

Mode-Elle Model-Image Centre

in droves for new centre

open house for the Mode Elle Centre Oct. 6, which runs from 10 a.m. to 6 p.m.

Renovations are currently under way for the 1,250 square foot studio location at 121 Dundas St. (Deacon Brothers Sportswear building). Anderson says she has ample space for a runway room, offices, models' lounge and reception area. "It's up to par with the Toronto agencies," Anderson indicates.

Anderson, who attended St. Peter's in Trenton and later graduated from Nicholson Catholic College in Belleville, originally wanted to be a figure skating coach (she had attained the level of Gold Test Figure Skater), until she was approached by a modelling agent midway through high school. "I was looking for a spring prom dress in the Eaton Centre when she (the agent) saw me and asked if I was interested in modelling," Anderson recalls. She was 17 at the time.

"I thought, 'Are you sure you have the right person?'" Anderson says with a laugh. "The agent pushed and pushed; she called me and my parents at home and kept asking. So finally I just decided to do it."

"I thought about it and decided, if worse comes to worse, I can call experience."

The agent represented the acclaimed Elite model agency in Toronto. Anderson's dream of teaching figure skating effectively ended when she was awarded a modelling scholarship. In between completing her high school credits, Anderson would "bus" up to Toronto to learn all facets of the modelling industry.

Anderson was signed to the Parker/Elit Agency, later to be signed with the Judy Welch Agency and is still represented by the Penny Noble Agency out of Toronto.

After signing with Best Agency in Montreal, she worked out of both Montreal and Toronto; living in Montreal for about two years.

The slim, five-foot eight-inch, hazel-eyed Anderson has since worked in such exotic locations as Milan, Italy and Zurich, Switzerland, and has worked for magazines, catalogues, advertising campaigns, fashion and music videos, television and commercials in Canada, the U.S. and abroad.

She has also worked as a booking agent, model/talent scout, teacher, make-up artist, stylist and fashion show coordinator.

"I've always been interested in the agency aspect of the industry," Anderson indicates. "I get a lot of satisfaction out of taking a girl, training her and developing her."

Anderson says a successful model must have the right attributes. For females, healthy skin and hair and a nice figure are paramount; height is also important.

"In the high fashion market, five-foot, seven-inches and up is okay for females; five-foot, 11-inches for males," says Anderson.

"You have to be a ham in front of the camera and you can't be shy," she notes. "You must be disciplined and you have to have the right attitude."

"You can be the most beautiful model in the world, but if you don't have the right personality, you can pretty well forget it."

A good personality comes into play, says Anderson, when you've had a rough night and you have to get up in the morning for a photo shoot. "You're expected to smile and you better smile."

"Girls who complain at a shoot don't get the job the next time," Anderson says, noting how one session can have the "snowball" effect, leading to other jobs. She recalls how much pain she endured at one session after being "stuck in an awkward position for an hour" but she refused to let it dampen her spirit. At another session she had to

"jump up and down for two or three hours."

"You can never let them know that you're hurting."

Working as a model at a session "Isn't as glamorous as the finished product," says the 24-year old. "It's tiring and stressful in that you have to be up and up all the time."

The 16-week course offered at Mode Elle Centre — available for females, males and children — covers every aspect of the modelling industry, including self image, wardrobe, beauty, photography/photomovement, television and runway.

The centre provides agency representation, will guide and assist each student in developing a portfolio and provide employment experience through the audition process in areas such as fashion shows, photography and commercials. Anderson says once each model has reached an appropriate level to further her career, appointments will be made with agents in larger centres to receive further representation.

Anderson says she will be preparing her students for an upcoming fashion/modelling show in Toronto, Spotlight '91, and encourages any aspiring model to contact her for further details. "It's a very elite competition to be in," Anderson says, noting that agents from around the world will be looking out for new talent. The show will be held in February.

Mode Elle Model/Image Centre will open Oct. 2.