

DEAR JILL

Miami: Merry or Scary?

Dear Jill,

I want to go to Miami to model for a couple months, but most of the models I ask say, "Don't do it!" I haven't been to Europe yet, but I have some tear sheets in my book. What do you think?

Wishy Washy, San Francisco

Dear W.W.,

Nine out of ten models surveyed will say, "Don't do it!" Those same nine out of ten will do it themselves though. Why the hypocrisy? First, convincing as many models as possible to stay out of South Beach will up the booking and scamming odds for the snakes trying to monopolize the territory. Second, South Beach is

high quality editorials from recognizable magazines? Unlike ten years ago, Miami is an extremely competitive market. However, a body, smile, beachy, somewhat *catalog* book will go over better here than in New York. As is always the case in this fickle biz, there are no guarantees. Send your comp/copy of your book to the reputable agencies (see p. 15) and wait for a gung-ho invitation.

If you do decide to come, watch out for the quicksand on the Beach. *What?* Don't get STUCK here forever. Get the most out of it (see Editor's Call-Time), then motivate; go



ILLUSTRATION:
René Santana

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addictive; season after season, new addicts are inducted and old addicts, who swore they were going to quit this time, return. The Beach has us in the palm of its sweaty little hand and we love it--no matter how much we grumble about the heat and all the sweaty little beautiful people rubbing up against us.

But, if all the models jump off a bridge, should you follow? The quality of your book and tear sheets will certainly have some bearing on your buoyancy. Are your tear sheets local ads on faded newsprint or

to Europe, build your book, see the world, drink in different cultures, and return when you're old (mid-twenties) and ready to settle into some fashion shows, catalog shoots, marriage, babies, retirement, bingo games....

I thought of surveying some models at a Ritz casting (all 236 of them), but most of them were too busy buzzing around like bees in a garden, smelling the roses and mapping out bright plans for the

night. I doubt anyone, except maybe a couple skinny chicks at the front of line hissing about who was next, would

really care if the list went to 237. The more the merrier
Wishing you not a wash, Jill

TOP 10

South Beach Perks

- 1 "The chicks." -Jeff Bowman, model
- 2 "The men." -Nadia, Men's Board
- 3 "Parking." -Colleen, Ford
- 4 "You." -Perry, Click
- 5 "Freedom." -Ryan York, News Cafe
- 6 "Bearded clam" -Dave Madsen, *Tear Sheet*
- 7 "The beach." -Maurilio, Page Parkes
- 8 "It just aint fuckin' New York." -Rick, Model Network
- 9 "Open bar." -Chris Heuer, Professional Alcoholic
- 10 "Leaving." -Danny Cardozo, Photographer