

The Donavon Image

A Model model must possess unique qualities embody the essence of character and style that form the foundation of what we look for in all potential models regardless of age, race, gender, nationality or level of experience.

As a model you will be called upon to convey many of these same qualities of character and style in your modeling assignments. As a person you possess special traits that make you unique and form the foundation of your individuality. These traits contribute to your overall personality—they help make you who you are. Modeling is nothing more than a very personal and sincere expression of those traits that make you an individual. It's not about fitting a preconceived "mold", but emphasizes your ability to enthusiastically project your unique personality in a variety of situations. Your actions—the way you pose, the way you carry yourself and the way you express yourself, should all convey an inner commitment to excellence.

At Donavon, we not only want you to be successful as a model, but are also hopeful that your modeling experiences will be enjoyable and personally rewarding. It's our belief that if you enjoy what you're doing, you'll probably be good at it. Our experience has given us some helpful insights that we believe are worthy of sharing. These observations are universally applicable, regardless of one's individual experience as a model.

- Most successful models possess several basic characteristics such as attractive features, an overall good "look", poise and proportional measurements. For most types of modeling, being "too this" or "too that" is not necessarily a disqualifier. While individual characteristics can be important, most hiring decisions in modeling are based on the whole person concept.*
- A successful model is personality wrapped within great looks.*
- To succeed as a model you need to possess the motivation to excel at everything you do.*

- *Regardless of how many times you might fail, you must continually demonstrate determination, confidence and faith in your abilities.*
- *You should possess (and project) at least one unique quality.*
- *You should be able to make people want to be you.*
- *You should exude a sense of freshness, strength, intelligence, style, class, poise, sincerity and vivaciousness.*
- *You should have the ability to project a pleasant disposition and get along well with a variety of people—even in difficult situations.*
- *Regardless of the clothes you are modeling, you should have the ability to make what you're wearing look its best.*
- *Make exercise, conditioning and proper diet part of your lifestyle.*
- *Be prepared to endure long hours, fatigue, disappointment, criticism and rejection. Be flexible and have a good sense of humor. It's not a perfect world. Unexpected things will happen. Your character will show in how well you handle trying situations.*
- *Be able to perform and be comfortable in front of strangers-- **and in front of a camera.** When posing, remember to loosen up and relax, avoid "dead air" and freezing by changing your poses frequently. Don't always wait for direction from your photographer— be innovative, exude an air of spontaneity. Practice in front of a mirror until you learn your best angles and can project your inner emotions through your facial expressions (especially your eyes).*
- *Try to develop a variety of looks and be able to convey them with sincerity on demand.*
- *Find what works best for you and stick with it.*
- *Never forfeit a good education or the pursuit of a secure career for the "promise" or "potential" of modeling success. Looks, even the best of looks, don't last forever.*
- *Be yourself. Model for enjoyment and have fun.*