

The look for the '80s

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Life of international model has ups and downs

By Bill Graf

*Grace was in her steps, heav'n in her eyes.
In every gesture dignity and love.*

Milton

The life of an international fashion model is rich, fast and glamorous. But it still has its blues.

"It's been great to me. But it's not something I want to do forever. I'm looking for a more low-keyed way of life," explained Ann Logan in a telephone interview from her New York apartment.

Logan works for Zoli Modeling Agency in New York; Mark Webb Davis Talent in Los Angeles; Model Team in Hamburg, Germany; Paulien's in Paris and Riccardo Guy Modeling in Italy.

"As you get older, there are more disadvantages than advantages. It's more for a single type person. The advantage of modeling is when you're in a place for the first time, the sun is shining and you feel good."

Feel fantastic

"When I'm in a show on Seventh Avenue and wearing a gold lamme full length slinky evening gown, I feel fantastic. It's like playing dress-up."

"The disadvantage is when I'm up at sunrise and leave my husband at home," said the 5 foot 10 inch brunette.

"If we're shooting on location in a place that I've never been before, the first three days are fun. After four days I've had enough. I just want to make my money and go home," she said.

Logan, the daughter of UNL Dean of Continuing Studies Quentin Gessner, said she has worked in the Caribbean, Africa, Europe, North and South America.

She was planning to model in Japan but instead she met the man who is now her husband and plans for Japan took the back seat, she explained.

Since her wedding, eight weeks ago, she says she is in semi-retirement. But even in her semi-retirement mood, life as a model takes her from her home and husband in Frankfurt, Germany to all corners of the Western Hemisphere for a daily wage of \$1,250, she said.

Logan said she had a "double start" in the modeling business. Eight years ago, she said she was "discovered" in a West Palm Beach department store by Maazie Murphy Cline Modeling Agency. And at the age of 19 moved to New York to start her career.

Not "dumb model"

Even though she had placed second in the Model Of

The Year competition, she decided after two years, she didn't want to be "a dumb model." She wanted to go back to school.

"After two years of college I found I wasn't good at carrying books. I decided that I hadn't put all of my energy into modeling. So I sold everything I owned and went back to New York," she said.

The second time around she developed a personalized "look," learned more about makeup and cut her hair very short.

The new look, she explained, was responsible for her first break into the business.

"I was in the right place at the right time. Mademoiselle Magazine was doing layout called 'How to Wear Your Boyfriend's Clothes and Look Fantastic.' I came in with my short hair and they went nuts."

Since then, Logan has appeared in Glamour, Vogue, Lady's Home Journal, Harper's Bazaar and countless other magazines and catalogs. She appears on television ads for J.C. Penney's and ABC Records and Tapes as well as working in live fashion shows on New York's Seventh Avenue, the pinnacle of New York's fashion.

Off camera look

Because of her "look," she said she models mostly sport clothes and dresses rather than more elegant fashions. But when she's off camera it's back to blue jeans, sweat shirts and her collection of cowboy boots or an antique dress with a full skirt and a lot of white lace.

She explained that the model's look determines the types of clothing she'll usually model.

When the model first meets with the photographer and the others involved with the shoot "they know what they're looking for. It may be subconscious, but somewhere they know. If you're it, nobody else in the city will do, if not, there's nothing you can do to get the job," she said.

But generally a model should be at least 5 feet 7 inches, slender, smart and have a good personality, she added.

Her final advice to would-be models was: If the model is in the business for two years and isn't making more than \$35,000 a year, she should get out of the business.

When asked if models are exploited, she said, there have been cases, but although one magazine tried, exploiting her, she said she doesn't feel she has been exploited.

Logan explained that two years ago a magazine had her model bathing suits in the Caribbean. But they retouched the top of the suit off her so on the photographs appeared that she was partially nude.

"I called my lawyer, he called their lawyer, and their lawyer called the magazine. The press was stopped 20 minutes after I knew about it."

"They had the choice of publishing and being sued, or lose a lot of money by stopping the presses."

She added that she was told by the owner of Zoli Modeling Agency that retouching clothes off of a model is so unprofessional that he only hears of a case once every five or 10 years.

"Must have been my lucky bolt of lighting," she said.



Photo by Mark Billingsley



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