

PRESS RELEASE

JANUARY 2009

For immediate release

Ethical modelling agency seeks new faces for 2009

Flame teams up with several ethical brands to find new models for ethical fashion

Flame modelling and talent agency is holding it's first of a series of opportunities for young adults to have a Make up, Styling and Professional Photo Shoot. The series starts on 25th January with Aveda at their Institute Spa in Covent Garden. The first workshop is aimed to attract new and existing models to experience our new approach to the market and with an opportunity to receive a professional photo shoot at reasonable prices.

Aveda's skilled make up and hair artists will makeover the young women and men who will then be styled by **Flame** representatives, followed by a professional photo shoot. The event will be filmed and highlights made available on YouTube, Bebo, Facebook and the New Me TV Online Magazine site at www.newmetv.co.uk.

Flame was set up in 2008 by Film & Television Executive, Mary Booth to oppose industry standards and demonstrate that real people can succeed as fashion models. Native New Yorker, Mary, is the creative genius behind the web TV drama *Undercover Girl* (hence incorporating the modelling agency in the drama series) and has worked on several blockbuster films including, *Bend It Like Beckham*, *Cold Mountain* and *Casino Royale*. Lupe Castro is a fashion stylist who has worked with top designers and models and is looking to highlight the need for the fashion industry to adapt a more ethical view of modelling.



Strong ethical beliefs are at the heart of **Flame's** mission with regards to the environment, from eco ways to travel to cruelty-free beauty and hair products and more. The philosophy also includes a broader range of ethnicity and age, identifying and creating opportunities for everyone. Already on their books is Leanne Nagel who rose to fame in the fourth series of *Britain's Next Top Model* and will be attending the event to meet the aspiring models and answer their questions.

Flame also operates a strict No Size Zero Policy believing that models should be a fair and accurate representation of society today. **Flame** aims of change the face of modelling by giving opportunities to today's talented young men and women get a taste of what it feels like to be a model along with helping them advance their career aspirations in Fashion and Media.

For any further information about the event of **Flame** modelling and talent agency please contact Victoria Dove at Pussycat PR on +44 (0) 7980 615 563 or on victoria.dove@pussycatpr.com

- Ends -