

BUSINESS

Girls learning young about world of modeling

By Stephanie Thiessen
CANADIAN CHAMPION STAFF

If there's one thing almost all girls like to do, it's dress up. Give a girl some lipstick, glitter and high heels, and she's happy for hours.

Nobody knows that better than Miltonian Kitsa Statti, who decided to go into business with a venture that would allow girls to be models for a day and give their moms a break.

Catwalk Girls throws 'modeling parties' for girls aged eight to 12. For two-and-a-half hours, girls get to live life as a glamorous model. "I start off by teaching them about the world of modeling," Statti said, explaining she touches on the many scams that are out there.

After that comes an age-appropriate make-up lesson and instruction on how to model on the runway. The party concludes with a mini fashion show production, where girls can take advantage of Statti's stash of fun accessories including feather boas.

"The great thing about the parties is it's their project. They work together as a team to produce the show," said Statti, adding, "The girls are usually excited and proud of themselves when they do the show."

Statti started Catwalk Girls a couple of years ago, after realizing she had a unique idea on her hands that would allow her to



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TOOLS OF THE TRADE: Kitsa Statti runs Catwalk Girls, a business that brings modeling parties to pre-teens' homes.

put to use her experience in the fashion and beauty industries.

And if there's anyone who's qualified to teach girls about modeling, it's Statti. With education in modeling, makeup artistry and fashion design, Statti has produced fashion

shows, been a modeling school instructor and has been a beauty editor and fashion editor for a fitness magazine and newspaper respectively.

The parties provide a great introduction to modeling, and are helpful for girls who

hope to get into the fashion industry — a desire that's sometimes fuelled by TV shows including Canada's Next Top Model, Statti said.

The sessions are a cheaper alternative to courses that can cost thousands of dollars, she said.

But they're also great for girls who have no intention of seriously modeling, and simply enjoy an afternoon of make-belief, Statti said. She added it's a way girls can let loose, enjoy themselves and gain confidence.

"A lot of shy girls come out of their shells during the parties," she said.

Statti will do the parties at the girls' homes or other chosen locations.

Parties include a loot bag for each girl.

Moms appreciate the idea because it's unique and means they don't need to become frazzled trying to organize something themselves, Statti said.

"They don't have to do anything while I'm there," she explained.

Catwalk Girls also does workshops for teenaged girls that focus on self-improvement and advanced runway modeling. They can carry a format similar to that of the parties, or be customized to suit the needs of each girl.

For more information, visit www.catwalkgirls.ca.

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Written by: Meredith Craigie BPHE, PTS, CK, CMT, NT

*The information above was taken directly from the OKA website October 2006 & from Kinnection, Vol 22, No3, 2006.

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