



W O R L D
M O D E L
A S S O C I A T I O N

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The voice of the international modelling branch
SPECIAL BEAUTY NEEDS SPECIAL CARE

MORE THAN 500,000 MEMBERS

Today more than 500,000 full and part-time models, plus 60,000 model agencies, operate throughout the world. The World Model Association is the first international organisation to represent the modelling business, encompassing thereby both the professional agencies as well as the models themselves. Sales for advertising of luxury goods total around US \$10 bill.*, clearly illustrating the business's importance to the world economy.

THE MODEL INDUSTRY'S LOBBY

To date, no lobby has existed to represent the modelling branch as a whole. WMA is bringing change. The organisation will represent the branch through political and economical lobbying at both national and international levels. Its endeavours in this regard will be supported by prominent representatives of the advertising, fashion and luxury goods industries.

WMA PROVIDES SECURITY.

Even though modelling still lacks a framework of internationally-applicable and occupation-specific standards, many feel called to make it their profession. WMA is currently developing such standards in close co-operation with active models, model agencies and lawyers specialised in the field. WMA thus provides security, and is turning modelling into a registered profession. A standardized training programme will not only facilitate daily work routines and the search for jobs, but also help to raise overall quality standards.

Modelling is an impermanent occupation. After several years, when faced with a dearth of contracts owing to age or fashion-related issues, many models suddenly find themselves left with nothing.

(*Source: Nilsen Advertising Research)

SPECIAL BEAUTY NEEDS SPECIAL CARE

The World Model Association is the first worldwide lobby for model agencies. This independent and international non-profit organisation represents the interests of the model business towards politics, the media and the industry. The WMA defines and represents standards within the model business.

WMA can step in with support here as well, by helping the models to find new fields of activity, e.g. in the industry, the media or advertising branches. Members of WMA are provided with special protection:

WMA DOES NOT COMPETE WITH ESTABLISHED MODEL OR CASTING AGENCIES, BUT INSTEAD SEEKS TO OFFER CO-OPERATIVE SUPPORT TOWARDS PROMOTING THE BRANCH'S OVERALL IMAGE.

Members of WMA are privileged and can avail of a multitude of benefits helping them in their profession or business. In this regard, global agreements have been reached with leading manufacturers, including, for example:

Members of WMA receive valuable, first-hand, up-to-the-minute branch-orientated information. Assistance is also permanently close at hand via the member's area of our website.

BENEFITS FOR MODELS

- *Contact with persons providing legal assistance (legal protection) for work-related disputes*
- *Assistance with contracts when signing to agencies*
- *Investment management and protection*
- *Business management support*
- *Provision for old age*
- *Support with tax queries, residence issues, etc.*
- *Specialized profession-orientated insurance*

SPECIAL CONDITIONS AND RATES

- *with selected hotel chains*
- *for rental cars and similar services*
- *for cosmetics, beauty treatments, etc.*
- *for training programmes*
- *with photographers for sed cards*
- *profession-orientated insurance*
- *in discos, clubs and restaurants, etc.*
- *with fitness club chains, tanning studios, etc.*
- *with selected airlines*

- *An up-to-date table of fees*
- *Branch news*
- *Online chat and notice board for members*
- *Free e-mail addresses, own websites*
- *Training dates*
- *Special events*
- *Information on fashion, sport, lifestyle, cosmetics, etc.*

BENEFITS FOR AGENCIES

Any professional modelling or casting agency can become a member of WMA. As a member, each is entitled to actively participate – for each has the right to co-operate in workgroups establishing industry standards (contracts, fees, ethical principals). Agencies also benefit from the publicity surrounding WMA's lobbying. A few selected members will even be given the opportunity to represent the WMA in their own countries.

The quality of the profession will be secured, and young start-up agencies given backing through extensive training programmes. Queries from the industry will be met with lists recommending members in the relevant country. WMA also supports agency members at international competitions. In the case of legal disputes, agencies can refer to the WMA for arbitration.

The WMA's website provides members with constantly updated news and information. Agency members of WMA also benefit from special conditions at congresses and conferences organised by the WMA or by its partners.

One of WMA's special areas of focus is on training. To this end, WMA works together with experienced instructors and training institutions to offer training programmes, seminars and workshops for models, management and agency employees.



TRAINING

- *Choreography, art direction*
- *Posing on the catwalk*
- *Posing in print*
- *Photography, basic principles, techniques*
- *Dance movement*
- *Cosmetics and makeup stylists*
- *Sport/nutrition*
- *The modelling business*
- *Articulation: the interview*
- *The ideal sed card*
- *Career planning*
- *Agency business*
- *The booker*
- *Advertising and marketing*
- *Publishing*
- *WMA lobbying*



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