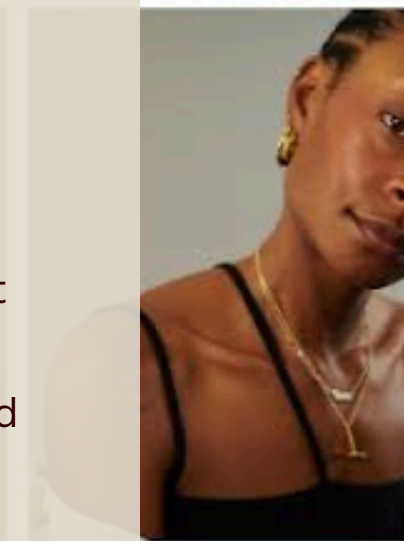
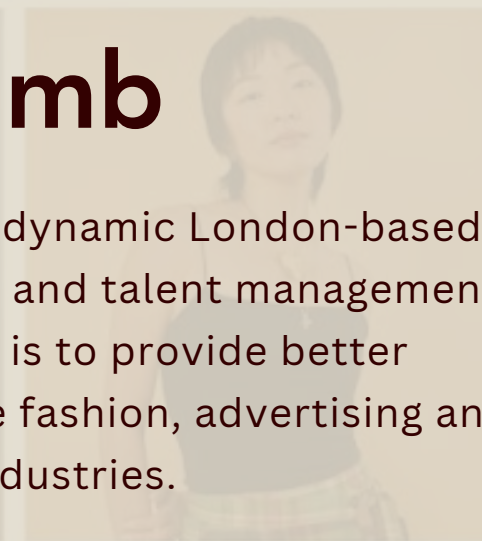
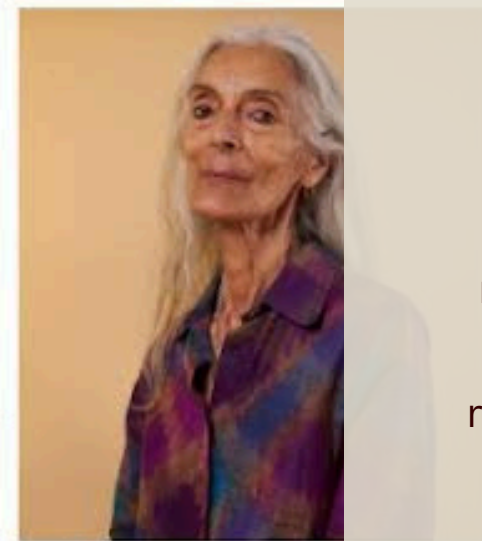


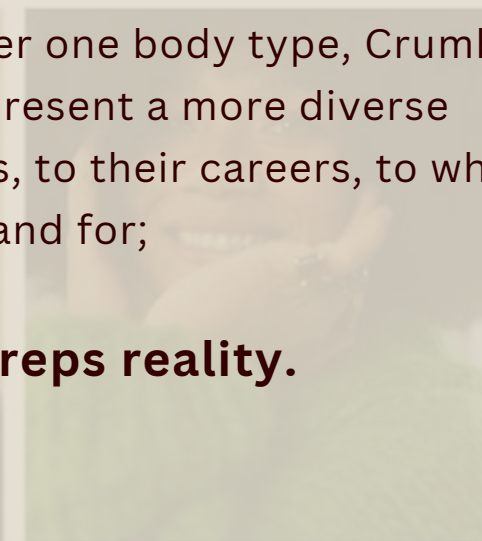
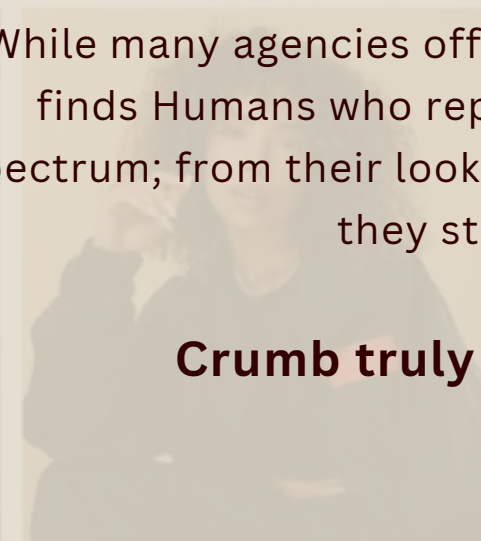
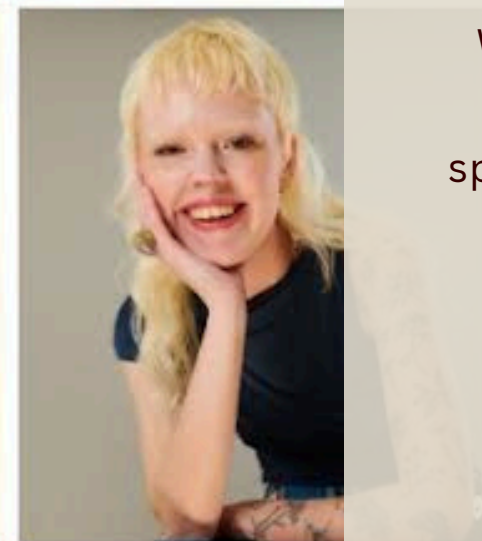
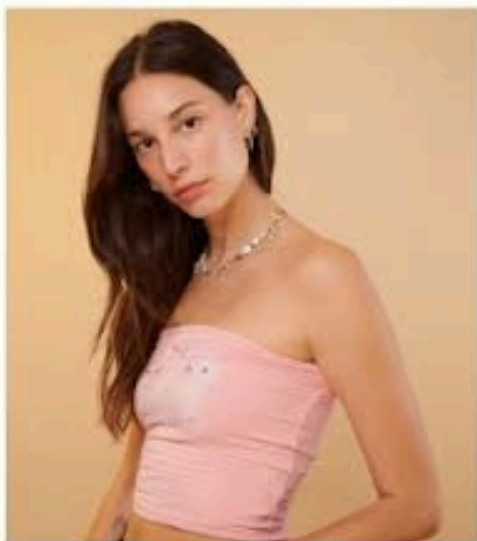


crumb



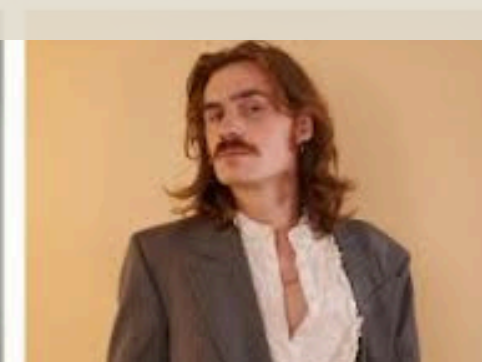
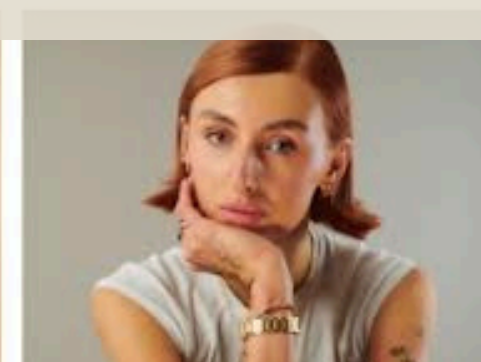
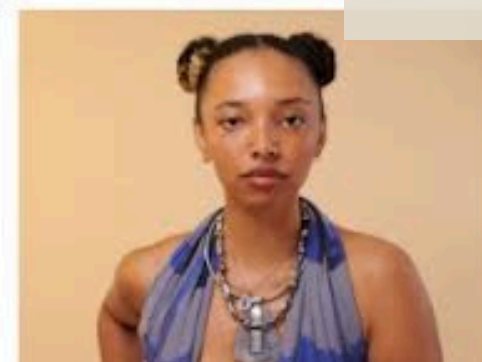
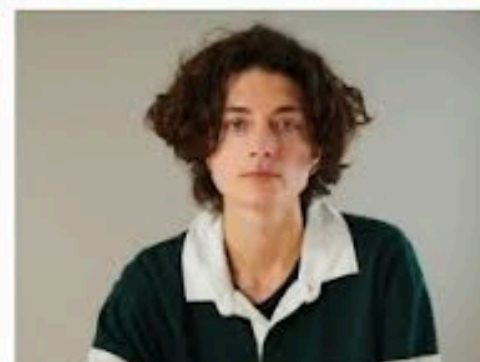
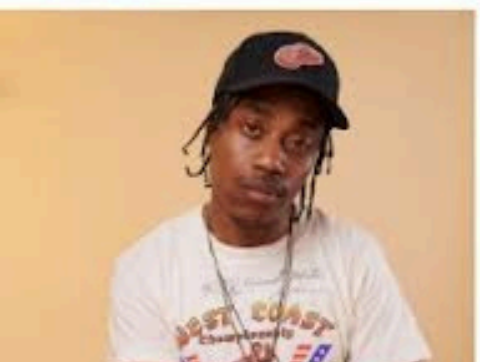
Crumb

Crumb is a friendly and dynamic London-based multidisciplinary casting and talent management agency. Our mission is to provide better representation within the fashion, advertising and beauty industries.



While many agencies offer one body type, Crumb finds Humans who represent a more diverse spectrum; from their looks, to their careers, to what they stand for;

Crumb truly reps reality.



Our Values

Crumb was born out of a desire for change.

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

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.

At Crumb we believe in Humans.





Our Talent

Our roster is unique.

We are proud to represent exceptional **models, creators, creatives, and changemakers** across the fashion, beauty, art, culture, and lifestyle sectors. Our talent collaborate on a wide range of projects, including brand partnerships, public speaking, product licensing, editorial, broadcasting, modelling, and events.

We collaborate with brands on both image-led and strategic long-term partnerships that align with their personal style, values, and audience interests. By leveraging their platforms and communities, we deepen engagement with authenticity, creativity, and connection, all while delivering measurable results.

We work with a diverse range of individuals across multiple channels; from breakthrough models and nano-creators with highly engaged niche audiences, to established names and mega-creators with the potential to co-create product collaborations, license products, and maximize their influence as industry experts and award-winning thought leaders.



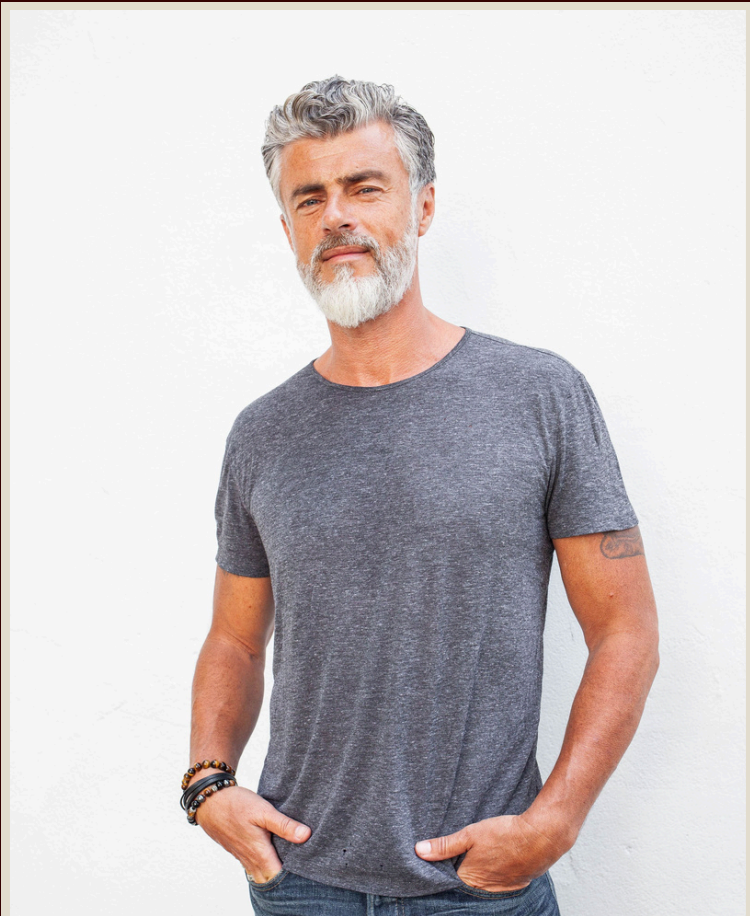
Humans

Experienced in modelling, our Humans board showcases the talent we have proudly nurtured and watched flourish. The face of the modelling industry is changing and Crumb is trailblazing the way



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.





Creators . Changemakers. Creatives.

Social Humans

The future of talent management is shifting.

Our Social Humans board is divided into 3 parts in recognition of this ever-changing digital and IRL landscape.

From innovative storytellers, content creators and changemakers; we're proud to represent some of the most unique and inspiring talent shaping culture today.



A dynamic collective of content creators, including community builders, trendsetting influencers, and innovative storytellers, each specialising in crafting engaging, impactful content that resonates across platforms and audiences.



Social Humans - Creators

Our Crumb Humans believe passionately about the subjects, topics, and causes they communicate and make for brilliant guests for discussions, podcasts, panels, hosting and workshops.



Social Humans - Changemakers

A diverse roster of exceptional individuals, including award-winning writers, visionary artists, innovative stylists, and acclaimed musicians, each bringing their unique talents and perspectives to the forefront



Social Humans - Creatives

Bespoke Casting

With a huge database and with the connections we've made, we can also work on bespoke casting projects.

From genuine friendship groups, real families & subcultures - our specialist team will travel, seek and source.

We've worked on large-scale films, events and niche projects.



Apply@crumbagency.com

Connection and creation



Our Community



Education

We've hosted workshops to support our talent from self-tapes to social media and also hosted round-table discussions tackling topics like ageism in modelling and discrimination in advertising. We have created numerous policies following feedback and education including our Queer Manifesto.

Connection

Keeping connected with events and networking opportunities for both talent and team is of paramount importance to our growth and we endeavour to connect in person where possible.



Our Team



Lauren Gregory
Director
lauren@crumbagency.com



Sophie de Belgeonne
Head of Talent
sophie@crumbagency.com



Aaron Fernandez
Agent
aaron@crumbagency.com



Priya Oades
Agent
priya@crumbagency.com

We look forward to seeing what we can create together...



Antony Fitzgerald
MA/Agent
antony@crumbagency.com



Aimee Blowers
Talent Scout
aimee@crumbagency.com



Freya Wood
Agent Supervisor
freya@crumbagency.com



Isabelle Brockway
Assistant
isabelle@crumbagency.com



Our close-knit and friendly team is passionate about supporting both our talent and the team who work with them to ensure campaigns come to fruition with integrity and authenticity.

Our Clients

"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



"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



@crumbagency

CRUMB AGENCY
UNIT 32B WATERSIDE
44-48 WHARF ROAD
LONDON
N1 7UX
HELLO@CRUMBAGENCY.COM