



What is Crumb?

Crumb is a friendly and dynamic London-based multi-disciplinary agency that was established to provide better representation of modelling and social talent within the fashion, advertising and beauty industries.

While many agencies offer one body type, others might only offer alternative, inaccessible models. Instead, Crumb finds Humans who represent a far more diverse spectrum - from their looks, to their careers, to what they stand for, Crumb truly reps reality.





Who is Crumb?

Crumb was born out of a desire for change.

Our close-knit and friendly team is passionate about supporting both out talent and the clients/brands to ensure campaigns come to fruition with integrity and authenticity. We were one of the first talent agencies (if not the first) to launch a non-binary board and have gone on to develop a series of policies and actions to improve standards within our industry.

Following years of experience in modelling, booking and casting, we had seen at firsthand the toxic culture within fashion, beauty and advertising and the damaging implications this would have on generations to come.

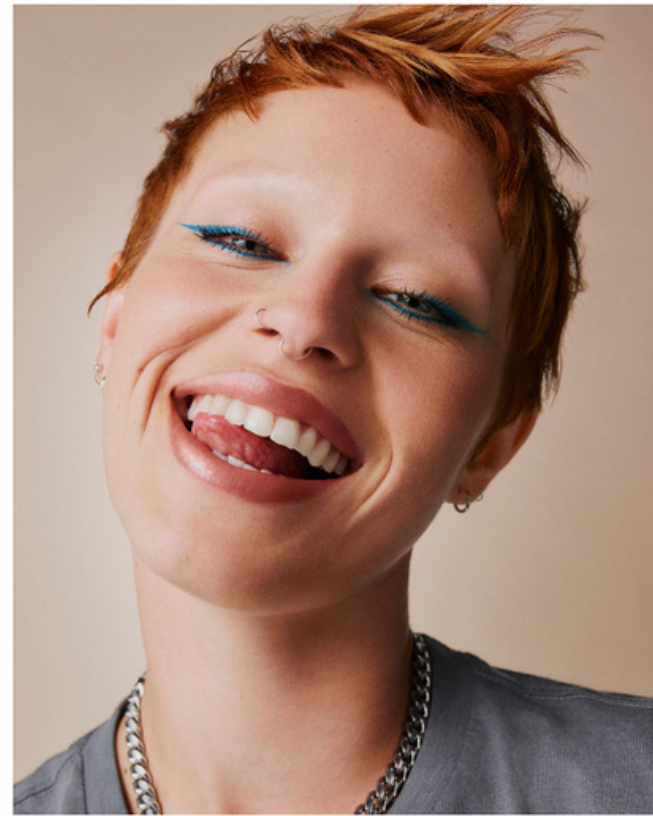
Results have included, amongst others, global Pride campaigns with H&M, gender equality with **VTMNTS**, diversity and inclusion seminars with **Adidas Originals** and social media partnerships with **Ray Ban**, **Glossier**, **Nike** and **Google Pixel**.

Our talent :

Humans

Experienced in modelling, our Humans board showcases the talent who have worked with us for many years in which we have seen their careers flourish and develop. The face of the modelling industry is changing.

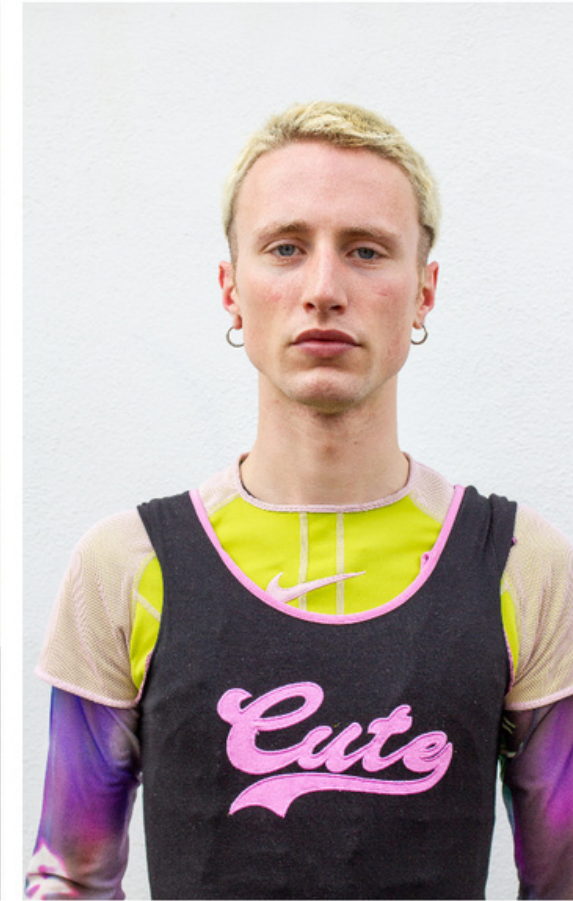
And Crumb is trailblazing the way



Our talent :

New Humans

Discovered via street-casting and open casting calls our New Humans board has been established for the freshest talent whilst we nurture their portfolios and develop their experience in modelling.





Our talent :

Social Humans

Launched in 2019, this board specialises in creators, social talent, communicators, performers and changemakers available for brand partnerships, events and campaigns.

Our values

At Crumb we believe in Humans not models.

For us, it is as much about what is on the inside as what is on the outside.

We are committed to acting ethically and without prejudice, in all aspects of our business and to maintaining the highest standards of honesty and integrity. We select our talent based on what they can bring to our agency regardless of gender, ethnicity, age or disability. Our success depends on this. We do not practice, or wish to be part of tokenism or virtue signalling. We recognise that our industry has a responsibility to use our powers for good - to influence norms and change behaviour

We believe in education and experience informing our business. We are committed to working constantly to make sure we work with an inclusive environment.

What our clients have to say

"We have championed Crumb from the very beginning, noticing their amazing selection of diverse talent. Whatever the brief, the team at Crumb always seem to be able to find the face that fits without ever feeling like a cliché."

Kharmel Cochrane: Casting Director

"Crumb have allowed me to not only work with some of the best fashion and beauty brands out there, but have allowed me to explore and investigate my own identity, and career simultaneously. Our own story and journey is never sidelined, and is cherished and looked after at all times, something that is often a rarity in this industry. I wouldn't want to be with anybody else"

Jamie Windust: Crumb Human

DAZED



VOGUE

i-D

GUCCI

H&M

ACNE PAPER



Google



new balance



SAMSUNG

UGG

VTMNTS

AnOther

MAC

GANNI

Ray-Ban®



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