

MEDIA/PUBLISHING

W magazine, Simon Malls launch nationwide model search

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Promotional image for W magazine model search

By STAFF REPORTS

Simon Malls and Condé Nast's W magazine are teaming up to scout new modeling talent at shopping centers across the United States.

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Beginning Aug. 20, modeling hopefuls will have the chance to attend casting calls at 10 different malls, during which they can vie for the chance to appear in W's March edition and a Simon ad campaign. As a publication that prides itself on discovering the next big thing and nurturing young talent, hosting these open calls may enable W to spot the next big thing.

Star search

W and Simon's casting calls will be held at Long Island's Roosevelt Field; Houston Galleria; Atlanta's Lenox Square; Miami's Dadeland Mall; Del Amo Fashion Center in Los Angeles; Montgomery Mall in North Wales, PA; Southdale Center in Edina, MN; Southridge Mall in Greendale, WI; Quakerbridge Mall in Lawrence, NJ and Woodfield Mall in Schaumburg, IL.

During these events, aspiring posers will be photographed by a photographer commissioned by W. The subject will get to pick her favorite shots to use again, and will be able to meet someone from the W magazine staff.

In New York and Miami, W bookings director Erin Simon will be on hand to share tips about casting calls from her experience selecting models for the magazine's photo shoots.



Inside Roosevelt Field

"We are thrilled to work with Simon as we expand our talent scouting efforts," said Lucy Kriz, publisher/chief revenue officer of W magazine. "W magazine is known for discovering and supporting new talent in its pages, from young photographers to up-and-coming models.

"Through our program with Simon, we are reaching readers and shoppers who are passionate about modeling and fashion."

Consumers can participate in the casting calls for free, without needing to register ahead of time. This may help the events benefit from foot traffic within the shopping centers.

"Simon is dedicated to celebrating fashion, discovery and community at our iconic shopping centers," said Chidi Achara, senior vice president/global creative director for Simon. "We know our young shoppers love fashion, and malls are the ideal scouting ground for new models.

"By teaming up with W magazine, we're giving them a unique chance to enter the modeling and fashion world."

Condé Nast's W magazine hosted a casting call competition to source the next up-and-coming fashion photographer.

W magazine's "The Shot" looked for photographers that had not yet worked with a major United States fashion title to even the playing field for the next-generation of creatives. The two-month competition, which launched March 1, was judged by a panel of experts including German fashion label Hugo Boss, who has partnered for the initiative ([see story](#)).

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