

ActorsApparel

Producing Tailor Made Showreels

Brochure

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WHAT WE DO.

We help actors gain that vital leading edge within a highly competitive industry. Specialising in producing high quality showreels for actors who are serious about a career on screen. Whether you are starting from scratch or you're looking to add to your current reel, we tailor make original showreels to suit your needs.



We understand how difficult it is to pursue a career as an actor in the film and television industry, especially when you're on that first rung of the ladder. Getting an agent or that first big break can take time; time to perfect your art, time to build up a decent acting showreel, time to get casting agencies to recognise you. In most cases it will take 2 – 3 years of being cast in low-to-no budget short films to pull enough material together to create a 5 minute showreel, even then you still need to try and get the footage from the film makers, and pay an editing company to put the material together for you (that is of course if the material is even worth using in the first place). We completely cut out those first few years of struggling by working closely with you to tailor a reel that will show you in the best possible light.



WHO ARE ACTORS APPAREL?

Actors Apparel are a UK based company, working with actors at all stages in their careers. Founded by a small but mighty team, consisting of Writer/Director Duncan Roe and Writer/Actress Francesca Fowler. With over ten years experience of working in the Industry, they've worked on both big-budget shows produced by HBO, BBC, ITV, C4 as well as creating low-to-no budget films, music videos and promos with their own Independent Production Company.

Teaming up in 2010, they created a much-needed service for actors all over London; tailor made showreels. Creating original material for actors who need a platform to help them get noticed. Duncan and Fran's talent and passion for great filmmaking adds incredible value to the showreels they produce, setting them high above other showreel companies.

Manning the ship - Duncan writes the scenes from scratch, tailored to each client's brief. Using his extensive knowledge and experience, Duncan also directs and shoots the scenes, allowing him to work closely with the actors from start to finish. A core element to the high quality of the reels that Actors Apparel produce.

Behind the scenes - Fran sees to the nuts and bolts of Actors Apparel as the company's producer. Once the sole writer of Actors Apparel, Fran's duties were passed over to Duncan after she became a mother in 2012. However they both still work closely together throughout the company.

Actors Apparel also work with freelance assistants, make-up artists and other industry professionals to enhance the quality of their work. Generating a relaxed and friendly environment for their clients, they value the importance of their clients feeling confident when producing their showreels. And unlike other showreel companies, Actors Apparel not only have their client's best interests at heart, they also maintain working relationships with them; often casting them in future projects.

"The more comfortable an actor is on set, the better their performance will be. We understand that sometimes nerves can creep up on an actor. We're incredibly easy going and approachable by nature and we feel that this is important to bring on set to help relax our actors. We want the very best for our clients, and strive to set high standards for each and every client. Producing showreels from scratch is great for us as we get the chance to work with so many new actors, and we often end up casting a lot of them in other productions we work on. It's a great way to network, and meet fresh talent." – **Fran.**

HOW DOES IT WORK?

Most showreel companies provide you with recycled, out of date, amateur standard material. What we offer is completely unique.

- Original scripts, with high quality cinematography and sharp editing.
- All scenes are written from scratch by professional writers.
- The brief comes from you and the scenes are tailored to the brief.
- Affordable and a worthwhile career investment.

We pride ourselves on the quality of work we produce for our clients. You only have to look around to notice what high value you get when you decide to produce your showreel with us.

Here at Actors Apparel, it's important to us that each showreel is finished to its highest possible standard. When we put our name on a showreel, we want it to be the best it can be! Unlike other companies, we care about our clients and about the body of work they create for themselves. Due to the flexible and friendly nature in which we work, we build up good relationships with our clients, ultimately enhancing their confidence when working with us. We also know what works and what doesn't and always strive for the best on behalf of our clients.

Pre-shoot:

Once you have decided to produce your showreel with us, we will send you a briefing form. This will help us understand the type of actor you are and in what way you want the showreel to promote you to agents and casting directors.

Once you have sent us your briefing form we will set up a meeting to discuss your brief, making sure we understand exactly what you want. When we have a grasp of who you are and what you want, we then plot out the scripts with you, working out what will work best – focusing on your skills and strengths as well as your aspirations. Once we have your specified brief and you have paid your deposit (half of the total cost), we then get to work on your scripts.

When the 1st draft of your scripts are ready, we send them over for you to check and approve. We then make the necessary changes based on your feedback. Once your scenes are amended and ready, it's then time for you to prepare your characters and for us to shoot your showreel.

Shoot:

The length of the shoot can vary from showreel to showreel, but commonly, we schedule a 10 hour day. A typical day starts at 9.00. We schedule plenty of time to complete the shoot. It's important for us to schedule extra time, so that everyone's happy and no-one feels rushed. Exclusive Showreels will commonly run little longer due to having an extra scene.

Post Shoot:

As specified in the T&C's, there will be up to a one month turn around on receiving your showreel post shoot. You will have an opportunity to give us notes and feedback on your reel before you receive the final copies. Your showreel will be kept on our system for 2 years.

We've made the process of creating a tailor made showreel as simple and efficient as possible. If you have any further questions, please visit our [FAQ page](#). To watch examples of the work we produce, visit our [Showreel page](#).

"Having a showreel can be the difference between getting an audition and not these days. In an unpredictable and unreliable industry having a unique and tailor made showreel will set you apart from other actors." - **Duncan**



SHOWREEL PACKAGES

In an inundated and competitive industry unfortunately it's not enough to just be talented. Having more actors than jobs means less chances of success for a new actor. Just getting an agent can take years if you have nothing to show them, and getting a potential agent to come and watch your play can be nearly impossible at the best of times! Even when you do get an agent, they will still need to have a body of your work so they can advertise your talent for potential jobs. In a cutthroat industry, you need to stay one step ahead.

Focusing on your strengths and preferences, your showreel will help you to cut at least three years of struggling out of your career.

We offer two main Showreel Packages as well as other services such as Individual Scenes and Short Films.

POPULAR SHOWREEL - £780

The Popular Showreel is popular for a reason. It's everything a showreel should be, especially for an 'unknown' actor wanting to get ahead in the industry. Whether you want to secure an agent or just get more work, the Popular Showreel will allow you to display your talents in a way that lets you stand out from other actors.

- 3 Tailored Scripts
- Day Shoot
- 3 Montage Clips
- HD Footage
- Editing
- Colour Grade
- HQ Sound
- Sound Design
- DVD Hard Copies w/ Authored Menu x3
- *Spotlight & Casting Call Pro Conversion*

EXCLUSIVE SHOWREEL - £980

The Exclusive Showreel is designed for actors capable of a wider range. It allows you to show your versatility more so than the Popular Showreel. Going that extra mile, it also gives the impression that you've worked on more projects, opening up your opportunities for a wider range of acting jobs in the future.

- 4 Tailored Scripts
- Day Shoot
- 4 Montage Clips
- HD Footage
- Editing
- Colour Grade
- HQ Sound
- Sound Design
- DVD Hard Copies w/ Authored Menu x5
- *Spotlight & Casting Call Pro Conversion*

INDIVIDUAL SCENE - £350

Individual Scenes are perfect for actors who already have a showreel but feel it needs updating. Perhaps your material is a few years old, or you want to explore a new genre/character. Sometimes all it takes is an extra scene to give your showreel that extra punch.

- 1 Tailored Script
- ½ Day Shoot
- HD Footage
- Editing
- Colour Grade
- HQ Sound
- Sound Design
- DVD Hard Copy x1
- *Spotlight & Casting Call Pro Conversion*

SPECIAL OFFERS!

Sign up with another actor for a **Popular Showreel** and get £150 OFF!
That's £75 off each!

Sign up with another actor for an **Individual Scene** and we'll give you a joint scene for FREE! Please note that although we're happy for you to use your own actors if you choose, we cannot split this scene between three actors (2 actors per scene only)



SHORT FILM - £1500

- Original Short Film Script
- Day Shoot
- HD Footage
- Editing
- Colour Grade
- HQ Sound
- Festival Submission Info
- *Link to short film page*

For those of you who'd like to be the lead actor in your own short film as well as being credited as executive producer, we've created the **Short Film Package**. We'll work with you to create the script for your perfect leading role.

Once finished, you can hit the festivals and create a platform for you and your film. Not only will we provide you with a completed Short Film (including your first credit as Executive Producer) we will also send you a list of Festivals to enter, saving you the hassle of researching them all. Once entered into film festivals, you will be eligible to have an IMDB credit (internet movie database) which will automatically put you above most actors at the start of their careers.

Our Short Film successes have helped actors to secure new agents and get more work. Our recent Short Films include:

PITFALL (2012)

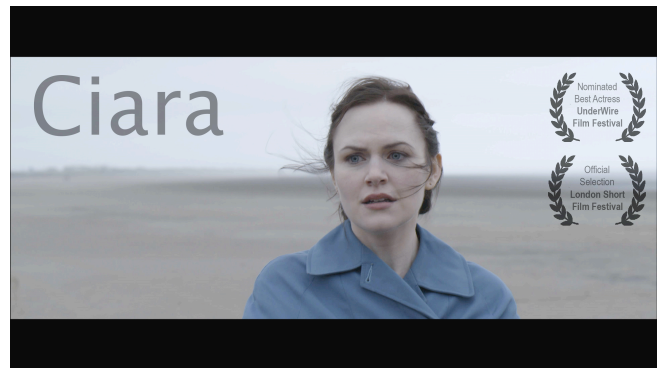
- **WINNER Best Screenplay** - *UnderWire Film Festival*
- **NOMINATED Best Actress** - *UnderWire Film Festival* (ALL 3 leading cast members)
- **Official selection** - *London Short Film Festival*
- **Official selection** - *Portobello Film Festival*

28 YEARS LATER (2012)

- **NOMINATED Best Comedy** - *Portobello Film Festival*
- **Official selection** - *London Short Film Festival*

CIARA (2013)

- **NOMINATED Best Actress** - *UnderWire Festival*
- **Official selection** - *London Short Film Festival*



Short Films are a great way to pitch yourself to the industry, whatever stage you're at in your career.

Please note that although we take high quality sound recording whilst shooting, an original score and sound design will dramatically enhance the quality of your short film, but is not automatically included in this package. We have a trusted team of two highly skilled professionals that we use for our projects outside of Actors Apparel, and would be happy to involve them in the post-production of your film if you choose to have an original score/sound design. Prices are to be discussed with our sound team, but as stated, are not included in the price of our Short Film package. All short films are shot in the space of a day. For more details please contact us directly.

SHOWREEL ANALYSIS - £50

As an actor wanting to take your career seriously, a showreel is your most vital marketing tool. With the advantage of the internet, it's never been easier to showcase your talents. However, most actors seem to get it wrong at the first hurdle, and as much as we wish it were true, it's not enough to *just* have a showreel. The truth is, a bad showreel can be more damaging to your career than no showreel at all!

Most actors shoot themselves in the foot before they've already begun. There's nothing more off putting than poor material, even if the acting is good. Bad visuals, sound and editing is enough for industry professionals to switch off before they've even given you a chance to prove your talent.

Although it helps, it's true that you don't have to have a huge portfolio of professional screen work in order for your showreel to be good – every actor has to start somewhere and casting directors know that. However, the material in your showreel needs to LOOK professional. As nice as it is to hear your parents and friends tell you how wonderful your showreel is; they're not professionals. If your leg was falling off, you wouldn't trust a friend to stitch it back on! You'd seek professional, medical attention. Why should it be any different for your career?

If you want to make an impression on the industry and to be considered for professional acting jobs; you need a professional's opinion. With over 10 years in the business we know what we're talking about. Our showreel analysis will provide you with the advice you need to ensure your showreel is working for you, and not against you. For just £50 you will receive a detailed report of the impression your showreel is giving to industry professionals. The analysis will include:

- Ratings of each scene.
- Ratings of the showreel in its entirety.
- A showreel review.
- A casting brief, including a rating on your performances.
- A report of how to improve your showreel to ensure more success in the future.

Although it might be a hard pill to swallow for some, analysing your showreel will aid you to move forward in your career. If you're serious about making a living as a professional actor, you'll seek professional advice. If you're not, you can be sure other actors within your casting brief will pip you to the post.

And for an additional £10 we can also give you a Spotlight Critique. Find out how you can improve your Spotlight profile to help industry professionals take you seriously. Learn the common mistakes and no-no's that turn your Spotlight page into an unattractive and unprofessional looking one.

Showreel analysis will take up to one week of the payment going through. Non-refundable.



OTHER SERVICES

Editing – £50 per hour

You've got the existing material, we've got the editing skills. Don't be fooled into thinking just because you edit your home movies on your laptop that you can edit your showreel to a professional standard! Editing is a hidden skill. Done correctly, it will enhance your reel immensely, helping the pace, the feel and the quality; highlighting your acting skills in the best possible way. Done badly, it will hinder your chances of anyone watching past the first 10 seconds! Don't fall into the trap that trip up so many actors. Trust a professional to do it properly! On average a showreel edit from scratch takes 4 hours.

Extra Showreel Copies

Plain Disc - £3 each

Make Up Artist - £60

Not everyone is gifted at the art of make-up, and a lot of actors don't want the hassle of having to worry about how their make up looks whilst they're filming. We use skilled and trusted free-lance make-up artists for our projects, and are happy to recommend them to you. The cost of a make-up artist is a discounted rate of £60 a day (in cash) Actors Apparel take no percentage of that cost. It is up to the client to arrange separately with the make-up artist, the booking and agreement of the work entailed. See references below. Please note that the scheduling of your make-up artist will need to be integrated into your days shoot, and does not permit overtime.

Emma Croft
07816638703
Hair, Make-Up, FX
<mailto:emma.croft55@hotmail.co.uk>
<http://www.emmacroftmakeup.com/>

Annabel Spurrier
07854157191
Hair & Make-Up
<mailto:annabel@beautycall.co.uk>
www.beautycall.co.uk

Leanna Gabriel
07930156646
Make-up artist, hair stylist & creative wardrobe. assistant.
<mailto:leanna.gabriel@googlemail.com>
<http://www.facebook.com/pages/Leanna-Gabriel/365994736812899>

TESTIMONIALS



“Just checking in with you to say since having my showreel (for one month) I got booked direct for two online commercials and a film and have had some real compliments on it. So just wanted to say THANKS!” - Karis Pentecost

“I’d definitely recommend Actors Apparel to other actors, the quality is better than anything I’ve seen and we worked really well together... whatever I wanted to do; they helped me achieve it. I was really impressed with the end result. AND I got cast as the lead in a short film without having to audition because the director had seen my showreel, so for something like that to come out of it, made it more than worthwhile!” - Katie Redford

*“I got a showreel with Actors Apparel and then got an agent! Happy days!”
- Carla Nicholls*

“Working with Actors Apparel has been an absolute pleasure. They have provided a professional service from my initial enquiry to my completed showreel. They lovingly catered to all my creative needs along with being professional, prompt and polite. They were extremely easy to work with & I would highly recommend using Actors Apparel for all your showreel needs...I know that I will...”

- S.Weithers

“In this day and age you can’t not have a showreel, casting directors are busy people, they haven’t got time to read CV’s - you need to show what you can do. It’s a busy industry and if you don’t have one, you’re behind! Actors Apparel listened to what I wanted. I didn’t expect it to be so comfortable. It was smooth and easy.”

- Cherice Mckenzie-Cook

"I needed something that was upmarket, more refined and good quality. My expectations were met, more than I expected. It was really fun, but also educational as well. Actors Apparel were professional from the start. I was really impressed." - **Lola Williams**

"Now days everything's digital. If you haven't got a showreel then how are you going to showcase what your talent is? I would definitely recommend getting a showreel and I would 100% recommend using Actors Apparel."

- **Leanna Gabriel**

"A friend of mine had a great experience with Actors Apparel and he said 'I wouldn't bother looking at any other companies, I've done my research; they're good value and provide a fantastic service.' I checked out his showreel and it was great, so I went ahead with mine. I got to play the roles that I wanted to play. You can really take it wherever you want, and have as much creative input as you like. Actors Apparel also give you advise on what works best as well. They're a friendly team and were very helpful when it came to brainstorming ideas."

- **Sasha Delaney**

"It's an absolute must! If you don't have a showreel you're not in the game! You have to have a showreel, and I would certainly recommend Actors Apparel. Initially I had some ideas of what I wanted but wasn't quite sure, so it was nice to have Fran there as a writer, and Duncan as a director, to bring their expertise together and to work as a team. After coming up with some ideas, I was blown away when I got the scenes, it had everything I wanted. It was bespoke and ticked all the boxes." - **Nick Lavelle**

"I loved working with Fran and Duncan. What a team! Their skills compliment each other and their whole approach means you get great follow-through and follow-up. You can't help but get an original product with their style. They are also very approachable and open to ideas and great at brainstorming. Couple this with their writing skills and you're on to a winner. Great producing experience too - just make sure you are organised! The only sad part was that I had to return to my day job afterwards! One more thing - trust Duncan's direction on the day - he's good!" - **Claire A.Porterfield**

CONTACT US

[http://www.actorsapparel.com/
contact@actorsapparel.com](http://www.actorsapparel.com/contact@actorsapparel.com)

Duncan: 07738876295

To access our seasonal discounts, join us on facebook to receive the code word:

<https://www.facebook.com/actorsapparel.showreels>

Discounts cannot be used in conjunction with any other special offer.

You can follow us on:

[Facebook](#). [Twitter](#). [Youtube](#). [Vimeo](#).

To keep updated with our special offers and casting opportunities, join our mailing list:

[Actors Apparel Mailing List](#)