




Types of modeling

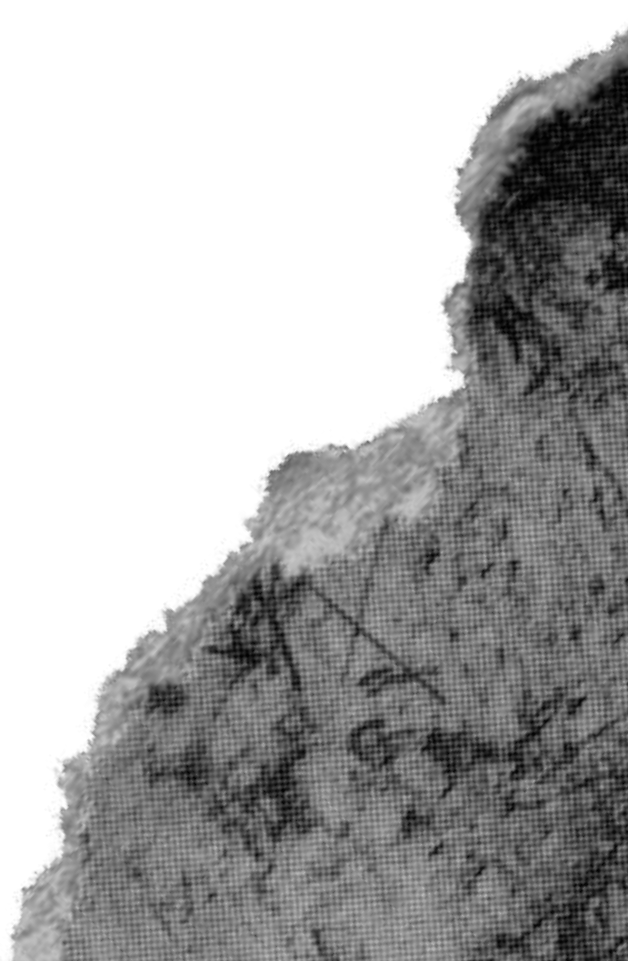
The many types of modeling to choose from...



Modeling, much like other industries, is made up of a variety of genres or types. Some types are big, while others are more niche.

The modeling industry needs all different shapes and sizes. It ranges from the models who are required for the runways to those being seen in the background of TV commercials. You need to find the right fit for you and your place in the industry.

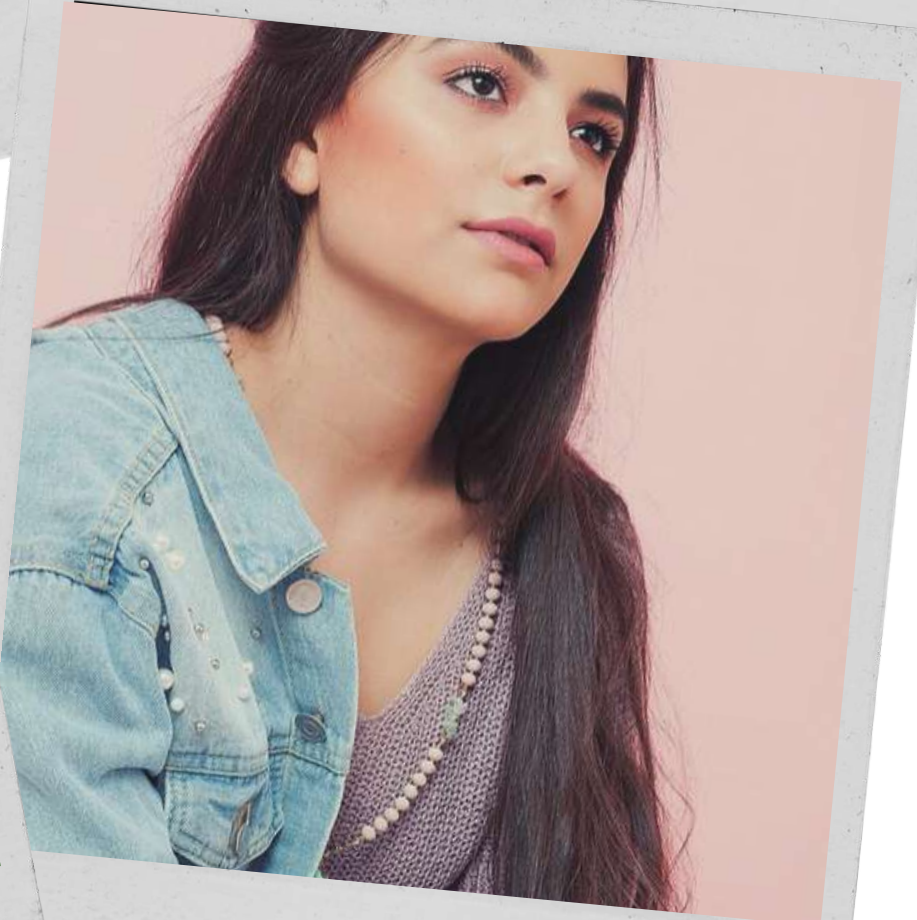
To help you with this we have listed the different types of modeling work that's available...





Fashion editorial

Editorial modeling is essentially the focus of print modeling for photography and advertisement. These are the types of models that you see on bill boards and in those high fashion magazines



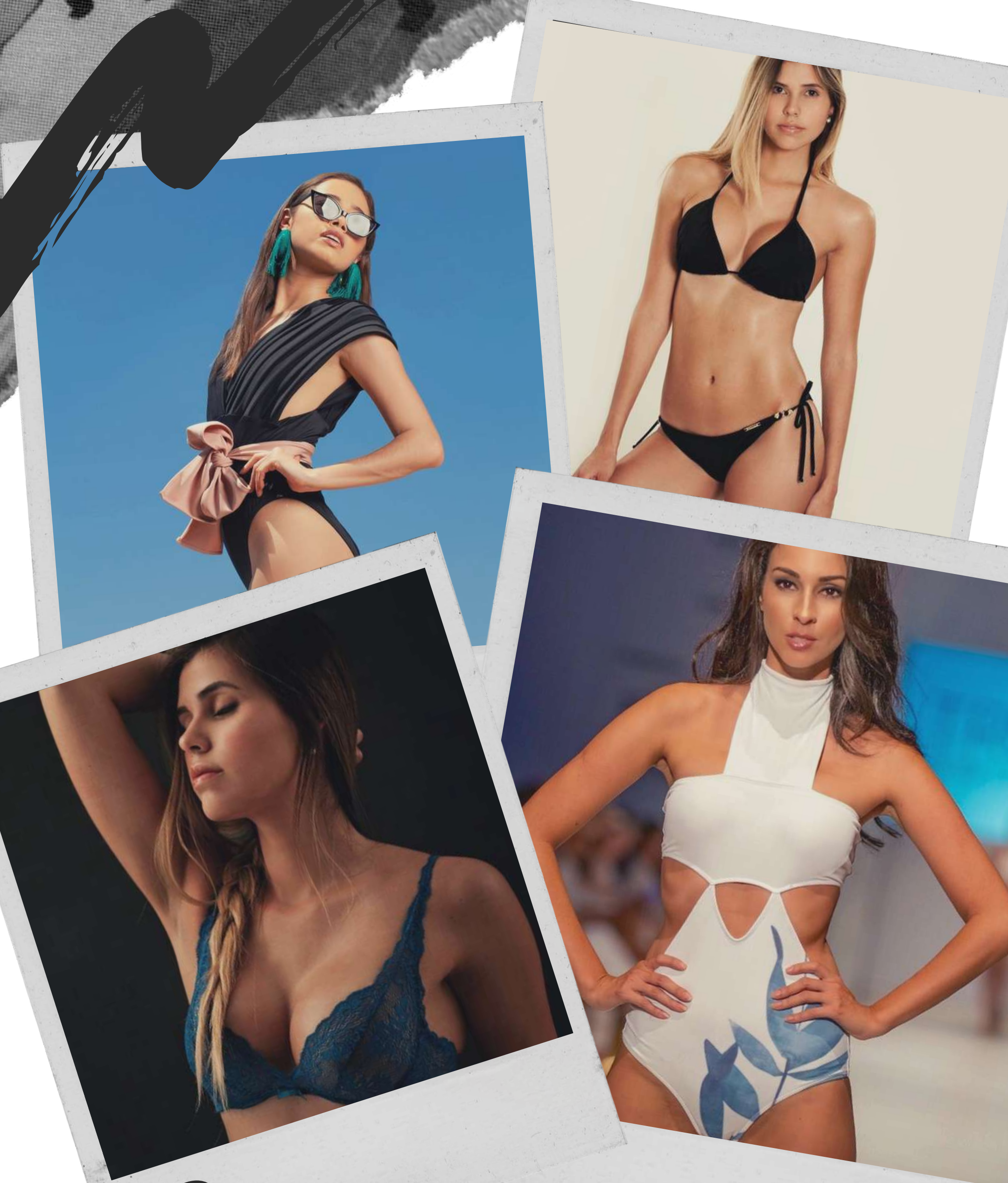
Commercial

Commercial modeling is the area of modeling that focuses on film and advertisement. Commercial models are not restricted by age, height, or size. Therefore, this modeling type is the most open to diverse and new talent. Commercial models advertise a wide range of products in catalogs, campaigns, and commercials.



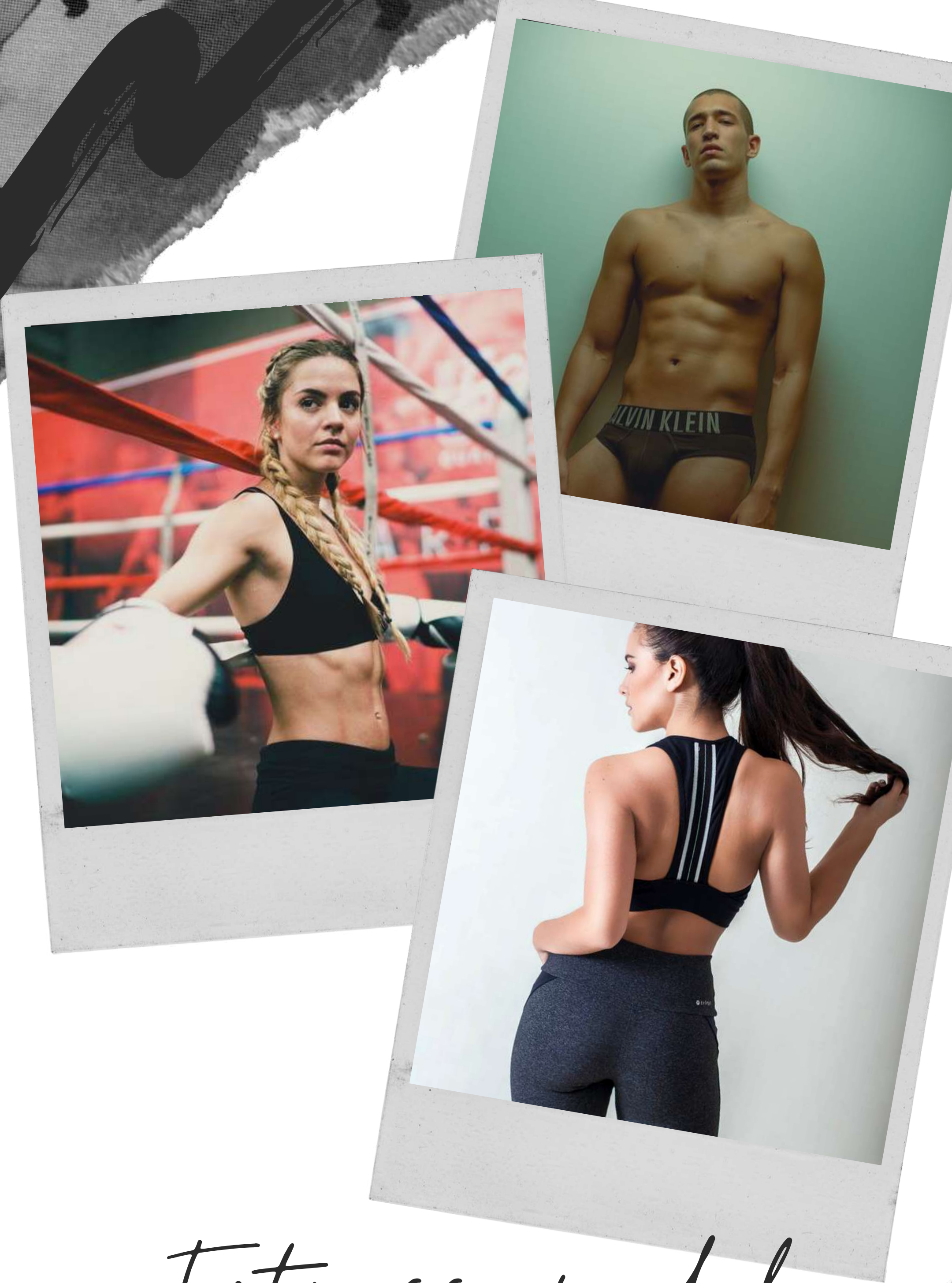
Runway

These models are found on the catwalk and are hired to showcase a designer's clothing line. Due to the precise sizes of the designer's clothing, runway models are often a certain height and size.



Swimsuit and lingerie

These models specialize in showing off either swimsuits or lingerie. This model type is usually someone a bit more voluptuous and curvy. These models also tend to model sleepwear, summer wear, and other forms of undergarments.



Fitness model

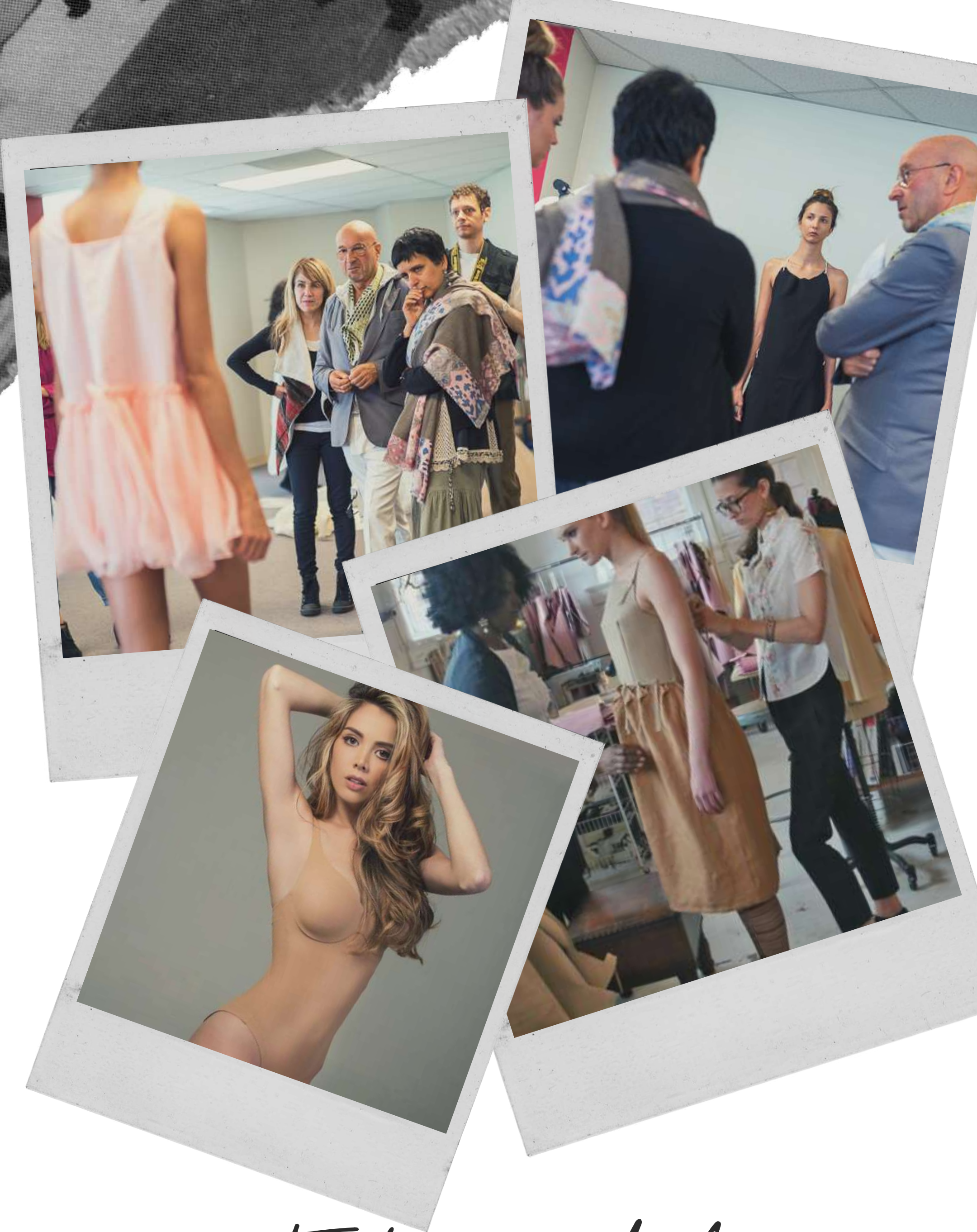
These models tend to be the most fit, toned, and athletically built. This of course makes sense as these models are tasked with wearing fitness attire. Fitness models are also found in commercials that involve demonstrating fitness routines.



Parts

These models typically model their “parts”, such as their hands, legs, feet, stomach, etc.

A hand model can book a job involving jewelry, where as a foot model can book a job with a shoe company. Both can book a job involving nail and beauty care

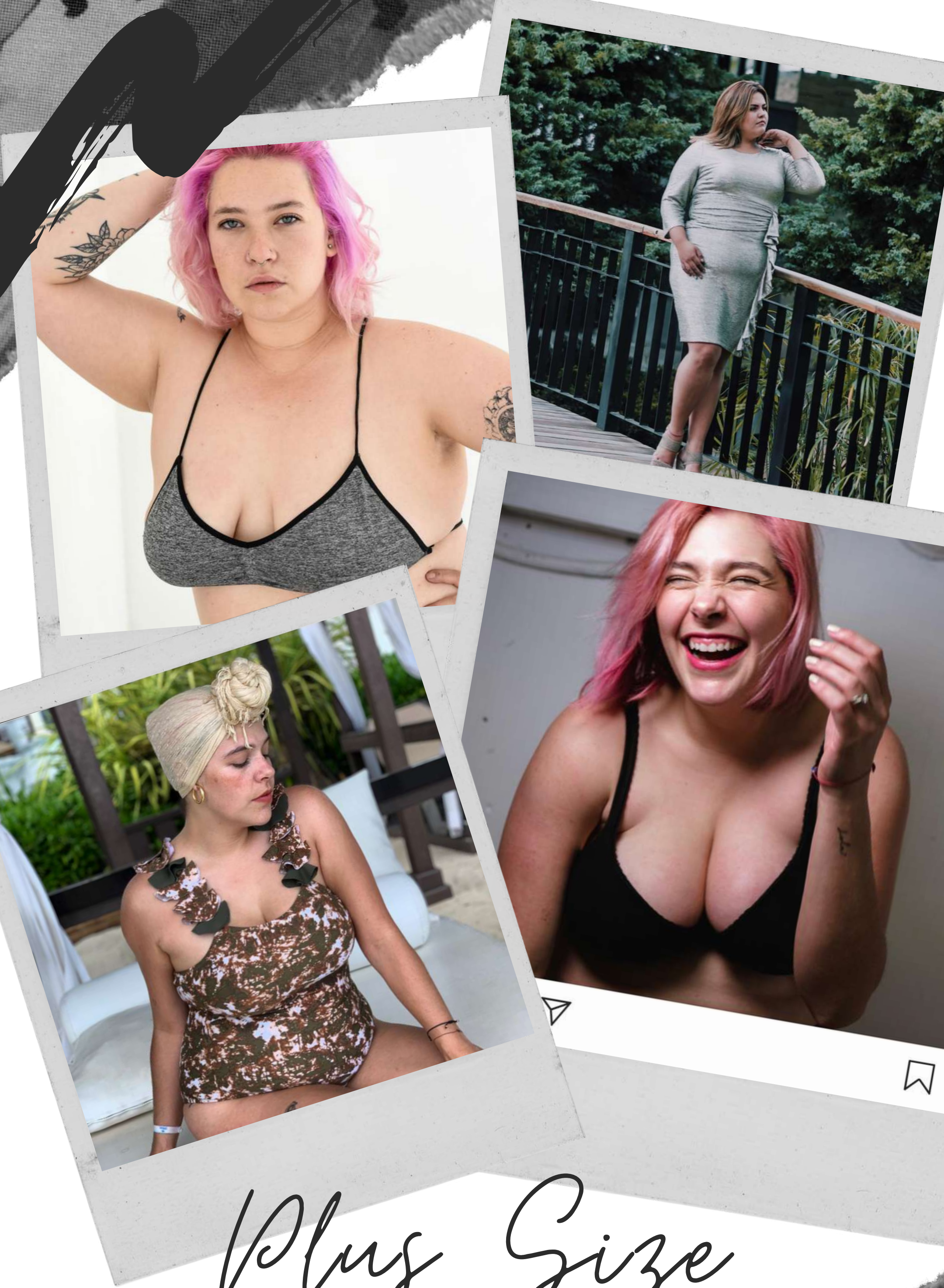


Fit model

A fit model is a person who is used by a fashion designer or clothing manufacturer to check the fit, drape and visual appearance of a design on a 'real' human being, effectively acting as a live mannequin.



A promotional model, also known as a promo model, is a model that is hired to represent a brand, product, or service. For this type of modeling there are other general requirements for booking paid promo work: a great attitude, outgoing nature, a nice smile, and the ability to easily adapt/learn.



Plus Size

The plus-size model market has become an important part of the fashion and commercial modeling industry and was immensely popularized by the body positivity movement. Several of the top fashion agencies now have plus-size categories



Petite

As a petite model, you would find work in the fashion, commercial, glamour, and part sectors of modeling. Modeling assignments are available for select catalogs, ads, and magazines.

If you have unique looks, ooze confidence, sport a signature style and have the right attitude, petite modeling can be a perfect fit for you.

A petite model is generally above 1.54 m and not taller than 1.70 m.



Alternative

The models used in this genre are not the mainstream, cookie-cutter models. Many of them have tattoos, piercings, unusual hairstyles, etc.




Influencer models

Brands are recognising the value in people that have very large social media followings. From a brand's perspective, these models are called **Influencer Models** due to the influence that they have when they publish a post. Brands will approach one of these influencers and suggest a collaboration, where the model will post an endorsement of the brand's product, and in return the model will receive financial compensation or free products from the brand.



Child Modeling

Agencies typically look for children who are friendly, happy, interactive, crowd-friendly and fast learners. They are generally below 13 years of age. From editorial jobs to advertising contracts, a child model can be employed in various projects.



As a model, try to stay open minded at the beginning of your career. Over time, you will become more well versed in the different types of modeling. There are so many unique models within the fashion industry and you can be the next big thing in one (or more!) types of modeling.