



The Midwest Fashion Alliance

Code of Conduct

A Jaze Companies initiative

Midwest Fashion Alliance Code of Conduct: No Harassment or Discrimination

It is our belief that models (and all professionals working in the modeling/fashion industry) should be treated with dignity and respect. As Midwest Fashion Alliance Professionals, we agree that safe and professional environments are a basic human right of all people.

Due to the lack of legal/regulatory protections for models and others working in the modeling industry within our region we, as a community of professionals, have founded this organization. MWFA's goal is to provide accountability and oversight of our craft for the betterment of all individuals working in our industry. As such, we have adopted the following code of conduct.

All work done by MWFA professionals must be performed in a professional manner, free of any form of discrimination or harassment. Any inappropriate conduct toward others, including but not limited to that based on an individual's sex, race, color, weight, body shape, size, religion, national origin, ancestry, age, marital or domestic-partnership status, disability, sexual orientation, or gender identity or expression, will not be tolerated.

Further, as a MWFA professional and to uphold the integrity of this organization, we agree to not work with, employ, collaborate, retain, consult or otherwise do business with anyone - either for profit or in trade - found to be in violation of or does not conform to this code of conduct.

Shoot Guidelines

Photo and video shoots must be professional environments. Any disrespectful or inappropriate conduct toward others, including but not limited to that based on an individual's sex, race, color, weight, body shape, size, religion, national origin, ancestry, age, marital or domestic-partnership status, disability, sexual orientation, or gender identity or expression, will not be tolerated.

Every shoot performed by a MWFA professional must adhere to the following guidelines:

MINORS WORKING IN THE INDUSTRY

- In the event a shoot calls for subjects younger than 18, a parent/legal guardian must accompany the model to the shoot. Said chaperone shall have full access to any reasonable space where the model may be (with the exception of group changing areas which are limited to models only.) In the event of group changing areas, an alternative, private dressing space option shall be made available for interested models/subjects.
- In states where child labor laws don't apply to models, MWFA professionals agree to operate by standard child labor law guidelines regarding working hours and duration whenever possible. Any deviations from these guidelines are subject to parental/guardian consent. Such consent should not be obtained through pressure, coercion, or misrepresentation. Failure to consent shall not have a negative impact upon the model or future consideration.
- Agencies/Managers representing models enrolled in 12th grade or under shall ensure models are afforded opportunity to successfully graduate and obtain a high school diploma, vocational certificate or equivalent.

PROFESSIONALISM

- A dressing space option must be available to everyone appearing in a shoot; which is separate/divided from the set/shooting/working/backstage space so as to provide privacy from view of the photographer(s) and set staff. Males and females should not be expected to change/dress within the same (shared) space.
- All models (of any age) shall not be restricted from bringing an escort/chaperone/assistant to a shoot whether for medical reasons, their own personal safety or any other reason of their choosing. In group shooting scenarios where available space may be an issue, MWFA professionals agree to make accommodations to the extent possible in this regard.
- Models agree that any chaperone brought to a shoot shall conduct themselves with a high level of professionalism and in accordance with all the terms of this code of conduct. Chaperones shall not impede, delay or otherwise interfere with the execution of a shoot.
- We recommend that a models not be alone with a photographer, makeup artist or other contributor participating in a shoot/project. Exceptions may be made at the model's discretion for long-term trusted working relationships. Such exceptions should be made carefully.
- MWFA professionals shall use clear verbal communication for directing posing and other on set movements of a model/subject. Physical contact for these purposes should be avoided whenever possible. MWFA professionals shall obtain permission before physically contacting a model. Such contact should be for a professional reason only (moving a piece of hair, adjusting clothing, tucking in a garment tag, etc). A model may refuse such contact for any reason without negative impact, pressure or conflict.

- All work performed during a photo or video shoot must be in compliance with applicable laws and regulations, including but not limited to labor, wage and hour, and immigration laws.
- Photo shoot participants may not be under the influence of alcohol or illegal drugs (including unauthorized prescription drugs), and the consumption or use of alcohol and illegal drugs (including the misuse of prescription drugs) on the premises of a shoot is strictly prohibited.
- All projects requiring full or partial nudity, sheer clothing, lingerie, swimwear, animals, simulated drug or alcohol use, sexually suggestive poses or physical contact of any kind planned to be incorporated in a project's concept requirements will be distributed to all concerned parties and must be agreed to in advance. All attendees at the shoot will be notified of any planned nudity. Advanced notice is defined as: during the initial project concept presentation, before the model/subject agrees/confirms the booking and shall not occur less than 72hrs before the shoot.
- If sheer clothing is to be included, appropriate undergarments must be provided unless otherwise agreed to in advance by the model/subject of the images.
- When reasonably possible, for any shoots outside the ones mentioned in the above 2 points, models will be informed of and agree to the terms of any booking prior to confirmation.
- Any concerns a model/subject has regarding the amount of skin exposure of wardrobe must be considered, and no model/subject should be pressured to expose themselves more than they feel comfortable.
- While the shoot/concept director maintains control over creative and aesthetic decisions, any concerns expressed by the model/subject, their agent or other representative should be given respectful consideration.
- Models shall communicate their boundaries or concerns with regard to concept content clearly and directly without hesitation, vaguery or fear of unprofessional reaction.
- A model has a right to respectfully refuse any project (paid or trade) for any reason without pressure or conflict from the offering party and without prejudice towards future project considerations.
- A photographer/creative director has the same right to respectfully refuse a model for any project for which he/she does not meet the creative requirements without prejudice towards future project considerations.

TRANSPARENCY

- Agencies/managers shall provide a clear statement of account to their clients which include detailed records of income received and expenses incurred on behalf of the client.
- Model shall be advised of agency/manager collection policies from booking clients and agree to pay models in a reasonable time frame after booking client payment is received.
- Models are entitled to know commission rates being charged by their agency/manager and that commission rates are negotiable.
- Models are entitled to advance copies of any agreements they're expected to sign for review in advance of accepting/confirming any booking.

- MWFA professionals shall conduct and operate their business with the utmost integrity and transparency. They shall be honest in all business dealings with others. Provide fair and upfront pricing, clear contractual agreements free of hidden clauses or loopholes, and strive to operate by the golden rule: "Do unto others as I would want done onto me".
- Photographers, re-touchers, editors and other post-production professionals agree to refrain from digitally manipulating models body/face shape to create an unrealistic impression of the model or beauty standards. If said editing is done for the purpose of creative/artistic concept the intent shall be disclosed during the initial concept presentation and finished images accompanied by a disclosure regarding the editing.

HEALTH/WELLNESS

- Models shall engage in healthy, safe, weight management practices as directed by a medical professional. Crash dieting, skipping meals and other practices generally discouraged by the medical/health community shall be avoided. *Healthy weight shall be defined per CDC's published BMI standards.*
- No photographer, agency, manager or other fashion professional should encourage, suggest or pressure models to lose weight unless related to a legitimate, diagnosed health concern at the direction of a medical professional.
- Fashion designers shall design clothing pieces to fit models of a healthy weight for shoots, runway shows and other projects.
- Fashion professionals should avoid engaging models who engage in unsafe weight management practices or exhibit clear signs of such.
- Fashion professionals shall avoid all forms of body shaming.
- Models are entitled to safe and sanitary working conditions and environments

All participants in a photo or video shoot must act professionally and refrain from harassment of any kind. Unacceptable conduct includes but is not limited to the following:

- Sexual advances or propositions.
- Any type of sexual activity or contact.
- Any suggestion, direct or implied, that submission to or rejection of sexual advances will affect an individual's ability to perform services for the shoot or any future consideration for projects.
- Display of pornographic or obscene material.
- Offensive comments regarding a person's sex, race, color, weight, body shape, size, religion, national origin, ancestry, age, disability, sexual orientation, or gender identity or expression.
- Physical threats or assaults.

Code of Conduct violations:

Anyone who has concerns about conduct occurring on a photo shoot or a breach of this agreement by a MWFA professional may contact the MWFA.

MWFA maintains a web-form on its webpage for victims to file reports regarding MWFA professionals. MWFA will receive your report and investigate your claim. MWFA will follow up with you to obtain any and all evidence you can provide to support your claim for the investigative team.