

**APL**  
**MODELS**  
AMSTERDAM

INCLUSIVE TALENT AGENCY



APL MODELS is Netherlands most influential and leading inclusive Talent agency for underrepresented and LGBTQIA+ Models, Artists, Dancers, Actors, Athletes and Creatives (Makeup, Hair, Fashion Styling, Nails, Set Design, Art Direction, Food Styling, Movement Direction & Casting Direction) worldwide, making them the new standard: REALITY. They operate in Europe, UK, USA, Africa and Asia.

Founder [Daphne Oosthuizen](#) (she/her) started the agency in 2019. While she's representing unique individuals, she also fights for change, diversity, equality, equity and inclusion.

They are always on the lookout for unique NEW FACES to join their loving agency. They look for individuals whom they believe have potential for a long-term career but more importantly, who will be an amazing fit for the agency.

Their main focus is to build a family environment where their team truly cares for the individuals. They are more than just an agency; they are a family focused on new talent and trying their hardest to transform them into stars.

They don't follow societal beauty standards. They open doors for everyone because reality matters.

REAL TALENTS. REAL PEOPLE. REAL STORIES. REALITY MATTERS.

THEY ARE  
APL MODELS.





**BALENCIAGA**

WHY  
DID  
FOUNDER  
DAPHNE  
OOSTHUIZEN  
START  
THIS  
AGENCY?

Daphne Oosthuizen (she/her) truly believes that representation matters.

What we see in the media, including magazines, campaigns, ecommerce, commercials, runway, TV and film should be a reflection of our society.

*"Not only for us, also for our children and the next generations."*

We are all part of this world.

## WE REPRESENT

- Underrepresented and LGBTQIA+ Models, Artists, Dancers, Actors, Athletes and Creatives
  - Kids, Men, Women and Non-Binary in the age range 4 - 80
    - Talents located in Europe, UK, USA, Africa and Asia
      - NO height, NO size requirements
- Disabilities, such as ADHD, Autism, Down Syndrome, Dwarfism, Prosthetic Limb - and Wheelchair Users
- Alternative appearances, such as Albinism, Alopecia, Amblyopia, Birthmarks, Cleft, Eczema, Lamellar Ichthyosis, Mastectomy, Piebaldism and Vitiligo
  - Diversity, Equity and Inclusion





# REVIEWS

MODEL SAID

*"So happy to call them my agency, have had amazing opportunities since I signed with them as my mother agency. Super thankful for all the hard work these people do for their models behind closed doors!"*

*"If you're thinking of booking at an inclusive model agency with diverse models, APL MODELS is the agency for you."*

MODEL SAID

*"AMAAAZING! The first one to do it on this large of a scale: Representing ALL of us, 'cause we're part of society and representation matters. All of this with pure intentions, personal care and without the tokenism or being treated like a number. We're humans and as models with this agency we're being treated that way. APL MODELS is dope! The agency has grown a lot since it was founded in 2019. I'm proud to have been part of that growth and I'm excited for the growth that has yet to come."*

CLIENT SAID

*"The best model agency in the world!"*

CLIENT SAID

*"The best that represents REAL beauty and inclusivity!"*

CLIENT SAID

*"You are THE perfect example of Diversity and Inclusion."*



# AS SEEN IN



WILLY CHAVARRIA



ELLE



PULL&BEAR

BALENCIAGA



MAYBELLINE NEW YORK

VOGUE

SEPHORA

Y-3

FUGAZZI



UNDER ARMOUR



MAC



Milka

Rock Overs



OLEHENRIKSEN

SOL DE JANEIRO

PLAYBOY



FARFETCH



Happy Socks

gisou

BAZAAR

ABOUT YOU



VIKTOR&ROLF

NETFLIX

DIESEL



Polaroid

Patta

AMERICA TODAY



Levi's

TOMMY HILFIGER COTY

SINCE 1904

new balance



MARVEL



HEMA



Ed Hardy



C&A



the athlete's foot

POKÉMON



SAMSUNG

PHILIPS

FIFA

mentos

Kruidvat



IKEA

CATHAY PACIFIC

PRIMARK

unicef

Google

UNITED COLORS OF BENETTON.

COSMOPOLITAN

HUDA BEAUTY

HAUS LABS BY LADY GAGA



# RELEVANT STATS

11.9K+

FOLLOWERS ON INSTAGRAM

13.5K+

FOLLOWERS ON FACEBOOK

490K+

MONTHLY VIEWS ON INSTAGRAM

18-54

PRIMARY AUDIENCE AGE

NL, USA, UK, BELGIUM, GERMANY & SPAIN

PRIMARY AUDIENCE LOCATION







HUDA BEAUTY



**DIESEL**  
FOR SUCCESSFUL LIVING



*Mirror Mirror*



# ARE YOU NEXT? LET'S GET TO WORK!

For more information, bookings and interview inquiries, call, WhatsApp or email us at +31610150709 | [info@aplmodels.com](mailto:info@aplmodels.com).

*See you soon!*

**APL MODELS** Worldwide

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