

noon  
SPRING-SUMMER 2019  
.com



noon, the Middle East's homegrown online shopping destination wants real people to become the many

***faces of noon***

who are we looking for?

# everyday people.

we are looking for real  
people, a local face to  
**represent the region.**

build a strong network of  
homegrown talent that is  
**exclusive to us.**

to be different, unique and  
**stand-out from the rest.**

we want to continue to  
**push the boundaries** with  
young individuals that want  
to make a difference.

*real unique cool young  
original regional individuals*

# the person



**1** hustle! be prepared to work hard

**2** flexible during the week, from Sunday - Thursday

**3** enthusiasm and lots of energy is key

**4** be committed to the job, we want to see your passion

**5** adaptable; happy to change your look if required for the shoot

**6** good English and communication skills to get along with a variety of people

**7** good listeners and quick-learners. we're looking at you millennials!

**8** above all - love yourself and love what you do



# the role

**1** be our face of noon and represent the brand

**2** be confident in front of the camera

**3** ability to take direction

**4** communicate with the team, with ease (should have good English and be a quick-learner)

**5** work in a fast-paced environment. be ready to be on the move

**6** in some cases prior to a shoot we may request the following: remove false lashes, change your nail & hair colour, length or shape



*if you meet the casting criteria you will be offered a 6-month contract, where you will be **exclusive to noon***



# casting process

## 1 scouting

we carefully look for people with unique characters and interesting faces through Instagram and events across Dubai.

chosen faces are invited for a casting at our studio in Al Quoz.

## 2 casting

once invited, you're requested to come in with no make-up, and in a simple white shirt and denim jeans.

it's important we see your raw beauty and confidence in front of the camera.

## 3 trial day

if your casting evaluation fits our brief, you'll be invited for a fashion trial shoot for 2-3 hours.

at this stage, speed and work ethics would be tested.

## 4 signing

those who pass the trial, will be offered a 6-month contract via email.

from this point forward, official faces of noon may be booked for e-commerce and/or creative shoot



# creative shoot



this imagery/video will be used as creative content for the noon website and social media.

## ***faces of noon are expected to:***

- 1** be flexible with different looks.
- 2** be open to changing nails, or removing false lashes.
- 3** be booked for either half day (4hrs) or full day (8hrs).
- 4** not always normal hours - possibility of early starts and late finishes (this will be communicated when booking)

# e-com Shoot

this imagery is for the website catalogue and will be used to help showcase our fashion products for our customers to shop

## ***faces of noon are expected to:***

- 1** pose for a minimum of 80 pieces of clothing (full day shoot)
- 2** be booked for half day (4hrs) or full day (8hrs)
- 3** long hours (8:30am to 5:30pm with 1 hour break)
- 4** occasionally be booked for unrecognisable shoots, cropped from the nose down to showcase accessories and footwear



# success stories



our real unique  
cool young  
original regional  
individuals

Grazia ME magazine  
7th January 2019



**are  
you  
ready  
to be a  
face of  
noon?**



**join us today**