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Potpourri

By NICOLE HJORTH

Two enterprising young women have established their own modeling agency while working full time.

The "Classic Line" Fashion Troupe was started last May by Tonya Hayward. Wanda Thompson, originally a model for the agency, became a partner in the business three months ago through her deep involvement. Today there are 13 models working for the agency.

Both women have modeling experience as well as a good sense of business acquired through their jobs. Miss Thompson is staff assistant for Tacoma-Pierce County Civic Art Commission and Miss Hayward is administrative assistant for American Hospital Supply.

"We do not work as a regular agency," Miss Hayward said, "but rather as a group putting on group shows for Seattle designers."

THEIR FIRST venture was a black-tie affair in the Seattle Hilton Ballroom, last November. The fashion show featured noted Northwest fashion designers. It was followed by a late dinner and an evening of entertaining.

"Because we only worked part-time, it took us four months to organize and coordinate the show," Miss Thompson said.

The show was a success, and they are now working on several other projects.

At present they work out of their home, but their goal is to establish an office with staff this year and devote their entire time to the agency.

"We are learning every day and becoming more and more familiar with the Seattle clothing industry," Miss Hayward said.

ALTHOUGH Miss Hayward

handles the financing and Miss Thompson the advertising, they both work very closely in every other facet of the agency.

"We discuss what has to be done and who will take care of what and when," the team said.

"The public relation part of the job is extremely important," Miss Thompson said. "You have to let the community know what you are doing and you have to keep in touch constantly with the fashion industry."

The "Classic Line" is a diversified agency and the models can do a ramp-type show as well as a dance routine depending on the clothes being shown.

THE IDEA IS to sell the clothes to the customer, not simply wear them. This requires a special feeling on the part of the models.

"We work closely with Ernest Pumphrey, a choreographer," Miss Hayward said. "He creates the choreography steps that will work with the designers' clothes and the music."

Denise Stanford, makeup artist, conducts seminars for the agency and also helps with models' makeup for shows.

Besides doing shows as a troupe, the agency provides models to designers for photographic purposes.

Heights and beauty are not as important as talent, individuality and personality, the team feels. The agency has models ranging from 5 feet to 5 feet 7 inches.

"We are not looking for the stereotype of beauty such as seen in leading national fashion magazines," the team concluded.



Wanda Thompson



Tonya Hayward