

LONDON FASHION WEEK

GUIDE FOR NEW MODELS AT LONDON FASHION WEEK

WELCOME TO LONDON FASHION WEEK.

If this is your first or amongst your first few fashion weeks as a Model, we would like to share with you some simple advice while you're here in London.

We are the British Fashion Council, we organise London Fashion Week and have a particular interest in ensuring that models that come to London are well looked after and want to return to work with British designers and businesses for many years to come.

The following advice has been put together with some leading model agents and has been circulated to all agencies we have contact with to help you navigate the city, develop a relationship with your agency and know what is available to you while you are here.

Your Agency should be your partner in building your career. You should be able to trust them, ask advice and talk to them about your concerns. London agencies have a good reputation globally. There is an organisation in the UK called the British Fashion Model Agency Association (BFMAA) who help set best practice and create a forum to discuss industry challenges and are an initial portal for general information. Established models are also a great source of knowledge and information. Ask your agency to recommend someone that could be your mentor while you are here. If for any reason you don't feel that you are able to talk to your agency about a particular challenge, there are some numbers and emails here that provide you another route for someone to share your concerns with, both during and after the shows.

FIRST TIME IN THE CITY, HOW DO I FIND MY WAY AROUND?

There are some great apps that will help you find your way from door to door. Citymapper is amongst the best if you are using public transport. Black Cabs are all licensed here in the UK and are a safe way to travel. The Hailo app and GetTaxi app will help you get a Black Cab wherever you are in London. Uber is also widely used here.

<http://www.citymapper.com/london>

<http://www.hailoapp.com>

<http://www.gett.com/uk/>

<http://www.uber.com>

<http://www.tfl.gov.uk/maps/track/tube>

CASTINGS

Show season is an integral part of your career, and castings are key to securing good shows. Appointments for castings will be strategically scheduled and managed by your agents. It is worthwhile to recognise that this period is an incredibly busy and pressured one - not just for models, but also for designers, fashion editors, stylists and their teams. Keep in mind that this is a short window in the calendar and that you need to stay on top of your physical and emotional wellbeing. As with all issues and worries, keep an open dialogue with your agent if you have any concerns or questions, whether they are about your castings or schedule, or requests from the designers or casting directors. Most issues can be resolved swiftly and it is best to raise these as soon as they happen so that they can be dealt with before they escalate.

WHERE CAN I GO TO RELAX?

Fashion weeks are pressured times. We organise The Model Zone at London Fashion Week to provide you with a place to relax between castings and shows with access to free healthy drinks, snacks, personal trainers and therapists.

HEALTH AND WELLBEING

Maintaining your health and wellbeing are essential during fashion weeks, to ensure a) that you don't burn out and b) you are in the best health to work. Healthy food and drinks are available at The Model Zone. Healthy food and drinks will also be provided for you backstage at all on schedule shows. Eating healthily and drinking water regularly will help maintain energy levels during this busy time.

This is your career, you are in control, you are self-employed and it is your decision whether you take a job or not, or work with an agency or not. If you do not feel that you are being treated fairly then let your agent or the British Fashion Council know. During Fashion Week the best way to contact us is via The Model Zone and afterwards via the Model Programme contact details below.

As a model you will take on many different looks at the hands of brilliant make-up artists and hair stylists. This is normal and can be a fun part of your career. However, if someone tells you to dramatically alter your looks in any other way then you should raise this with either your agency, or if you don't feel you are being heard, with the British Fashion Council. We want to ensure that our industry is one that is a great place to work and for all to develop fulfilling careers. If you have a good

agency you probably won't need to contact us, but if you do need to, we are here to try and help.

The Model Zone

Mob: 077 6608 3597 (LFW only)

Email: models@britishfashioncouncil.com (All year round)

Model Programme

Tel: 020 7759 1996

Email: models@britishfashioncouncil.com (All year round)

Equity

Equity is a Union for models in the UK: If you would like formal independent representation, this may be a good route to explore

Tel: 020 7670 0237

Email: models@equity.org.uk

Website: <http://www.equity.org.uk/models/>

BEAT

We have worked closely with BEAT, the UK charity for eating disorders. If you would like more information or to speak to someone in confidence on this specific topic contact:

Tel: 034 5634 7650

Email: fyp@b-eat.co.uk

Website: <http://www.b-eat.co.uk/>

**BRITISH
FASHION
COUNCIL**