



Celebrities Casting Agency Profile CATEGORIES

There is a distinct difference between an *elite/fashion model* and *commercial model*, they are **featured in different ways**. Fashion models are often seen on the runway and in international fashion shows or in glossy magazines, while commercial models are generally seen in advertisements or catalogs. When becoming a model, it is important to determine which category you fall into, therefore there is an opportunity for every model type as per looks, age and body requirements. Gone are the days where actors do not need to model and models do not need to act. Eg a TV- commercial where a model needs to say a few lines, therefore apart from size, you have to add all your acting experiences on you profile. You can fit into more than one category, but let us look at the various model categories. Please remember to always measure height without any shoes.

Select your main profile category/role

Select one of the following for your joining application form:-

1. EDITORIAL and COMMERCIAL
2. ELITE DEVELOPMENT
3. CHARACTERS
4. TALENT
5. YOUTH MODEL
6. BACKGROUND EXTRA

There are many different types of roles in the modeling industry. Some models only fit into one category, while other models may fit into multiple categories. Here are the different types of modeling described briefly:

Editorial, Commercial and Elite Models

Editorial Models

This category is the most exclusive and most difficult of all categories for a model to get into. An editorial model must be tall (minimum of 1.75m – 1.80m), young, and slender. An editorial model must have a unique or unusual look which sets her/ him apart from the rest. It is the top models & new up & coming faces that do editorial. Editorial models are booked for fashion spreads (8 – 10 pages) in magazines like Elle, Vogue, Glamour, Marie Claire, etc. as well as campaigns & magazine covers

The model must be able to move in front of a camera in a creative way & have confidence. Size requirements for an editorial model are as follows

- Fashion models** **FM:** Age 15 to 22 years, size 0-6, height 5'9" / 175cm. and above, **M:** Age 15 to 22 years, size 2-8, height 6'0"/182cm to -6'4', 193cm.
- Runway models** **FM:** Ages: 16 to 25 years, size 0-4 and height 5'9"/175 cm and above. **M:** Ages: 28 to 34 years, size 28-34 and height above 6'1" /185 cm.

Commercial Models

A commercial model will be booked for clothing catalogs, print advertisements, advertorials, swimwear, lingerie, billboards, and stock library (Photo Library Shoots). Most models work in this commercial category. The payment for many of these shoots is good. If you really want to be a model, but simply do not fit the size requirements for editorial modeling, you can still find work and book great jobs as a commercial model. Height & size is not as restricting in this category. Swimwear & lingerie models however need to have good bodies. Catalog models are needed in all shapes & sizes. Models should have good skin, and a great smile. Clients will look for many types of looks: from plus size, the girl-next-door, middle-aged men, business men, elderly men/ women, middle-aged women to portray the roles of mom, and those with very "unique/interesting" faces, just to name a few.

- Main board model** **M & FM:** Good healthy looking, built in proportion but do not fit the fashion model measurements. They are may be just a little bit to short or a tiny bit over weight, but are beautiful photographic models that can be use in commercials. (Fashion model requirements: **FM:** Age 15 to 22 years size 0-6, 5'9"/175cm. and above.) and (**M:** Ages 16 to 35 years, size 29'-35', height 6'0"/182cm to -6'4', 193cm.)
- Sports models** **FM:** Age 16 to 35 years, size 2-8, height 5'7" / 170cm to -5'11" / 180 cm, athletic women with slim, toned, muscular physiques and sports skills. **M:** Age 15 to 22 years, size 28-34, height 6'0' / 182 cm with an athletic, muscular build, with a good midriff. Sports skills a plus.
- Lingerie model** **FM:** Age 18 to 22 years, size 2-8, height 5'7" / 170cm to -5'11" / 180 cm (never forward lingerie photos, only swim wear as guideline) sizing, and height of 6'4" / 193cm to 6'6" / 198 cm.

Elite Development Models

You may have all the necessary requirements needed to be an editorial or commercial model, but have little experience or don't know how to work in front of a camera yet. Therefor you may fall into this category until your portfolio is on a higher standard. "The *better* your portfolio, the BETTER your chances" – please update your portfolio on a constant bases for reviewal to be selected as an elite/commercial model.

- Fashion models** **FM:** Age 15 to 22 years, size 0-6, height 5'9" / 175cm. and above, **M:** Age 15 to 22 years, size 2-8, height 6'0"/182cm to -6'4', 193cm
- Runway models** **FM:** Ages: 16 to 25 years, size 0-4 and height 5'9"/175 cm and above. **M:** Ages: 28 to 34 years, size 28-34 and height above 6'1" /185 cm.
- Lingerie model** **FM:** Age 18 to 22 years, size 2-8, height 5'7" / 170cm to -5'11" / 180 cm (never forward lingerie photos, only swim wear as guideline) sizing, and height of 6'4" / 193cm to 6'6" / 198 cm.
(see also www.ccamodelmanagement.com for related information)

Characters

Those who do character work will be booked for TVC (television commercials), Film & Stock Photo shoots. Clients look for different types of looks/ characters to portray a certain role; such as a mom, dad, grandmother or grandfather, business man, those with unique & interesting faces. Any age, size & height is required. A good character for TVC should have basic acting skills & confidence.

- Real Life Character** **M & FM:** Age and size do not matter – uniqueness and personality We also place all our characters under extras for movies and commercials, see extras.
- Lifestyle models** **FM:** Age 18 plus, size 2-8 or 14-18, height from 5'7"/170 cm. Fun loving, natural look and hair with a great smile and proportionate figure. **M:** Age 18 plus, size 29'-34', height 5'11"/180cm to-6'4"/193.cm.
- Silver Classics**
Classic Division Stylish men and woman with natural grey hair
Women Ages: 45 – 65, size 2-10, height from 5'6"/ 165 cm.
Men Ages: 45 – 65, size 32-38, height from 5'10" / 178 cm.
- Plus – Curve models** **FM:** Age 16 to 28 years, size 14-22, 5'8'/ 173 to 5'11"/180 cm. **M:** Ages 18 to 30 years, 3X current or former athletes, or any "Big and Tall Men"
- Look a Likes – CELEBS** Do you look like any well known person – Celebrity
- Hand and feet Models** For Products eg. rings, hand cream, shoes, jewelry.
- Tattoo and Perusing Models** Various requests, film, music videos or for the art.
- Twins and Triplets'** All identical – all ages and any height
- Real Families** Some clients want to make use from real families. (Group photo of every person in the family that agreed. Sisters, grandparents.

Talent

You will fall into this category if you have any unique, specific talent. Commercial clients who shoot catalog, advertorials, stock library shoots, often need someone with a specific talent for different shoots/ TVC.

These are just a few examples:

- a specific sport (Archery, Athletics, Horse riding, Tennis, Swimming, & more)
- dancing (any type of dancing), -Singing, -or any other special talent you may have.

- Talent and Performing artist/model** **All ages:** Showcase your talent/skill. Eg. skate boarders, surfers, horse riders under this category for potential clients. OR Dancers showing of their moves: **on a Video clip / Show reel.**
- Event Models** **FM:** 18 years plus, Forming part of an event where beautiful ladies are needed to hand over trophies, helping out at a golf day, or wine farm. 5'7 plus and built in proportion. You may be selected for events from time to time.

YOUTH Models

From new born are welcome to join, for e.g. nappy adverts and various baby products.

Even though you are not 18 yet and you fit the criteria/role of an editorial model, you can be placed as an ELITE DEVELOPMENT MODEL

- Child ,Teen, and YOUTH model** 0 to 2 years, A happy outgoing personality and willingness to-ease up to strangers is very important. Ages ; 0-3, 4-12 and 13 to 17 .

See Elite development models form ages 14 to 17 years for a specific sizes for future professional modelling career.

Background artists/Extras: Movies and Adverts

- No specific requirements, all depends on the movie itself.

Background artists may be needed for a TV commercial or even a movie. Being a background artist is for people of any height, size or age Depending on the story line, you may find yourself depicting a role in the future, or even someone from the Renaissance period. You will be selected based on what the director/s are looking for, commitment and availability, to work long hours (12 hours per day) and a requirement in the industry.

Artists may go from being a background artist to a featured artist or even be bumped up & say a line or two. Starting as a background artist is a humble beginning and you may even progress. Some well know actors started off their acting career as an extra on set, eg, Sylvester Stallone, Brad Pitt, Clint Eastwood, Megan Fox, Renee Zellweger, to name only a few. Many international movies are made in South Africa where extras are needed. Examples are, Blood Diamond, Tomb Raider, The Maze, The Mummy, Warriors, Of Kings & Prophets, The Crown, Homeland, The Good Lie & The Giver, and more.

If you enjoy working as an extra on set we recommend that you work on your acting skills while gaining experience and build confidence.

This type of work can be real fun!

SUMMARY

Clothing is typically provided in standard size that the model must fit.

Once you have selected your category it is of utmost importance that your hair and measurements *NOT CHANGE*. Should you change you may fall into a completely new category and need to send in update photos and measurements.