

**PERSONAL
BRANDING
AND
PORTFOLIO
MAKING**



THE LIFESTYLE ARCHITECTS
STATUS - STYLE - SIGNATURE

MODELSCOOUTS

**WHAT'S YOUR BRAND
IDENTITY?**

**WHAT DIFFERENTIATES
YOU FROM THE REST?**

**WHERE DO YOU WANT
TO BE HEADING?**

A model's portfolio is always Work in Progress.

The goal of a great modelling book is not to simply fill it up with a bunch of photos. A model's book should tell a story about who the model is, his or her brand, and the direction the model is heading in their career.





WHICH SHADE OF COLOUR SUITS YOU THE BEST?

Through an Image consultant its very important that you find out which are the colours that suit you the best.



Mission:
make the world more open and conn



WHAT TO WEAR ON WHAT OCCASSION?



What you wear
on what occasion
makes a huge
impact on the
kind of people
you are
interacting with.

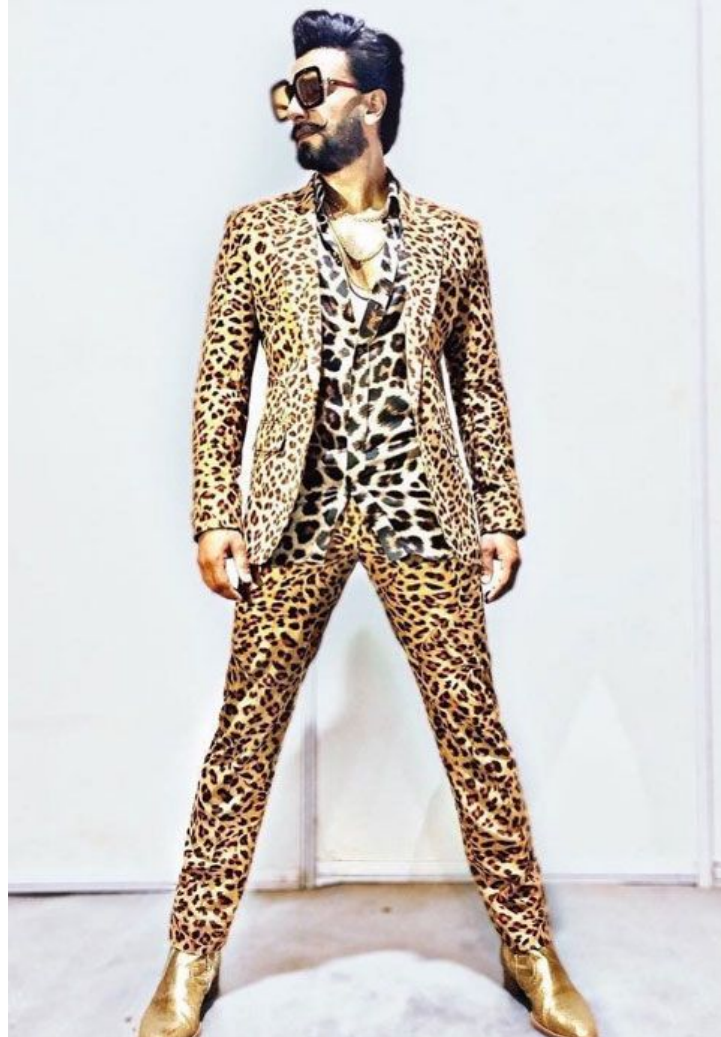


MAXIM



WHO'S WEARING WHOM?

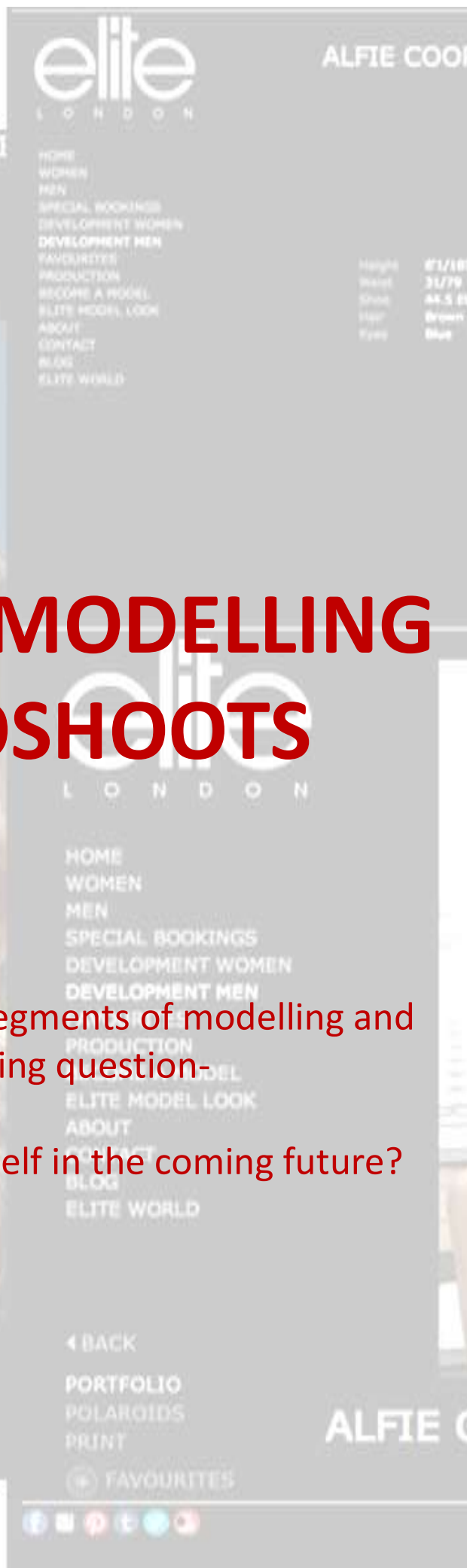
Are you wearing your garment?
Or is the garment wearing you?



TYPES OF MODELLING PHOTOSHOOTS

Have a look at various segments of modelling and try to answer the following question-

Where do you see yourself in the coming future?





LIVE MODELLING

Live modelling is one example where personality is more important than an exact body type or look. Live models represent companies at trade shows, shopping malls, and other venues to promote a particular product or brand. Since live modelling requires interacting with many people, it's important that the model is outgoing and has a sunny disposition.





FASHION MODELLING

Fashion modelling is the most common type of modelling that people know about. To be a successful fashion model requires a certain height. In the larger markets, such as New York, the minimum acceptable height is 5'10", while in the smaller markets the minimum is 5'8". Fashion models must also be quite thin. In terms of looks, a wider range is acceptable, from conventionally beautiful to striking.





COMMERCIAL MODEL

Commercial print modelling is a catch-all for models who appear in advertisements in magazines and newspapers. It can range from swimsuit modelling to portraying a specific role, such as businessperson, doctor, or representative of a particular demographic. Appearance requirements vary with the type of job. For instance, swimsuit models need to be curvy, yet show good muscle-tone, while representatives of a particular demographic simply need to be attractive examples of that demographic.





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BODY PART MODELLING

Body part modelling showcases a particular body part, such hair, legs, or hands. If you have lustrous hair, graceful hands, or legs that go on forever, consider this modelling type.





SKILL MODELLING

Special skills are not a requirement, but if you have them, be sure to show them in your portfolio.

If I shoot a model who is a trained ballerina and can stand on pointe – I will definitely do a ballet photo of her standing on pointe. This is a way of showing that she has a skill that other people don't usually have and it can make the difference in her being hired for a job that requires this skill.

Certainly you can tell people that you can do something, but talk is cheap – photographs not only prove that you can do it, but they show how well you can do it.



MAKING OF YOUR PORTFOLIO

Your portfolio should tell a story about you.

It should help to create an image of you in the thoughts of the viewer.

This is achievable by identifying your personal brand value and hence keeping a consistent image.





A Beauty Shot or Clean Head Shot

A beauty shot is a colour photograph of the model's face, generally from the shoulders up. The purpose of a beauty shot is to show the model in his or her most natural state, which allows the agency or client to see exactly how the model looks without heavy makeup or styling. Makeup, hairstyles, and jewellery should be kept to a minimum. Editorial models do not usually smile in a beauty shot.





A Full Length Body Shot

This shot allows the client to see the model's proportions and body type.

The body type of the person will make it easier for the client to decide the kind of clothes you will be wearing for the shoot.





Swimsuit Shot

When doing a swimsuit shot it is important to always think about the message you are sending. If you aim for a look between Lands End and Vogue Magazine you will probably hit the mark.

Remember that female fashion models are selling clothes to women, not men, so female models want to be sexy but not overtly sexual. Top modelling agencies don't want to see you in a swimsuit or lingerie on the hood of a car or straddling a motorcycle.

Male models can shoot in either swim trunks or boxer shorts.



Suvi Koponen

VOGUE FRANCE MARCH 2013



Malgosia Bela

HARPER'S BAZAAR POLAND MARCH 2013



Editorial Fashion Shot (Fashion Models)

The photos in the middle of your book can be a bit more creative. This is also where you can add some model tearsheets if you have them.

A tearsheet is an actual page torn from a magazine or other print publication that goes into a modelling portfolio. Today, thanks to a little something called the Internet, a tearsheet can also be a digital ad or editorial.





A Commercial Shot (Commercial Models)

Commercial modelling is really acting in print. Take photos that look like print ads in magazines in which you are laughing, crying, or upset. These are all the types of emotions that agents and clients want to see from a new commercial model.





A Smiling Shot

If you don't have a smiling shot somewhere in the middle of your book, then be sure to add a good smiling headshot. Agents and clients want to see your smile, and specifically, your teeth.





A Strong Closing Shot

Always end with one of your strongest photos. Another great beauty or headshot that is a little different from your opening shot can work perfectly here.

Most people only remember the very first and very last shot in your book, so make sure these shots are your strongest ones.



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Services Provided-

- **Fashion Designing**
- **Image consulting**
- **Personal Branding**
- **Portfolio Making**

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