

# STEPHEN BUCKNALL FRM MODEL MANAGEMENT

Stephen Bucknall is the man behind F.R.M.

After many years as an international model Stephens experience puts him in the unique position of being able to understand the requirements and needs of the agency, the client and the models themselves.

Having modelled in Australia for a few years Stephen then became the first model to ever appear simultaneously in both Cosmo and Cleo. Over the next ten years Stephen appeared in nearly every major publication in Australia including Australia Vogue and with credits in numerous other magazines through out the world. There were also enviable guest appearances on Australian soap operas such as Neighbours and All The Way. Stephen also modelled in Asia and America and filmed over 200 commercials internationally.



Established in 1988 F.R.M. has earned a reputation as one of Australia's leading modelling agencies and fashion event co-ordinators.

Recognized both nationally and internationally for their professionalism and enthusiasm, they are also well respected for their vibrant, energetic and innovative style.

Many years of working for and studying the most successful agencies in the world enabled Stephen to establish F.R.M.

From the onset his professional manner and dedication to hard work has enabled him to obtain many major accounts and well known modelling identities. His strong sense of "what is right" has also led to Stephen appearing on many leading talk shows; Hard Copy, G.M.A, the Dave and Kim show, the Today Show and Reel Life discussing topics ranging from Bulimia to work ethics, industry standards and issues within the industry. Stephen is regularly quoted in Australia's major newspapers such as The Age and The Herald Sun as he is regarded as an industry statesman.



F.R.M. also has a strong representation in both Sydney Fashion Week and the Melbourne Fashion Festival. Over the years F.R.M. have organised over a thousand fashion parades both locally and through out South East Asia. Stephen recently judged the 2011 Miss Chian Australia competition and has been invited to judge on such programs as Supermodel Me.

Stephen is heavily involved with The City of Stonington Council and sits on the board of the Chapel St Precinct, one of the most illustrious traders associations in Australia that covers the retail fashion precinct of the famous shopping destination, for celebrities and fashionistas, Melbourne's high street icon; Chapel Street.



F.R.M. currently has models active in the areas of fashion parades, photographic shoots and major television campaigns. With a dedication to return to the industry that ensures its ongoing success F.R.M. is also a major sponsor of many charity events and has an ongoing relationship with The Royal Children's Hospital.

Having placed Ajak Deng (currently seen and ranked at number 47 on [www.models.com](http://www.models.com) and rising) and Nikki Thot with IMG New York Stephen is marketing his models heavily in the broader media and crafting their public profile. With many top talents placed with agencies around the world and working for clients such as Shiseido, Calvin Klein, Kenzo, and Dolce & Gabbana Stephen Bucknall and FRM have developed and are developing talents at the forefront of the Australian modelling industry.



In 2009 Stephen began a new agency named ReelFacesFRM. As his fashion agency was successfully providing talent to the television commercial industry with successes Stephen saw a need to provide additional services to this sector of the content production industry. The new agency provided extras, commercial models and actors for the television commercial, television serial and feature film production industry. Reel Faces FRM has been a great success.

F.R.M. continue to represent the best available in both local and international talent with a focus on continually striving for the best and obtaining it.



**STEPHEN BUCKNALL**  
**FRM MODEL MANAGEMENT**  
**MODELS ACTORS TALENT**

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