



Left to Right
Kyra - Dress, Donna Karan @ Holt Renfrew
Mara - Shirt, Marc by Marc Jacobs; Pants, Calvin Klein
Adrianne - Jumpsuit, Greta Constantine
Lisa - Dress, Calvin Klein

SOCIAL MEDIA *in Fashion*

Written by Nikki Gaskins

*Models from Left to Right
Kyra Santoro, Mara Teigen,
Adrianne Ho, Lisa Ramos*

With social media continuing to proliferate into our daily lives, *one agency* and their *social media super stars* are leading the charge on behalf of the fashion world.

Meet the next generation of models.

Photography by Miguel Jacob

Retouching by Nathalie Ann

Wardrobe by Kirsten Reader

Hair & Makeup by Dee Daly (Opus Beauty) & Eman Raouf

Location at Beachview Villa, Malibu, Luxury Retreats

The explosion of social media is quickly revolutionizing the fashion and beauty industry like never before. Today, runway shows are often streamed live via Ustream, models promote popular brands with the help of Instagram and even interact with their many fans through Twitter.

"It's become such a big part of work now. To ignore it wouldn't be smart on my part," explained Scott Lipps, the president of One Management, a highly-acclaimed modeling agency based in New York City. *"Models are being discovered on Instagram. Companies are booking models on Instagram. Photographers are booking models on Instagram."*

With more than one billion registered users on Facebook, nearly 300 million accounts on Twitter and more than 180 million active users on Instagram, the power of social media can't be ignored. Representing some of the biggest names in the entertainment industry including: Claudia Schieffer, Iman, Nicki Minaj and Norman Reedus, Lipps certainly hasn't. In fact, he whole-heartedly embraces social media.

"Years ago, if a girl wanted to do well she'd pick up the phone and call photographers herself," stated Lipps. *"But if she's smart and savvy and knows how to hustle and market herself, she can develop a large fan base and catch the eye of both modeling and ad agencies."*

Formed in 2001 shortly after 9-11, One Management is not your typical agency. It's become quite the leader in branding clients via social media. For Lipps, jumping on the social media band wagon started after launching his fashion blog titled Poplips.com. After

the site became virtually popular overnight, the savvy businessman began exploring innovative ways to use social media to promote big-named brands.

"We are the first agency to start a new social media division called One.1K," stated Lipps. *"We encourage social media use because we have a lot of success stories starting from it. We have a girl named Charlotte McKinney that is part of One.1K. She was recently part of a Guess campaign and went on to do a Karl's Junior commercial during this past Super Bowl that aired. Part of her success story is social media."*

For McKinney and many of the other models Lipps represents, Instagram helped make them "insta-famous." Representing well over a hundred celebrities and models, combined his agency reaches more than 9.5 million followers on Instagram, 2.1 million followers on Twitter and nearly 1.2 million followers on Facebook.

"I started One.1K in November of 2014 after doing a lot of deals for some of our bigger models who were more social media based than print based," explained Lipps. *"When companies work with models with a large social media following, they are able to tap into a bigger audience which translates into more revenue for them."*

According to Lipps, more and more companies are beginning to see the huge impact that social media has on marketing and promoting a product. By branding and promoting his own models with large followings and linking them with the right companies, he says it's a win-win situation.

"If you're pretty great at marketing yourself and you

have an agency that knows how to run with it, it's usually a recipe for success for the model, the agency and the ad company," stated Lipps.

Along with using social media for business, there's no denying that social media has allowed models and other key players inside the beauty and fashion industry to connect with fans in a way never experienced a decade ago.

"I think it's great for models and celebrities to interact with their fans. You have people like Taylor Swift who's made an incredible career out of being so kind, generously warm and giving by being interactive with her fans," stated Lipps. *"It's a big part of her*

success story. I think it's important because you look at what's happening in the culture. It's about tapping in."

Lipps will be the first to tell anyone that social media can easily turn an unknown model into an "it" girl overnight. That's why his agency will continue to be an innovative leader with this powerful marketing tool and look for new and exciting ways to utilize it.

"It's really about trying to put a different spin on things and not do what is already being done," stated Lipps. *"When it comes to the Internet, we always want to remain forward thinking."*

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KYRA SANTORO

Comfortable and girly—two adjectives that perfectly describe Kyra Santoro's unique style.

Modeling since the age of 18, this brunette beauty surprisingly only took to social media recently. Three years ago to be exact.

"Compared to a lot of other models, I was a little late to the game," she stated. "I now use it daily because I view it as a great marketing tool."

After winning Miss Transworld October 2012, her social media following practically exploded overnight. To date, she has more than 478,000 Instagram followers with the numbers growing daily.

"I love Instagram! It's so easy to use," explained Kyra. "Sometimes I am surprised by how many followers I have especially when someone puts it into perspective for me."

Kyra also promotes her brand via her official Tumblr blog kyrasantoro.com, often posting photos of herself so that clients have an opportunity to see her in many different lights.

"Whether is swim, fashion or editorial, I like to promote a message of being healthy and fun," explained Kyra.

So far it seems to be working. She has no problem booking modeling jobs and has appeared in countless commercials over the years.

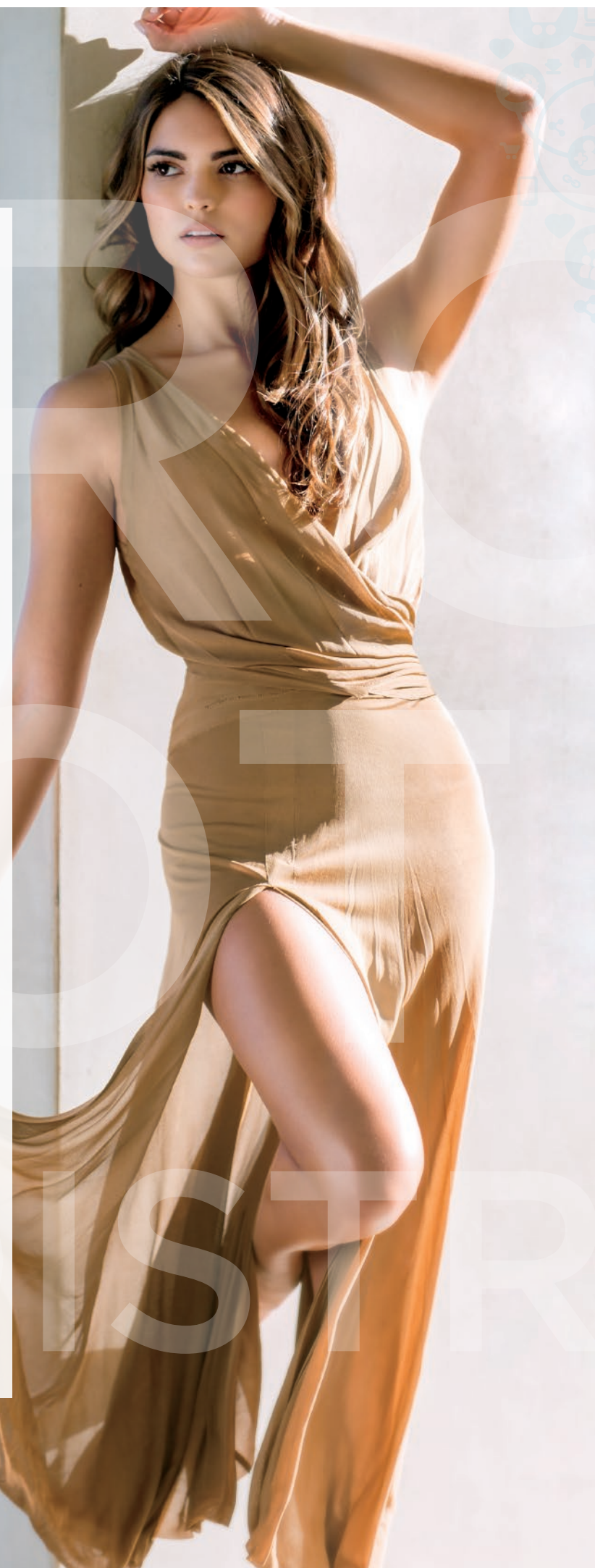
"I think social is such a good thing for the fashion industry. It makes us more reachable to the public, because so many people can only dream about getting that close or seeing those photos and videos," she stated. "Now they just open an app and can see everything that's going on during fashion weeks, or at shoots. I think it will inspire more people to want to be a part of the fashion world."

While she embraces social media to promote her own brand and has no plans to ever stop using it, she admits social media can be both a blessing and a curse.

"It's great that social media is helping more people get discovered. I think it's amazing," stated Kyra. "But at the same time, more companies are only caring about social media and follower numbers over raw talent and beauty."

In a perfect world, the young model hopes the fashion and beauty industry can find a happy balance between the two.

 Scan with PressFront App to Follow Kyra



LISA RAMOS

Modeling since the age of 18, Lisa Ramos is not your average model. She's what you'd call a real woman.

"I'm not your typical leggy, skinny, tall supermodel. I'm just 5'6" in height, and I'm really lucky to do anything because it's supposed to hinder you when you're short, but it's actually helped me out a lot. Companies today want to put more relatable girls in their ads," stated Lisa. "I haven't had one problem booking jobs. I work all the time."

Lisa says she owes part of her successful career in the fashion and beauty industry to social media. Several years ago, Lisa along with her best friend Melanie Iglesias launched a YouTube channel called 'What Girls Really.' To date, their videos have racked up millions of views and more than 242,000 followers.

There's not a day that goes by when Lisa is not posting something exciting for all her many fans to read.

"It did help me a lot in terms of making me more popular and getting recognized even more," explained Lisa.

She eventually went on to star on Guy Code, a hit reality comedy television series on MTV2. After debuting on the show in 2012, her social media following has since grown in a way she's never imagined.

"It's really crazy! You look at the numbers, and you don't think about how many people are following you until you go to a concert that only has 5,000 people in it," explained Lisa. "At the same time, it's humbling to have such a large fan base on social media. I'm always careful at what I post. I try to be socially responsible because I do know that a lot of people look up to me, and you never know who is reading."

According to Lisa, she started to realize the value and the influence of the Internet around the same time pretty much everybody else did.

 Scan with PressFront App to Follow Lisa



Kyra (left) - Dress, Donna Karan @ Holt Renfrew | Lisa (right) - Dress, Calvin Klein



“Most advertising companies are big into Internet ads because it’s not limited to a television commercial where you have to be watching that channel to see the ad. Just about everyone can access the internet you don’t need to have cable,” stated Lisa. “When a company hires a model with a large social media following to help promote their brand through the Internet, it’ll get more money and eyes on their brand.”

According to Lisa, she started to realize the value and the influence of the Internet around the same time pretty much everybody else did.

For Lisa, she is a really huge fan of Twitter and Instagram. There’s not a day that goes by when she’s not posting something exciting for all her many fans to read. More importantly, both allow her to personally connect with her followers.

“I pretty much post whenever I have something to talk about, or I’ll do a #AskLisaRamos and have all my fans ask me questions. Then before you know it, that hashtag is trending and that’s really cool,” stated Lisa. “Fans are so much more loyal when you can reach out to them. It’s really rewarding that you can make somebody’s day by simply saying ‘hi’ on Twitter.”

And as long as social media is around, rest assure Lisa Ramos will be tweeting her little heart out or uploaded a photo from her latest fashion shoot to Instagram.

“It’s totally addictive! Sometimes in the middle of the night, I’ll wake up and get on my phone to see what everybody is up to on Twitter and Instagram. I not only enjoy using it, but I like to see what other people are doing in real time,” laughed Lisa.

ADRIANNE HO

A blend between street wear, athletic wear, and high fashion—Adrianne Ho has a style that is very much all her own. She actually stumbled into modeling by accident while attending the University of Toronto.

“I was subbing in for a model who was a no show at a photo shoot that a friend of mine was putting together. There, I met a model Jessi M’Bengue, who’s since become a very good friend of mine. She urged me to meet with her manager, Chantale Nadeau,” Adrianne said.

For Adrianne, meeting Nadeau would forever change the way she used the Internet.

“She was first person I ever met who used the internet as a marketing tool before social media and had a website that she would update daily with the work of all her models,” explained Adrianne.

This, in turn, inspired her to use the web to promote her own work including her popular website called Sweat The Style. Launched November 2013, Adrianne says she created the site to cater toward women like herself.

“Sweat The Style is an active lifestyle culture and brand devoted to fashionable fitness, natural beauty, positive health, and real food. I’m looking forward to the growing number of contributors, products, and collaborations,” explained Adrianne.

A big part of the website’s success so far has been due to social media, according to Adrianne.

“After I made the announcement via Instagram, Twitter, and Facebook that the site had launched, traffic to the site instantly shot up,” stated Adrianne. “To this day social media plays a crucial role in updating people when there’s new content online and new product for sale.”

When it comes to using social media, Adrianne considers herself to be more of a creator rather than a consumer of it, posting anywhere from one to 15 messages daily to one of her many accounts.

“Social media has given people access to so many more brands and personalities than traditional print media allows,” she stated. “Information moves so fast that something or someone can become a phenomenon overnight.”

While Adrianne can certainly appreciate the benefits of social media, she hopes that in the long run it doesn’t overshadow what she calls the overall ‘big picture.’

“As social media begins to play a larger role in the fashion industry, clients and brands shouldn’t get too side tracked by numbers and followers,” stated Adrianne. “At the end of the day, high quality content is more valuable and more impactful.”

