

4. Commercial Modelling

Overview

A fast-paced, visually driven environment focused on brand aesthetics. Requires sustained high energy while moving rapidly through various styling setups.

Key Industry Terms

- **Usage:** The agreed legal parameters and timeframe for image licensing (e.g., 2 years, UK, Print/TV).
- **The Book:** The model's professional print or digital portfolio.
- **Buying Office:** The retail department selecting the clothing ranges for the shoot.

The Working Environment

- Brightly lit photographic studios or public locations featuring music, high energy, and rapid movement.

Key On-Site Team Members

- **Photographer:** Directs the visual capture and creative atmosphere.
- **Stylist:** Manages clothing fitting and adjustments.
- **Art Director:** Ensures the brand's image standards and product placements are met.

Expectations & Hours

- **Expectations:** Fluid, natural movement without freezing up in front of the lens. Comfort with stylists constantly adjusting hair and wardrobe.
- **Hours:** Half-days (4 hours) or full-days (8 hours). Extremely fast-paced with minimal downtime between setups.

Communication Guidelines

- **Primary Contact:** The Producer or Photographer's Assistant.
-  **The "No-Go" Zone:** Never ask to see shots on the camera monitor unless explicitly invited by the photographer. Do not take personal phone photos of the child wearing unreleased brand clothing.

What to Pack

- **Wardrobe Essentials:** Seamless, nude/skin-tone underwear to prevent visible lines.
- **Grooming Essentials:** Clear lip balm, plain hair ties, and clean, trimmed fingernails.

- **Quick Entertainment:** Fast-to-start games or activities for brief 10-minute wardrobe transition gaps.

Post-Project Aftercare

- **Usage Monitoring:** Keep track of the contract's "Usage" duration via your agent. Ensure the brand discontinues image use once the contract period ends (e.g., after 12 months).