

HOW TO SPEAK SUPERMODEL

Axelle's guide to surviving in the world of fashion

If you want to blend in with the fashion set, it's worth learning the lingo. HERE'S A HANDY GUIDE:

- * BOOK: This is another word for the all-important portfolio models have. A book or portfolio is used to show clients and designers both how a model looks in photos, and what kind of work they've done.
- * BOOKER: A staff member at an agency whose job is to handle requests from clients and to represent and set up appointments for models.
- * CLEAN CLEAN: This is how a model should show up for a photo shoot: with freshly washed hair and a clean, make-up free face. Clients often specify clean, clean.
- * FITTING: A session that may take place before a fashion show or photo shoot where the clothes to be modelled are fitted onto the model.
- * GO-SEE: An appointment for a model to see a photographer or a client. Unlike a casting, there is no specific brief.
- * HAUTE COUTURE: Pronounced "oat-ko-chure" this phrase is French for "high-fashion". Couture is extremely high-end, tailor-made designer clothes that only a few dozen people in the world can afford.

- * **LIGHT METER:** A device used to measure the intensity of light for a photo. Photographers or their assistants will hold a light meter up in front of the model before taking the photograph.
- * **LOCATION:** Any place, other than in a studio, where a shoot takes place.
- * **NEW FACES:** Models who are new to the business.
- * **OPTIONS:** An option is put to a model by a client to see if he/she would be available for their shoot. Options are then either confirmed as a booking, or released.
- * **STORYBOARD:** A comic-like piece of artwork that shows a frame-by-frame depiction of a photo shoot in drawings.
- * **TEAR SHEETS:** These are photos which are literally torn from magazines, and which a model can use in her book. Tear sheets from magazines like *Vogue* and *Elle* are what every model hopes to have in her book.
- * **ZED CARD OR COMPOSITE CARD:** This is basically a business card for models. A5 in size, zed cards or composites normally show at least two photos, as well as basic info such as a model's hair colour, eye colour, height and agency contact details.

And if anyone's still suspicious that you don't belong, just throw in one of these handy phrases...

"I love those boots! Whose are they?"

"Wow, you're really working that hat!"

"Feathers are a must have this fall."

"It's all about accessorizing right now."

"I'm loving emerald green."

"Punk is so of the moment."

"Neon just screams 1999."

"Grey is the new black."

"Velvet is so important this season."

NOW DON'T FORGET THE AIR KISSES, DARLING!
MWAH, MWAH!