

# *Aduro Photography*

## **USEFUL INFORMATION**

Whether you are new to modeling or you have some prior experience, the information provided here may be of value to you. Above all, in everything you do, you need to be doing it for yourself because you want to and you are okay with doing it. Don't let anyone tell you that in order to get where you want to be you have to compromise your principles. The modeling industry is a very diverse one. Whether you want to be a professional model as your main career, or you are simply trying something out on the side, there are many opportunities out there.

## **Types of Modeling**

### ***High fashion modeling***

High fashion modeling consists of mainly fashion runway shows. This is when designers hire models to wear their clothes down the runway to present them for the first time to the public. High fashion will also carry over to fashion magazine spreads, where the models will wear the coutures of designers as a form of advertisement.

### ***Glamour modeling***

Glamour modeling really doesn't have any requirements. They have guidelines of what different magazines want. Some like a glamour model to have a more oval face because then the model appears to be sexier, but that is the personal preference of the client or photographer. Mostly it is whatever sells. Most glamour models are at least pretty fit as they show a lot of their body.

Glamour models are models that pose in magazines like Maxim and Stuff magazine. You will see them do a lot of implied shots as well as a lot of lingerie. A lot of glamour models also participate in promotional tradeshow as well as car events.

### ***Petite modeling***

Petite models usually work for small boutiques or stores with petite divisions. Petite models can also do makeup ads as size does not matter in those.

### ***Plus size modeling***

Plus size models usually work for stores with plus size divisions. Designers are starting to do plus size runway shows because it appeals to a large part of the population, since a lot of women are a size 12 or above. A plus size model usually has broad shoulders and is big boned with beautifully classic features.

### ***Teen modeling***

In this division of modeling you will most likely be doing commercial print work and catalogue; there is other work, like high fashion, if you fit the height and weight requirements, but catalogue and print work make up most of the demographic of work received in this division of modeling.

### ***Mature modeling***

You will see a lot of mature models in print and commercial advertisements. Companies like Viagra and Bayer will tend to use mature models because that's the age group that uses their product the most.

### ***Body Part Modeling (hand, foot, neck modeling, etc.)***

Body part modeling is a specialty division. You model your foot, hand, leg, neck, etc. You have to have a perfect body part; that means no veins showing, perfect nails if hand or foot, no scars, no wrinkles, it needs to be clean, without blemishes. With hand models, agencies usually look for hands with long slender fingers.

Models in this division will also follow the same path as a regular model in the terms of finding an agency, building a portfolio and comp card.

### ***Character or "Real People" modeling***

This is also known as commercial modeling. In this part of the industry there are no requirements, just that you fit what the client is looking for. This part of the industry can include commercials, print, just about anything.

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## ***Catalogue modeling***

Catalogue modeling is very competitive because it gives models a lot of exposure; Mostly brands like Victoria's Secret and Abercrombie & Fitch. Because it's so competitive, it is hard to sustain a fulltime income. Catalogue modeling is also specific to where you live, it's very regional. If you live in city where the home office of that brand is located, they will most likely use you depending on the demands of advertising and if they like your look.

## ***Showroom Modeling***

Showroom modeling can be a runway show in a local boutique introducing a new collection, also could be standing and showing their clothing at a fashion party. This kind of modeling you need to have contacts with local boutiques and local fashion designers.

## ***Fit Modeling***

This industry you are competing with a lot of fitness stars who are very particular about their body. You really have to be in GREAT shape to be in this division. Girls that's right, you got to have a totally flat stomach or forget about this division. You can't be really skinny either; you have to have muscle on you. Normally this is for very athletic boys and girls.

## ***Promotional (Trade Show) Modeling***

In promotional modeling you will go to conventions and trade shows. You will be standing at a merchant's booth greeting customers, handing out product samples and talking to them about the products. Some promotional models travel with the company at their expense from show to show. This can be a great opportunity for a beginning model as you will meet some of the directors and marketing personnel within that company, and that can lead to print work later down the road.

## ***Editorial (Magazine and Newspaper) Modeling***

Editorial Models are the best of the best. They are the supermodels you know and love, like Tyra, Rebecca, Giselle and Cindy. They know exactly how to pose in front of a camera, and do just the right expressions for every shot. Editorial models also have the chance to be a little more creative with their work. This is something to strive for.

## **Useful Links**

### **Exposed Calgary Photography**

<http://www.exposedcalgary.com/>

This is a very unique group organized by Blair Gallant who is the producer of the Calgary Fringe Festival. He has a number of other things on the go including The Canadian Body Art Championships and The AO Shirley Foundation. If you are looking for paid work as well as a lot of shots for your portfolio (especially if your willing to do nude work) then Blair is someone you should get to know.

### **One Model Place**

<http://www.onemodelplace.com>

This site is basically a business networking site for models, hair & makeup artists, and photographers. If you are serious about getting into modeling you should have a profile on this site. It appears to be the most active and useful site of the networking sites listed here. The site is run by a significant company that provides all kinds of services to models including photo cards and other useful items and information.

### **Model Mayhem**

<http://modelmayhem.com>

This site is basically a business networking site for models, hair & makeup artists, and photographers. If you are serious about getting into modeling you should have a profile on this site.

### **Net-Model.com**

<http://www.net-model.com>

This site is basically a business networking site for models, hair & makeup artists, and photographers. If you are serious about getting into modeling you may want to have a profile on this site.

### **Sport Compact & Import Models**

[http://www.autosportz.com/featured\\_import\\_models.htm](http://www.autosportz.com/featured_import_models.htm)

This page is nice because it has links to interviews with a bunch of popular import models. Some questions they are asked include how they got started and advice for new models.

For more information, keep your browser linked to the Aduro Photography Website. As new and useful information is discovered, it will be added and updated accordingly.