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Modelling Agency

... be a role model

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ON TREND

About Fashion

Summer | Winter Style Guide

**PRAKRITI
PATEL**

- ✓ **Tips and Steps for Modeling**
- ✓ **Does and Don't**
- ✓ **Interview**
- ✓ **Make Up Tips**

Interviewing Tips for a Modeling Career

**Casual look – the casual outfit
for everyday life and work**



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➡ Just like with sending photos into agencies, you should be wary of just what exactly is in your portfolio. If the pictures you have are of quite a low standard, it might be advisable that you don't bring a portfolio at all. Seeing bad photos of you might suggest to the agent that you don't photograph well and you could find your interview taking a nose-dive. If you explain to the agent that you haven't modeled before so you don't have any pictures, the majority will understand.

➡ Agencies are busy places. They won't invite you for an interview if they are not entertaining the idea of signing you. So relax!

➡ Rope in friends and family to help you practice if you can.

➡ Be natural! Laugh at your mistakes, they want a real person, not a perfect one. And when you do make a mistake don't say, "Oh, Dang it!" That is just like walking into a room and saying, "I have a nose on my face!"

➡ Don't be too sassy or mean!

➡ Make sure you come across as being friendly and sincere. One way of doing this is through the power of smiling. By smiling this reflects a friendly disposition which is considered by many as a very strong quality to have.

Model : Bahar



Perfect Casual Style Tips for Women

The Features of Casual Style

Casual style features daring and unique color shades and combinations, slightly effortless design vibes, and a blend of various styles. To cut the long story short, casual style is made of all the comfortable pieces that every particular person needs to have. One more great thing about this style is that it doesn't require much money and it even allows you to re-use use the retro clothes of your relatives!

What this style absolutely excludes is anything that's official, taken from business looks or other subcultures. All the rest is welcome. Casual style is suitable for every woman with any type of figure, which is also very important. An example of this style can be an interesting top, some minimalistic shorts, a creative handbag, and a light scarf.

This style is practically impossible to imagine without our fave denim pieces. The reason is that denim is practical and comfortable. For instance, you can put on skinny jeans with a short tunic or a light blouse with romantic flare design, of course, not forgetting about the fact that this style doesn't absolutely bear glamorous details like beads, glitter, or rhinestones.

Another great variant of the casual look is the combination of the simple gray coat topping a sassy tight fitting dress and flat shoes. Or else, you can combine a strict skirt with a minimalistic jacket or a blouse, or just spice up the look with a leather jacket, finishing all off with stilettos or just high heels. Multi-layered and complicated ensembles are the best way to create ideal casual combinations.



Talking about the basic accessories that can be matched with casual style, we should again focus on the comfort and the suitability of anything you may pick. You can thus pick some sporty and daring converse sneakers or light sandals, moccasins, espadrilles or bright ballet flats. Still, if you can't imagine your life without heels, the comfy options should be your picks.

As for the accessories, which are especially suitable for the casual style, we can speak about them as the key details for the creation of the overall style and the ways of putting the right accents. For instance, you can use a creative handbag of some unusual shapes or shades, catchy shoes, leather or metallic bracelets, big rings, watches etc. The basic principles of the casual accessories are brightness, catchiness, moderate provocativeness, and harmony of combinations for any types of garments from jeans to dresses.



Model : Nirali





1. Business-Casual

This is one of the most frequently met and used directions of casual style, demonstrated by the harmony of the traditional classics and the democratic light-heartedness.



Issue : 01



2. Smart-Casual

A less strict style, which can also be used for business looks, combining the details of elegant and everyday styles is smart-casual. Giorgio Armani is believed to be the founder of this style, having shown the ways on how to add weightlessness and effortlessness to business looks. Other characteristics of this style are the garments like comfy jumpers topping strict shirts with unbuttoned tops, etc. You can also cuff the sleeves and use a variety of accessories for complementing the looks including scarfs, earrings, or anything else, not being afraid of opting for bold color and design solutions.

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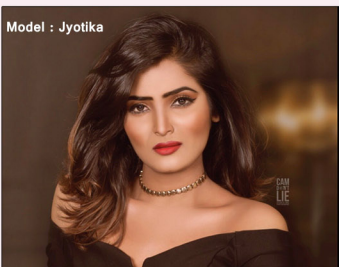


3. Street-Casual

This is another popular and cool direction of casual style, which is, indeed, perfect in its thoroughness. Here you have absolutely no boundaries or limitations and have the free choice of vibes and ways of self-expression instead. The most important thing is not to forget about the proportions of delicacy for the effortless looks.

The Do's & Don'ts of Modeling Castings

- ✓ DO Arrive On Time. If the modeling casting is from 4p to 6, please do not arrive at 5:52pm or 6:06pm.
- ✓ DO NOT come empty handed.
- ✓ DO wear APPROPRIATE attire!
- ✓ DO NOT Be Nervous, It Always Shows!
- ✓ DO Bring Your Personality!
- ✓ DO NOT take criticism too harsh.

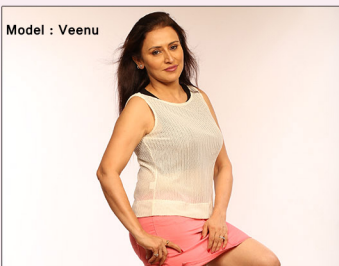


Model : Jyotika

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Model : Cheeni



Model : Veenu

Why did you choose to pursue a career as a model?

"I have always had a keen interest in fashion, but never felt I was the right size or shape for typical modeling work. I was approached in my late teens by a talent scout and soon realized this was something I could pursue, as a full figure model. Receiving positive feedback from the small campaigns I have worked on has inspired me to want to continue this as a full-time career."

What is your greatest weakness, as a model? What are you doing to improve on it?

"My greatest weakness at this point is the lack of diversity in my portfolio. I know I need to book more comp shoots with up and coming photographers. I have been making calls to make this happen."

What are your goals as a model?

"I aspire to be a fitness model, on the cover of magazines like Shape, and Sports Illustrated. To reach this goal, I have hired a personal trainer, and I work out six days a week. I have my first fitness shoot, to build up my portfolio, booked for next week."

**Model : Vishaal**

1. Start fresh

Successful makeup needs to be applied immediately after washing, exfoliating and moisturizing your face. The combo of warm water, facial massage and your choice of cream, oil or serum gets things going by plumping up lines, buffing away flakes and hydrating dry or postmenopausal skin. This means absolutely no gaps between cleansing, moisturizing and applying makeup. To be clear: You can't wash your face, eat, check your messages, shop online or talk on the phone, and then pick up where you left off.

2. Do eye makeup before face makeup

It's the smart mess-free order. No worries about powder shadow fallout on cheeks or under-eye liner smears that can "dirty" foundation, blush or concealer and require a redo. Prepping lids with a primer or cream shadow first will keep eye makeup fresh and guarantee a smoother, more even application.

3. Brown or black gel-pencil liner powers up eyes

More pigmented than typical kohl pencils, less messy than brush-on gels and more flattering than harsh liquids or markers, these waterproof liners recreate firmer, more defined eyes. Rest your elbow on a table for a steady hand. Look in the mirror, raise your chin and sketch along the base of the upper lid in small back-and-forth movements. Start at the very outer eye and work toward the tear duct, tapering off three-quarters of the way in. Get close to the lash roots as possible to thoroughly fill gaps. The dense pigment (not line thickness) is what produces a strong border. Reinforce eye shape by "tight-lining" the waterline under the upper lashes. Gently press the brow bone to expose the underside of the rim and line. Use a light touch when lining beneath the eyes, or for more drama (especially on deep-set or hooded eyes), line the lower-lid waterline instead.

4. Splurge on a curler, but scrimp on black mascara

A quality curler — such as those by Mebelling , — won't pinch, crimp or break thin, dry lashes and can last for years. It's all in the shape, hinge and padding. Position the open curler close to the base of the lashes, slowly close and hold for 30 seconds. Use simple, low-cost drugstore mascara in black like the pros do — no need to spend more, since you toss and renew it every three months. Slowly roll the mascara wand from curled roots to tips with a zigzag wiggling motion so that the heaviest concentration of product is at the base, where it thickens lashes.

5. Use neutral shadows to accent eyes

Natural hues — warm tones for dark eyes, cool tones for light eyes — never fail. There's no need to do the whole contour deal. But know that a pale, shimmery shadow on lids can add sparkle to tired eyes, a medium shade in the crease and just above it can erase any fleshy overhang and make eyes appear larger, and the darkest browns and charcoals work as a smoky top coat for your gel eyeliner to soften the look or hide squiggles.

6. Do your brows

Make the effort to fill, extend and groom them (even if you wear bangs or glasses) because brows are key to facial expression. Keep it natural. Use a brow pencil in short, feathery strokes following the direction of hair growth. Then, if necessary, fill in sparse areas with powder, which will cling to the pencil base. Use a spiral brush or a clean old mascara wand to blend.



7. Go for glow and brightness, not coverage

Face makeup restores radiance and provides a healthy look. Go one shade warmer or more golden instead of a perfect match to counteract sallowness, ashy skin and to neutralize redness or rosacea. Next, choose a foundation with the word “luminous” in the product name to ensure light-reflecting technology that gives your complexion an incandescent bloom — like swallowing a light bulb. Last, choose a dewy and sheer but highly pigmented grownup foundation and get over the not-wearing-makeup thing. Great-looking skin is your biggest beauty asset. And all those matte, powder, high-definition, total coverage or long-wear face products? Forget about them for good.



OUR SERVICES

- #1. Fashion Show
- #2. Corporate event
- #3. Print Shoot
- #4. Exhibition and trade show



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