

## ASOS.com Launches Model Search to Find the Female Star of New Denim Range

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Winning model will star in the launch of the new ASOS denim range and be awarded a modeling contract with a leading agency

London: ASOS.com has launched its first model search, in association with Leni's Model Management and Make-up artist Jemma Kidd.

The winner will be awarded an amazing opportunity to start her career as a professional model, receiving a contract with Leni's Model Management, London's new ethical agency. She will also star in the ASOS.com magazine to promote the launch of the new denim range.

The competition will be judged by a number of high profile experts, including International make-up artist Jemma Kidd, founder of Leni's model management, Eleni Renton and ASOS.com denim buyer, Rachel Morgans. A shortlist of hopefuls will meet the panel in London in mid-September 2009, and the result will be announced shortly after.

The competition is open to females between the ages of 18 and 28. Aspiring models can apply online through the official ASOS.com facebook page by 4th September 2009. The search is being promoted through new media, including the ASOS site

and customer newsletters, Facebook, BEBO and MySpace so that it will reach previously untapped sources of talent.

Rachel Morgans, Denim Buyer, ASOS.com said: "If you're a denim addict and would love to star in the launch of our new range, appear in the ASOS magazine and win a modeling contract with a leading agency then we want to hear from you!"

Eleni Renton, Director of Leni's Model Management, said: "We're delighted to be collaborating with ASOS on this competition. Our agency is founded on having no size zero models and in this search we're not looking for super skinny girls, but a girl that can wear all the different styles of denim and look shapely and healthy in each and every one."

#### About Leni's Model Management

Leni's Model Management (formerly Quintessentially Models) is a boutique ethical model agency in London, that is devoted to looking after their models by keeping them healthy and developing long lasting relations with both their models and their clients.

#### About ASOS.com

Established in June 2000, ASOS.com is the UK's largest independent online fashion and beauty retailer. With over 19,400 branded and own label products available and 1000 new lines added each week, ASOS.com is rapidly becoming the market leader in the UK online fashion world. Aimed primarily at fashion forward 16-34 year olds, ASOS.com attracts over 5.4 million unique visitors a month and has 2.4 million registered users. [www.asos.com](http://www.asos.com)

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