

crumb

# 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

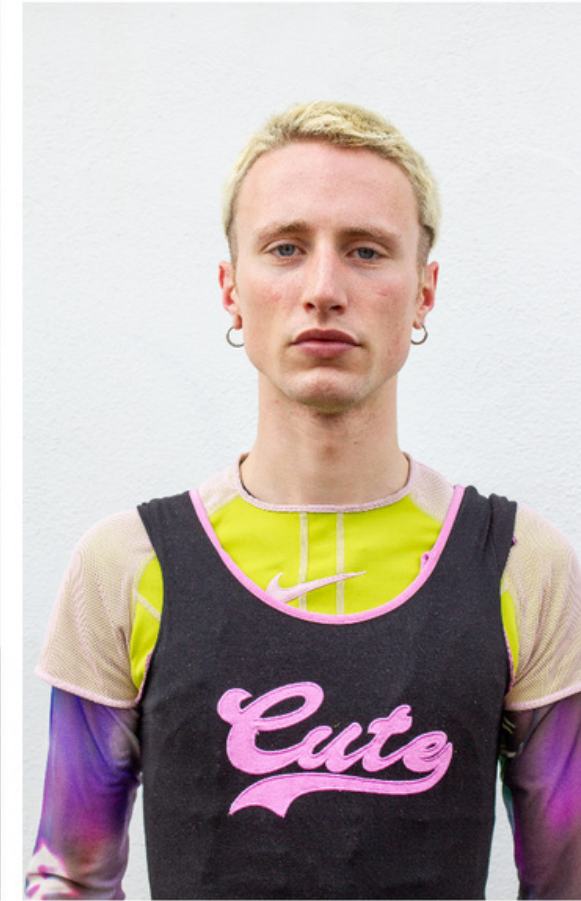




*Our talent :*

## 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.





DAZED



VOGUE

i-D

GUCCI

H&M

ACNE PAPER



Google



new balance  
The New Balance logo, featuring a stylized black "B" with horizontal lines to its left, followed by the words "new balance" in a lowercase, sans-serif font.



SAMSUNG

UGG

VTMNTS

AnOther

MAC

GANNI

Ray-Ban®



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