



KIREN PHOTOGRAPHY

Modeling Portfolios (pages 1-4) Model Advice (pages 5-6)

The Portfolio

In the Modeling Industry your Portfolio is often the first point of contact you will have with a client, agency or magazine editor. It is a professional showcase representing your skills and potential in front of the camera. Often, as with on-line portfolios – it is your only chance to impress a viewer before they decide on whether or not they wish to see you in person. It must speak for you even when you are not there.

Generally portfolios can be divided into two categories. Commercial, which goes out to advertising agencies, clients and advertising photographers. The photos in this book will have mainstream appeal and usually have a clean, polished feel. The second category is Editorial, which is usually more cutting edge and alternative in style. This book has more appeal to magazine editors and fashion photographers.

If you are unsure which direction you should be marketing yourself towards a reputable model agency or experienced photographer should be able to give you free informative advice.

How does Kiren compare?

We think it's important to shop around for the photographer that is right for you. One of the unique factors clients often mention to us is how pleasantly surprised they were with the level of experience and direction Kiren provided and how this allowed them to feel confident and relaxed in front of the camera. Kiren is also a former model himself and has a genuine understanding of what it is like to work both behind and in front of the camera.

Kiren has had over a decade of international experience creating model portfolios for the world's leading modelling and talent agencies including Ford, Elite, Next, Wilhelmina (New York), IMG, Karin's (Paris) and Storm (London). He has both cast and photographed models for magazines including Vogue, Marie Claire and FHM.

Booking your session is easy

Simply email us with your availability and preferred session dates. We understand that castings and auditions can come up with very short notice so we will always do our best to fit you in as soon as possible. Our usual turn around time after the shoot is 72 hours.

Please email us with your full name and mobile phone number so as we can confirm your session. We also suggest sending through a recent snap shot of yourself so as we can begin to plan your session (this helps us with styling, hair & make up, backgrounds and lighting).

We welcome first time models, so if this is you let us know and we will happily guide you through everything step by step and give you a little extra time on the day.

What to wear

Feel free to bring along as many outfits as you wish. If it's your first Model Portfolio we recommend at least 5 different looks. Suggestions might include Fashion, Swimwear, Business, Casual, Lingerie or Beauty. Two of these looks will usually end up being full-length shots so consider including footwear for these as well. For women – a good set of high heels can really help to elongate your figure.

Where possible avoid wearing white, as it has a tendency to 'blow out' and lose detail in pictures. Also, depending on your physique it can make you look larger. Another thing that's handy to avoid are shirts with busy designs or loud patterns. You want the person viewing your photo to be drawn to you not your clothes. Wear outfits that are flattering to your shape and figure, and clothing that reveals your best features.

Keep jewelry simple. Quite often a great shot can be spoiled by the wrong choice of earrings. If you are unsure it's best to leave it out.

Make up & hair

Let us know in advance if you would like us to organize a professional hair & make up artists for your shoot. Feel free to also make your own arrangements.

If you are wanting to send your photos to agents or clients for the first time you'll get more usage and a better response with pictures that look like you. In this case we recommend for most shots that your make up look fresh and natural. When applying foundation (given that it should be quite minimal, especially when you consider things like freckles - as these can very much be apart of your personal appeal.

We generally do not recommend artificial tans as on camera they tend to look very unnatural (orange). Should you do so, it is best applied 3 days before your shoot. A more effective solution however is to allow a make up artist to achieve this look through the use of bronzer, contouring and shading.

On the day

Please allow yourself enough time for finding the studio or location as well as parking beforehand so that you don't arrive feeling stressed.

Unless you're under the age of 18 bringing friends and family along to watch the shoot is not recommended. This is mainly because you will be in a professional work situation and it can quite often distract you from the task at hand.

We understand that even the most experienced Models, Actors and Celebrities can feel a little nervous about having their picture taken – if this is you then it might be some comfort to know that the anticipation is always far worse than the actual event. Often you'll also find there's plenty of time to sit down and enjoy a cup of tea before we begin.

One of the most important things you want to deliver in your picture is a sense of confidence and the ability to project energy. This is something you must connect with within yourself. Once you harness it, you want to deliver it straight down the barrel of the lens. This doesn't mean your performance has to be 'big'. In fact sometimes the more subtle you are the more powerful you can be. Think of Da Vinci's painting of the Mona Lisa.

Finally, if you have any unanswered queries before your shoot don't be shy to ask. We want you to feel as comfortable as possible on the day.

Terms and conditions

Please read the terms and conditions of trade located on the Services and Prices page of our website. By booking your shoot you will be agreeing to these conditions.

Payment

Payment can be made by either cash on the day of the shoot or by electronic funds transfer 3 days prior to your shoot date. We will need to receive payment in full before we can release your images.

Usage

The options featured below are for the release of images to be used for Modeling and Self Promotion. You are free to print multiple copies from your image files as well as send them on to your agent who is welcome to use them for composite cards and the agency website.

If these images are intended for advertising products and services you will need to inform us before hand so as we can negotiate the appropriate rate. Under Australian copyright law it is standard practice that the actual rights of these images belong to the photographer and may on occasion be used as samples of the photographers work in their portfolio. Please also inform us beforehand should you wish to organize a buyout of your images.

Rates guide

We believe in offering fair and transparent rates with no hidden charges. Below is a guide outlining our most popular options. If by chance you can not find an option to suit your requirements we are more than happy to offer advice and discuss other ways in which we can best meets your needs.

Beauty or Cover Shot - \$350 / \$315 (for students and returning clients)

A studio or location session using either studio lighting or natural light (up to 1 hour).

Up to 3 wardrobe changes (shirts and hats only as these will be medium close ups).

You receive a disk with around 90 high resolution Jpeg files ready to print from or upload to any website.

10% discount for full time students.

Modeling Portfolio - \$590 / \$530 (for students and returning clients)

A studio or location session using professional studio lighting or natural light (up to 2 hours).

Includes up to 6 out fit changes (example: High Fashion, Casual, Swimwear, Lingerie).

You receive a disk with around 180 high resolution Jpeg files ready to print from or upload to any website.

10% discount for full time students.

Modeling Portfolio - \$790 / \$710 (for students and returning clients)

The option to include both a studio and a location session (3-4 hrs).

This option is best suited and better value for those who require a larger number of outfit changes as well as those who need additional time for more detailed set ups, travel time in between locations and additional make up changes in between shots (time equivalent to 9 out fit changes with 1 make up look on one location).

You receive a disk with your Jpeg files ready to print from or upload to any website.

10% discount for full time students.

Additional Services

Hair / make up from \$100 to \$150.

Digital retouching from \$12.50 per image. (in most cases your images come 'ready to print' however they are not individually retouched for things like skin blemishes and stray hairs).

Additional set of images in colour or black & white burnt to disk \$15.00 per disk.



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Model Advice

The following advice is for those of you who are considering a career in the modeling industry. I have culminated the information from 15 years experience as a photographer who has worked with leading model agents and fashion magazines in New York, Paris, Hong Kong and Sydney. I'm also pleased to add to this my own personal tips from the days when I used to work on the other side of the camera as a former model myself. I hope you find the information useful and I encourage anyone with a dream to get out there and take that initial first step.

Getting Down to Business

While a career in Modeling can provide you with the opportunity to travel to glamorous locations, attend exciting events and also be paid an attractive income at the same time it's not all about standing around and looking good. There is a certain amount of effort and skill involved in maintaining one's **appearance**, developing a good **portfolio**, cultivating the right **attitude** and finding the right **agent** who will represent you in the best possible way. Lets look at each of these topics in more detail.

Your Appearance

It's important to maintain your fitness level and health in terms of a good diet and regular exercise - which may include Yoga, Pilates and even some lightweight training. This will not only make you look better, it will also help you to feel better. If you feel good, you make others around you feel good... it has a way of coming back to you.

Your hair, skin and nails are things you must maintain each week. If an advertising agency is going to pay you thousands of dollars to be the face of their new campaign it is only natural that they will expect the best from you.

Your Portfolio

Aside from yourself, your portfolio is your other most important tool of the trade. If you are starting out, agents, editors and photographers will not be expecting to see tear sheets (magazine pages) from Vogue, however they will want to see how you respond in front of the camera. Often, it can in fact be a thrill for them to 'discover' someone new. Be selective with the shots that you show them. Only select pictures that flatter you and show off your potential. Take advantage of the fact that you are new to the industry and appear 'fresh'. This can actually give to an advantage over models that have been around for longer.

If you are having portfolio pictures done for the very first time, the most important thing you want to project is a sense of confidence and the ability to look natural in your pictures. Be sure to explain to the photographer that this is your first time in front of the camera. Choose to work with one that will be patient with you.

Be aware of your best features and wear outfits that reveal these features. Remember the purpose of your pictures are to show you off, not your clothes. Avoid wearing sunglasses. Also avoid wearing clothing and jewelry that may distract the viewer's attention away for you.

Become aware of you best side and angles, if you're not sure, a good Photographer will know how to find them for you. Finally, learn to project energy. This is something you must connect with within yourself. Once you harness it, you want to learn to deliver it straight down the barrel of the lens. This doesn't mean your performance has to be 'big'. In fact sometimes the more subtle you are the more powerful you can be. Think of Da vinci's painting of the Mona Lisa.

Your Attitude

With the right attitude you will open doors. The more professional you are the more respect you will gain. Be aware that you are entering a highly competitive industry and there will be rejection and let downs along the way. Learn to separate your personal feelings from your work. Welcome constructive criticism as an opportunity in which you can improve yourself with. With the right attitude and perspective you can gain a great sense of satisfaction and self-confidence.

Your Agent

If you are considering modeling for the very first time, you will want to contact an agency to gain representation. They will then ask you to send in some photos of yourself. The photos you send to the agency don't have to be professional shots at this stage but bear in mind that if you are presenting yourself for the first time you will create a better impression if you can provide them with images that are flattering and well crafted in terms of lighting and angles. It is also advantageous to show some kind of presence and body awareness in your pictures.

When approaching an agent it is a good idea to provide them with at least 3 photos. A close up, a full-length body shot (if possible in swimwear), and something with a bit of energy that shows who you are - a smile never fails to please. You would then send these photos in to the Men's or Women's division of the agency you wish to approach.

A lot of model agencies will also have "open calls": this is a time they have set aside each week to see new models. If you have what they are looking for they may ask you on the spot to join their agency. I would recommend seeing a number of agencies before committing to anyone.

Just as there are different types of models for different markets – so too are there different types of agencies that represent these models. If you think you have potential then it comes down to finding the type of agency that has a client base for your look.

Modeling Categories

Editorial – Fashion spreads for glossy magazines
Cat Walk – Runways shows for designers
Commercial – Print Advertising, TV Commercials, Fashion Catalogs
Swimwear – Including Lingerie Catalog, Men's Magazines
Promotions – Events and Trade Shows

Be aware that as the direction of fashion and advertising changes every six months, so to does the demand for different types of looks. This will also vary from city to city and from country to country.

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