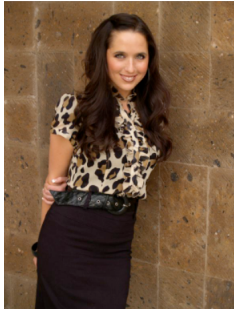


Secrets of an Arizona Model Agent

Written by Claire Perkins

Thursday, 06 May 2010 12:18 - Last Updated Thursday, 06 May 2010 13:16

Like an accomplished, driven ten year-old with a dream house full of glamorous Barbies and Kens, Aimee Sugar- owner S.I.M. modeling agency- has made it her mission to assemble and represent a variety of gorgeous Valley models and talent in one spot. She scouts and signs them, polishes and books them and propels them to new heights- finding them runway, print and acting gigs across the globe.



Here, Aimee tells us how she got her start in the fashion industry, her favorite parts of her career, what it takes to make it to the top and the day she signed our first-ever Face of Foothills, Stephanie Mannon.

Click Next for More on Sugar's Start

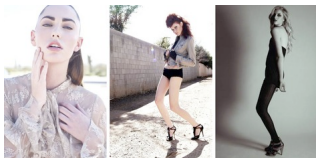


Tell us a little about your roots- how did the fashion industry pique your interest?

I started out modeling as a child and teenager, doing local things. Then I became interested in shooting photography. I started shooting professionally at age 17 doing modeling portfolios, acting headshots, family portraits, weddings and more. I also studied with the late Elayne Stein for acting for two years. I have always loved fashion and art, they are one and the same. I love to be able to find a new model, develop her, then see her in an Abercrombie ad a year later. It's a really cool feeling helping others achieve their dreams while achieving my own.

How did you begin model-wrangling, and when did you start the SIM Agency?

It took me about eight months to develop the agency between getting licensed, finding models, etc. We started six years ago in 2004.

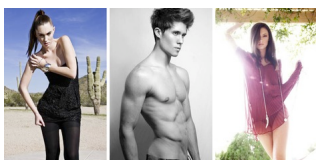


What are your favorite parts of your job?

I love finding a "diamond in the rough" and making her a star. It's crazy how many beautiful people there are out there that have no clue! I also love producing fashion shows and working with my models.

What makes SIM different from other agencies?

We are a small boutique agency. We do not sign everyone that walks through our door. We are very selective. We believe in quality over quantity. We also represent artists: photographers, makeup artists, hair stylists, fashion illustrators. So for a client, we are a one-stop shop! It makes it very convenient for our clients.



What do you look for when scouting new talent?

Well, first of all their looks- obviously. But they must have a great personality as well. Nobody wants to work with a diva or someone with an attitude, including me! I try to have a diverse blend of talent ranging in ages and ethnicities.

What are your models up to? Any exciting castings?

Right now, we are in the middle of placing models overseas [and to other cities] for the summer. So far, Ariel is going to Beijing, Lauren is going to Seoul, Rachel possibly NYC, Alexis to NYC, Morgan to LA, Zandrea to Asia, hopefully!

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Click Next for more on how Sugar found Face of Foothills 2010 Stephanie Mannon



Stephanie, our first-ever Face of Foothills, is a SIM model. Where did you find Stephanie?

Yes! We absolutely love Stephanie. Not only is she incredibly stunning, but also so sweet and genuine. Stephanie actually found us. She attended an open call we had and I offered her a contract on the spot!

What do you think makes Stephanie so special?

I think her positive energy and inner beauty radiates through her outer beauty!

What has Stephanie accomplished since she won Face of Foothills?

A national spot for Cosmomedicine on QVC, commercial for Blue Mountain Almond Breeze, a role on "Everything Must Go" movie starring Will Ferrell and Laura Dern.

What are some words of advice you have for this year's Face of Foothills contestants, and all aspiring models?

The modeling world is a crazy world. Make sure you know who you are and what you stand for before getting into this crazy ever-changing business or you will get eaten alive! Also, don't ever give up. Just because one client or agency says no, keep trying. If you truly want something, you can achieve it!

For more information on modeling in Arizona or booking S.I.M. models, visit www.sim-agency.com.