

Model Training Session I: Spotlight on Beauty

Objective

- To set the atmosphere, imbue enthusiasm;
- To introduce *Pure Fashion's* goals to the models and their parents;
- To help the models and parents discover the nature of true beauty;
- To motivate them to be role models; and
- To show that the fashion world needs true beauty and role models.

Atmosphere

"Glamour and glitz..."

Picture the red carpet arrival to a premiere movie night. Balloons, colors, and banners flash the *Pure Fashion* logo everywhere. Lights, music, and action give the models the sense of joining what promises to be "The Event of the Year." Runway-walk music (or upbeat Christian music) energizes the air. From the start they should be able to perceive that *Pure Fashion* is professional, attractive, and vibrant. The whole room whirls with "*Pure Fashion* is exciting, cool, and fun!" Those running the event could be wearing *Pure Fashion* t-shirts, while friendly greeters and supermodels enthusiastically welcome the young women, making them feel at ease.

Pure Fashion Keepsakes:

1. Pure Fashion Creed. The foundation of the Pure Fashion program;
2. Pure Fashion Journal. For models to record their thoughts, lights and inspirations throughout the model training sessions.



Venue

Clean, well-lit environment big enough to accommodate general sessions and areas for the breakout sessions.

- 1st Preference – Nice, elegant banquet room or school gymnasium
- 2nd Preference – A hotel conference room
- 3rd Preference – A neighborhood/subdivision clubhouse



Order of Events

1. Registration and Welcome
2. Fashioning Virtue Session
3. Icebreakers
4. Fashion Show Review with Hors d'Ouvres or Pizza
5. Conclusion

Explanation of Each Element

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1. Registration and Welcome (30 minutes)

- **Objective**— Check the models in, verify that the information from each model's application is correct (e-mail addresses, phone numbers, etc.), collect payment for program (if it has not already been made online), and register the models for the Mother Daughter Tea.
- **Atmosphere**—The scene should be vibrant and well organized, with upbeat music creating hype for the fashion show event. Changing music and ambiance broadcasts to the models and their parents that *Pure Fashion* is IN VOGUE. With flair, committee members and supermodels welcome models and their parents at the door and at the registration tables.
- **Development**—There should be enough registration tables and people attending them to get this done in a friendly, informal way. There also should be committee members directing the models and their parents to the auditorium or meeting place and some organizers on hand to chat with them as they wait. Have copies of the *Pure Fashion* history available for all to see and to look through. TVs can be showing videos of other fashion shows, television interviews with *Pure Fashion* models, and/or any glamour shots that help to create the sense that “this is *in!*” and “this is big!”



2. Fashioning virtue session (15 minutes)

- **Objective**—The purpose of this session to inform the models and their parents of *Pure Fashion's* mission and goals. By the end, they should know the history of fashion, what *Pure Fashion* is, and what it takes to be a *Pure Fashion* model. This portion of the session should be motivational, clear, and informative. Keep in mind that many girls may not know much about *Pure Fashion* and how this modeling program is unique. There will be plenty of time for formation so do not go too “heavy” at the first session.
- **Development**—Be sure to include the following:
 - *Pure Fashion* is a response to an urgent need in the world of fashion. Explain the *Pure Fashion* story (refer to the History of Pure Fashion), its mission, and its plan for this show).
 - Explain how being a *Pure Fashion* model is more than wearing modest clothing. It is about being role models by living a pure lifestyle.
 - Present the ***Pure Fashion Keepsake*** for this session: the *Pure Fashion* creed and journal to each model. Be sure to make it fun, but also personal and meaningful. As each girl receives her creed and journal, perhaps someone on the microphone may announce “Welcome to *Pure Fashion*, Melissa!” or “We are glad to welcome Susie as a Model of the Great Designer.”

3. Icebreaker (15-20 minutes)

- **Objective**—This activity is designed to help the models and the parents become acquainted by telling one another about themselves and their interests.

- **Atmosphere**—The feel should be an enthusiastic buzz and energetic teamwork created by a common interest in fashion and values.
- **Development**—The supermodels lead their team members to the breakout areas to have fun playing games and getting to know one another. The organizers may wish to introduce each



supermodel, who then, with loads of enthusiasm and a big smile, reads the names of those on her list and welcomes each of her girls.

- **Formation Opportunity**—Feel free to choose from the optional formation activities that are included in the manual. Depending upon your time constraints, you can choose which formation activities best suit your training session.

- **Distribute**—While the models are participating in the breakout sessions, give the parents some sheets with reflection questions to answer and discuss in small groups. (These sheets can be found on your companion CD). Keep the parents involved and enthused about the program!



4. Fashion Show Review with Hors d'Ouvres or Pizza (45 minutes)

- **Objective**—This part of the session allows the models and parents to relax together in a pleasant atmosphere and to show them how impressive previous *Pure Fashion* shows have been.
- **Atmosphere**—The feeling should be relaxed and friendly. Showing a past *Pure Fashion* show should encourage and enthuse all present about the commitment they are making to *Pure Fashion*.
- **Development**—Invite the models and parents into a café setting or cafeteria/ dining hall for hors d'oeuvres or pizza and to view a previous *Pure Fashion* show. When the majority of guests have their food, begin the DVD/video presentation.

5. Conclusion

The organizers and the supermodels thank everyone for attending and distribute the flyer/invitations to the next event, the Mother Daughter Tea. They also encourage everyone to mingle, look at the *Pure Fashion* merchandise, and pick up information about *Pure Fashion*.

Appendix 1: Fashioning Virtue Session

Remember

- Though the young women are not yet adults, they want to be treated as adults. Relate to them with sincere respect and look for the best from them.
- They seek a relationship of mutual respect: they will give it to you, if you give it to them. Once they are convinced that you want what is best for them they will trust you and listen to all you have to say.
- The young women imagine what they will become and are looking for role models.
- The young women have many preconceived images of what they consider “cool” and “not cool.”



Core Principles

Authenticity: Real Models are Role Models

Being a role model means helping others to live in the truth. Only your testimony of life will attract others to your way of life. Your joy, happiness, freedom, and peace will bring others to ask, “What is it that she has? What makes her that way?”

Fashion

Retailers, advertisers, magazines, and television influence how young women dress. The fashion industry should promote wholesome self-confidence in youth by producing messages that do not glamorize haughtiness or rebellion. The *Pure Fashion* ideal as it relates to the fashion industry is for clothing and styles to respect the diversity of body types, ethnic origins, and ages of those who will be in the market for them, thereby increasing the likelihood that young people will accept themselves instead of making potentially harmful comparisons.

The Session

1. What is Pure Fashion?

You are here today probably because you have seen something lacking in the world of fashion. Whether you have seen the deficiency in styles, colors, and/or trends, you know that the industry would benefit from positive influences. Ladies, models, and gentlemen, welcome to Pure Fashion!

2. What is the Pure Fashion story?