

Beat: Lifestyle

TOP MALE MODELS MANAGED BY A WOMAN

Its not pimping its business

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USPA NEWS - " So many people ask me if the men that I manage will offer more than entertainment and modelling work, sorry that's escort work and I don't run a "Brothel." Payne went on to say, " I have captivated a niche market of intelligent yet charming male models who were simply being branded as HIMBOS."

"Integrating male models into the corporate sector for promotional work and brand representation at trade events seemed extremely difficult as many "Male Models" were simply too young , too inexperienced in life's experiences and had no idea how to present themselves behind a camera or off the catwalk." Explained Siobhan Payne. Who went on to say, " my success has been sourcing the right people with the right social attitude with sincerity. Many of my models have degrees in management, marketing or psychology and are working to pay off student loans". They are not "HIMBOS" , I object to women referring to male models as "Man Meat" or "Flesh" or "Talent" and I'm on a mission to eradicate that terminology from social media as well as the stigma attached to it."

Miss Payne manages many of Australia's premium and elite male models who are available for guest appearances as ambassadors or catwalk models for high fashion events. Payne recently modelled (fully clothed) for a "Coffee Table" Style book for THS Honda Perth where she is now herself a "Brand Model" so she knows very well the importance of "Image" and "Brand Representation". Payne grew up living between Darwin and Brisbane with her parents and still considers Australia an endless frontier with so many opportunities for people with positive mindsets. Influenced by her grandmother Matty in her early years , who came from a small mining town in Wales , UK, her upbringing in the 80's and 90's shaped Payne's mindset teaching her about etiquette , decorum and having an attitude that- "It doesn't matter where you come from , its where you want to be that matters."

I have been fortunate enough to have worked with many in the modelling and fashion industry over the last 38 years and one thing I have found stands out above all is "LOYALTY". Loyalty to the people that placed you in the position you now find yourself in. Remember the feet you stand on are connected to the legs which are connected to the "BUTT" that you one day may need to kiss. Modelling is a fickle industry with social media now transporting unknown models into overnight success stories. One thing in common has always been that one word "Loyalty". I have met many of Payne's represented models and they all seem very dedicated to her vision. We wish her well.

Heidi Klum once said, "I never went to a modelling school, and I don't suggest to anybody that they go to a modelling school... In fashion, one day you're in, the next you're out." "Namaste

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