

MODEL MASTERCLASSES

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THE DIFFERENT TYPES
OF MODELING

01 LESSON 6

The Different Types of Modeling

The purpose of learning about all the different types of modeling is so that you can figure out which area you will be MOST successful in, what type of digitals you should have done, what type of 'looks' your portfolio should include, and which agencies to submit yourself to.

In the past few years the modeling industry has definitely taken some big steps toward being more diverse. Throughout mainstream media you can now see a wider range of ethnicities, body types, and ages being represented. This is being reflected in everything from big fashion campaigns and editorials, to print ads and tv commercials. But we still have a long way to go. Especially with body diversity. All of the information that I give you in this lesson, particularly about body measurements and sizes for fashion models, is still what is standard within modeling agencies. But this is all slowly changing, and there certainly are exceptions, but they are rare. My advice is this: if you don't think you fit exactly into the size range that I described, but you really want to do that type of modeling, submit yourself anyway! I encourage you to do this because there is a huge body positivity movement going on within the modeling industry and some agencies are more forward thinking than others. So go for it! You never know what an agency is looking for. It might be you!

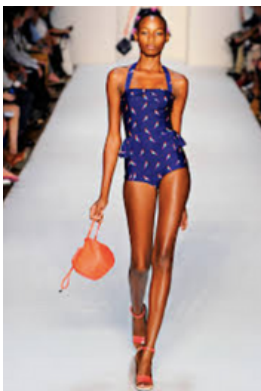
So what I want you to do is read through this list and first decide which type or types of modeling that you want to pursue. Then, I want you to gear all of your photos that you prepare toward that type of modeling. Then, when you make your list of agencies that you will submit to, I want you to make sure that the agencies are all aligned with the type of modeling that you want to pursue. For example, if I want to pursue fashion modeling, I am going to have fashion digitals and a fashion test shoot and submit to a fashion agency, not a commercial agency. You will be much more likely to get noticed and potentially signed by an agency if you do it this way.

Every agency specializes in one type or many different type of modeling. The type of modeling jobs you will be able to book is largely determined by your stats, your measurements, and your "look." There are exceptions to this, but in general, this is a good way to enter into the industry. For example, if you are a woman who is 6 feet tall, a size 2, and have an edgy "fashion look", you will be well suited for the runway. If you are a "Girl Next Door" type who is 5'7" and a size 6, you will be well suited for commercial print and TV commercials. I will list below what agencies are generally looking for in each type of model.

My personal advice regarding the "type" of modeling that you pursue... Stay within your body's natural size range. I encourage you to be your healthiest self! Don't try to diet down to a size that is unhealthy or unnatural for your body. There is such a wide range of types of modeling available that you can most likely find an area that you will fit into when you are your healthiest. It's fine and wonderful to get into great shape or start working out more. But just make sure all your goals are healthy for you. I've always said throughout my career, "If these people don't like me the way I am, there is someone else out there who will".

Runway/Fashion Models

Runway models wear clothing, from a designer's collection, for a runway show. They are generally very tall and thin, usually around a size 0-2. Runway models also do editorial modeling. A good example of editorial modeling would be a fashion spread in Vogue featuring a model on multiple pages wearing high-fashion clothing.



Measurements for Female Fashion Models

Height 5'9"-5'11".Bust 32"-34"Waist 24"-26"Hips 34"-36"

Measurements for Male Fashion Models

Height 5'11"-6'2"Chest 39"-40"Waist 29"-32"

Commercial Print Models

Commercial print models are normally good looking with nice smiles and a healthy and 'approachable' look. They tend to have a more "average" build than fashion or runway models. Many models work in numerous divisions. What makes commercial print modeling so attractive is that there are no measurement restrictions.



Plus Size Models

Plus Size Models are really beautiful and good looking and wear larger clothing sizes and are much curvier than the average fashion model. Plus size modeling has recently become a big part of the modeling industry and the demand for plus size models is only growing. Here are the average sizes for plus size models...Women- Generally a US Size 12 and up, but this can vary a bit.Men- While this market is very new to the modeling industry, there is definitely a new demand for plus size male models. If you shop at Big and Tall and wear a size XL or bigger, it's safe to say you are eligible, in terms of sizes.



TV Commercial Models

TV Commercial Models often feature fashion models, print models, plus size models, actors, and an even wider range of looks and body types. Lots of TV commercials feature people who are all different shapes and sizes and from every walk of life, so you do not have to be the typical model type to be in TV Commercials. There is not one 'type' they are looking for. They are very often looking for all types.



Middle Aged & Mature Models

The demand for "mature" looking models is growing! For both men and women, middle aged and older. Some agencies have divisions for mature looking models and these models are working a lot. Think of all the TV commercials, print ads for wrinkle creams and all sorts of product advertisements that you see with middle aged and older people in them. If you are mature looking and would like to find an agency to represent you, I would just call around to agencies and ask if they have a board for "mature" models. Many of them do!



Lingerie Models

Lingerie Models are generally fashion models or commercial models who look really great wearing lingerie. Women- Generally 5'9" or taller, thin and visibly toned, and have a bust that is around a B-C cup. Basically, they look really amazing mostly naked. Men- male underwear models are usually extremely "ripped", meaning they have super defined abs and are muscular, lean, and over 6' tall.



Fit Models

Fit Models are men and women who are very specific heights and very specific sizes with very specific measurements. Agencies are looking for people who have very “balanced and proportionate” bodies. Clothing companies basically build their clothes around their fit models for samples and for production fittings. Basically fit models are like human dress forms. Every company has its own specific measurements, and these can vary widely, depending on the designer. Keep in mind there are also Plus Size, Petite, and Lingerie fit models. Here are the average and most sought after measurements:

Women- The average height is 5’7”-5’9” and between women’s US size 4-8.

Men- The average Height is 5’10” to 6” and size large.

If you think you could be good for fit modeling, my advice is to find an agency with a “Fit Board” and make an appointment and have them measure you. They will tell you if you might be a candidate. If you attend a meeting for fit modeling, hair and makeup should look very minimal and natural. There is no point in looking “done”. Just look healthy, rested, fresh, and organized.



Showroom Models

Showroom Modeling is when a designer has a private meeting at their company office, or in their 'showroom', and they need models to show the clothing to a potential buyer. For example, if Macy's is considering selling a designer's clothing line, the designer will set up a meeting to show Macy's the new clothing line, and they need models for this. As a showroom model, you are expected to show up to the casting AND to the showroom job with your hair and makeup lightly done. Nothing crazy, just pretty and natural and well groomed. The clothing size requirements for showroom models are very similar to fit model sizes, however they are not extremely strict about the actual measurements. The clothing should just fit you very well.



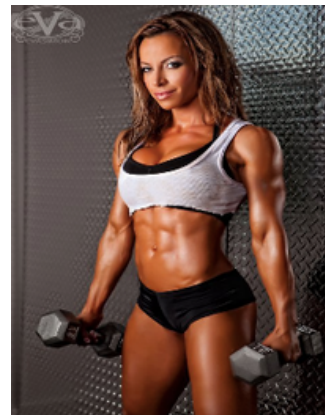
E-Comm Models

E-Comm Modeling is what you see models wearing when you are shopping online. Sometimes they don't show your face, and sometimes they do. Very tall (5'10" and up), lean and toned. Generally size 2-4, but this can vary.



Fitness Models

Fitness models are extremely toned and in fantastic shape. They are very lean with a lot of muscle definition. Think of a Nike ad or ads for Gyms or athletic clothing.



Parts Modeling

A parts model is someone who models one or more specific parts of his or her body such as hands, feet, legs, etc.



Social Media Influencers

Social Media Influencers are sometimes referred to as “Instagram Models”. These are people who have a really large number of followers on their social media accounts like Instagram, Facebook, YouTube, Twitter, etc. A very strong social media presence, a significant amount of followers, and high engagement are all necessary. If you have this, there are agencies that can represent you and arrange endorsement deals, with a wide range of clients.



Promotional/Trade Show/Event Modeling

This can range from being a model who greets people at an event, to being a girl at a car show wearing a bikini, to handing out drinks for a beer company. They want good looking men and women who are socially easy going and who present themselves well. This is the lowest paying kind of modeling, but it can be a good option if you're just starting out and you need money.



My personal advice regarding the “type” of modeling that you pursue is...

Stay within your body's natural size range. I encourage you to be your healthiest self. Don't try to diet down to a size that is unhealthy or unnatural for your body. There is such a wide range of types of modeling available that you can most likely find an area that you will fit into when you are your healthiest. It's fine and wonderful to get into great shape or start working out more. But just make sure all your goals are healthy for you. I've always said throughout my career, “If these people don't like me the way I am, there is someone else out there who will.”

Thank you so much for joining me to talk about the Different Types of Modeling. Make sure to continue reading the next lesson and I'll see you there! :)