

## THE ALL-FEMALE AGENCY TIJANA TAMBURIC & FRANZI KLEIN

Models Tijana Tamburic, 24 (left) and Franzi Klein, 28, co-founded all-female creative agency, Female Narratives, in February 2017. They already have 70 girls in their collective including models, photographers, graphic designers, art directors and cinematographers.

**What were the main things you wanted to change in the industry?**

*Tijana:* "There are a lot of anecdotes I can tell you about modelling, like when I moved to LA my agency told me not to tell clients I had a university degree. There is this belief that clients want a blank canvas, a girl that could be anyone. It is completely not true. I have clients I've been working with for eight years and they tell me that they want girls with personality and spirit."

**But it's advertising you have the biggest gripe with?**

*Franzi:* "Eighty percent of the creative process in advertising is decided by men, even tampon adverts. I was chosen by a brand to play an Icelandic female photographer, but I'm German. I thought they could surely find a really cool Icelandic girl who is a real photographer and knows how to hold a camera!"

**Are things beginning to change because of social media?**

*Tijana:* "There is a transparency now; you can no longer pick a model to be, say, your surfer girl, because you can look her up on Instagram and see she is not a surfer. It would be much better to use a real athlete, but a lot of the creative agencies don't know how to do that, so it has left a hole."

**What are your backgrounds?**

*Franzi:* "Both of my parents worked in production in Germany, so I have been involved with it from a young age. I was a runner at festivals for my mum's company when I was a teenager."

*Tijana:* "I'm a history graduate from University College London and I've been modelling for ten years, but I've also worked in press and communications. All my family are Serbian scientists, I was born in Serbia and raised in the UK as my mother did a PhD here."

**How do men feel about you being**

## 'FEMINISM IS ABOUT CELEBRATING OTHER WOMEN, NOT TEARING EACH OTHER DOWN'

**an all female agency?**

*Tijana:* "No-one has really said anything negative about us being an all-woman agency – although some guys have in a

joking way. Although we are an all-female collective, we do work with men."

**What does feminism mean to you?**

*Franzi:* "To me it is about achieving equality between men and women. If we were treated equally there would be no need for feminism. It's about liberation and also about celebrating and supporting other women instead of tearing each other down."

**What act of sisterhood has surprised you?**

*Tijana:* "I think the scale of the women's

marches [earlier this year] surprised me in a good way and how they have spurred so many women-focused projects to emerge."

*Franzi:* "When women come together and work in union great things happen."

**Who's your heroine?**

*Tijana:* "I think both our heroes are our mothers for many reasons but my semi-joke answer is [Disney character] Mulan, as she's an example of how to look fabulous and save China."

**What advice would you give your younger self?**

*Franzi:* "Not to care about what other people think about me and to trust my intuition."  
*Tijana:* "To chill out and stop setting such high expectations for myself. The lowest moments in life are when you get the chance to turn it all around for yourself."

*femalenarratives.com*



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## THE CHARITY TRAILBLAZER EMMA GREDE

Managing director of ITB Worldwide, Emma Grede, 35, co-founded record-breaking denim brand Good American with Khloe Kardashian in 2016; is a trustee and board member of Women for Women International, which helps women affected by war, and supports women's charity Step Up.

**Can you tell us about ITB Worldwide?**

"I founded ITB when I was 25 – it's an entertainment marketing agency that works with brands including H&M, Dior and Net-a-Porter to connect them with celebrities, influencers and create branded content. I've been lucky to work on some really amazing campaigns with the likes of David Beckham, Pharrell Williams and Gwyneth Paltrow. I started the agency knowing very little about the madness of the world of entertainment. I really had to learn fast."

**As co-founder of Good American you strive to promote a positive body image...**

"Good American is a brand created to empower women and give them confidence, because we believe a confident woman can do and achieve anything she wants. Our thing is to promote all versions of body image."

**The brand supports Step Up to help young women – can you tell us about that?**

"Step Up is an amazing charity that works with girls in under-resourced areas to fulfill their potential by empowering them to become confident, college bound, and career focused through mentorship

## 'EVERY ACT OF KINDNESS OR GIVING CAN MAKE A DIFFERENCE TO SOMEONE'

programs. Good American helps support the charity through making financial donations and I'm super proud to be working with Step Up but I do have strict principles when it comes to working with charities. The money is the easy part – my opinion is that successful organisations have an obligation to give."

**You also work as a trustee for Women for Women International...**

"For the past two years, I have sat on the board as a trustee. Women for Women works with marginalised women in countries affected by war and conflict. It helps women in Afghanistan, Iraq,

Nigeria and South Sudan among others, offering access to life-changing skills to move them from crisis and poverty to stability and economic self-sufficiency. They do this by putting the women through a year-long course, in groups, which importantly allows them to form bonds with one another and

help break the isolation caused by war."

**What does feminism mean to you?**

"Equal opportunities for men and women alike, it really is as simple as that. It doesn't mean I'm anti-man, I'm just very pro-me."

**Can you tell us about the annual Women for Women Car Boot Sale?**

"I've been involved in tons of great fund raisers over the years but my personal favourite has to be the Car Boot Sale at London's Brewer Street car park. All these incredible women, such as Alice Temperley and Charlotte Olympia, come together to sell their old clothes – you know what they say, one woman's trash is another woman's treasure – well it is true. This year we raised over £200k in a day."

**Have you noticed an increase in women helping women?**

"Yes, for sure. We are all so aware of global events affecting people, and the internet and news cycle makes us feel ever more connected, so it's human nature to want to help people in need. I think the important thing is to not feel hopeless or that you can't affect real change. Every act of kindness or giving, no matter how small can make a difference to someone's life."

**What act of sisterhood has surprised you?**

"I'm always surprised by the kindness of strangers. I saw a woman stand up for another woman who was being spoken to really horribly in a hotel recently – I could see how the embarrassment lifted when she saw she had someone else to fight her corner."

*womenforwomen.org.uk; goodamerican.com*



## Join the collective

Find support by tapping into these five female networks



**Lapp**

British model Leomie Anderson describes her T-shirt brand as a "platform dedicated to voicing women's issues". Her new Nudity collection drops this month. [lappthebrand.com](http://lappthebrand.com)



**Gurls Talk**

Gurls Talk is an online forum set up by Brit model Adwoa Aboah to help young women: "Gurls Talk is a safe space to share your experiences and feelings." [gurlstalk.com](http://gurlstalk.com)



**A Tribe Called Woman**

"We work by unlocking the power and potential of women across a range of sectors, it's about sisters doing it together." Karen Heras-Kelly, [houseofcoaching.co.uk](http://houseofcoaching.co.uk)



**Marguerite**

"We are a network for women working in the visual arts who share a strong desire to support each other in their climb to the top." Joanna Payne, [margueritelondon.com](http://margueritelondon.com)



**AllBright**

"We seek to fund the gap and empower female founders across the UK to start and scale their own businesses." Debbie Wosskow, [allbright.co](http://allbright.co)