



2016 MEDIA PACK 2016 MEDIA PACK 2016 MEDIA PACK

# TOP MODEL

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### ABOUT TOP MODEL

Firmly established as one of the UK's leading fashion and model industry awards events, the Top Model UK and Worldwide professional model search competitions have grown ten-fold in just nine years and are widely recognised as the premier competitions and shows of their kind internationally.

First launched in 2007, Top Model started life as a one-night fashion show that featured 18 finalists from 200 applicants with a watching audience of 250 people. The 2016 two-day, three-show fashion and awards event received over 4,000 applications, featured 130 UK finalists and 45 Worldwide finalists from 38 countries, had 10 international designers grace the runway and all witnessed by an audience in excess of 1200 people.

Internationally celebrated as a market leader, the Top Model UK and Top Model Worldwide model competitions culminate with a prestigious annual live fashion and awards show weekend in March or April each year at the stunning Hilton London Metropole Hotel, one of Hilton's top event venues in the UK. In addition to the London show finals, the Top Model portfolio also includes licenced international qualifying events.

Top Model is without doubt one of the premier model and fashion events with a proven track record of launching careers in the model, creative and entertainment industries, with the competition and show finals providing excellent branding and promotional opportunities for Sponsors and Partners.

The Top Model competition and shows are also a major charity fundraiser, having supported the work of leading childhood cancer charity CHILDREN with CANCER UK since 2000. In 2016 Top Model raised over £37,000 for the charity and has raised in excess of £105,000 overall.

*Geoff Cox*

Operations Director

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**155,000+**

Re-built in 2014, the Top Model websites achieved over 155,000 hits during the first 6 month period July 2014 to April 2015.



**50,000+**

/TopModelUK  
15,000+ Likes  
34,707 peak Reach  
/TopModelWorldwide  
11,000+ Likes  
17,147 peak Reach



**4,500+**

The official twitter @TopModelUK has grown steadily since being introduced in 2015 and is set for increased growth.



**3,000+**

Top\_Model\_Worldwide was introduced early 2015 and has proven to be a very popular resource. Considerable growth is anticipated.



**1/100**

Online Demographic  
70% 14-24  
30% 26+  
Live Show Demographic  
5% 10-13 25% 14-24  
60% 26-49 5% 50+

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### OUR CHARITY WORK

In 2000, Top Model began working with Great Ormond Street based childhood cancer charity CHILDREN with CANCER UK and in 2016 smashed all previous fundraising totals by raising in excess of £37,000.

Fundraising sources include raffles and auctions at the Grand Finals, a runner in the London Marathon each year, with the vast majority of the funds being generated through the annual 'Charity Public Vote Awards'.

### POSITIVE ROLE MODELS & BODY IMAGE

Top Model promotes healthy living and operates 'No Size Zero' recruitment, actively encouraging a wide-ranging mix of competitors. Our Natural Beauty and Over 25's categories are the epitome of this, the finalists generally ranging between UK dress sizes 8-14 in both. Our Natural Beauty 2015 2nd runner-up was a stunning size 16 and our winner, a size 10-12.

Likewise with our genuinely international Worldwide category, which in 2016 featured 40 finalists from 34 countries. Each finalist was not only selected on the basis of their model and fashion industry potential but also in keeping with the characteristics of their own nationality.

### CELEBRATING DIVERSITY

Top Model is extremely proud of its cultural diversity, with a wide range of ethnic and social backgrounds gracing our runways each year and working as members of the show and events teams. Top Model celebrates and actively promotes diversity within the model and fashion industries.

This is also highlighted in the actual format of the Top Model competitions, which features six individual categories ranging from ages 15 to 49. Each category has its own qualification criteria and unique feel; Editorial, Commercial, Men, Over 25's, Natural Beauty and Worldwide.



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### TOP MODEL COMMUNITY PARTNERSHIPS INITIATIVE

Top Model is actively involved in a number of projects through the Community Partnerships Initiative (CPI), working with schools, colleges and universities to create career opportunities, promote self-confidence and positive body image, and enhance student potential. The Top Model CPI is funded through a variety of sources.

One example of this is our work with Homewood School in Kent, one of the largest secondary schools in the UK with over 2,300 students and a flagship academy. Our team worked alongside Homewood students and staff in organising a charity Fashion Show for Kent and Sussex Air Ambulance. As part of the project, Top Model arranged for our senior staff, creative professionals, model finalists and designers to visit the school and work with the students. As part of the CPI programme, students and tutors were also invited to attend the Top Model finals in London to experience a major international show at first hand and to further enhance their CPI experience.

A second example is our work with Farnborough College in Hampshire. Senior students from the textiles courses were given the opportunity to gain invaluable first-hand experience by working backstage alongside the main Top Model show teams at both the annual Top Model finals shows and during London Fashion Week.

### INTERNATIONAL REGIONAL LICENCING

Top Model offers international regional Licencing opportunities to verified individuals and businesses that wish to operate their own Top Model qualifying event.

An official Top Model regional Licence guarantees the Licence Holder exclusivity to run an official Top Model event in their applicable country or region. The winner of each Licenced event has a guaranteed place in the Top Model finals, including guaranteed seats at the finals for either the Licence Holder or their winner.

In addition to on-going support via our extensive social networking, a dedicated web address is provided as part of the Licence and Licence Holders are also able to make use of a dedicated page on the main Top Model website, assisting with the promotion of the Licence Holders own competition and verifying the official association.



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### A PROVEN TRACK RECORD

A small selection of some of the many premium brands, organisations and media titles that Top Model and our finalists and winners have worked with;



VOGUE



LONDON FASHION WEEK

PARIS FASHION WEEK

NEW YORK FASHION WEEK



teen VOGUE

THE Sun

My Weekly

FASHION international

prima

TONI & GUY

Daily Mail

BBC

The Telegraph



BABOR

Hilton

TMTV

DAILY POST

Daily Record

THE IRISH TIMES