



MODELS OF DIVERSITY

DD.09.2022

Welcome to our first newsletter here at Models of Diversity! Get to know us below:

Simply put, Models of Diversity are a charity and campaign passionate about diversity.

We want to see advertisements, campaigns, runways and websites filled with models of all ethnicities, ages, and abilities; not simply including them, but promoting and uplifting them.

Founded by former model Angel Sinclair, MoD want to make sure that *no-one* feels shut out from the modern presentation of beauty.

We do this via setting up events, campaigns and collaborations. Today's issue features our 'Proud Nation' campaign from 2021 the image of which is featured above.

We spoke to top modelling agents, Sadaf Butt-Navey Jahale Jureidini at 'Elite' models to find out what they think about diversity in the industry, and to hear their tips for aspiring models.

Sadaf, the head of the mens division at Elite, said that a strong step forward has been taken with diversity in the modelling industry. She continued: "So much has changed in the last decade. We are finally seeing models of colour on the front covers and on the runways and more importantly this has been a change worldwide."

"It's definitely getting better each season."

Jahale, a women's agent in the industry for seven years noted that while progress is good and the demand is strong, "there is still a lot to work on such as body diversity. Diversity for people with disabilities for instance is still severely lacking.."

We asked Sadaf and Jahale how social media has changed the way scouting for models works, and they both agree it's a super powerful tool. Read on to see how it could help *you* be scouted...

IN THIS ISSUE:

About Models of Diveristy
Interview with Elite models: Starting out as a model
+ what to include in your portfolio
Our proud nation campaign
Advertising with us

VOLUNTEER WITH US!

Models Of Diveristy are looking for volunteers to help with the behind the scenes of our charity.

DO YOU..?

- Have a passion for fashion?
- Care about inclusivity and wellness?
- Have a few hours to spare?

If so, get in contact with us here -
info@modelsofdiversity.org

Elite modelling agency's exclusive modelling tips!

Q: What initially draws you to a model?

Jahale- "It has to be the height & eyes. I always look for something special in their eyes."

Sadaf- "We look for if they can show their personality through their pictures."

Q: What can new models expect at a first shoot?

J- "A lot of questions a lot of people staring at you - this is something you need to get used to!"

S- "It can be really scary but we would ensure that any new face model would have a lot of practice doing test shoots. "

Q: What are your tips for models to keep getting booked?

J- Be organised, hungry and do not be afraid to network + meet as many people in the industry. As important as it is to have an agent, you also need to know how to sell yourself

S- Have interests and passions besides modelling. Clients are forever wanting models with more to them than just a pretty face!

Q: How can aspiring models use social media to help their portfolio?

J- Social media is great! But it can be quite difficult as a lot of people use filters. Tiktok is great as you can see more of people's personalities which is important. Building a following should be organic. Be yourself but also perhaps in ways that are new / dynamic / make you stand out!

Q- Lastly, how simple can a portfolio be?

J- Polaroids only! A great set of polaroids is all you need. More on that when you click [here!](#)



PROUD NATION

"Proud Nation' is a campaign established in 2021 with a mission to create a portrait that reflects the current LGBTQ+ community.

Conceived and shot by Photographer-Director Jordan Rossi, the photo series captures a cross-section of the community including recognisable faces like Bimini Bon Boulash and Lady Phyll.

The collaborative project between MoD, Stonewall and Rankin, captured the past, present and future trailblazers of the LGBTQ+ community through photos.

Dressed in just a plain t-shirt and jeans, the talented photographers were able to display their true character and charisma through their personality alone.

To see the full images, and for more info, search proudnation.co.uk



Want to advertise with us? Be part of the newsletter? Have anything you'd like to see us talk about? We'd LOVE to hear your thoughts, let us know by clicking [here!](#)

AKITO MIZUTANI

Elite Models



PROUD NATION

Photo credits: Jordan Rossi



RANKIN  

ON DIVERSITY

"72% of the LGBTQ+ community think the way they are presented in advertising is tokenistic"
- *The Drum*, 2019

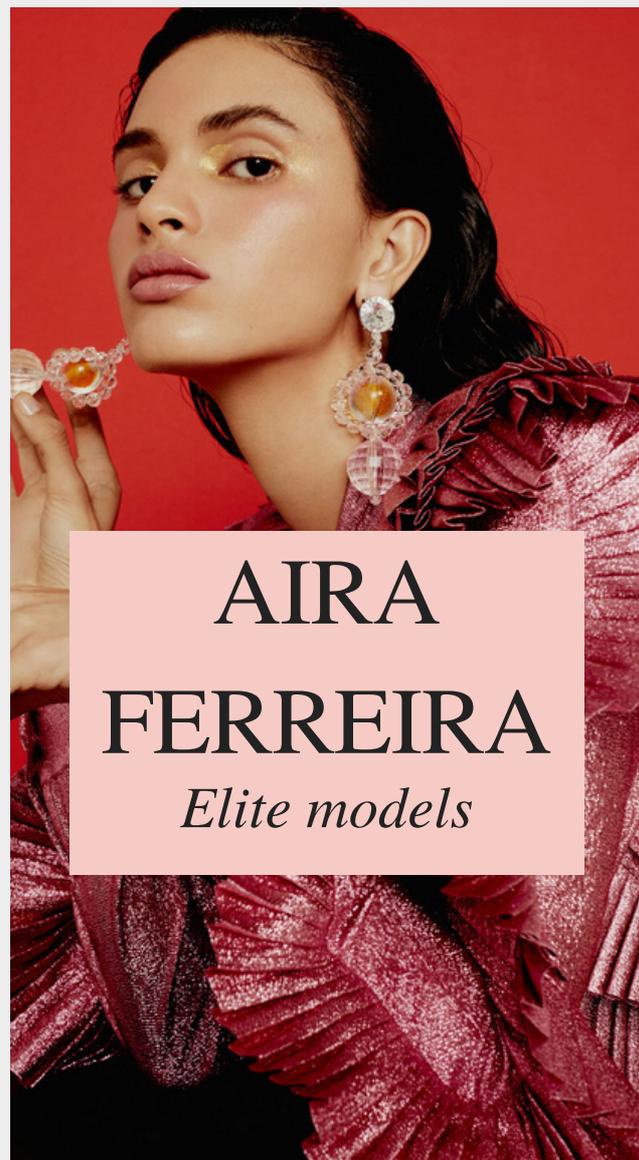
Diversity is complex. It's ever changing. A living and breathing organism. It evolves. It's not cut and dry, black and white or gay and straight. It continues to morph and shape culture whilst also changing with it.

Just because advertising has become more diverse over the last few years doesn't mean that it adequately reflects the diversity of our community. Part of it is altruism, part of it is an attempt to cash in on the pink and purple pound.

In Pride Campaigns released each year there is a huge absence of diversity. From older people to larger and smaller to people with a disability, and those of non-binary genders, there is a huge gap.



  RANKIN 



AIRA
FERREIRA
Elite models