

LA VIE
MODEL AGENCY

The dress needs a soul, whoever shows it makes the dress come alive,
which alone could not convey the right message.

[Donatella Versace]

network

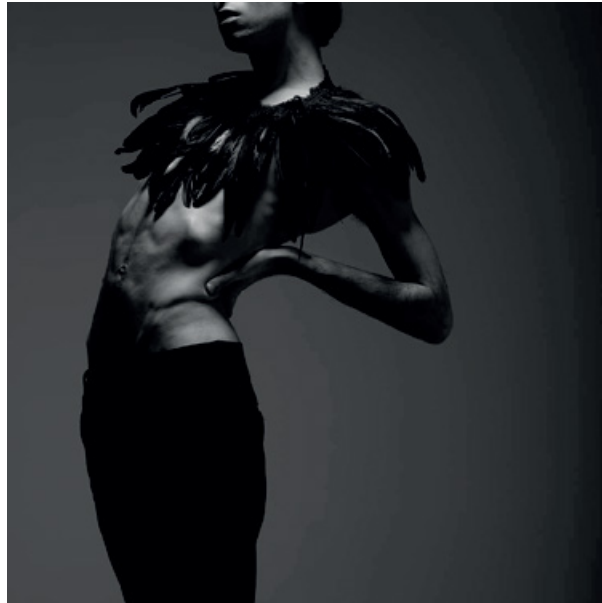
Paris
London
Roma
Milano
Monaco
Amburgo
Vienna
Zurigo
Athene
Bruxelles
Lisbona
Madrid
Barcellona

Mosca
New York
Los Angeles
Miami
Montreal
San Paolo (Brasile)
Buenos Aires
Santiago

Tokio
Osaka
Seul
Mauritius
Dubai

Cape Town
Walvis bay
Luanda





La Vie Model Agency is an agency that searches and trains new talents in fashion, cinema and advertising, in order to promote and represent them throughout the national and international territory. And it is an active partner of the international network of recognized and accredited fashion agencies.

manager

Simona Paoletti

Manager e Booker

Simona Paoletti takes care of hiring and managing all the affiliates of La Vie Model Agency, allocating them to the end customer depending on the specific suitability of the model for the requested work.

You are the Agency's contact person for the client or company requesting La Vie Model Agency services, both nationally and internationally.

Gianfranco Iobbi

Manager e Scout Agency

The agent representing the models is Gianfranco Iobbi, who has 30 years of experience in the fashion industry, and has discovered 4 models who later has become Super Top Models:

Georgina Grenville, testimonial for Gucci and Armani for 4 years

Charlize Theron, launched by the Martini TV commercial, and then become a highly regarded actress

Bernice Dodd, protagonist of the Algida and Campari advertising campaigns, and protagonist of the Banana Republic Campaign USA

Esther Cañadas, the highest paid top model for 2 years, protagonist of the Wella and Samsung Campaign

mission

With a structured Casting service, La Vie Model Agency offers new talents a consultancy and support service in starting their modeling career with training, study and promotion of their image with the creation of a professional photo book and improvement courses , with the aim of competing and supporting a high profile in work with external reference targets:

Client portfolio of the La Vie Model Agency brand

Production companies for international brands

National and international communication agencies

The company that chooses the La Vie Model Agency model acquires added value in its advertising campaign, because having an experienced model means optimizing the work of all the company's partners who contribute to the realization of the job or event: Identifying the company brand or the product communicated through a face in line with the product itself means giving personality to the advertising message conveyed and increasing the value of reliability and Brand Awareness itself (positioning of the brand in relation to the public to which it is addressed and measuring how much the customers I can recognize it).

For this reason, for La Vie Model Agency it is essential to best prepare and train the model that is proposed to the target audience.

target

MODELS

- Man
- Woman
- 40 plus, with an age ranging from 40 years and above
- Beauty / close up
- Fashion accessories
- Family
- Junior, with an age ranging from 12 to 16 years
- Kids, with an age ranging from 8 months to 11 years

CUSTOMERS

- Fashion agencies (National and International Network)
- Brand Clothing
- Brand Footwear
- Accessories brand
- Style and Fitting Office
- Film and television productions (commercials, short films, TV series, films)
- Advertising Agencies (Press campaigns and ADV Visual for external companies)
- Organization of Events and Parades
- Photographic Studies

training

The La Vie Model Agency trains its client through very specific study plans to achieve a transition from the purely academic to the working environment, with the aim of developing the model's skills to obtain solid competence and give maximum expression to your professional potential. They understand:

- Study of posture and photographic posing
- Study of the behavior to be followed within the company requesting the model
- Preparation for auditions
- Acting study with approach to the set cinematic
- Preparation for the relevant contractual party to a professional appearance

The new talents accredited by La Vie Model Agency will have adequate training and a presentation lookbook which will serve to present the new face to the other agencies in the Network and to the requesting companies.

casting



Casting and recruiting new models is the focus of La Vie Model Agency.

Having an important portfolio of talents and models means competing in the world of fashion, and with its constant structural and trend changes. Recruitment takes place through the "become a Model" section of the website.

Once the right Portfolio has been created, the model is represented by La Vie Model Agency on the national and international territory.

The agency can understand what the companies may need to satisfy the sales necessities of those who need to return to the market, or those who need to remain in the market but with a high professional standard.

Every month La Vie Model Agency sends its models to castings for important national and international productions, for cinema and advertising, with the aim of achieving principal roles or main poses.

reference

REFERENCE

- Fashion Week Paris
- Fashion Week Vienna
- Fashion Week Milano
- House of Gucci movie fashion show cameo (2021 - directed by Ridley Scott)
- Short film for Rinascente Roma "Little Roman Adventures" (2018 - directed by Paolo Sorrentino)
- Hyundai Kona SUV Global Campaign (2021)
- Bosch advertising campaign with partner Agency Walking Studio Milano
- Docksteps company advertising campaign with partner Guitar Studio Milan Agency
- Vola Jewelry Advertising Campaign
- Mes Demoiselles Campaign
- Henry Daniel Roma Campaign
- Mirabilia Campaign

CASTING

- L'Oreal Paris Brand TV spot
- Tiscali TV commercial
- Costa Crociere ADV campaign
- ADV campaign car manufacturer Skoda
- Casting for the miniseries destined for Rai Uno "Giacomo Leopardi, life and loves of the Poet" directed by Sergio Rubini, with filming starting between September and October 2023
- Casting for Paolo Sorrentino's new film, produced by The Apartment Pictures (Fremantle company) with filming starting in September 2023



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