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A S S O C I A T I O N

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World Model Association opens new market place for projects

Geneva, New York, London, Paris, Milano. The World Model Association (WMA), a public service organisation with registered headquarters in Geneva, Switzerland, represents the international model sector, including more than 60,000 agencies and 500,000 professional models around the globe.

WMA now offers a market place for modeling jobs projects at www.worldmodel.org. The new version of the World Model Association website contains a market place where model agencies, scouts and photographers can find new projects and customers. Companies which offer concrete projects will find the best partners faster.

Companies like fashion labels or producers, luxury good firms, photographers model agencies and advertising companies can post their projects now for free. Via the new market place, it is possible now to issue requests for tender according to certain criteria, such as the industrial sector, location, budget, type of assignment and the required location.

The new service will be advertised by mailings to the international fashion and luxury goods industry. Qualified model agencies, scouts and photographers which are registered as a member can use this service now to find new projects and customers.

Interesting possibilities for co-operation partners

In addition, the World Model Association now offers international companies the possibility of registering themselves has co-operation partners, which makes it possible to indirectly offer members of the World Model Association products and services at favourable conditions. The co-operation partners of this public service organisation include, for instance, hotel chains, credit card institutes, leasing companies, airlines, fitness studios, discotheques and cosmetic companies that see models as an interesting target group.

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