

NEW YORK

If you can make it here, you'll make it anywhere!

This is it: the Big Daddy of all the markets; the main fashion fueling station where the energy can shoot you to the stars in a flash...or send you crying home with no cash, no tear sheets, and no idea what you're going to do in your one-horse town; the city where dreams and deli sandwiches are made best, and hearts and toes are crushed on every corner; a place which inspires writers to ramble in a futile search for words to describe *the Vibe*...but nobody can describe it--it must be experienced. Don't be intimidated, don't be shy; if you are, you won't be by the time you leave (if you ever do leave). Do be informed and prepared. Spend more than a New York minute reading the following guide, keep it as close at hand as your Manhattan map, and get ready for the time of your life!

Survival Tip #1: Never forget that your bookers can make or break you. They bust their butts all day for beautiful you. Worship them. Lavish them with praise and home-made baked goods. If you think they should be kissing your divine derriere, you've got it ass-backwards. Listen and learn from the pros, and find out if you are right--and ready--for the Big Apple.

TOP NEW YORK YOU DOWN TOWN

	Glena Marshall Boss, Women	Ina Bloom Boss, Men	Chad Jordan Click, Women/Men	J.J. Cortez Comp
Who?	Girls who are 5'9"+ and at least 18. Let the teens be kids! They're too impressionable, and this can be a dirty business. I don't want to see babies getting wrapped up in that scene. <i>The look:</i> high-end editorial, modern. With only 13 to 15 girls in town at once, we're very selective.	Newcomers: 18-20 years old. Established models: 20-25 years old. The look is moving away from waif and toward healthier and more masculine. Unique attributes and quirks make for a successful model, not necessarily standard good looks.	Women: 5'8"+, 13-18 years old, edgy look, established models into early 30's. Men: 5'11"+, 18 years old to start, in shape, a great face is imperative.	5'7"- 5'11", 13-25 years old, beautiful look, usually beginners.
How?	Send in photos. Open call: Fridays (except holidays), 5-6 p.m.	Send polaroids or come to open call (Fridays, 5-6 p.m.) with a head and body shot.	Send polaroids. Open call: first Wednesday of each month, 12-1 p.m.	Send snapshots. Open call: Tuesdays and Thursdays, 4-4:30 p.m.
When?	Come in June after high school. Winter is possible, but the weather can make it hard to get a new girl out of the gate. August and Christmas are the only slow times.	The guys are in Europe in June for the shows, then July is busy in New York. August is dead. October and November are great for advertising. We don't hold guys back from hitting the European markets, but we do wait until they are emotionally, financially, and professionally prepared.	Women: Summer is a good time to start, less pressure. Men: Early spring is best. A model with a great look will do well all year. Prefer to develop models here before sending them to Europe.	School age girls come in the December and only really develop models in New York, but I send girls to Europe.
What For?	Editorial, advertising, and high-end catalog (catalogs paying \$3-15,000/day). Even European editorial is being booked from New York. The 80's were Paris. The 90's are New York. Models are building their careers and making it here.	Good image and money clients: major designers, large advertising agencies, and big department stores. New York is very up-to-date; a model can test and put together a great book and card in just a few weeks.	All the major designers, magazines, and catalogs (including the European ones).	Editorial clients.
Wear?	Look polished. Prada, Miu Miu, Gucci--knock-offs will do. Wear heels; they make your clothes, posture, and walk look better.	Less is best, simple, put together.	Don't overdress. Wear casual, clean lines, and look sharp.	Look natural. Wear black skirts in the
What Else?	Buy a round-trip ticket and have at least \$1,500-2,000. Bring confidence, a personality, and a positive attitude, and be professional!	Bring \$1,500 (+ rent, if not advanced by the agency). Be realistic and open; don't expect to make it overnight.	Be persistent, listen to advice, focus on work and not partying, take care of your body!	Bring a personality if you want clients to notice and book you, and be prepared to walk!



CITY BOOKERS SIT THE BOOKING TABLE

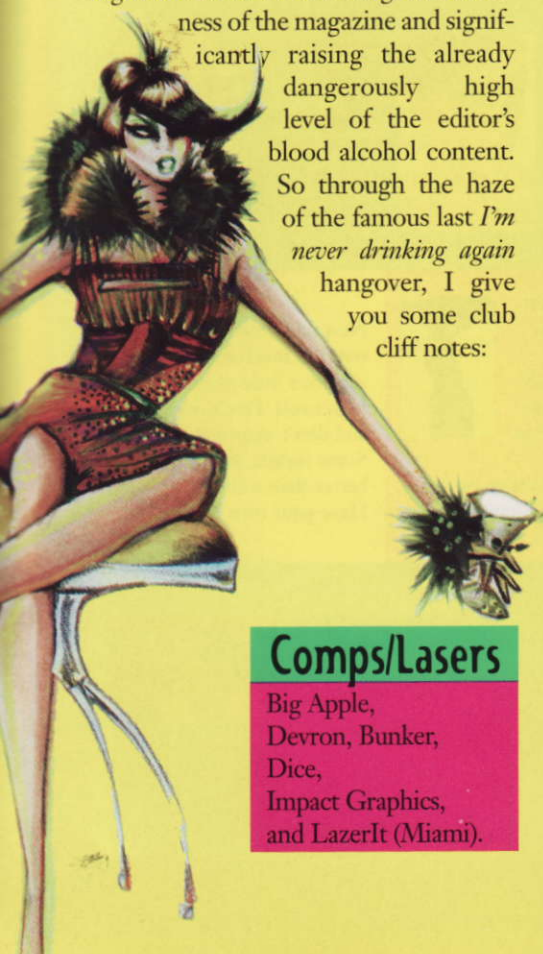
Mgmt. men	Jan Stewart Elite, Women Preferably 5'9"+ (5'7" possible), 13-21 years old (beginners), up to 30+ (Elite Direct division, developed books). 	Christian Paris Ford, Women Age 17 (beginners), up to 23 (with tear sheets). Standards aren't as strict as in the past. With piercings, tattoos, shaved heads, and 5'6" girls, modeling is more diversified. 	Emily Novack Ford, Men 16 to mid-20's to start, 5'9"-6'2", 40R/L, androgenous editorial look. It's not about being gorgeous; you need to have something unique about you.	Marcus Niska Irene Marie Women/Men Personality and vitality sell, not just normal beauty. Someone who draws me in and makes me look twice. If a 5'7" girl is striking enough, she can make it now as a model. 	Gregor Soleo Galos Wilhelmina Women/Men No rules, just guidelines: Women 5'6"-6', 14-22 years old; Men 5'10"-6'2", 15-23 years old. It's more a feeling about the model. 
	Make sure your body is in shape, then send snapshots (natural, show body), shoe size, and exact measurements. If you live in New York, come in person. 	Send photos (body and face). Open call: Thursdays, 3-4 p.m. (Reality check: Two or three girls have been signed on from open call in the last three years!). 	Send snapshots (full-face, profile, waist-up, full-length--anything which shows you're photogenic). No walk-ins. 	Come in person if possible. Look the best you've ever looked; make sure your body is in shape. Open call: Fridays, 3:30-4:30 p.m. 	Send polaroids (no make-up, show body). Open call: Monday-Friday, 10-12 and 2-4 p.m. 
Summer for school girls, but Sept.-Nov. and Feb.-June are the busiest periods. Girls are not sent straight to Europe as they were two years ago. 	In the spring there's more time to work with new girls. We groom models here and then send them to Europe, which makes for an easier transition than sending a girl straight from middle America to Paris.	End of August and September or end of January. Build careers here, send to Europe eventually. 	Girls usually come in the summer after school's out. New guys shouldn't come in the summer during the shows. Fall is great for advertising bookings. Europe is still important, but only after developing a strong test book and getting an idea of what modeling is all about.	Anytime. Everything is happening in New York! Except for the shows, going to Europe is not so important anymore. The big photographers are based in New York and most editorial is being booked from New York.	
The Model Management division focuses on editorial (both American and European photographers), but all Elite girls can book jobs with the big money clients through Elite Direct. 	Everything: editorial, advertising, catalog. 	All the big photographers, major editorial, catalog also. 	Everything: shows, advertising, editorial, and catalog (from Sears to Dolce & Gabbana!). 	Campaigns, shows, editorial, catalog (everything from very young to very sophisticated). 	
Show your legs and body (tastefully); wear tanks, halter tops, sundresses. 	European girls usually have a sense of style and know what to wear; Americans, who usually have no style, should stick to jeans and T-shirts! 	Be yourself. Your clothes should show your personality. 	Basic, easy casual: Levi's, flip-flops, and Pumas for both sexes; slip dresses and tight tops for girls; and army pants, vintage sweats, white v-neck T-shirts, and work boots for guys. 	New models always stand out: too much makeup, conservative little dresses, and high heels. Don't overdress and don't wear makeup! Some simple, snug jeans are better than a cheesy dress. Have your own style.	
Bring good skincare products, a nice bag for your portfolio, your own music for shoots, a sense of humor, and patience. It's a tough business; young people are thrown into a very adult world. Remember where you came from, and don't compromise your morals. 	Be yourself and don't try to impress anyone in New York City; if you are 14, act 14! Give it your best shot and don't worry about failure. Life will be okay even if you can't be a model--you can still be happy!	New York is groovier than some markets, such as Miami where classic good looks and great bodies are more in demand. What's in is always changing though; it never hurts to try!	Bring lots of money (at least \$1,500 + rent); New York is expensive! Modeling is not as easy as it looks on Model or Fashion TV; expect rejection and don't let making it as a model consume your whole life. Enjoy New York and make it a learning experience.	Be patient and positive. Clients enjoy working with models who are having fun! 	

IT WORKING

New York is the city that never sleeps.

So after that busy day of appointments, stop by Starbucks for a frappuccino to get you up to your fifth floor walk-up (99% of apartments in New York City are fifth floor walk-ups). Then grab a Diet Coke before you sit down and put up your blistered feet; you'll need the extra caffeine to psych yourself into putting them back on the ground and hitting the town. The urge to explore a menage-à-trois--you, your couch, and your TV--may be strong, but the call of the wild outside your window (or the call of a party promoter phoning in the enticing list of activities for the evening) will be even stronger. Don't fight it. You can sleep when you're dead.

Of course there is no way to give a comprehensive guide to New York's night life without doubling the thickness of the magazine and significantly raising the already dangerously high level of the editor's blood alcohol content. So through the haze of the famous last *I'm never drinking again* hangover, I give you some club cliff notes:



Comps/Lasers

Big Apple, Devron, Bunker, Dice, Impact Graphics, and LazerIt (Miami).

WORKING IT

Chaos	Jet Lounge	Life	Spy	Wax	Orcha Bar
23 Watts St. A lofty ceiling with draping banners invites visions of a candle-lit circus tent. Ascend to the upper tier for an aloof look at the <i>clowns</i> below and stop by the two-stall bathroom before the babbling, bladderful queue begins to form. You can seek refuge from all the monkey business at a lone pool table if you wish. In the main ring, the act is all about lounging, leaning, and imbibing, until the brews and booze bubble up into a pleasant state of quality crowded chaos. "Candyland" on Wednesday nights is a fun, fashion biz-infested affair with lovely treats like Marcus Schenkenberg keeping the beautiful quotient way up well into the night (go after midnight, but be careful, tomorrow's client may be watching!).	286 Spring St. A cross-section clone of Miami Beach's late-night hot spot, Groove Jet, which was successfully transplanted up north, survived the winter, and is still flying high. The signature Jet cracked-mirror walls cater to model vanity and make the place at least look larger (Caution: Objects in the mirrors are closer, and possibly more intoxicated, than they appear!). The music and the good vibes always get the groovers onto the dance floor in back. Meander downstairs to the cavernous basement bar for a cozy--sometimes intimate, sometimes claustrophobic--experience. All in all, a good-looking, fun crowd, with less lost-in-the-crowd frustration than some of the bigger clubs.	158 Bleecker If you make it past the series of serious prove-you-are-somebody checkpoints, you will have the time of your life (how else can you justify all that arduous ass-kissing at the door?). At 1 a.m. the V.I.P. room is wall-papered with beautiful faces creating a surreal mural which could be titled "<i>Life in a Genetically Perfect World</i>." Sit down and enjoy the view; maneuvering through to the bar takes much toe-mashing and shouldering of the dense but delicate crowd. When you're ready to join the common club folk, pass through to the main dance floor and surrender to the strobe lights and bass beat. The larger and louder-than-life dance floor and stereo system make Life the best bet of the bunch for dancing the night away.	101 Greene St. You better work it baby. The less-than-fabulous are filtered out at the door. The fabulous who are ushered past the velvet ropes immediately become even more f-a-b-u-l-o-u-s as they stroll nonchalantly through the door. The large bar in front offers more than enough elbow room and is followed by a rich expanse of plush couches on which to rub elbows with the rich and famous. With everyone bathed in subtle chandelier brilliance, it's more about posing than lounging (and of course a professional model can pose and lounge simultaneously, so do not be turned off). Sashay up the stairs for a look from the balcony onto the grand scene below and a quiet stretch between poses.	113 Mercer St. Always a good mix of music and people -- cool, but not <i>too cool</i>). Loungers will find comfy couches but must order drinks or risk being cast out to join the leaners at the bar. Forget about the enticing bartender; he's married. The Wax crowd, at least at 3 a.m., has a high approachability factor; pick-up lines fall out of desperate mouths like cheese from a shredder: "Did you see the U.F.O. in Phoenix?", "I love your hair. I love your shirt. I love the whole package," "Is that tattoo on your back perfectly centered?", "I think I know you. I own a magazine. I'm also a photographer and a movie producer in California." Work on those lines guys...and lose the leather pants in the middle of the summer!	200 Orchard A good bet avoiding the "What age are you with line and finding a drink under five dollars. Bring your IDs (being fabulous will get you absolutely nowhere but a taxi headed back up to your own k in SoHo). The sophisticated decor is surprising considering the sketchy neighborhood. The diverse dress locked musicians, preppy lawyers, and summer students seem real, even a opening the mouths. People here introduce themselves normal human beings and enjoy hour conversations without even saying the words mod producer, U.F.O. A call when you're so the posing could just up your mini.

WORKING OUT

M-80	Chelsea Pier	Crunch	David Barton	Equinox	Reebok Sport
th Sea Rd., thampton <i>Outside Bar</i> ean outside city, but 80, a aurant/nig ub within a abling ampton's ession, has y bars-- h outside d in--to w imbibers en near and I for one ould walk en anhattan to -80--in a il storm--for other feast their incred- e sushi. The is con- ained that all e fare is cellent, hile the ach buzz d late-night es declared e club <i>the</i> ce to be for e fair and oulous. The nsformation om dining om to dance b was as mooth as a ll of the shi chef's pert hands. irely can one ne, dance, dine, or ance in such ublime, set- ur-own-pace itting.	Pier 60, 23rd & the Hudson River; 336- 6000. A BIG, brand new play- ground with fit and fun toys for all. 20,000 square feet of cardiovascular, circuit train- ing, and strength train- ing equipment; 25 yard pool; a sun deck over- looking the Hudson; a 10,000 square foot rock climbing facili- ty (including bouldering wall); 1/4 mile indoor track; basketball and volleyball courts (includ- ing indoor sand volleyball courts); boxing ring; and 100 fitness classes per week. Generally year contracts only (\$1100+ <i>with</i> model dis- count, can be frozen). Day passes (General pub- lic rate): Mon.- Fri., \$31; Sat. & Sun., \$50 (Weekend rate may be lower in the fall).	404 Lafayette St. (Open 24 hours!), 614- 0120; 54 E. 13th St., 475- 2018; 152 Christopher St., 366-3725; 1109 2nd Ave., 758-3434; 162 W. 83rd St., 875-1902. In addition to a <i>unique energy</i>, each location offers the latest equipment, superhero per- sonal trainers, and innovative programming. Get <i>Rocky</i> <i>Mountain High</i> in the Hypoxic Room which simulates a 9,000-foot ele- vation, or get some action in co-ed <i>Action</i> <i>Wrestling</i> class. Get in <i>Z-</i> <i>Groove</i> with Malin, a dancer whose fancy footwork will render your runway moves a walk in the park. Chloe's <i>New</i> <i>Step City</i> will leave your heart racing. A fab and fit must: Truly's <i>Aerobics with</i> <i>Attitude</i>. Rates run from \$20/day to \$950/year. Check with your agency and Crunch for discounts.	623 Broadway, 420-0507; 552 6th Ave., 727- 0004; 30 E. 85th St., 517- 7577. The word is spreading about Barton's new three- story location on Broadway, and it is draw- ing a very cool and low-key group of mem- bers. The staff is friendly and laid-back, and the cardio and strength-train- ing facilities are extensive and roomy. With two stu- dios, and a third in the works, aero- bics, sculpting, and yoga enthusiasts can choose from an up-to-date range of class- es. Try Michael Villane's <i>Body</i> <i>Sculpt</i> for a mega power boost and Gregg Washington's <i>Multi Impact</i> for a super sweaty energy lift; careful your legs don't give out on the way back down the stairs! Check with your agency and/or call for rates.	897 Broadway, 780-9300; 344 Amsterdam; 205 E. 85th St.; 2465 Broadway; 140 E. 63rd St. <i>Where body,</i> <i>mind and spirit</i> <i>are created</i> <i>equal</i>, but only for those privi- leged and pret- ty enough to gain entry. And you will feel privileged in this modern workout won- derland where you will find a full range of Cybex, Nautilus, and cardio equip- ment; a huge spinning room; boxing studios; and numerous classes. In <i>Cardiography</i>, with Kajsa Krause or Dwayne Nelson, the upbeat chore- ography will occupy your mind while your body gets a great work- out. Other good picks: <i>PowerStrike</i>, <i>Power Yoga</i>, and <i>Boxing</i>. Bring a comp and save the \$395 initiation fee; pay only \$75/mo. or \$750/year for all club access. Day rate: \$26.	160 Columbus Ave., 362- 6800. Where the supermodels and the super- model hope- fuls hone and tone their superbods. Facilities include a three-story rock climbing wall, a junior Olympic pool, a 5,000 square foot cardio deck, a spin- ning studio, and a spa. The latest aerobic classes will get you off your butt and keep you on your toes. Reebok's <i>Boot Camp</i> has a devoted fol- lowing, but the new <i>Power</i> <i>Strike</i> (a car- dio, martial arts, kick-box- ing, and dance combo) is sure to draw some defectors. After you've worked up an appetite, visit the gourmet restaurant or sidewalk cafe for a re-fuel- ing. Initiation fee quoted at \$1100, with monthly dues of \$155 (I guess, as at Spy, you better work it baby!).

OUT WORKING

**This is the big
time; shape up
or ship out!**

You've exhausted the nightclub options, vodka and guilt are hanging heavily in and over your head, your booker's threatening to send you home if you don't get rid of the beer belly and swollen sockets--it's time to start sweating! Don't fret; once your eyes adjust to being open in the daylight, you'll love what you see in these lavish Manhattan gyms. You will be pumping, punching, stepping, and dripping in style. Take advantage of the deep discounts for models; consult your agency and carry a comp card in your gym bag (Refrain from hanging it up in your locker and bragging about the pocket change you spent on a membership; the *normal* people around you, who all had to take out second mortgages on their homes in order to become esteemed members, may decide to use your pretty little face as a floor mat!).

Salons

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