

Model interview questions

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What to expect

Modelling interviews often take the form of a casting, go-see, or a conversation with an agency booker or client. The questions below reflect what you are likely to be asked, and how to structure your answers to show professionalism, adaptability, and a clear understanding of the work.

- **Process:** Questions about how you prepare for a casting, shoot, or runway show, and what steps you take from brief to call time.
- **Behavioural:** Questions that ask for a specific example from your experience, such as handling difficult direction or a challenging client.
- **Scenario:** Hypothetical situations that test your judgement under pressure, like a wardrobe malfunction or a change in creative direction.
- **Technical:** Questions about your skills, such as posing, runway walking, personal care routines, or using tools like Adobe Lightroom or Canva.
- **Client-facing:** Questions that explore how you build rapport with clients, photographers, stylists, and other creatives on set.

A typical interview for a modelling role may begin with a brief introduction and portfolio review. You might then be asked to walk or pose for the camera. The conversation then moves to your experience, availability, and how you handle different aspects of the job. Some interviews are one-on-one, while others involve a panel with a creative director, stylist, or agency representative. You may also be asked to do a test shoot or a run-through of a runway walk.

1. Walk us through your process from receiving a casting brief to arriving on set.

Why they ask

This question assesses your organisational skills, attention to detail, and how professionally you approach a booking. Employers want to know you can manage your own preparation.

How to structure your answer

Use a step-by-step walk-through. Start with the brief, then cover your preparation, communication with your agency, and what you bring on the day.

Example answer

"When I receive a casting brief, I first read through the requirements carefully, noting the look, wardrobe, and any specific skills needed. I check my availability and confirm with my agency. I then prepare by reviewing the client's previous work to understand their style, and I make sure my comp card and portfolio are up to date. The day before, I confirm call time, location, and any parking or transport details. I pack a kit with basics like nude underwear, eyelash glue, hair ties, and a steamer. On the day, I arrive early, ready to take direction and work collaboratively with the team."

2. Tell me about a time you received direction that was unclear or conflicting. How did you handle it?

Why they ask

This behavioural question tests your adaptability, communication skills, and ability to stay professional under pressure. Modelling often involves interpreting creative direction in real time.

How to structure your answer

Use the STAR method: describe the situation, the task, the action you took, and the result.

Example answer

"On a commercial shoot, the photographer initially wanted a playful, energetic pose, but the client then asked for something more serious and elegant. I paused, asked clarifying questions to understand the final image they wanted, and suggested a few variations. I showed both options quickly so they could see them on camera, and we settled on a middle ground that satisfied both. The client later said my flexibility and communication helped keep the shoot on schedule."

3. You're walking in a runway show and a garment starts to slip or a shoe breaks. What do you do?

Why they ask

This scenario question tests your judgement under pressure and your ability to maintain professionalism when something goes wrong.

How to structure your answer

Talk through your immediate reaction, how you assess the situation, what you decide to do, and how you communicate afterwards. Focus on staying calm and keeping the show going.

Example answer

"If a garment starts to slip, I would discreetly adjust it while continuing to walk, using the movement to cover the adjustment. If a shoe breaks, I would assess if I can continue safely. If not, I would stop, remove the shoe, and either walk barefoot with confidence or signal to a dresser. The priority is to keep the show going and not distract from the collection. I would also report the issue to the dresser or producer after the show."

4. How do you prepare your skin, hair, and body before a shoot or show?

Why they ask

This technical question checks your understanding of personal care and grooming, which is a core part of the job. It also shows how seriously you take your physical presentation.

How to structure your answer

Describe your routine step by step, covering the days before, the night before, and the morning of. Include skin, hair, hydration, sleep, and anything specific to the job.

Example answer

"I start a few days before by increasing my water intake, getting plenty of sleep, and avoiding salty or processed foods to reduce puffiness. I stick to a gentle skincare routine, cleansing, toning, and moisturising, and I avoid trying new products that could cause a reaction. The night before, I wash my hair and let it air dry if the stylist hasn't given specific instructions. I also prepare my kit with essentials like moisturiser, lip balm, and blister plasters. On the day, I arrive with a clean face and hair, ready for the team."

5. Describe a time you had to work with a difficult client or photographer on set. How did you manage the relationship?

Why they ask

This client-facing question explores your interpersonal skills and emotional intelligence. Employers want to know you can maintain a positive working environment.

How to structure your answer

Use STAR, focusing on the actions you took to build rapport or defuse tension, and the outcome.

Example answer

"I once worked with a photographer who was very stressed and giving short, abrupt directions. I stayed calm, maintained a positive attitude, and asked specific questions to clarify what he wanted. I also offered to show him a few test shots on the monitor to confirm we were on the same page. By the end of the shoot, he thanked me for my professionalism, and we ended up producing strong images. I

learned that staying patient and focused on the work helps defuse tension.”

6. What strategies do you use to maintain physical stamina during a long day of shooting or multiple runway shows?

Why they ask

This question assesses your physical stamina and self-management, which are essential for long days on set or during fashion week.

How to structure your answer

Explain your approach to energy management, hydration, nutrition, rest, and pacing. Be specific about what works for you.

Example answer

“I make sure to eat a balanced breakfast with protein and complex carbs, and I bring snacks like nuts, fruit, and electrolytes. I drink water throughout the day, but not so much that I need constant bathroom breaks. I wear comfortable shoes between takes or shows, and I stretch my calves and feet to prevent cramping. If I have a long day, I pace my energy, taking moments to sit and breathe when I can. I also prioritise sleep the night before, because stamina starts with rest.”