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MODEL Journal

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The first Russian Model
to work in the UK!

GAVIN'S – 25 years after!

GLAMOURSCENE
Take Three Girls!

WIN a Membership
at **BLONDES!**

WILHELMINA New York

Kids in Focus:
KAMERAKIDS

CoverModel: CHELCI at ENERGY
Photograph: Kleinsorg & Apelbaum



Our Cover Girl MODEL

190

International fashion model Chelci has worked in Milan, New York and Germany. Last year, after a touch of the blues, she retired at the grand old age of seventeen, and up until the end of March was working on a factory production line. Fortunately for the model scene, Tracey-Jane Kennerley, boss lady of new agency Energy kept phoning her up and pestering her to come back. So now, Chelci has hung up her panner and will hopefully soon be gracing the cover of Cosmopolitan and other fashion magazines

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Model: CHELICI; Photograph: Kleinsorg & Apfelbaum, Germany

Chelci's new agency is based, coincidentally, in Chelsea. No, her Dad wasn't a football fan; he named his daughter after the singer, Chelsea Brown.

The novel spelling was her grandmother's idea. Chelci hails from Gainsborough in Lincolnshire, and was

...every girl wants to be a model...

brought down to London aged fifteen by her mother to try to get signed up by a model agency. 'Every girl wants to be a model,' she says. Storm model agency were interested in her and told her to come back after her exams. In Covent Garden, (presumably to see the sights) a lady walked up to her and asked her if she wanted to be a model. Chelci said she was a bit scared with all these 'really weird people around', but far from being a weirdo, the lady in question was Beth Boldt of Synchro (as it was then) now Elite.

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This million to one chance launched her career. Returning home, she did her exams then applied for a summer job, in-

tending to stay on and do her A' levels, but Beth Boldt rang her up, and instead of swotting for the sixth form, Chelci was doing the Nike campaign, twice, and jet setting off to New York.

...big girls are 'in'...

Chelci's credits include Mexican Vogue, Model Magazine, Donna and Seventeen (American not British). In New York, having bought an open return ticket, she approached Elite, who told her she was too fat, and suggested that she go home for three weeks and lose some weight. Chelci stands a full six feet, weighs ten stone and says she hasn't lost weight since. Certainly she is well proportioned, and according to her agent, big girls are 'in' now anyway. Also while in New York, she did a big promotion for the 1 Group.

From the Big Apple she hopped across the Pond and worked very successfully in Germany doing covers, a demonstration for amateur photographers, to show how photographers and models work together, and a Christmas card. But, she says, although she was working regularly, editorial in Germany doesn't pay much, so feeling a bit disillusioned she went home to Mum and Dad in Gainsborough where she earned the princely sum of £69 rising to £87.64 at 18. That was her weekly rate, whereas as a fashion model she could make more than that in an hour. Philosophically she says she has now learned the value of money and hopefully

...bad influences can lead a young model astray...

won't repeat the mistake of so many big earners of not saving something for a rainy day. She has just moved in with Tracey-Jane, who describes her as a young, pure girl and intends to keep her that way. Tracey stresses that there are many bad influences in the capital (drugs to name but one) which can lead a young model astray. And as she has big plans for Chelci, she has no intention of letting that happen. Chelci too is quietly confident her new agency will go places and take her with it.

When Model Journal met her at Energy's Chelsea Harbour office, she already had three castings lined up, including one for Giorgio Armani. Blue-eyed



Model: PAPE N'DORE BEGG, 6'2

Chelci is not what might be called a stunning blonde, but at six feet and only eighteen she has time on her side. Her portfolio demonstrated that she is not just very photogenic, but

extremely versatile. She also has a great personality.

Energy

Chelci's agent, Tracey-Jane Kennerley, a former model herself, spent seven months working with advertising giants Saatchi and Saatchi. Currently she is renting space from Marco Rusala, though she stressed the two agencies are entirely separate. After starting with 12 models she has built up the agency to 48: 21 guys, 23 girls and 4 girls still at school. She wants these

...girls at school have to finish their education first...

last to finish their education first. When she has recruited another 12 she will arrange a headsheet, but business is already picking up, and she is opening offices in Milan and Manchester and two in France. She has several interesting models on her books; her biggest job to date has been for Annie, who did a Parker Pen commercial for Andreas Heuman in the States. She also has a French black model (see photo) Pape Ni Doire Begg, who she complains is constantly being poached by other agencies.

by Alexander Baron

though Model Journal stresses and re-stresses the importance of an attractive appearance it

Do you really want to be a model?????

seems that it has not been stressed enough. An attractive appearance does not just mean a well made-up face; we are also talking about personality and presentation. Our 'ambassadors' who represented the best that Model Journal could

provide arrived in varying degrees of dishevelment, or else did not arrive at all. What good is a 'phone call the day after the casting telling you that you couldn't make it? Your absence had already been noted by a pregnant fanfare of total silence at the casting. Some of our Beginners (who, incidentally have just been relegated to a new file labelled 'Absolute No Hoppers') neglected to bring their photographs, slouched, chewed gum throughout the in-

terview and didn't seem to realise there is an 's' on the end of 'yes'. 'Na' seemed to be a likely substitute for the negative but we are still in dispute over that because unfortunately we did not think to provide an interpreter! In all, three girls were chosen from a possible twelve. So well done to Marissa, Karen, Chantel, Vivien, Addi, Charon, Faruk, Fiona, Larry, Charion and Nicola. Your performance at the casting session was truly remarkable.

Number One Model Agency

Sheep, sun and acres of space are on the cards for Gill Neville, co-founder of Number One Model Agency. Gill is emigrating to the Outback, where she will settle with her newly found Aussie husband, leaving her partner, Trudi Sidebotham, to manage the Birmingham based agency alone.

agency has about 40 children on its books, and about half a dozen GLAMS (grey, leisured and monied) in addition to the 60 fashion models who grace its headsheets.

In October Model Journal interviewed the two entrepreneurs. One of the key elements to their success is that they have geared



Gill's husband is a vet, so Gill will start a totally new life assisting him. We have yet to see whether a model agent can make such a startling change of lifestyle with ease, but Trudi assures us that Gill loves animals and that she has spent a lot of time in Australia over the past few months to make sure that she really is making the right decision. Model Journal wishes Gill every success with her future.

their expectations to the type of work available in the Birmingham modelling scene. Much to many models' disappointment, very little glamour work is available in this area, so the agency goes all out for commercial advertising. Recent events have centred on the motor industry, with three Peugeot launches and a BMW show. This is not nearly as dull as it sounds. The launches are usually introduced with a fashion show and end with a charitable fund-raising event and a fabulous dinner. 'The models seem to enjoy it immensely,' says Trudi.

The two ex-models have been partners for almost five years and although Trudi will find it strange to be going solo, she is confident of having enough energy to run the agency single-handed. Trudi, who has boundless vitality, said, 'I shall miss Gill terribly, and am not thinking of taking on another partner, although I will obviously need far more administrative support. Besides, Gill will be hard to replace, as it is never easy to find someone with the qualities to handle the daily pressures of running a modelling agency. We have been together for nearly five years,' she added somewhat nostalgically, 'that's a long time.'

Trudi and Gill have jointly handled all areas of agency work. However the books are Trudi's domain. This arrangement seems to have paid off, as the agency is thriving. The number of full-time models has been limited deliberately since the two partners feel it is better to be able to assure their models of regular employment rather than take on too many for the demand and have them 'resting' for more months than they work. Having said this, the

Model Journal has strong connections with Number One. One of MJ's ex-Absolute Beginners, Ian Tworek, was taken on by the Birmingham agency, some years ago. 'Ian is doing extremely well with us,' says Trudi. However, Number One is not satisfied enough to sit back and relax in the wake of success. 'We are always looking for new faces, and not just in Birmingham. As long as a model is prepared to travel we are interested.' Number One already import faces from all over the country - Scotland, Wales, Manchester and London - 'because the girls are often more polished, having had more catwalk experience.'

Number One is an agency with a national name for guaranteeing solid, continuous employment for its models and top models for its clients. The agency has a name to live up to, and we wish Trudi every success with the continuance of its reputation.

Image concious Charity

Glamour photographer John Mason recently organised a charity bid for London Weekend Television's 'Teletthon'. He was going to shoot a portfolio and had organised a meal

for two at Pal Joey's - the luxurious West End nightclub. Pal Joey's have been in the spotlight recently because of their Nightclub Beauty of the Year Competition, and the club is rapidly becoming a hotspot for glamour models. The Sport was even prepared to feature the winner on page three - all this for charity. However, London Weekend Television turned down the idea because it was reported to have been considered the wrong image for a charitable event. Since when did charity become so image concious?

Black models in Britain often find it hard to get work, so when Model Journal was approached and asked to provide twelve black models to go to a casting for a leading make-up company, we jumped at the chance. The company in question is about to launch a new product range specially formulated for black skin, and Model Journal decided to give this opportunity to some of its Absolute Beginners. The

editor, Marcel Mueller, took a personal interest in the casting, since the magazine is always on the look-out for new talent. So Model Journal acted as middle man. The girls were phoned, appointments were organised, and the editor even took the trouble to go to the casting in person.

Apparently the camera never lies, but in this case it did. Al-