

IMTA TRENDS

ISSUE 7

THE
EXPERIENCE
OF A *LIFETIME*

WHAT'S THE
BEST ADVICE
FOR IMTA
CONTESTANTS?

Winter Fashion



WOMAN'S WEAR
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INTERNATIONAL
MODELS & TALENT



EFFORTLESS WITH STYLE

Ladies...This look is so effortless and stylish. Grab your favorite pair of black jeans and top, throw on an oversized sweater/ jacket and your beige stilettoes. To emphasize the outfit a little more throw on a deep lip color and some simple gold hoops.



winter wear

Being cold makes us want to cozy up to a nice fire with hot cocoa in hand, but we are going to show you a selection of winter fashion trends that are street saavy for the perfect chilly day or can be worn during a night on the town!

COZY, COMFY...



SPORTY & SEXY!

Athleisure and Winter Wear go together like peanut butter and jelly! Whether you're on your way to the gym, grocery store or your hair appointment, this look is effortless and super cozy!



and Fashionable! Throw on your most cherished black leggings a sweatshirt or sweater and you are good to go! Change out your rain boots for ugg boots if you need a little more warmth!

IT'S ALL IN THE LAYERING!

Pick a bold colored long sleeve blouse paired with an oversized Parka and your go to scarf and beanie and you will be as trendy as ever! You could easily dress this outfit up with a cute pair of booties or keep it comfy with your favorite slide ons.



YOU KNOW THAT OLD RULE ABOUT NOT WEARING WHITE AFTER LABOR DAY?

Throw that rule out the window, that faux pas has been over for a while now. Can we talk about how elegant and relaxed this look is. Grab any of your stylish neutral clothes in your closet and experiment with what goes best together!

This outfit can also be dressed up or down depending on heels, booties or slides.



winter wear

As for kids and tweens, the same styles apply!
Be sure to use **bright colors** on kids.



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Pick outfits that best
showcase their personalities
and have accessorizing!



winter wear

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As for Mens Winter wear, there are three staple looks. Casual, Dapper and Sporty.



CASUAL

Casual looks tend to be jeans paired with a sweater, jacket and scarf. You can easily interchange a jean jacket for a leather jacket, beanie or no beanie. Loafers or lace ups.

DAPPER

We like to see men in slacks paired with a nice button up shirt, tie, dress shoes and overcoat.



SPORTY

Sporty wear is simple. Jogger pants, sweater shirt and some stylish sneakers or running shoes.



COLD OUT?

Throw a lightweight coat on top and call it a day!

THE FULLEST EXPERIENCE

IMTA is truly “*The Experience of Lifetime*” so be sure to take full advantage of your own experience while you are in Los Angeles.

First and foremost ***be extraordinary***. Show up to every competition with confidence and poise. Stay focused on what you came here to do and don't deter from the journey that you are on. You are all here for the same reason and that is to show off your amazing talents.

At the convention you will be surrounded by industry pro's all week long. Whether you are lining up for a competition, on the elevator back to your room, or just roaming the hotel keep in mind to always ***be professional***. Smile, make friendly conversations and be kind.

Make Friends... you are going to meet so many new people from all over the world while you are at IMTA. And some of them will turn into lifelong friends. You will be lined up with many of the same people so be friendly and if you need help rehearsing your lines just ask!

You are going to be having the time of your life at IMTA, but it is very important to know your surroundings and to ***be safe***. For many of you this is your first time to Los Angeles. When you are roaming this beautiful city be sure to bring a friend along for your explorations and let people know where you are.

Document your time in Los Angeles and at IMTA. That way you can look back on your amazing memories! Be sure to tag your photos and videos throughout the week with the official IMTA hashtag ***#IMTALA18***.

FOLLOW IMTA ON

Facebook (@IMTAmodelsandtalent)
Instagram (@IMTA)
Snapchat (Official_imta)

Our social media team will be documenting the event throughout the week!!



BRAD DIFFLEY

FROM MAVRICK ARTISTS

What are you looking for when scouting at IMTA?

I look for talent who have acquired basic skills necessary to pursue the Los Angeles market i.e. acting skills, market ability, personality.

What is your favorite competition to judge and why?

I really enjoy Kids' Spot. The event allows kids to express their personality and showcase their ability to perform in front of a crowd. This event takes confidence and courage, plus it's just too darn cute!

What is the best advice you could give to all of our contestants?

Take advantage of every opportunity presented while at the convention. There is so much industry knowledge and experience available to the talent in one location. Take it all in and learn!

What is the most important thing to remember when auditioning in the entertainment industry?

Be yourself! We want to get to know the real you, not the person you may think we want to meet. Talent also need to enjoy the process. There is going to be a lot of losses before finally getting that first big win. Being able to cope with rejection is key.

MARISSA SURMENKOW

WOMEN/ SUPREME/ WOMEN 360

What are you looking for when scouting at IMTA?

I am scouting for high fashion female models.

What is your favorite competition to judge and why?

My favorite competition to judge is makeup; it allows me to see the participants up close in a more natural setting.

What is the best advice you could give to all of our contestants?

Be yourself and let your personality shine, we are not looking for perfection but for potential.

What is the most important thing to remember when auditioning in the entertainment industry?

No doesn't always mean never, sometimes it just means not right now. Many times a talent has to audition multiple times for a casting director, agency scout or manager before it's the right time.