



Model's Name: Carla

Model Number: 28 May, 2022

Following our recent Test Shoot, please find below a comprehensive modelling assessment of your performance. This was completed on the day by the studio team and then typed up by admin staff. It makes for great reading and I think it is safe to say that you did a great job! Kind Regards,

Kiran

#### COMPREHENSIVE MODEL ASSESSMENT

##### **SUMMARY**

In summary the model has a lovely personality and striking features, and their performance was extremely impressive. They have shown all the features you would expect from someone with the drive and ability to succeed within the industry, and stated a 100% commitment to modelling multiple times.

My overall impression of the model is someone who is reliable, honest and driven to succeed, and overall I was very impressed with what I saw.

##### **HOW ADAPTABLE WAS THE MODEL'S IMAGE?**

During the shoot, the model was photographed in five different looks. The looks varied from very casual to evening/formal wear. This was done to test the model's versatility.

Overall, the model showed impressive adaptability. This indicates that the model has great potential to succeed in various types of modelling.

Our stylists created some fantastic casual looks. The model used these looks to effectively demonstrate their suitability for commercial modelling. Based on the model's overall shoot, I strongly believe that 30% of their time should be focused in this area of the industry.

The progression into a high-street fashion style included various outdoor locations. As the model thrived in this setting and displayed great adaptability, I feel the model also has the characteristics to be marketed for high-street modelling.

During the model's shoot, we identified that the model's age range gave us five years either way. This age range will prove extremely beneficial when the model is launched in the industry.

##### **WAS THE MODEL CONFIDENT ON LOCATION?**

For new or inexperienced models, many times the most challenging portion of the test shoot is the location shoot. Posing in public can either cause individuals to portray strong confidence or become shy and stiff, making it difficult to capture usable images.

In my professional opinion, the location shots are the best images from this model's test shoot. As this model has no previous modelling experience, the fact that the model's most successful images came from the location shoot is extremely impressive.

After re-evaluating the images, it's incredibly impressive how many useable shots are from the location shoot. In fact, there are even a few that could be used in the industry immediately!

##### **HOW WAS THE MODEL'S ATTITUDE THROUGHOUT THE SHOOT?**

The studio staff described the model as a "delight to work with", "undemanding" and "flexible". This type of positive feedback from the creative team is the epitome of what I want to hear about a model - new or experienced. Overall, the team was extremely impressed.

The team of creatives expressed to me that the model allowed them to do their job without trying to control any part of the process. They felt the model remained very positive and enthusiastic throughout the shoot.

The team expressed to me that they would be both happy and comfortable to work with this model again in the future.

##### **WHAT AREAS OF THE INDUSTRY IS THE MODEL SUITABLE TO WORK IN?**

Commercial modelling is the strongest category based on the model's test shoot. The model's refined and attractive look combined with the model's likability and familiarity makes them extremely easy to market.

Below are the additional areas of modelling I feel the model could find success in:

1. **High Street Fashion**
2. **Catalogue**
3. **TV & Film**

##### **IS THE MODEL AT A STAGE WHERE THEY COULD ATTEND A PAID MODELLING JOB?**

Absolutely! In my professional opinion, as long as the model shows dedication and puts in effort by applying to agencies and attending castings, the model will easily find paid opportunities in modelling or TV and Extra work. Success in the industry is greatly based on hard work and determination. If the model gives 150% towards the model's career, the model should have no difficulties finding work in the industry.

The model's portfolio includes a vast number of usable images. Ordinarily, this is not something we get from a model new to the industry. I can envision some of these images being used in commercial campaigns. For this reason, I have the utmost confidence in the model's ability and believe the model could begin attending castings ASAP.

##### **HAS A MODEL REPORT BEEN COMPLETED BY THE CLIENT?**

Yes, the model report was completed throughout the process of the assessment. (please note all progress reports for under 18's must be in the parents names for data protection)