



Wanna be a model? Modeling Grand Dame Irene Marie gives a dose of reality

January 25, 2009

In Miami modeling circles, Irene Marie is the Grand Dame of Modeling, having discovered some of our first superstars.

From her stable came the likes of Niki Taylor (supermodel with more than 400 covers), David Fumero (*One Life to Live*), Cindy Taylor (actress and *Wild on E!* host) and Amber Smith (*Sports Illustrated*, Wonderbra and movie roles).

In 2006, she launched *8th & Ocean*, a reality series on MTV that followed her agency's models and staff. And in December, her agency celebrated its 25th anniversary at a gala event in the refurbished Fontainebleau [Miami Beach](#). Here's a Q&A with the star-maker.

How do you go about finding your models?

"Each model discovery is different. Some are discovered during open call [Niki Taylor]; through model scouts for the agency [David Fumero]; recommendations from casting directors [Cindy Taylor]; or simply by being at the right place at the right time. I've personally discovered some of our most successful talents while they're eating at a restaurant, pumping gas or driving down the street. We now also use online resources such as [Facebook](#) and [MySpace](#) to scout for talent around the world."

You started in [Fort Lauderdale](#) Is your [Fort Lauderdale restaurant clean?](#) - [Click Here..](#) Is there a difference in the "look" between [Miami-Dade](#), [Broward](#) and [Palm Beach](#) counties?

No, the models all have their own look. Our clients are so varied that it is up to us to have a pool of models that can service the different range of our clients. Remember that many of our clients come to shoot in South Florida from all over the world and [the U.S.](#) Young men and women are selected to join our agency and be groomed into models because we see in each one uniquely an area of the industry that we believe they can work for."

*What was the best part about doing *8th & Ocean*? And the worst?*

"Being on a popular MTV reality series exposed millions of viewers each week to our agency and brand. Each of the cast members became instant celebrities and many garnered high-profile jobs due to their exposure on the show. ... The only downside to being part of the show was the additional work for me! ... With that said, though, I would do it again in a heartbeat. It was a great experience."