

THE UK'S ONLY MODELLING MAGAZINE

IMAGE

2012

Should Children Have Body Image Lessons In Primary School?

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Revealed

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

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!



Nina for Sienna, aged 6
Talent Fee: £100
Ref:N538286

A NICE DAY OUT

This Talent Management assignment was a fitting, Sienna loved getting changed and trying clothes on. The atmosphere was relaxing as the people were nice. Sienna wasn't nervous at all and enjoyed travelling and having a nice day out!

Hilary
Talent Fee: £180
Ref:K582591

MODELLING IN THE SUN

As this was my first assignment, I was both nervous and excited, also worried about whether I'd brought suitable outfits to wear. I was photographed in a holiday park with the other 2 models, doing various holiday activities for a brochure- relaxing with a drink, cycling, and walking hand in hand with my 'model' husband barefoot along the beach with a dog. The weather was glorious, and I was soon relaxing and enjoying the whole experience. The cameraman put us at our ease and the other 2 models, Herb and Marc, were very easy to get on with. I joined Talent Management as I wanted to try something completely different from my office job, having taken early retirement. I definitely want to do some more assignments, and it has given me more confidence. Thanks to Talent Management for the opportunity to try something new, meet interesting people and have fun.

Luke
Talent Fee: £150
Ref:A519404

GAINING CONFIDENCE

The Talent Management assignment was fun! I did not get nervous at all. It was very simple and I gained confidence.

Jason
Talent Fee: £150
Ref:B526528

GREAT DIRECTION

For my assignment as a model for Talent Management I was nervous but soon became very comfortable in front of the camera and really enjoyed it! Direction and organization was great both from the photographer and Anna (booking agent at Talent Management). This is something I'd love to do again, thanks for a great day!

Tabitha
Talent Fee: £150
Ref:259884

A FAN OF FASHION

The Talent Management job was good fun and I would like to do it again. It was interesting as the equipment was very modern and it involved lots of cameras rather than just one. The assignment involved standing in a variety of poses with two changes of clothes. I would recommend the experience to others because it was exciting to see how technology can be used. I joined up with Talent Management as I had done some modelling before casually and found it fun and interesting. I am also a fan of fashion and technology.

Welcome...

Welcome to the new autumn edition of IMAGE, the UK's only dedicated modelling magazine.

This season, Talent Management is all about body image – from features on the real shape of British women, right through to a debate on whether children should be given body image lessons in primary school, we've covered it all.

What's more, we reveal some very interesting confessions from a professional retoucher, who reveals that 'Frankenstein' models are common place, models' perfect skin is sham and that the forest of lashes in mascara ads are the biggest lie of all!

Also this issue, catch up with all the latest modelling news, fashion and beauty trends and quotes from our very own models who talk about achieving their life long ambitions and the importance of the mentality 'if you never try, you never know'.

Enjoy!



JENNIFER DENBY -
Talent Management
Public Relations
Manager

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Should Children Have Body Image Lessons In Primary School?

The Talent Management team recently came across a book called 'Body Image In The Primary School' by Nicky Hutchinson and Chris Calland. With child modelling being a big part of the agency, it got us thinking – should children be taught about body image from a young age?

Last year, Dr Helen Wright, President of the Girl's School Association, said that children from as young as four should be given lessons on body image to help control the dangerous impact that things such as airbrushing, overly skinny models and extreme post production techniques cause.

Also believing that girls should be aware of these things from a young age, Hutchinson and Calland's book provides material for teachers to confront body image issues in the classroom.

"Children face exposure to the media on a far greater scale than ever before. They watch up to 40,000 adverts every year. Although there are initiatives to address body image with adolescents, we were aware that there was very little available to support younger children. Primary

schools have a critical role in helping them develop a healthy body image through positive intervention," said Hutchinson.

Calland added: "When we watch television or look at magazines with our children we should encourage them to question the images they see. We should reassure our children about their appearance and talk positively about them. It's important not to make negative comments about their weight or over-emphasise the importance of looks. We shouldn't make negative comments about other people's physical appearance or complain about 'fat' or 'ugly' parts of our body in their hearing."

The team at Talent Management, one of the UK's most diverse and inclusive modelling agencies, tends to agree. We



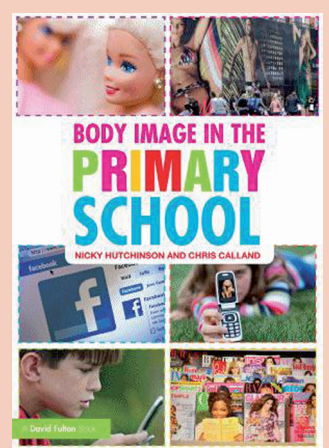
think that children should be taught to identify airbrushing and fakery, and shown that beauty is more diverse than the stereotypical long-legged skinny model we're all so used to seeing. Then maybe children can grow up understanding that there is a plurality to what's considered beautiful, and not just one unattainable so-called 'ideal'.

All Walks co-founder Caryn Franklin also shares a similar view: "We need conscious teachers who can help young girls and boys understand the pressures they are experiencing around body image, if done in the right way I see nothing wrong with discussing this subject amongst young children, as it affects them too.

"Students I currently lecture, from Leeds to Plymouth, all express unease about

the current body ideals, having internalised the messaging around bodies over the years. Tackling this cultural pressure earlier than university can only be a good thing."

Talent Management wants to hear from all our child models' mums and dads – do you believe that young children should stick to learning their ABCs and enjoy their innocence while they can, or is it a good idea to start teaching body image lessons early on so that kids can grow up with a better understanding of media imagery that will hopefully lead to self-assurance and body confidence?



'Body Image In The Primary School' by Nikki Hutchinson and Chris Calland, image sourced via allwalks.org

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Talent Management's Model Marc 'If You Never Try, You Never Know'



"On the Talent Management job I had no nerves as such, it was just a matter of being in a new situation for the first time. On the assignment I was photographed for a holiday village brochure. The other models, one also a first timer, were great company, as was the photographer. The most enjoyable part? Everyone was as easy going as me! I would be very happy to do it again for sure and would recommend it to others. Why did I sign up? I've been lucky enough to have people say nice things about me and ask if I'd ever tried modelling before, so I thought if you don't try, you don't find out."

"Quote Me"

Talent Management's Teen Model Rebecca On Achieving Her Life Ambition

"On the Talent Management assignment, the photographer was a really lovely guy. He was very easy to get on with and very professional. I was quite nervous beforehand; I'd done photo shoots before, but this was my first assignment so it made me a little nervous. It didn't take long for the nerves to disappear though and I enjoyed every moment of it and would definitely do it again. The assignment was in a room with a small stage in the centre and lots of cameras around, I was given poses to hold for the shots and 3 clothes changes. I joined Talent Management as modelling is something I have wanted to do for a very long time and love it. It has been one of my life long ambitions and I had to make it work, and this is how I've achieved it."



5 More Talent Management Models Bag Modelling Job For Salix Consulting

As is often the case at Talent Management, when we provide great models to our clients, they come back time and time again.

Proving this theory right, London-based PR consultancy firm Salix came to the modelling agency earlier in the year looking for a selection of diverse

'real-looking' models - which of course is our speciality!

Our model bookers were happy to oblige and 8 of our models were booked in to what turned out to be a very successful shoot.

A couple of months later and Salix were back, this time looking for 5 models for a second nurses and doctors photoshoot for another client similar to the one previous.

With a very tight deadline, the firm asked to see a selection of female models to include a Caucasian brunette, a Caucasian blonde, an African or Caribbean

model and an Asian model, all between the playing ages of 25-50. They also requested that the models be between a dress size 12-18 and be between 5'4" and 5'10".

Salix also needed one male model to complete the group, who had to be either Caucasian or black, between 5'8" and 6'2", and again with a playing age between 25-50.

Of the diverse selection of models put forward, Davina (30), Evelina (24), Nasheana (33), Radha (24) and Andrew (24) were booked in.

Having already heard back from our models, we know they all had a great time posing as different health professionals in a variety of scenarios. Check out the Talent Management Blog for some select shots of each of our models from the day's shoot, along with their thoughts on how the job went.



Talent Management's 24-year-old male model Andrew and 33-year-old model Nasheana were two of the models booked for the shoot



Fitness Model Sam Booked By Infinite Realities

Leading 3D modelling and scanning company Infinite Realities® came back to the model bookers here at Talent Management for the 14th time since 2010, once again looking for models for the firm's latest project.

This time around, Infinite Realities® Director Lee Perry-Smith, an award-winning artist with a lifelong passion for capturing and imaging the human form, was specifically looking for a male bodybuilder-type model for a shoot that 2D and 3D artists will study anatomy from.

Lee wanted a well-built model capable of some fantastic body poses, muscle flexes, and fight stances, and someone who is comfortable wearing briefs or tight shorts/boxers in front of the camera.

Our model booking team quickly got to work and sent over a great choice of our most muscular models. Of the selection, the client picked

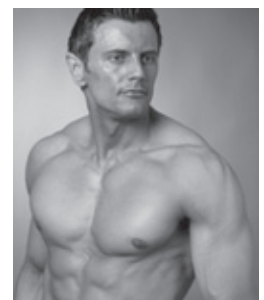
one of our most impressive bodies on the books, belonging to our 33-year-old male model Sam Welsh.

Sam is a London/South East based fitness model specialising in health and commercial modelling. Having recently done a shoot for Men's Fitness Magazine, we knew Sam would be a perfect fit for this job given all the sporty poses required.

Before the shoot, Sam was briefed on what to expect and how to prepare. He was asked to arrive on location, which was in Suffolk, clean shaven and with neat hair. He was also asked to bring along some grey briefs, boxers or underpants, as well as two casual, trendy outfits, like jeans and a t-shirt.

Judging by the feedback from the day, it seems the shoot was a great success. Sam earned himself an impressive fee of £420.00 for just 2 hours modelling work, and said: "Enjoyed

the Talent Management shoot; standard fitness modelling style work. Good client and the computer images look great!"



Talent Management's fitness model Sam Welsh

We also had some great feedback from the client: "The assignment went very well. Sam was super professional, arrived on time and was a pleasure to work with. I would recommend him to anyone and be happy to work with him again. Talent Management, specifically Anna, did a fantastic job in co-ordinating the assignment."

Glad to hear it boys...we can't wait to see the final images after Lee does his magic in the editing suite!

Confessions Of A Retoucher: Professional Admits '100 Percent' Of Fashion & Beauty Imagery Is Altered

At the modelling agency, we know all too well that retouching models' shots is common place in the fashion and beauty industry. With beauty firms airbrushing models' lines out in anti-wrinkle cream ads, to fashion brands unashamedly blended out their models' kneecaps, we've seen it all. But just how often this kind of thing happen?

BuzzFeed recently spoke to a professional, unsurprisingly anonymous, retoucher to find out. Read on for the top most shocking revelations from the interview...

100% of what's in fashion magazines is retouched

"There's just no way an image would be released without any retouching at all so every single ad would have that disclaimer on it. And absolutely 100 percent of what's in fashion magazines is retouched... You can never have no retouching across the board, because some of it you just have to do if something's really distracting in a picture."

Mascara ads are the biggest lie of all

"I do work on a lot of cosmetics images, too, and the mascara ads are just ridiculous. They wear false eyelashes, of course, in the photoshoot, and we completely draw the lashes in one by one so it's just like a forest of eyelashes. That's like the biggest lie of all — you can't achieve that."

'Frankenstein' models are commonplace

"Retouchers do things like cut out a head from one photo and put it on the body from another. I do that kind of stuff all the time. Let's say they do a photoshoot with a model and the body comes out well, but she's got a wonky look on her face. They might want to put this head on that body. Or they want to put an arm from one photo on the body of another — that's common."

Clothes get retouched as well as models

"With fashion itself, sometimes the clothes are not fitting the way they're supposed to. They're always pinned in the back, for example, and then the wrinkles are taken out with retouching. So the clothes are kind of a lie, too. Nothing is going to fit that perfectly when you try it on."

Skinny models' get protruding bones smoothed out



Banned Lancome ad featuring a heavily airbrushed Julia Roberts

"I have smoothed boniness before — like when models have bones sticking out of their chest, they want that subdued. That's somewhat common."

Models' perfect skin is a lie

"We completely remove veins and freckles and moles and bags under the eyes all the time. We often remove body hair, subdue wrinkles, whiten teeth, pop the eyes. We also smooth kneecaps and veins in the hands and things like that — anything that's distracting that takes away from the product being featured."

TOWIE's Gemma Collins Designs & Models New Plus-Size Collection

Bubbly reality TV star Gemma Collins has become a household name ever since she won our hearts in Britain's answer to *The Hills*, *The Only Way Is Essex*.

Drawing on her own experiences of struggling to find flattering and fashionable clothing in anything bigger than a size 14, Gemma set about designing a collection.

Just as fabulous as she is, the collection has been designed to flatter the plus-size woman who wants to be stylish, fashionable and who is as proud to show off her curves as Gemma!

Speaking about the launch of her range, Gemma said: "I am so happy to be able to offer bigger girls a clothing range that they can show their curves off in — why should plus-size girls be stuck wearing black and try to cover up? Just because you're bigger it doesn't mean you can't dress well and be glam— girls should be proud of their figure no matter what size you are — I am!!"

74-Year-Old Model Herb Bags Job At The Beach

"The assignment with Talent Management was all you could ask for; hot sun, sea breezes and a happy team to work with. The job was creating a brochure for a Seaside Beach Resort and was well planned and ran to schedule — even a beach sequence with a dog, highlighting the animal friendly side of the resort, who really didn't quite grasp exactly what was required of him, but it all worked out in the end. It isn't often you meet the same models and photographic teams again but I would be very happy to work with them in the future."

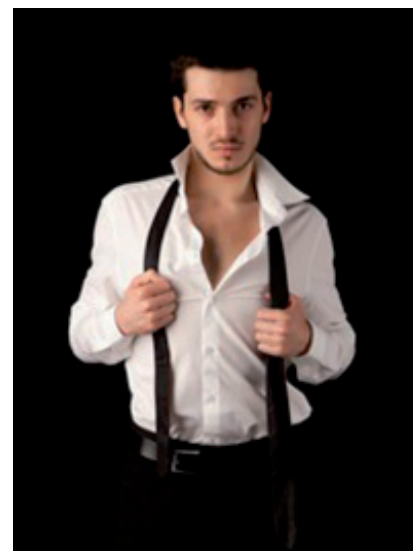
Talent Management's Male Model Tom On Posing For The Mirror To The Camera

"Before the Talent Management shoot I was really looking forward to it. I did have a few nerves but I soon got over them after we got started. Even though the shoot itself only lasted about half an hour I thoroughly enjoyed myself and would love to do something similar again. I'd say the most enjoyable part of this assignment was being able to actually stand and pose in front of the cameras instead of the bathroom mirror. It felt a bit surreal, but pretty awesome.

"For this assignment I was asked to bring a couple of outfits – one casual and one smarter choice. It was a shoot intended for 3D use so there were cameras coming from all angles. I had to do various poses ranging from simply standing still and looking straight ahead, to doing 'a robot pose'.

"When the shoot finished the cameraman told me I had 'the model look', which obviously boosted my confidence a huge amount. I'd never really considered myself to be good enough to be model material, hence why I was so excited about this assignment, but that was definitely an encouraging note. The experience was fantastic for me. I would definitely recommend it to someone if the chance arose. Even if it's only a small assignment, it's all experience and will undoubtedly give you a platform

from which to build. If I were to advise someone in this industry, from my limited knowledge, I would point to the fact that joining an agency is a great way to get noticed. I myself have been guilty of being casual and sitting back when it came to updating my e-portfolio and pursuing work, so I would advise people not to follow suit. Having enjoyed my assignment so much, it has inspired me to be more on-the-ball in future. The reason for joining the agency was to test the water and see whether I would actually be good enough to be successful as a model. I'm very ambitious and would love to go as far as I can in this industry, working my way up from the smaller low-key assignments is a process that I think would offer me great experience."



Talent Management's 23-year-old male model Tom

Lanvin's Fall 12 Ads Feature 'Real Models', From A Teen To An 82-Year-Old

As advocates of model diversity, Talent Management was happy to see that Lanvin's Alber Elbaz has cast not just 'real' male and female models, but models ranging from 18 to 82 years old, in his latest ad campaign!



Lanvin's Fall 12 Ad Features 82-Year-Old 'Real' Model Jacqueline 'Tajah' Murdock

The fall 2012 images – shot by Steven Meisel with creative direction by House + Holme's Ronnie Cooke Ne-house and Stephen Wolstenholme – are a huge hit at the agency, and it's easy to see why. We believe that fantastic displays of age diversity like this promote body confidence and are inspirational for everyone, but what made Elbaz cast outside of the model norm?

"I was interested to bring these clothes back to the street somehow, and seeing how they look on different ages, different sizes," Elbaz told WWD. "It felt like a crazy family, and I like that."

Of the all models cast, we were particularly drawn to the eldest of the group, 82-year-old Jacquie Murdock, seen left. Apparently she's an ex-dancer who went by the stage name Tajah, but today is better known for her regular appearances on 'Advanced Style', a street style blog.

Fashionista recently asked the brown-haired beauty how the Lanvin campaign came about: "I was a dancer at the Apollo theatre at the age of 17. (A few years ago) I was walking down by Union Square, because I live in the Village, and a young man stopped me by the name of Ari Cohen and said 'Miss, can I take your picture?' This happens to me quite often, and I said, 'For what?' He said he had this website called Advanced Style for elders who are stylish. The jacket I had on was from Paris, and I threw

my hands in the air and said 'Ta-da!' Then he called me and told me that (Lanvin) was interviewing people for a campaign. They saw that I went on the Today Show with a few of the ladies (from Advanced Style). So I went to the interview. The next day I had a call from Ari Cohen that they accepted me. (They said) I would be on a photo shoot for the campaign, which I know very little about."

Thankfully, real, relatable and diverse looks like those seen in Lanvin's campaign no longer seem a rarity. Recent examples that Talent Management have blogged on include a 42-year-old modelling for British Vogue's 'Ageless Style' cover, American Apparel casting a grey-haired beauty in their latest campaign and our very own 74-year-old model Herb enjoying his latest modelling job at the beach – let's just hope this trend rises and Botox babies fall!

Model Files' Preston Finds The 'Gisele Of Baby Models'

Models and agents at Talent Management can't help but laugh at some of pretentious Preston's casting insights on the parodic online fashion reality show Model Files. His latest offering pokes fun at the fickle world of high-fashion modelling as he searches for a 'baby's baby' – the perfect child model for a new Opening Ceremony baby collection.



Baby Model Viv - pictured in a screen shot of the Model Files video

Brought to you by the same people as web series V Files, the comedy in this clip comes from the fact that many of the questions he poses to surprised mums – and comments he makes to camera – would not be out of place from certain casting directors dealing with adult models in the industry. The parody serves to illustrate how ludicrous some high-fashion modelling related requirements are and hopefully goes some way to shaming those who buy into this casting approach.

All of the child and baby models featured are absolutely gorgeous, but the shot that rings truest may be that of the poor female adult models in the intro. They are shown contending with extremely high heels in terrible walking conditions and trying their hardest to remain professional-looking as one almost takes a tumble. It's conditions like this that led to defiant acts from models at the L'Oreal Melbourne Fashion Festival earlier in the year, as they removed their shoes on the catwalk and refused to chance a fall – and who could blame them?

After making his way through several potential stars in the Model Files short film – asking inappropriate questions such as "Do you think she could lose maybe a few ounces by Friday?" on his way – Preston finally settles on super-cute Viv, congratulating himself at the resulting shoot with the words "I made that baby".

13-Year-Old 'Dolly' Model Causes Controversy

Teen model Kirsty Thatcher has reignited debate on age-appropriate modelling recently with her Dolly magazine model search win. Talent Management can reveal that she was the youngest of six who made it to the finals out of thousands of applicants. This would not be the first time that a star was born through the competition – Miranda Kerr was the winner back in 1997, and it is said to have launched her career.

This year's contest is the first for 10 years, after former Dolly editor Mia Freeman put a stop to the teen model search due to concerns that it was aimed at girls who were too young to cope with the competitive nature of modelling.

She is quoted by online news source The Age as saying: "It was a bad commercial decision for me but I was compelled to make it because, ultimately, you are putting a child into an industry that's all about rejection. Even Miranda Kerr gets rejected, and I don't think winning the competition at 14 was a great thing for Kate Fischer either. Let's not dress it up, modelling is all about being told you are too fat, too short, have the wrong teeth. I'm very disappointed to see the competition has been resurrected. It sends the wrong message."

But current Dolly editor Tiffany Dunk disagrees. In conjunction with The Butterfly Foundation, she organised workshops on issues such as eating disorders and positive body image with the finalists, in an effort to prepare them for potential careers in modelling and its associated pressures.

Highlighting ways in which this year's competition has a different approach to that taken when it was previously run, she told reporters:

"We intentionally didn't ask the girls what their dress size was or how much they weighed. We asked them to tell us something about themselves. We are not just looking for a fashion model but also a role model who can be a positive ambassador for Dolly."

Former model Martin Walsh also showed support for the contest, arguing: "If a kid shows a great talent as a sportsman, you don't ignore it, you recognise it and you guide it properly. There isn't much she (Kirsty) can really do until she reaches about 15 or 16. If nurtured properly, these girls can go on to not just be ordinary models but good businesswomen, too."

What do you think? Is a modelling competition aimed at 13-year-olds inappropriate? Kirsty clearly has the backing of her mother who confirmed: "It really has been her dream for a long time, so I'm happy to support her."



Teen model competition winner Kirsty covers Dolly magazine

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trend alerts



Male model wears J Jeans male platforms by Jasper Conran £80

The Male Platform Is Back!

As an all-inclusive agency, the male models here at Talent Management come in all shapes, sizes and heights. But for those who think life's too short and would love to gain an inch or two, we have word of a new trend that may be of interest – platform shoes for men.

We know what you're thinking, platforms haven't been in fashion since the 70s, but Debenhams has just introduced a range of platforms that don't have an obvious heel and allow men to boost their height subtly, while still being bang on trend.

A spokesperson for Debenhams, Lizzie Singleton, said: "This will come as welcome news to shorter men everywhere. Now there is a stylish way to boost your height whilst still being on trend, as opposed to opting for the dreaded Cuban heel.

"In recent years we have seen women's heels go to extreme lengths and now men are finally able to measure up."

Male celebrities on the shorter side, including Tom Cruise, Nicolas Sarkozy, Simon Cowell, Bono and Robert Downey Junior, are often spotted on the red carpet with height-boosting footwear, leading us to believe this is set to be a major trend.

The shoes at Debenhams, which are from Jasper Conran's J Jeans collection, can boost a man's height by a crucial 1.2 inches, all while having the appearance of a classic brogue or boot.

If you're a fan, you'll be happy to know that the retailer is looking to expand the range further for Autumn/Winter 2012 and has a range of different styles that will be introduced later in the season, giving a modern twist to classic styles.

So men, why not leave your vintage heels in the loft and opt for a more stylish 2012 version to boost your height this season?



The Velvet Manicure

Taking inspiration from the crushed velvet trend seen on the McQueen, Balmain and Gucci catwalks this A/W 2012, innovative British nail brand Ciaté is set to launch a new manicure that our beauty models at Talent Management are very excited about!

In August, Ciaté will launch the latest lust for nails – the Ciaté Velvet Manicure™.

The new manicure compliments this season's wardrobe staples adding a matte, textured feel to your nails, making them look and feel like velvet!

Ciaté Velvet Manicure™ kit will be available in three colourways; Mink Cashmere, Berry Poncho and Blue Suede, and comprises a paint pot, crushed velvet and a dusting brush accessory.



The Ciaté Velvet Manicure™

trend alerts



Ethnic Print Trend, S/S 12

Ethnic Prints

Most of our models see themselves in print all the time, so this season's hottest print trend shouldn't be too hard to pull off!

From tribal, animal and Aztec influences, Talent Management has seen prints take on a seriously ethnic edge, and we're big fans!

Seen on everything from suit jackets and tailored trousers, to bangles and sandals, the latest collections are awash with this chic, summery trend.

Organic browns, deep reds and earth tones are the most popular colours. However, brights have their place too, with placement prints in bold colours looking best paired up with neutral base tones. And if you're into more of a subtle take on this trend, then try washed-out palettes to tone down all-over prints on jeans and tailored trousers.

As for fabrics, textured chiffon and crepe manipulate the reflection of light in different forms on surface pattern, and prints come in a range of scales to suit all body shapes.

On the left are some of Talent Management's favourite pieces on the highstreet to embody this trend. River Island's bold, directional collection includes these printed Rihanna Suit Trousers. The colour contrast creates a vertical, striped effect, perfect for lengthening legs. Those brave enough could opt for the matching blazer available too.

We also love that leopard print has been given a classy makeover by Hobbs in this shirt. The painterly style gives a fresh edge to an old favourite.

However, this season it's snakeskin that's grabbed everyone's attention here at the agency, seen on the catwalks of Versace and House of Holland at London Fashion Week. If you're not brave enough to try these spray-on python print jeans by Republic, then opt for this light green snakeskin-effect clutch from Primark; a bargain at only £6!

So, join our models this autumn and have fun looking fresh off the plane from a far-flung paradise!

Pin-Up Chic

For all of Talent Management's models who want to get ahead of the game and indulge in one of autumn's biggest trends, 'Pin-Up Chic' may be for you.

With the allure of the 1950s silhouette remaining prominent on the A/W catwalks, this bold trend sees a variety of bright fruit prints and polka dots complimented with bold pops of primary colours, giving you that cool, laid back look.

The models here at Talent Management are loving the Pin-Up Chic collection at boohoo.com; its key pieces bring the trend right up to date, with form fitting shapes nipped in at the waist, pretty tie front tops and A-line skirts. The collection is accessorised with classic patent court shoes or open toe platform heels.

To the right is our favourite piece from the range, available at www.boohoo.com.



Strapless top from the Pin-Up Collection at boohoo.com

A woman with blonde, wavy hair is smiling and looking towards the camera. She is wearing a white, strapless, knee-length dress with a subtle pattern. She has large, ornate gold earrings and a matching gold bracelet on her left wrist. Her hands are resting on her hips.

The Real Shape Of British Women Revealed

You've probably heard of the four most common body shapes. There's pear – curvaceous hips and bottom, contrasting with smaller bust and shoulders; hourglass – equally proportioned bust and hips with a waist; apple – softer and fuller middle with slimmer legs and bottom; and busty – voluptuous bust with narrower hips and bottom.

Notice that the classic 'straight' model body shape isn't one of them. In fact, according to size specialists Evans, who has recently surveyed over 5,000 women in-store and online to identify the real shape of Britain, the apple shape is the most common. The body metrics survey found that from the 4,000 customers that were spoken to in store, 48% fitted into the apple category, while 28% were hourglass, 16% pear and 8% busty.

Findings like these only further highlight the need for more diverse shapes in the modelling industry to change the way women view their bodies, and Evans agrees. The leading fashion retailer for women sized 14 – 32 aims to encourage a new way of thinking when it comes to the female figure and celebrate the positive aspects of every woman's body; a campaign after our own hearts here at Talent Management.

Although body shape terminology has been around long before Trinny and Suzanna's What Not To Wear or Gok Wan's How To Look Good Naked, Evans plans to revolutionise highstreet shopping by helping women to not only shop by their size, but also by their shape.

Fiona Ross, Brand Director at Evans, said: "Everyone of us has a unique figure and we will help curvy women to identify, shop and dress for fabulous shape and unbeatable confidence."

With the media's increased focus on evolving sizes and shapes in the modelling world, we at Talent Management think that Evans' efforts to communicate a new way of seeing and dressing the body is a great move and is the shape of things to come.

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 with a fee... then the assignment takes place!

3 Mature Models (2 Male & 1 Female) for a photo shoot at Sussex Beach Holiday Village. Required to model swimwear, and indoor and outdoor clothing for photos for their new brochure and website.

A Body Builder Type Male Model to take part in a photographic shoot for 2D/3D artists to study anatomy.

2 Female Models Aged 18-25 for a Ladies Fashion Boutique shoot. Required to model dresses, tops, skirts etc. Shots will be used on their website which is currently under construction.

Female Model Aged 18-30 for a wedding video. Required to model as the bride.

6 Child Models (2 X 4yr olds, 2 x 7-8yr olds and 2 x 12yr olds) for a photographic shoot for packaging and promotional lifestyle shots.

2 Models (1 Male and 1 Female) aged 30-50 for a photographic shoot. Required to model as farmers on an organic farm.

6-Year-Old Model for a fitting for a childrenswear designer. Required to model various outfits.

4/5 Females Aged 18-30 for a fashion show for a charity event.

Dads & Daughters for a new Dating Show on E4. The rule of the game is that the Dads pick their daughter's dates!

10 Male Models Aged 25-40 for stills for a mobile phone company's photoshoot where they are required to act as Paparazzi.

3 Black Female Gospel Singers for a music video

3 Families (Different Ages) for a promotional film for the 'Visit The Forest of Dean & Wye Valley' website.

Chinese Male Aged 30-50 for a photographic shoot at Farnborough Airport. Will be required to shoot photographs with a jet and Bentley Car for the cover of a magazine.

2 Boys & 2 Girls to model for a School Uniform Retailer.

2 Teenage Girls for promotional work for a balloon company.

1 Female Child Model for fittings for a children's fashion company.

6 Male & 6 Female Child Models to take part in a stills photo shoot for an educational text book. The children will act out scenes that relate to the language being taught.

1 Female Upper Amputee Model for a disability campaign.

2 Female & 1 Male Model for a fashion show in a shopping centre.

1 Plus Size Female, 1 Blonde Female Size 10 & 1 Dark Haired Male to model. All must be experienced in dance.

Male & Female Models for photo shoots to advertise shelving, racking and storage for a company called BIGDUG, for their catalogues, brochures and web content.

1 Male Model White or Mixed Race for a music video. Must have a good body as will be filmed topless!

8-10 Female Models size 10s, to be photographed for catalogues and web content for a well-known fashion retailer.

Maybe you know someone interested in talking to us?

Part time modelling, acting, singing 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 Pampers 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. It 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-ons, extras

- what do Talent Management offer?
- why are they different?
- what sort of work will you do?
- are they real people or just a web site?

- how much money will you earn?
- will you have time?
- how does it work?
- will it cost anything?
- can I apply?

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