

MALI FASHION WEEK/ORANGE PROMO COMMERCIAL CASTING CALL

DATE: 10/1/2011

CONTACT: Ediom Utuk

SEEKING: Models/Actors (Non-Union)

PHONE: 347.470.8645

SHOOT LOCATION: NYC

EMAIL: info@malifashionweek.com

RATE: \$250 Flat Rate

AUDITION DATES: Saturday, October 22, 2011 from 10a.m. - 3p.m.

This Listing Requires: Professional Resume & Headshot

DIGITAL USAGE:

Complete global digital rights starting at launch of project. Usage of imagery, video and name on all owned properties. Usage for promotion through all social channels - company owned. 4x promotional posts / tweets once project is launched through their own communities. Client will provide sample posts and roll out schedule.

BIJOUX: Female / 19 to 25 / African or of African descent, speaks French fluently. Very attractive. Smart and cool girl in her early twenties, living in SoHo, NY. Fashionable and works as a professional model for major designers. In the Arts and is creative. Possibly runs a blog about fashion in Africa. We are looking for that super cool girl who is a fashion-forward trendsetter.

FATOU: Female / 19 to 25 / African or of African descent, speaks French fluently. Very attractive. Outgoing and cool girl in her early twenties, living in Bamako, Mali. Fashionable and works as a professional model for major designers. Creative and extremely knowledgeable about the world of Fashion.

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IMPORTANT AUDITION INFORMATION

PLEASE READ CAREFULLY

*****Please Note: You MUST speak French fluently to audition*****

Auditions are held on **Saturday, October 22, 2011** at Bebenoir Boutique (2164 Frederick Douglass Boulevard, New York, NY 10026-2001, Subway: A, B, C to 116th St.)

- Audition slots are available between 10a.m. - 3p.m.
- Please email your resume and headshot to info@malifashionweek.com by **Saturday, October 15, 2011**.
- Bring an additional copy of your resume and headshot to your audition.

HERE'S WHAT YOU CAN EXPECT:

1. The audition may take up to one hour. If we are running late, we hope you will be patient. We want to give everyone equal and thoughtful consideration. There will be individual auditions and grouped auditions.
2. Please allow **15 minutes before** you audition to allow for paperwork, photography and wardrobe measurements. **All auditioners should have their accompanying paperwork.**
3. All auditioners **must bring one document proving age** and identification (i.e. drivers license, passport, etc.).