

LEXUS CHARLESTON FASHION WEEK®

2024 MODEL FAQ

APPLICATION

Q: HOW DO I APPLY TO MODEL AT CHARLESTON FASHION WEEK® (CFW) 2024?

A: The application to apply is now closed. CFW is not accepting new applicants for the remainder of the year.

EXPECTATIONS

Q: WHAT QUALIFICATIONS MUST A MODEL POSSESS TO BE CONSIDERED FOR CFW?

A: A good attitude, professionalism, listening, and communicating are imperative.

Q: WHAT ARE CFW'S RESPONSIBILITIES AND EXPECTATIONS FOR MODELS?

A: Charleston Fashion Week® models are all expected to be prepared, courteous, professional, on time, well mannered, respectful, read emails in detail and have good communication with timely responses.

To review the full CFW Model Code of Conduct outline, click [HERE](#).

MONETARY COMMITMENT

Q: DOES CFW REIMBURSE MODELS FOR TRAVEL, PARKING OR OTHER COSTS ASSOCIATED WITH CASTINGS OR MODELING AT CFW?

A: Models are responsible for all costs associated with casting and modeling at CFW. No reimbursements will be paid.

Q: IS THERE PARKING AT CASTINGS, AND IF THERE IS A COST, IS IT COVERED?

A: Parking is NOT available at most venues. Should there be a cost, the model is responsible for payment. If towed or ticketed it is at the owner's expense.

ATTIRE, HAIR, SKIN + BODY

Q: WHAT SHOULD I WEAR FOR CFW CASTINGS, REHEARSALS, OR OTHER?

A: FEMALE MODEL

ATTIRE

Female models must wear a fitted plain* black t-shirt or tank top with black leggings or black shorts and bring black high heels a minimum of three inches in height (**no wedges**). Women will **not** be seen without heels and layers of clothing will **not** be allowed to audition.

Do not wear any jewelry.

HAIR

Hair must be clean and natural. Bring a brush and hair tie to pull long hair back or headband for shorter hair.

SKIN + BODY

Hydrate regularly and stay well rested. Any use of makeup must be natural and minimal, including face, fingernails and toenails and skin.

No tanning is permitted. Body must be groomed and bathing suit ready.

A: MALE MODEL

ATTIRE

Male models must wear a fitted plain black t-shirt or tank top with black jeans or black shorts, and black dress shoes. There are no exceptions.

Do not wear any jewelry.

HAIR

Hair must be clean and natural. Bring a brush and hair tie to pull long hair back or headband for shorter hair.

SKIN + BODY

Hydrate regularly and stay well rested. Any use of makeup must be natural and minimal, including face, fingernails and toenails and skin.

No tanning is permitted. No fake eyelashes or extensions. Body must be groomed and bathing suit ready.

A: NON-BINARY

ATTIRE

Refer to the above information and dress / prepare in accordance with your alignment. All black attire is required.

Do not wear any jewelry.

HAIR

Hair must be clean and natural. Bring a brush and hair tie to pull long hair back or headband for shorter hair.

SKIN + BODY

Hydrate regularly and stay well rested. Any use of makeup must be natural and minimal, including face, fingernails and toenails and skin.

No tanning is permitted. Body must be groomed and bathing suit ready.

REHEARSALS, DESIGNER CASTINGS + FITTINGS

Q: IF SELECTED FOR THE CFW MODEL BOOK, WHEN/ HOW WILL I BE NOTIFIED IF SELECTED FOR A DESIGNER CASTING / FITTING?

A: If selected for a designer casting / fitting, the model will be notified via email by the CFW model team at cfwmodelteam@gmail.com. Most will take place in September in Charleston South Carolina, as noted below. Additional dates depend on designer or boutique availability and may be as late as the day of the event.

Models selected by a participant, boutique or designer for a fitting, will be notified by the CFW model team via email by Tuesday, September 10, 2024.

Q: WHEN AND WHERE WILL MODEL CASTINGS / FITTINGS TAKE PLACE?

A: *Most* castings / fittings will take place September 16-25, in Charleston South Carolina. Additional dates depend on designer or boutique availability and may be as late as the day of the event.

NOTE: Some fittings may fall outside of this date range. If you are not available for any portion of the dates, email a CFW model team representative immediately via at cfwmodelteam@gmail.com.

Models selected by a participant, boutique or designer for a fitting, will be notified by the CFW model team via email by Tuesday, September 10, 2024.

***Most* model fittings will take place between Monday, September 16 and Wednesday, September 25, 2024. Each will be held at varied times on varied dates**

at varied locations. Additionally, select model fittings will be hosted the week of CFW. Exact date, time and location will be shared via email if a model is selected.

Please note that not all fittings will be held during these dates, and you will still be responsible for attending. If you are unavailable to make your assigned casting date or know you will be unavailable for any of the dates listed, please notify a CFW representative immediately.

Q: IF SELECTED FOR A FITTING, DOES THAT GUARANTEED I WILL WALK IN A RUNWAY SHOW, FOR A PRESENTATION, OR FASHION SHOWCASE?

A. No. CFW participants, boutiques and designers make the final decision in coordination with the CFW production team and schedule. Poise, professionalism, and promptness increase your chances of selection, however selection preferences vary based on each brand or showcase. You will not find out at the time of casting whether you have been selected for the show.

Q: WHEN WILL I BE NOTIFIED IF SELECTED TO MODEL IN OCTOBER?

A: Models selected by a participant, boutique or designer for a runway show, presentation or fashion showcase will be notified by the CFW model team via email by Wednesday, October 2, 2024.

Q: IS THERE ANOTHER REHEARSAL MODELS ARE REQUIRED TO ATTEND?

A: Only models selected by a participant, boutique or designer for a runway show, presentation or fashion showcase are permitted and required to attend another rehearsal on either Friday, October 11 or Saturday, October 12. Models will be notified with exact date, time and location by the CFW model team via email by Wednesday, October 2, 2024. The model is required to attend rehearsal the morning of their selected show.

Q: IF SELECTED TO FOR A RUNWAY SHOW, PRESENTATION OR FASHION SHOWCASE, WILL I BE COMPENSATED AND OR REIMBURSED OF ANY EXPENSES ASSOCIATED WITH PARTICIPATING?

A: There is no compensation for models participating. Models are also responsible for all costs associated with castings, rehearsals, fittings, and the week of the event including any transportation to/from Charleston, meals, lodging, and or parking fees.

Models gain training from an expert coach, exposure to professional photographers and mixed media as well as global model scouts and agencies.

Many of our models go onto lucrative careers not only globally, but through local print, brand partnerships, and connections made using skills acquired and practiced at CFW. We are excited to have you join us on the runway!

THE EVENTS

SHOWS: FRIDAY OCTOBER 11 and SATURDAY OCTOBER 12

TIP: *Models encouraged to save the dates in preparation for participation and modeling.*

Q: WHEN AND WHERE DO THE LEXUS CHARLESTON FASHION WEEK® EVENTS TAKE PLACE?

A: The CFW events take place on Friday, October 11 and Saturday, October 12 at Festival Hall, downtown Charleston, South Carolina.

Q: WHAT TIME WILL I NEED TO BE THERE FOR THE SHOWS IF I AM CAST?

A: If selected to model, a CFW representative will contact you via email to confirm your arrival time for the day of show. Hair and makeup call times start in the morning, and you will remain on site until following your runway show & checking out with a CFW representative. This is an *all-day* commitment.

Q. WHAT HAPPENS IF I HAVE A SCHEDULE CONFLICT WITH THE DATES LISTED?

A: Should you be selected for the CFW Model Book at the time of casting, please let a CFW representative know immediately should you have any conflicts. A school or work note can be provided by CFW. Any out-of-town conflicts, or as any arrive, should be made known ASAP either in person or via email at cfwmodelteam@gmail.com

Q: HOW MANY PEOPLE WILL ATTEND CFW 2024?

A: More than a thousand people will attend the events including buyers, storeowners, model scouts and agents, photographers, fashion industry professionals, media and more.

Q: DO MODELS RECEIVE A TICKET TO THE CFW 2024 EVENTS?

A: Only models selected by a participant, boutique or designer for a runway show, presentation or fashion showcase will be granted access to the 2024 CFW events. Access does not include a ticket or seat to the shows. Instead, models will receive an official CFW wrist band to the event after model responsibilities are met and a model has checked out with the CFW model team.

Tickets for family and friends are available for purchase now on the CFW website.

MORE

Q: WHAT SUCCESSES HAVE PAST MODELS HAD POST CFW?

A: Countless CFW models have signed with the country's top agencies, successfully competed on television shows like *America's Next Top Model*, modeled for national and international campaigns and fashion designers.

Here are few of countless success stories:

Allison Millar, having begun her modeling career at Charleston Fashion Week®, went on to model in New York and Miami, and then sign with Crystal/Slides Models Paris, PRM London, and Wonderwall Milan after graduating high school. Millar has since graced the runways of Milan and Paris Couture Week for years. She has also modeled for Maybelline and international designers including Kittima Milano and Vogue, Tony Ward Couture, and luxury brand Julianna Bass. Millar was the face for numerous Couples campaigns too.

All-American model, **Christina Zapolski**, best known for her work in *Fitness*, *Southern Living*, *Glamour Mexico*, and *Self* magazine, among others. Following her time at CFW she signed with Wilhelmina Models in New York and Los Angeles, and has shot campaigns for St. Regis Resort, Kate McDonald Bridal, and Fila Tennis. Christina has also worked with top fashion houses including Chloe, Max Mara, Chanel, and national retailers Target, Bloomingdales, Macy's, and Kleinfeld Bridal, to name a few.

Ryan Bogdan signed with Wilhelmina Miami. Immediately following CFW, he moved to Miami to develop his portfolio, and has since auditioned for upcoming campaigns including both Nike and Sears.

Sarah Louise Rhodes signed with Wilhelmina Miami after modeling with CFW for several years. She also signed with Directions USA, Wilhelmina Chicago, and Vision LA. Sarah Louise has worked all over the country in Chicago, Los Angeles and the Carolinas with companies including Belk, Sears, Kate McDonald Bridal, and LulaKate.

Samuel Roberts, relocated to New York City to pursue modeling full time. After signing with Fusion Models NYC, he was placed with I LOVE Models Management in Milan, walking the runway for Louis Vuitton, Hermes, Paul Smith, and Wooyoungmi during Fashion Weeks in Milan, Paris, and New York.

As of 2024, former CFW model, **Addison Soens**, is signed with FORD models and participated in the most recent couture season walking with Vogue World for both Schiaparelli and Dior. Other recent work includes runway and print with brands such as Chanel, Max Mara, and Louis Vuitton. Her mother agency, Karen Lee Group, is a longtime CFW supporter and attendee.

Former CFW model **London Scully** has gone on to be signed across the globe, with GIRL Paris, Special Management Milan, The Hive Management London, and Bravo Models Tokyo. Her unique look has been seen on the runway of BOSS, Prabal Gurung, Chloé, Prada, Alexander McQueen, just in 2023.

Q: ARE THERE WAYS TO GET INVOLVED WITH CFW THAT AREN'T MODELING?

A: We are always looking to grow the CFW family with talented, hardworking individuals. If you are looking to work behind the scenes in production, auditions, ticketing, or front of house please contact us at cfwmodelteam@gmail.com

Please use the website and our social media @chasfashweek to learn more about internships, volunteering, emerging designer competition, hometown hero, style lounge, sponsorships, and local partnerships!

For questions not asked or answered above, email the CFW model team at CFWModelTeam@gmail.com. You should receive a response within 72 hours if sent Monday through Friday and as time permits. Inquires in October may require additional time due to time constraints and production schedules.