

BRITISH FASHION COUNCIL

Hello!

Welcome to London Fashion Week.

If this is your first or amongst your first few fashion weeks as a model, we would like to share with you some simple advice while you are here in London.

We are the British Fashion Council; we organise London Fashion Week and have a particular interest in ensuring that models that come to London are well looked after and want to return to work with British designers and businesses for many years to come. The following advice has been put together with some leading model agents to help you navigate the city, develop a relationship with your agency and know what is available to you while you are here.

Your Agency

Your Agency should be your partner in building your career. You should be able to trust them, ask advice and talk to them about your concerns. London agencies have a good reputation globally. There is an organisation in the UK called the British Fashion Model Agents Association (www.bfma.fashion) who help set best practice and create a forum to discuss industry challenges and are an initial portal for general information.

Established models are also a great source of knowledge and information. Ask your agency to recommend someone that could be your mentor while you are here.

If for any reason you don't feel that you are able to talk to your agency about a particular challenge, there are some numbers and emails here that provide you another route for someone to share your concerns with, both during and after the shows.

First time in the city, how do I find my way around?

There are some great apps that will help you find your way from door to door. City mapper is amongst the best if you are using public transport. Black Cabs are all licenced here in the UK and are a safe way to travel. Uber is also widely used here.

www.citymapper.com/london

www.uber.com

www.tfl.gov.uk/maps/track/tube

Castings

Show season is an integral part of your career, and castings are key to securing good shows. Appointments for castings will be strategically scheduled and managed by your agents. It is worthwhile to recognise that this period is an incredibly busy and pressured one - not just for models, but also for designers, fashion editors, stylists, and their teams. Keep in mind that this is a short window in the calendar and that you need to stay on top of your physical and emotional wellbeing. As with all issues and worries, keep an open dialogue with your agent if you have any concerns or questions, whether they are about your castings or schedule, or requests from the designers or casting directors. Most issues can be resolved swiftly, and it is best to raise these as soon as they happen so that they can be dealt with before they escalate.

Health and Wellbeing

Maintaining your health and wellbeing are essential during fashion weeks, to ensure a) that you do not burn out and b) you are in the best health to work. Healthy food and drinks are available at The Model Zone. Healthy food and drinks will also be provided for you backstage at all on schedule shows. Eating healthily and drinking water regularly will help maintain energy levels during this busy time. All models have access to the free resources and support provided by the Be Well Collective, an independent organisation who host several initiatives for both the physical and mental health of models. Please see more details about the Be Well Collective below.

Where can I go to relax?

Fashion weeks are pressured times. We organise The Model Zone at London Fashion Week to provide you with a place to relax between castings and shows with access to free healthy drinks and snacks. Details of the location of The Model Zone are sent to agencies and can be found on our website here: <https://www.britishfashioncouncil.co.uk/Institute-of-Positive-Fashion/Model-Support>

To contact The Model Zone

Tel: 07766083597 (during LFW only)

This is Your Career, You are in Control

This is your career, you are self-employed, and it is your decision whether you take a job or not, or work with an agency or not. If you do not feel that you are being treated, then let your agent or the British Fashion Council know. During Fashion Week the best way to contact us is by calling 07766083597.

As a model you will take on many different looks at the hands of brilliant makeup artists and hair stylists. This is normal and can be a fun part of your career. However, if someone tells you to dramatically alter your looks in any other way then you should raise this with either your agency, or if you don't feel you are being heard, with the British Fashion Council. We want to ensure that our industry is one that is a great place to work and for all to develop fulfilling careers.

If you have a good agency, you probably will not need to contact us, but if you do need to, we are here to try and help.

For working models wishing to report an issue or seek assistance please contact.

Email: models@britishfashioncouncil.com

Or call 07766083597 (during LFW only)

Equity is a Union for models in the UK: If you would like formal independent representation, this may be a good route to explore.

Website: <https://www.equity.org.uk/>

The Be Well Collective

The Be Well Collective is an independent not-for-profit organisation, endorsed by the British Fashion Model Agents Association. The Be Well Collective provides one to one, group and online physical and mental health support and education to models and agencies. All initiatives are free and accessible to models, including a mentoring programme 'Mentoring Young Creatives', educational workshops, online & video resources, signposting services and in person wellbeing support events over London Fashion Week. To enquire how you can receive support or to find more information, please visit the website below.

Website: <https://www.bewellcollective.co.uk/>