

About Us

The fashion and entertainment industry is currently riding a crest across the global market and its ripple effect can be felt in our city. Today, we can proudly boast of many top professional models, fashion designers, fashion photographers and allied men and women in the Indian fashion industry who owe their allegiance to this city.

Kolkatamodels.com is the end product of an in-depth research of the fashion industry generally in India and more specifically in Kolkata. We were fortunate to interact with some professionals in the industry and based on feedbacks from them we realized a simple fact- there's no dearth of talents in Kolkata but there's not much infrastructural scope or facility to nurture such talent.

Our subsequent research proved that quality and professionalism is being sacrificed at the altar of the mushrooming 'grooming' centers sprouting up in all corners of the city. We appreciated the vacuum therein and studied on models of professional model and fashion institutes elsewhere. The results led us to give shape to kolkatamodels.com. The purpose and scope of the business was formulated based on the analysis.

Kolkatamodels.com is a pioneering effort in as much as it the **first exclusive model and fashion portal, launched from this city** catering exclusively to the growing demands of the fashion and entertainment industry.

Kolkatamodels.com will provide a platform to all aspiring models, fashion designers and fashion photographers to launch or establish their career on a firmer footing. Kolkatamodels.com is not just a fashion portal. Its realms extend much beyond its presence on the networked world. We realize that just being the first and only exclusive fashion portal in Eastern India does not satisfy our business objectives.

Thus, the online effort is suitably backed by offline activities like model coordination, scouting for new talents in the circuit, consultancy and execution of fashion related events. Each category has been segregated and both normal and conditional search is enabled. It will provide access to the databases related to the relevant category. The idea is to provide a complete solution package for a person to showcase his/her talent. The business model for serving the above purpose has been developed in consultation with leading models and professionals in the fashion industry.

The USP of kolkatamodels.com lies in its uniqueness to address the needs of aspiring models and those related to the fashion industry. We believe that modeling, as a career is as serious a business as any other professional pursuit.

Services

- Model coordination for advertisement agencies, production houses, fashion shoots, corporate launch, events
- Maintaining of database in separate categories for:
 - a. Models: Female
Male
 - b. Fashion Designers
 - c. Fashion Photographers
 - d. Fashion house/Boutiques
 - e. Fashion Jewellers & Accessories
 - f. Cosmetic Houses
 - g. Make up Artists & Hair Stylists
- Management & Consultancy for Cultural and fashion related events in domestic and international market
- Initiation of aspiring models to the fashion industry through counseling
- Complete Grooming courses by professionals from the modelling and fashion industry
- Coordination for Portfolio shoots
- Online & Offline Promotion of models, designers, fashion photographers, make-up artists through tie ups with advertisement agencies, production houses etc.
- Conceptualisation, designing and maintenance of web sites and portals for corporate, celebrities, fashion houses and individuals.

Clients

- o Spykar Jeans, Kolkata
- o Sleeps-ins, Kolkata
- o The special Clinic - Kolkata, Delhi
- o Kenilworth Hotel - Kolkata
- o Big Bizz
- o The Times of India - Kolkata
- o Mr. Tanmoy Bose, Percussionist
- o Mr. Abhishek Basu, Tabla Player
- o Mr. Biswajit Chatterjee, Photographer
- o Pt. Tarun Bhattacharya, Santoor Player
- o Mrs. Sanchita Bhattacharya, Odissi Dancer
- o Shobiz Events - Mumbai, Delhi
- o Clown Town
- o Habib's - Short Street, Kolkata
- o Beutina Herbal
- o Black Magic Motion Pictures Pvt. Ltd. - Kolkata
- o Cine-maa Pvt. Ltd.
- o Geeta Saree
- o Baccarose - Kolkata
- o Rupahali Sarees
- o Ruprashi Sarees
- o Suruchi Sarees
- o Femina - Kolkata
- o Travex india
- o Sounak Chatterjee, Classical Singer
- o Warlock Entertainment Services - Mumbai
- o Rotary Club of Calcutta Metro City
- o Pradip Patra, Photographer
- o Oakridge International School, Hyderabad
- o Global School of Tech Juris
- o Prime Music, Kolkata

Press Releases

Anandabazar Patrika (Kolkata Karcha) 30th June 03

সুকন্যা



নারীদের কী অপার মহিমা, কী মহৎ বিশ্বাস, কী রহস্যময় টান, কী বিলম্ব দুইমি, সব বোঝা গেল ২৮ ও ২৯ জুলাইয়ের সারা দিন পার্ক হোটেলের অনুষ্ঠিত এক মডেল-গ্রুপিং অনুষ্ঠানে। ফ্যাশনের কাট-ওয়েকে সুকন্যাদের বিশেষ সফরদের একমাত্র উচ্চারণ শরীর, শরীর, শরীর। পিছন ফিরে হেঁটে গেলে কী ভাবে আপন

হাঁটার দোলায় মূলবে নিতম্ব। সামনে ফিরে হাঁটলে কী ভাবে বক্ষ এবং কটিমেশের ছন্দে দূর হবে সমস্ত গরমিলা। কী ভাবে শাড়ির আঁচলকে শরীর থেকে উপড়ে এনে উড়িয়ে দেবে বিজয়কেতনের ইশারায়। আর কী ভাবে চলার তালে তালে শরীর সমর্থন করবে পোশাকের ভাষাকে। কী ভাবেই বা সমস্ত শরীর জুড়ে হুড়িয়ে দেবে কখনও উদ্ভত্য, কখনও নির্বেদ— ফ্যাশন-মডেলিং-এর এই সব উৎসাহী উপাদান এবং বিবিষ্ট ব্যাকরণ শেখাবার জন্যই এই 'গ্রুপিং'। শেখাতে এসেছিলেন ফ্যাশন মডেলদের এক গর্বিত গুরুকুল। মেকআপ শিল্পী প্রবীর, কেশশিল্পী জুন, হকশিল্পী ব্রিজিট এবং শ্যারন, ফ্যাশন-ডিজাইনার স্বব্যাসাচী— এদের সমবেত প্রচেষ্টায় সম্ভব হল ফ্যাশন এবং শরীরের এই রসায়ন। এই ভাবেই নিজের জন্ম ঘোষণা করল 'কলকাতা মডেলস ডট কম'। ছবি তুলেছেন রাসবিহারী দাস।

SPOTLIGHT

The Statesman (Afternoon Edition) 1st July 03

COGNITO

Chahal³ with elan. k Chahal taking to hek, who h 'Nayee de heads middle of Norway, has to her host of TV rials like Godrej, and Bar fabek was a VJ on 4U. So, for those sider k to be the st new on the biz scene, as a bad s if you e not e on rday night!

TRAINING SESSION FOR ASPIRING MODELS

MAINTAIN eye contact with the audience, use your body language effectively to communicate with the audience when you are on the ramp, be confident when strutting down the ramp and your mistakes will get overlooked. Don't let your hands swing, project an image that you are enjoying yourself on the ramp, give different poses when you are in Indian and Western outfits, guys must put hands in pockets to be at ease, use lens and hair colour in keeping with the general appearance and personality — these and other useful tips were given to aspiring Kolkata models by Tapur Chatterjee during a workshop at The Park recently. She demonstrated the correct ways to walk the ramp and answered queries on catwalk. The Park hosted this unique two-day model-training workshop in association with kolkatamodels.com. The workshop included among other things an analyses of candidates based on their Q&A by Jeena Mitra Banik, the art and usage of make-up by Prabir Kumar De, career

moves by Jayati Guha, image presentation and art of articulation by Kiran Uttam Ghosh, personality development for a career in modelling by Suvra Chunder, hairstyling by June Tomkyns, fashion and advertising photography by Shiv Saran and fashion styling by Sabyasachi Mukherjee.

Kolkata can churn out promising models, too believes kolkatamodels.com. A portal launched three months back, by Apratim Ghoshal and his friend, kolkatamodels.com is a one-stop solution for aspiring models. This is where they can upload their profiles and update them regularly for fashion photographers, fashion stores and also TV serial producers. All for a price beginning at Rs 999 for a year. There is an ever-expanding database for aspiring models, established models, make-up artistes, fashion photographers on kolkatamodels.com.

"Realising the immense potential of Kolkatans in the field of modelling, we decided to launch this portal. This affords much more scope than mere rushing from one advertising agency to the other with one's profile," explained Apratim Ghoshal, an internet programmer who set up this portal. "We have also booked a domain for bangaloremodels.com and delhimodels.com and we are collaborating with production houses," added Ghoshal.

A portal set up on the lines of ftv.com and models.com, this site already gets as many as 10,000 hits per week.

— Soma Banejee
Pic: Samik Sen



Hindustan Times (HT City) 1st July 03

Help For Wannabe Ramp Scorchers

HT City Correspondent



WITH STARS in their eyes, the group of 25 teens gathered at the Park Hotel listened to model Tapur Chatterjee, hopping one day to make it to her league.

Tapur was addressing these participants in the grooming session organised by Kolkatamodels.com on Saturday afternoon. The two-day programme concluded on Sunday. The recently launched Kolkatamodels.com aims at grooming aspiring models.

"Our plan is to bring aspiring models, fashion designers and fashion photographers under one umbrella. We plan to train them extensively to help them excel in their respective fields. We post their portfolios on the website for those who want to check them out," says Jayanta Guha of the company.

PHOTO: SALIL BEPA

Tapur Chatterjee (left) with a participant at the grooming session organised by Kolkatamodels.com

In the garb of teacher, Tapur carried herself with as much ease as she displays on the ramp. She told the youngsters about the finer nuances of ramp walking. From oozing confidence to striking the right pose, Tapur talked about all the traits of a successful ramp walker. "You are on the ramp to display the clothes. That should be the main objective," she told the participants.

All the participants were asked to walk the ramp. Tapur later analysed the shortcomings of each participant. She also talked about the different postures models should strike while displaying western and Indian outfits.

The grooming programme began with Jeena Mitra Banik analysing the strengths and weakness of every participant based on a question and answer session held earlier. It was followed by Prabir Kumar De's class on the art and use of make up. Later in the evening Jayati Guha of Persona spoke about the various aspects of modelling as a career.

Hindustan Times (HT City) 8th July 03

Home Remedies For Wannabe Models

Ria Banerjee

EASTERN INDIA has long produced some of the most beautiful women in the country, but many an aspiring model has been dissuaded from joining the profession at the thought of the hassle and the misinformation that permeates the industry.

But that was then, and this is now: kolkatamodels.com has stepped in to make this whole process as easy as possible by providing relevant services to models and fashion professionals. The portal formally kicked off operations with a 2-day workshop in the Park recently, which included an interactive session with Swati Dutta, a skin and hair specialist. Conducted in a chatty informal style, the beautician gave out home remedies and tips to the wannabe models.



Natural remedies made at home can work wonders for your skin

One of the easiest tips was how to make a good cleanser at home — take a cabbage, chop it up and boil it in water until the volume of water is halved (ie, if you use 1ltr of water, boil the cabbage leaves until the water has become ½ ltr). Then strain the leaves out, chill the water, and use it when required.

She also recommends dabbing a good quantity of cream on your face always before cleansing — "Just like you use vaseline or olive oil to remove makeup, it is easier to remove dirt and grime if you use a cream first," she explains. This will work for oily skins as well, as

cream is washed off soon after application. Many attendees complained about black patches on elbows and knees, to which Datta had an easy remedy: take some *kathal kola* and make it into a paste. Then add some sugar to the paste, and scrub it on the dark parts until the sugar dissolves. Then, wash it off with cold water. She promises this will yield fabulous results.

For those who prefer natural cleansers instead of synthetic soaps, she advised using a paste of bay leaves, almonds, honey and olive oil. This should be applied, left on for 20 minutes, and then washed off.

Hindustan Times (HT City) 16th July 03

The Business Of Making Models

Wannabe models are everywhere. And for modelling schools and agencies flooded with students, the cash registers are ringing non-stop

Jayanth Jacob

THE BUSINESS of selling glamour has never looked so good. Every other youngster has dreams of being the next Bipasha Basu or Celina Jaitley and helping them chase that dream are modelling schools and agencies in every corner.

It seems to be easy profit for these agents of the beauty business. Grooming, diet, exercise regime, ramp walking, make-up techniques, product modelling, media management, public relations, table manners, spoken English, export-guided seminars, celebrity interaction, fashion designing and fashion photography is what they teach, and charge anything between Rs 5,000 to Rs 15,000, depending on the length of the course.

"There is immense potential in the east. Many youngsters want to become models here," says Sudipto Lahiry, manager operations of grooming school Double Stroke. Model coordinator Sanchita Kishary Bose of Dream Merchants feels modelling schools are thriving because there is no dearth of aspirants. "Even wannabe models from cities like Bhubaneswar come here for such courses," she says.

So good has business been for Double Stroke, that seven months into its existence, it has plans to open branches outside city, in Siliguri and Guwahati, to start with. They charge Rs 7,500 for a six-week course and Rs 15,000 for a three-month course. They have 42 students at a time and also run courses to teach people to news-read and anchor shows. In addition there are classes for child models.

"Kolkata has immense talent, but the models here are not pro-

fessionally harnessed," says Jayanta Guha, partner of the newly-launched Kolkatamodels.com, who charge Rs 8,000 for a two-month course. They recently conducted a two-day seminar for would-be models and are planning another in August.

Smart packaging is what the schools offer. They aim to drill el-



Students from all over the eastern region head for Kolkata to enrol at grooming schools and try their hand at a modelling career

gance, attitude and skill into the models in two or three months, but most allow students to perfect themselves over a longer span of time, if required. "Our course is three months but classes sometimes go up to six months," says Mitra Bhattacharjee of Addiction that charges

around Rs 15,000 per student.

Of late, the demand for such schools seems to have peaked. Former model-turned-actor Samrat Mukherjee, recently reopened his modelling school that shut down in 1999. This time he is offering training in performing arts as part of the course. The students, needless to say are waiting in line.

Photo Gallery – Model Grooming Workshop

