

Modelogic

by Courtney Seaborne

Growing a business is a challenging task, but New York native Stacie Vanchieri makes it look so easy. With 15 years of creative effort, Stacie has put her company Modelogic on the map and has helped it become one of the most successful modeling agencies in Virginia.

Modelogic, Inc., a commercial, print, and talent agency located in the heart of Richmond, was a dream that Stacie snapped to reality one photograph at a time.

An aspiring fashion photographer, graduating from the University of Bridgeport in Connecticut, Stacie relocated to Richmond in 1988, following her heart. While living in Richmond and getting involved in the community, she got to know and work with some of the best photographers in the world. "I loved the idea of being a photographer since the 9th grade," she says. And although that is not fully what she ended up doing, she is still around it in her work.

After fine-tuning her skills, Stacie was ready to start her own company. In 1993 Modelogic took off down the runway, but Stacie was the one taking all the aspiring models' pictures; so she expanded her company by hiring staff. Fifteen years later, she is able to sit back and see what it has become.

Modelogic now represents 500 people in the Virginia, D.C., and North Carolina area. The agency was scouted and asked to become an affiliate of top modeling agency Wilhelmina, based in Manhattan, giving her agency access to Wilhelmina's talents, including celebrities. In turn, the connection with Wilhelmina better enables her to help hundreds of aspiring models and actors jumpstart their careers in the industry.

Booking clients with Abercrombie & Fitch, Ralph Lauren, JC Penney, and more, and for furniture commercials, cell phone ads, and other commercial work—in print and in television—Modelogic Wilhelmina has become the go-to agency for talent in the mid-Atlantic.

Two success stories from Modelogic are Boris Kodjoe and Amy Lemons. Actor Boris Kodjoe, of the Showtime drama *Soul Food*, was named one of the "50 Most Beautiful People in the World" by *People Magazine* in 2002. He started his modeling career with Modelogic, was sent to Ford Models of New York, and later went to Los Angeles to pursue acting. Amy Lemons started at Modelogic at the age of 15, was sent to IMG Models in Manhattan, and landed the cover for *Italian Vogue*.



▲ From Clementines: White Theory blazer, \$50.00; Shiraleah red clutch (on table), \$28.00

With her experienced eye, Stacie knows what to look for when pursuing new talent—and high fashion isn't always a must. "We are very interested in friendly, attractive faces," she says. "We're not looking for edgy editorial but we're looking for the friendly girl next door."

You might be surprised to learn that although Modelogic Wilhelmina represents hundreds of teens and young adults, the highest billing models are over the age of 55. The baby boomers are taking over. Handsome, healthy, business, dad-like features for men and nurse-like, healthy moms are hot on the market.

Now that she has her business established and headed in the right direction, Stacie can spend more time being the best mother to her two young boys. "In the beginning it was a lot of hard work and hours,"



▲ From Jet Set Boutique: Rebecca Beeson cowl neck dress, \$142.00

For more information, visit www.ModelogicWilhelmina.com.

todd wright photography
www.toddwrightphoto.com

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she comments. "It's a risk. You have to really love it and have a passion for what you do."

Always thinking of expanding and making her company bigger, the next step that Stacie might take is opening other offices in and around Virginia. She has already started a development program that helps people become more familiar with the modeling and acting industries. Although you don't have to go through the program to become a model with Modelagic, it is helpful in getting



▲ From Pink:
Theory cropped Jolenta jacket, \$355.00
Leila green bangle, \$79.00
Leila yellow chain bangle, \$57.00
Izumi cream Pyramid bangle, \$45.00
Kooba green Talia handbag, \$625.00

◀ From Jet Set:
Lulu Lane eyelet top, \$175.00;
Mary Ellen Kim twist necklace, \$68.00

Visit Pink, Jet Set, and Clementine's in Carytown for these fashions modeled by Stacie Vanchieri and for other spring and summer wardrobe must-haves. Photography by Todd Wright, www.toddwrightphoto.com.

the information and pictures needed to get a career headed in the right direction.

"In this business you hear more 'no' than 'yes,'" Stacie says of aspiring models. "If you love what you are doing and believe in what you are doing it will eventually work out one way or another."

With model-like features of her own, fiery red hair and flawless skin, this strong-willed photographer turned entrepreneur has turned Modelagic—now Modelagic Wilhelmina—into a major name brand and has found her niche as a Richmonder. ▼



◀ From Pink:
Mark Jacobs sateen jacket, \$398.00



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