

Popular Diversity Model Search Goes National

Bella Unsigned Model Search is Proudly Supported by Melbourne Fashion Week

MEDIA RELEASE

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Bella Management, a pioneer of diversity in the modelling industry, has announced model and body positive activist Stefania Ferarrio and First Nation's recording artist Mitch Tambo as ambassadors for this year's Unsigned Model Search proudly supported by Melbourne Fashion Week (M/FW).

The Bella Unsigned Model Search made its debut at last year's M/FW and was a resounding success unearthing some wonderfully diverse talent and reinforcing M/FW's commitment to diversity.

This year's Search will focus on inclusivity.

"Inclusivity is about including those who might otherwise be excluded or marginalised due to race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities and religion," says BELLA Management founder Chelsea Bonner.

"Despite the difficult circumstances we wanted to go ahead with this year's Search as we believe that now more than ever a message of inclusivity is so important.

"It's been a very tough few months for our industry so we also wanted to create a fun and exciting event that was something to look forward to and enjoy"

Stefania said she's thrilled to be an ambassador for this year's BELLA Unsigned Model Search.

"When I started out in the industry there was very little diversity. This is changing slowly but surely but there is still some way to go. It's so encouraging to have organisations like BELLA and the City of Melbourne championing inclusivity," she said.

"I'm excited to be part of this unique model search and to find the new wave of diverse talent. Plus it's a chance to have some fun in what's been a difficult year for many including those in the modelling and entertainment industries," added Mitch.

This year's Search will be national and primarily online with aspiring models in every state encouraged to apply.

Winners will be chosen by an industry panel including guest international judges Robyn Lawley and Jennifer Atilemile. State winners will be announced on November 16 and will win a contract with BELLA Management.

Three national finalists selected from the state winners will also win a portfolio and the opportunity to star in a pop-up runway event as part of M/FW in late November, COVID restrictions dependent.

"We're very much looking forward to the Search culminating in a pop-up runway at M/FW to bring some fun and excitement back to the fashion and modelling industry and to play our part in reviving the Australian city that has been the hardest hit by this pandemic," says Chelsea.

Bella Unsigned Model Search Details

Registrations via <https://bellamanagement.com.au/unsigned-model-search>

November 13: Registrations closed

November 16: State winners announced

November 24: National winners and people's choice announced

November 26: M/FW Pop-up Runway featuring ambassadors and winners. Mitch Tambo to perform.

For images: <https://www.dropbox.com/sh/p0d64j623edaxub/AAC5ro2UrUgc7V5aDumJBdNca?dl=0>

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