturize? Do you have long shower? Do you have good hair? It's your job. You are your product."

Charlotte: "It's not that easy to do. It doesn't matter if you're

naturally skinny, you always have to watch how you look. Even on your days off you have to keep yourself looking good whether it be your body, your skin or your hair. You also can't have an opinion, you have to go to shoots and leave everything you care about at the door to embrace someone else's vision."

Could Lottie Moss Be The Next Kate Moss?

This is the question being posed right across the net ever since she was captured in shots of Kate Moss and Jamie Hince's wedding looking angelic as one of fifteen bridesmaids.

Model agents across the UK, including Talent Management, agree that Kate Moss' 13-year-old sister has huge modelling potential.

British Vogue blogged that Lottie "is already showing signs that she will follow in her sister's footsteps".

While Premier Models founder Carole White told the Evening Standard: "Lottie looks beautiful and fresh — a very English rose look. I think Lottie would make a lovely young model."

We at Talent Management have to agree, after all, we've heard that Lottie already models vintage clothing for the family store, so we're predicting we'll see a lot more of this teen as she gets older.

Sneak Preview Of Tyra Banks' New Book Modelland

The former model, and of course host, judge and executive producer of America's Next Top Model, clearly knows a thing or two about the cut throat industry of modelling, so it's unsurprising she's delved into another media outlet and has written a book about it.

Aptly named Modelland, the fantasy book is the first of three in a series, and follows 15-year-old Tookie De La Crème along with her untameable hair, large forehead, and gawky body – spotting the connection anyone?!

From what we've heard of this book so far – which includes rumours of a beastly Catwalk Corridor and a terrifying Thigh-High Boot Camp, as well as a great cover featuring a smizing green eye - we can't wait to get our hands on it!

Spanish Political Party Asks Industry Not To Hire Extremely Thin Models

Convergence and Union (CiU), a centre political party in Catalonia, Spain, has presented a proposal to the Spanish Government which asks the industry not to hire extremely thin models and to redefine fashion sizes.

CiU says that the industry has created a "social stereotype of extreme thinness linked with beauty and success", adding that this stereotype is "supported by magazines, advertisements and models, sending a deceitful message about diets and inviting women to loose weight and focus on the body".

The proposal also urges the Government to take action against eating disorders and asks for more to be done to deal with unlawful website content relating to this.

We think the proposal to regulate catwalk models and website content is a fantastic step forwards in dealing with the increasing number of eating disorder cases both in Spain and worldwide.



Spanish Government asks the industry not to hire extremely thin models.

Considering the social circumstances that surround models, Talent Management feels that a healthy and diverse image is essential going forwards, which is why we actively promote 'real' models in all sizes, shapes, ethnicities and ages.

Edinburgh College of Art Champions Body Diversity

Edinburgh College of Art has just become Britain's first fashion Centre for Diversity.

The announcement came after the College's course leader



All Walks Beyond The Catwalk, image via allwalks.org

worked with All Walks Beyond the Catwalk – a campaign that challenges some of the industry's deeply rooted beliefs about the so called body ideal.

Through this collaboration, fashion students have been training on real models varying in shape and age, as well as on traditional mannequins.

Model Niki Taylor Makes Giving Blood Fashionable!

In an effort to raise awareness around the importance of blood donation, while also thanking those who support this initiative, top model Niki Taylor has got together with Nexcare Bandages, America's Blood Centers, and The American Red Cross for the 2011 "give" programme.

But our favourite part of this promotion has to be model's fashion-inspired, limited-edition "Saving a Life is Stylish" plaster collection.

Having been critically injured in a car accident back in 2001, which left her unconscious for six weeks, it's no wonder Taylor appreciates the importance of giving blood and is promoting the cause.

"I want to thank people who give blood, every single day," said Taylor.

"I hope when people see this give bandage, it's a badge of honour. I hope it gets people my age and younger donating more blood. I love the collection because it's the latest in fashion trends and saving a life is always in style. I'll be wearing the zebra print!"

If you pledge to give blood through the Nexcare Facebook page, you can receive a free sample of the "Saving a Life is Stylish" plaster during the week of World Blood Donor Day.

So far, 10674 fans have pledged to save 32022 lives!

Unknown Teen Model Becomes Prada's New Face

Having just checked out Prada's A/W 2011 campaign, we were surprised to see a new face – so new, in fact, she's never even walked a catwalk.



Kelly Mittendorf modelling in Prada A/W 2011 campaign

So just how did 17-year-old Kelly Mittendorf bag such a huge campaign with no experience in modelling? Well, we'll just have to assume that Miuccia Prada, like us, simply fell for her unique look.

Captured by Steven Meisel we think ethereal looking Mittendorf evokes a youthful appeal and is a face we will be seeing a lot more of in the future.

Heather Marks To Feature In Silent Hill: Revelation 3D

Talent Management has just found out that doll-faced model Heather Marks is following in the footsteps of Rosie Huntington-Whitely – that's right, she's venturing into the world of acting having bagged a role in *Silent Hill: Revelation 3D*!

Set for release in 2012, Marks will be starring in the Michael J. Bassett-directed film as a mysterious character called Suki, alongside acting heavyweights Sean Bean, Malcolm McDowell and Carrie-Anne Moss.

Christensen On Why Supermodels Became A Phenomenon

Elle UK recently asked Helena Christensen, one of 'The Big 6' supermodels, why she thinks supermodels became such a phenomenon when they did.

"Sometimes, moments just happen to coordinate and work out. But I do think that if I was to say anything, we were allowed to just be ourselves," she told the magazine.

"Each one of us had a very unique look in the sense that we looked different. There was no conformity about our look—and our personalities too, we had very different personalities, and emotionally and mentally we were different—but I think that put together created this strong force of women.

"And no one told us to be any different. No one ever came up to me and said, 'you need to reshape your body, to lose weight, or to be more outgoing, or less outgoing'."

National Modelling Competition Finalists Announced

At the beginning of 2011, the Yorkshire Agricultural Society launched a huge modelling competition to find aspiring models who either live or work in the countryside.

The competition has attracted dozens of entries from young men and women across UK, all wanting to strut down the Skipton Building Society's Fashion Pavilion catwalk.

Having combed through the hopeful models, a group of high-profile judges announced the 11 finalists.

Aged between 16 and 25, the finalists joined the professional models on the catwalk on the Great Yorkshire Show's opening day on 12th July.

In addition to their share of £500, the two winners of the contest will be introduced to the world of modelling with fashion show organisers Morton Gledhill – The Fashion Team.

This long established team has built an enviable reputation nationwide for Fashion Show productions and its Model Training schemes. The team has prepared many models, both male and female, for agencies in Europe, America and Asia with many becoming photographic models or reaching the leading catwalks.

This competition is a mark of how widespread modelling is becoming, including the rural countryside.

Coco Rocha Creates First Ever Lytro Fashion Shoot

It seems that legendary fashion model Coco Rocha – writer of the blog OH SO COCO – not only has a passion for writing, but also for technology.

A few weeks ago, the Canadian model read an article on mashable.com about a revolutionary new camera called the LYTRO that requires absolutely no focusing. In fact, believe it or not, all focusing can be done after the picture is taken.

On her blog, Coco wrote about how she and her husband came to create the first ever Lytro fashion shoot: "James [Conran] and I, ever the early adopters, immediately reached out to the company producing the camera and said we would love to work with the prototype."

Could Gisele Become The World's First Billionaire Model?



Having been hailed the world's top-earning model for seven consecutive years, we weren't too surprised to hear that Gisele Bündchen could become a billionaire supermodel.

That's according to Forbes, who, highlighting Gisele's extensive accomplishments, said that assuming the model has been managing her cash, spending wisely and making smart investments, could be on track to becoming the world's first billionaire model.

Whitney Thompson Talks Plus-Size Modelling



Whitney Thompson for Covergirl

Back in 2008, the Talent Management team tuned into America's Next Top Model to see a first – a plus size model winning.

Of course, it was none other than Whitney Thompson, who, because of her positive influence on the thin-supremacist fashion industry, was noted by Lifestyle MSN as one of the 'Most Influential Women of 2008.

Since winning the 10th cycle of the modelling

competition, the plus size beauty has gone on to bag some impressive modelling jobs, including shooting a Covergirl commercial with Rihanna and covering Plus Model Magazine.

Thompson is also an ambassador for the National Eating Disorders Association. But what we want to know is whether she believes that fashionable images of plus-size models can undo some of the damage created by a fashion world dominated by skinny models?

Luckily for us, judgmentofparis.com asked the blonde bombshell just that. "Oh, 100%," she said. "People really define what their idea of beauty is by what they see in the media. And

then you put me out there, well, I'm normal, and relatable. It's achievable. Whereas putting Posh Spice on the cover is not. It's just not good. Not good for anybody."

The publication went on to ask the model what she thinks can be done to encourage the industry to feature and market full-figured models: "A lot of it is already changing, but it's about the designers. And another thing too is that the designers really follow each other. If Louis Vuitton uses a curvy girl, then

Dolce & Gabbana is going to use a curvy girl, because you don't want to be the last to do it, and it's great publicity," she said.

"The people that they're selling the clothes to don't like seeing skeletons walk down the runway in their clothes. It's not attractive. It doesn't make me want to buy a dress. What it comes down to, it's really just... It's the designers, at the end of the day. Each one has their own opinion. One at a time will be changing."

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Age Diversity On The Modelling Scene

Having been checking out the new A/W 2011 campaigns, the team at Talent Management has been surprised to see a few new faces on the modelling scene – from 17-year-old Kelly Mittendorf, who's first major modelling job just so happens to be for Prada, right through to 45-year-old Helena Bonham Carter, who has just become Marc Jacobs' newest muse.

We love to see diversity in the modelling industry and the emerging A/W 2011 campaigns prove how different-aged women can be positive role models for young people – whether it's a young girl just starting out her career or an older woman proving she's confident enough to model at any age.



With all the current coverage on size diversity, it's easy to forget that issues surrounding age also have an impact, with well-known celebrities embarking on Botox procedures before they're even out of their teens.

So we think it's great to see that the fashion scene is beginning to take the appreciation of all ages seriously, as well as differing sizes, shapes and ethnicities.

Recent client requests for models

Here are examples of recent client requests received by Talent Management National Assignments Department. We search our database of models from all over the country and propose to clients those which match their requirements. Our Coordinators call the models selected, offer them the assignment together with a fee... then the assignment takes place!

Two female hair models required for a salon hair shoot. Models must have mid-length to long hair and must not have highlights. Models must be willing to have their hair cut and coloured if the client wishes. Shoot is to promote the company's range of hair care treatments.
Fee £300 per model

Real families required, mum and dad aged 30-40 years old and ideally two children aged 6-10 years old, preferably one boy and one girl. Also looking for two teenagers aged 14-17 years old. All models must be comfortable going on theme park rides.
Fee TBC

Three models required for a photographic shoot to promote a range of parent products. Requires mum, aged 20-30 years old, one child aged 3-5 years and a baby. Models do not need to be related.
Fee TBC

One male actor required to feature in a HIV drug corporate video. Actor must be aged 28-35 years old and be Mediterranean looking.
Fee £300

One male model/actor required as an 'inbetweeners' impersonator for a radio show. Model/actor must be aged 18-30 years old.
Fee £1000

One female model with striking looks and long hair aged 18-30 years old, required for a photographic shoot for an advertising agency.
Fee £500

One female model aged 13-18 years old required to appear in a music video alongside a 13 year old artist hoping to take the video to potential record label companies.
Fee TBC

One female model aged 16-18 years old required for educational commercial. Model must be Filipino. Will be working against a green screen and the commercial will be using CGI.
Fee £240

An Insight Into Teenage Modelling

Amongst the usual aspirations that teenagers have – becoming a pop star, TV presenter or actor – modelling is normally relatively high up on the list. Whilst modelling at an editorial level is extremely competitive and very difficult to break into, there are still some terrific teen modelling opportunities out there – if you know where to look.

Males and Females

Modelling is normally thought of as a largely female-dominated industry, but this is really just a false perception. In reality, the industry is equally as interested in males; this goes for males who look like every-day regular guys. You don't have to wear lipstick, fur hats or tights when working for clients who are targeting the buying public! This goes for TV commercials,

billboards, catalogues and a whole host of other promotional materials.

Confidence

Self-doubt is of course all part of growing up, and undeniably all teenagers experience this feeling at some point. Combating this head-on seems to be the best way to conquer any confidence issues, which is where modelling can help. Shoots and

auditions will put you in touch with a wide selection of photographers and fellow models and before you know it there will be a brand new social circle wanting to get to know you. Just look at Lindsey Wixson's who said modelling has helped "build confidence".

Financial Rewards

Talent Management is interested in teenage

models between the ages of thirteen and eighteen, ages at which it is difficult to find paid work. Legally, you are not able to work in a full-time position until aged 16 which can mean finding money (without depending on parents!) is exceptionally difficult. Whilst pay rates vary depending on the nature of the job, the client and so on, you could receive anything from £120 to

several hundred for a day's work!

Find a quality agency, be persistent and keep yourself healthy! Remember that modelling of any kind is not necessarily a walk in the park, but with some careful consideration and an appropriate agency on board, the above benefits could be well within your reach.

trend alerts

H&M's New Kids Range

As always, we can rely on H&M for fashion that both looks fashionable and supports good causes – and childrenswear is no exception.

This September, our favourite highstreet retailer will further support the UNICEF/All For Children initiative with a special collection of playful and timeless pieces for kids.

With subtle details and attention to design, we're sure this collection, modelled by some ultra cute kids to the right, will be a firm favourite with your little ones.

And, seeing as the collection is made to be versatile, so the pieces can be mixed and matched and worn throughout the season, it will be loved equally by parents!

So, come autumn, keep your eye out for some cute updates of well-loved classics, including printed dresses, skirts, shorts and gilets for the girls, and check shirts, cord blazers and the essential parka for the boys.

25% of all sales from the All for Children collection will go directly to support UNICEF's projects to promote children's rights to education and protection among vulnerable communities.



H&M's special collection supporting UNICEF/All For Children

Pleats Please!

Pleated skirts have endured a 'safe and respectable' label for decades, and have long been in need of some rejuvenation.



Cream skirt by Rare, £32

So keep your eyes peeled for pleats and get ready to pair up with a structured top and vintage sandals for a great look our models will definitely be sporting this season.

Luckily for us, Chloé and Richard Nicholl's 2011 collections have done just that.

After elegantly swishing their way down the catwalks and filtering onto the highstreet, a fresh new take on pleated skirts has become big news with the models here at Talent Management.

We've seen some great styles from Karen Millen, whose signature mini-skirts create a powerful look with addition of pleats; French Connection, whose crepe tennis-style pleated skirts channel the preppy look; and Rare, whose pretty cream pleats provide the basis for a soft and ultra-feminine outfit.

White Out!

Fashion week saw all shades of white work their way down the catwalks, making this absence of colour big news with the trend conscious models here at Talent Management.

From cute structured shorts, pretty pleats, and ultra-feminine blouses, white is taking over.



French Connection Lark Rise Lace Dress

But if you only buy one white piece this season, make sure it's a little white lace dress à la Dolce & Gabbana. Dolce & Gabbana's lacy spring collection landed an incredible 42 covers – so trust us, this is a trend going global!

Luckily for our limited funds, Dolce & Gabbana weren't the only ones whiting out. We've seen some great styles from French Connection, Topshop and Isabella Oliver, whose versions of the white lace dress channel the catwalk look beautifully.

So get ready to zone in on whites, creams and ivories in lace, chiffon, linen and broderie anglaise for a soft and innocent look our models will definitely be showing off this season.

Men's Autumn Highstreet Trends

So, what does the new season have in store for all our fashion conscious men out there?

Well, it seems that the current focus on simplistic style and sharp, urban looks will continue into autumn/winter. "Clean and sharp is the look for men this autumn, updated with seasonal colours, fabrics and key pieces. It's also important that the wardrobe works in a simple and efficient way, which is why design longevity is particularly important at H&M's men's department. This season's collection is about indispensable fashion essentials and about creating your own look," says Andreas Löwenstam, Design at H&M Man.

So men, this means getting creative with your materials, colour combinations and styling. A/W 11/12 is all about putting together your own personal style by matching on-trend essentials with those classics

you already have in your wardrobe. Start off by focusing on classic details from classic garments.

When the collections begin to emerge on the highstreet, expect to see lots of traditional checks, jacquards, block stripes, pin stripes and tweed on key garments such as the suit, parkas, tailored trousers, shirts, and aviator, puffa and blazer jackets. H&M have designed a great two tone blazer, which, when dressed over a white shirt, creates a fresh new look that we're loving.

Remember that key accessories will work to compliment your style; look out for on-trend pieces such as driving gloves, skinny ties, and heavy boots and knits. A heavy cable knit scarf over a classically tailored suit will inject instant attitude to an otherwise safe look.

As for colour, overall a warm and yet masculine palette of beige, camel, tobacco, navy, uniform green and grey will dominate. But for all you extroverts, splash a little orange for a great accent colour, perhaps in a parka.



A two tone blazer over a white shirt feels new, A/W 11/12 H&M

Colourful Heels

With the bright colour trend prevailing this season, the girls at Talent Management have been looking to chunky platforms and stiletto heels, all in eye-popping shades.



Aldo's CAPECORAL in Fuchsia Misc, £75

Look out for bright, jewel-coloured suedes and patent leathers on high heeled court shoes and platforms.

We love yellows, magentas and corals and have seen some great styles around – from Aldo, whose signature platforms create a powerful look in fuchsia suede; to French Connection, whose patent coral Janessa platforms channel the preppy look with their high cork style heel; and ASOS, whose PUMP IT UP yellow suede heels provide the basis for a very summery and feminine look.

So keep your eyes peeled for those vibrant heels and get ready to clash with an equally bright outfit for an on-trend look our models will definitely be wearing this season.

Hair Trends

From natural colouring techniques, to polished and pristine locks, we check out Brad Ngata's interview with Vogue Australia and discover what the latest hair trends are this year...

Ngata, L'Oréal Professionnel's Hair Director, told vogue.au: "For the past couple of seasons we've seen hair that's quite undone, very textured, beachy and boho. I think we'll be seeing a return to far more polished and ladylike hair, so it looks like it's been done by a professional.

"People won't be relying on their natural texture anymore, it'll be about having beautiful and shiny hair. I think it's a nice return. The Autumn/Winter 2011 Collections that I have seen have had 'put together' styling and fashion, and it's the same with hair."

And the hair trends Ngata wishes would disappear? "Well, I'm really loving balayage, which is a natural colouring technique. I love that more so than streaky, stripy highlighting which seems a

bit old fashioned. Also, short hair and bobs have been around for a couple of seasons, I think it's time to have a bit more length and femininity."

If your hair is your best feature then why not make the most of it and take a look at becoming a hair model with Talent Management?



L'Oréal Professionnel inspiration look, by Kay Schneider

Maybe you know someone interested in talking to us?

Part time modelling can be fun and rewarding...



Madonna, Talent Fee: \$128

The client appreciated my looks and made me feel positive about the modelling experience for Models Direct. I was asked to partake in 3D scanning to be used in a gaming product. The assignment was interesting as it did not involve traditional photography: it was a great learning experience.



Katy for Max aged 1, Talent Fee: \$1,620

We never expected that Max would be chosen as the "hero" baby for the Hamamis campaign. We were delighted and so proud of him. It has been a lovely experience and we look forward to embarrassing him with the story when he is older.



Jake, Talent Fee: \$140

It felt great to be a model for the day. I was a really enjoyable promotional day. The best thing about the modelling assignment was seeing my picture on all the promotional magazines and advertising from the previous photo shoot.

...we are always looking for men, women and children of all ages to appear in advertisements, films, shows, catalogues, commercials, walk-ans, extras

- what do Talent Management offer?
- why are they different?
- what sort of work will you do?
- does that mean taking photos?
- are they real people or just a bunch of...

- how much money will you get?
- will you have time?
- how does it work?
- will I need a passport?
- what happens?

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