

Our approach to model booking

How we find our models and what to look out for if you're approached by anyone claiming to be a model scout

We strive to work with a diverse and varied pool of models that reflect our customers, so we're always on the look-out for new talent.

Our dedicated Model Team are experienced in model scouting, casting, and booking. It's their job to work closely with model suppliers to recruit ASOS models.

We **don't accept** direct model applications as all our model bookings are managed through ASOS certified professional model agencies, not model scouts, or private individuals.

Unfortunately, we're aware that there are some model scammers in operation that look to take advantage of young people for financial gain. We'd encourage any young people or prospective models to be extra vigilant with anyone stating that they are a model agency, model scout, or a 'middleman' between models and agencies.

If you have been contacted by anyone claiming to work with ASOS or be on the ASOS Model Team, please check with us before engaging further.

You can do this by contacting us on CustomerConcerns@asos.com.

Here's a few things to bear in mind if you are approached by anyone claiming to be a model scout, model agency or be working in collaboration with ASOS:

- ASOS only works with models aged 18 years old and over.
- ASOS, and any legitimate model agency, would never ask you for money upfront. If you are asked to pay a sign-up fee, or pay for a photoshoot, please do not be pressured into this as it is not standard practice.
- Any legitimate model scout or agency would never pressure you to send photographs and would ask for images fully clothed. Anyone pressuring you otherwise may be a scammer.
- Be very aware of fake email addresses including ASOS in the name. All legitimate ASOS email addresses can be verified if you contact CustomerConcerns@asos.com.
- ASOS would never ask for money upfront from potential models. Anyone asking for payment or for your bank details is most likely a fraud.
- Always do your research thoroughly.