Catwa.lk

EDITION 2026



FOR MODELS AND CREATIVE TALENT

The *Model* Manual

How to build a strong profile on Catwa, get noticed by brands and handle your bookings like a professional.

PROFILE ✦ PHOTOS ✦ VERIFICATION ✦ BOOKINGS ✦ SAFETY

INSIDE THIS MANUAL

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01

WELCOME

Catwa in *one page*

Catwa is Sri Lanka's modelling platform. It puts your profile in front of the brands, agencies, photographers and studios that hire models.

Catwa is **free for models**. You pay nothing to join, nothing to be listed and nothing when you get booked. You keep 100% of every fee.

In the past, getting modelling work often depended on who you knew. Catwa changes that. You get a clear, professional profile that any business on the platform can find, look at and contact directly.

You stay independent. You can use Catwa and still work with an agency. Many of our models do both.

100%	0	4	1
OF YOUR FEE	CHARGES	SIMPLE STEPS	VERIFIED BADGE
Everything you agree is yours.	No fees and no commission.	To build your profile.	Checked by our team.

WHAT YOU GET

Everything you need, in one place

Your own profile page
A public page with your photos, sizes and the type of work you do.

Portfolio and albums
Show your best photos, sorted into albums.

Comp card
A ready-made model card made from your profile.

Verified badge
Shows clients that our team has checked your profile.

Booking calendar
Clients ask for dates. You accept or say no.

Model Academy
Free lessons on posing, castings, safety and business.



02

GETTING STARTED

Create your *account*

Signing up takes about two minutes. Getting a few things ready first makes your profile much stronger.

Have these ready

- [ ] A clear, recent face photo taken in daylight, with no filters
- [ ] A full-length photo that shows your whole body, head to feet
- [ ] Your correct sizes, measured in the last month (see chapter 04)
- [ ] The kinds of modelling you want to do, for example fashion or advertising
- [ ] The areas in Sri Lanka where you can work
- [ ] Your Instagram or other work links, if you have them

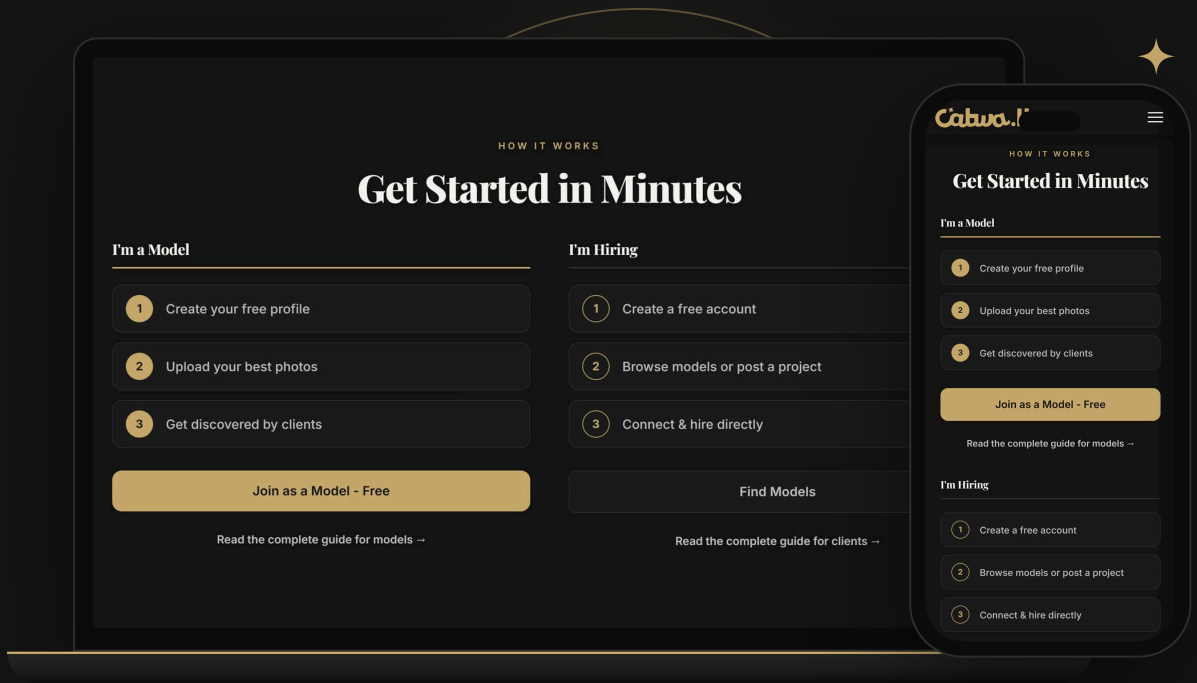
Four steps to a live profile

1 **Sign up at www.catwa.lk**
Use your email, Google or Facebook. Your email and phone number stay private.

2 **Choose "Model"**
Tell us you are a model. You can add other roles later, such as photographer.

3 **Fill in your profile**
Basic details, body details, photos and work preferences. Every field helps clients find you.

4 **Ask for verification**
When everything is complete, send your profile to our team to check. Chapter 06 explains how.



Getting started on catwa.lk, on a computer or a phone

03

YOUR PROFILE

A profile clients *can find*

Clients search by height, sizes, location and type of work. The more complete your profile is, the more often you appear.

What to fill in and why

DETAIL	WHAT TO WRITE	WHY IT MATTERS
Name	The name you want to be known by.	It becomes your link, for example catwa.lk/model/yourname.
Location	Your city and the areas you can travel to.	Most clients search by location first.
Height	Measured without shoes, in centimetres.	Fashion and runway jobs often need a set height.
Sizes	Bust or chest, waist, hips, shoe size and dress size.	Clients choose clothes for you using these.
Hair and eyes	Your natural colour, and current colour if different.	Some jobs need a certain look.
Languages	Every language you can speak on camera.	Adverts often need Sinhala, Tamil or English.
Type of work	Only the kinds of modelling you really do.	Clients filter by this. Be clear, not broad.

TYPES OF WORK

Choose what suits you



Fashion
Shows and designers



Advertising
Brand campaigns



Fitness
Sports and wellness



Lifestyle
Everyday brands

Share your profile link

Put your Catwa link in your Instagram bio and send it to clients. Anyone can see your profile, and signed-in members can see all your details.



04

MEASUREMENTS

Measure *correctly*

Clients get clothes ready using your sizes. Correct numbers mean the clothes fit and you get booked again.

How to measure

SIZE	HOW TO DO IT
Height	Stand against a wall without shoes, heels together. Mark the top of your head and measure from the floor.
Bust or chest	Measure around the fullest part of your chest. Keep the tape straight and breathe normally.
Waist	Measure around the thinnest part of your waist. Do not pull the tape tight.
Hips	Stand with feet together. Measure around the widest part of your hips.
Shoe size	Write your usual UK or EU size.
Dress size	Your usual UK size, for example UK 8.

Use a soft measuring tape and ask a friend to help. Measure twice.

DO

- Update your sizes when they change
- Measure in centimetres
- Tell the client if something changed before a fitting

DON'T

- Change your numbers to match a job
- Use old sizes from an old card
- Measure over thick clothes



More detailed sizes

Your profile also has an advanced section with more than 100 measurements, for example hands and feet. These help with special jobs like jewellery, gloves or shoes. They are kept private and safe.



05

PHOTOS

Photos that *get you booked*

Your photos are the most important part of your profile. A few strong photos are better than many weak ones.

Upload **6 to 12 great photos**. Your first photo is shown in search results, so make it your best one.

The four photos every client expects

1. **Face photo**
   A clear, close photo of your face in soft daylight. Little or no make-up.

2. **Full-length photo, front**
   Your whole body from head to feet, standing straight.

3. **Side view**
   A full side view so clients can see your shape and posture.

4

Half-body photo

From the waist up, with a natural expression.



SHOW YOUR RANGE

Add some styled work

After the four basic photos, add a few styled photos from real shoots. They show clients what you can do.

- Studio photos
- Outdoor photos
- Photos from shows or events

Photo rules

DO

- Use your highest quality photos
- Keep your photos up to date
- Sort your photos into albums

AVOID

- Heavy filters or face editing
- Group photos or screenshots
- Photos you do not own

Casting video

You can add a short video of 15 to 20 seconds. It is private. Clients must ask to see it, and you choose yes or no each time.

06

TRUST

Get *verified*

A verified badge tells clients your profile is real. Every profile is checked by a person from our team.

How verification works

STEP 1 — Finish your profile
Complete all four steps with real photos and correct sizes.

STEP 2 — Send it for checking
Press the verification button on your dashboard.

STEP 3 — Our team checks it
We check that the photos are really you and the details make sense.

DONE — You get the badge
Verified profiles show a badge and appear higher in searches.

NOT YET? — Fix and send again
If we say no, we tell you why. Fix it and send it again.

Common reasons a profile is not approved

01 Photos with heavy filters, or photos that are not you

02 Group photos, screenshots or blurry photos

03 Missing or unrealistic sizes

04 Missing details, such as location or type of work



07

GETTING WORK

Castings and *bookings*

Clients search for models and contact you. You can also apply to open castings that match you.

Clients find you

They search by type of work, height, sizes, age and location.

You apply to castings

See open jobs with the date, place and pay, and apply.

You confirm dates

Clients ask for a date. You say yes or no.

The life of a booking

REQUESTED
A client asks for a date
You see who is asking, what the job is, and where and when it is.

CONFIRMED
You accept
The booking is saved for both of you.

COMPLETED
The job is done
It goes into your work history.

DECLINED
Or you say no
Saying no quickly and politely is always fine.

Talk on Catwa

Keep your messages on Catwa. The job details and what you agreed stay in one place, and you never have to share your phone number to start.

Work from the Catwa team

Brands also hire Catwa's own team to organise full shoots. When they do, we choose models from verified profiles on the platform. A complete, verified profile gives you the best chance.

08

MONEY

Fees and *agreements*

Catwa does not take any part of your fee. You agree the fee directly with the client, so it helps to know the basics.

A modelling fee often has two parts. The first part pays for your time at the shoot. The second part pays for how the photos will be used. A photo used on one Instagram post is worth less than the same photo on a billboard for a year.

Where photos can be used

USE	EXAMPLE	USUAL FEE
Social media	The brand's own Instagram or Facebook	Lower
Online ads	Paid adverts and websites	Medium
Online shop	Product pages	Medium
Print	Magazines, brochures, shop posters	Higher
Billboards	Large outdoor adverts	High
Television	TV adverts	High
Unlimited use	Any use, often with no time limit	Highest

Always agree how long the photos can be used (for example 6 or 12 months) and where (for example Sri Lanka only).

Agree these in writing before the shoot

- [ ] Your fee, and what it covers
- [ ] Where the photos will be used, and for how long
- [ ] Date, start time, finish time and place
- [ ] Who brings the clothes, hair and make-up
- [ ] Travel and food
- [ ] When and how you will be paid
- [ ] What happens if the shoot is cancelled

09

SAFETY

Stay *safe*

Most jobs are safe and professional. Knowing the warning signs helps you stay safe on every job.

Warning signs

- The client will not tell you the brand, the job or the place
- They push you to stop talking on Catwa straight away
- They ask you to pay money to get the job
- They change the place at the last minute, especially to a home
- They ask for photos that are not part of the job
- They give unclear answers about pay or who will be there

On the day

ALWAYS

- Tell someone you trust where you are going
- Bring a friend or family member to a new client if you want
- Check the clothes and type of shoot before you go
- Leave if you feel unsafe

NEVER

- Agree to things you are not comfortable with
- Pay money to get a job
- Give away your original ID documents
- Go alone to a place that was not confirmed

Report a problem

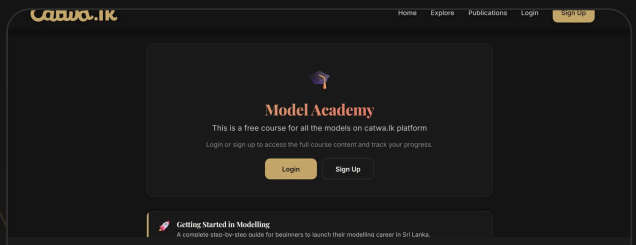
Every profile, message and casting has a report button. Our team reviews every report. For urgent help, contact support@catwa.lk or +94 70 317 0422.

10

GROWING

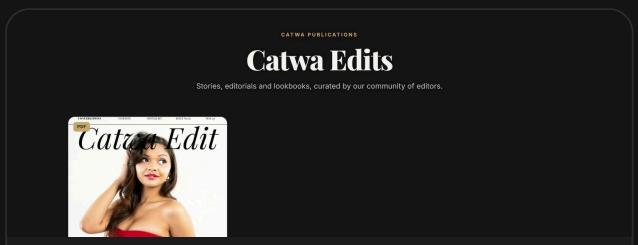
Keep *growing*

One booking is a start. Good habits and learning turn it into a career.



Model Academy

Free lessons on posing, runway, castings, social media, safety and money. Finish them all to earn a badge on your profile.



Catwa Publications

Our online magazine about fashion and modelling. It often features models from Catwa.

A simple routine

WHEN	WHAT TO DO
Every day	Reply to messages and booking requests, even if the answer is no.
Every week	Check your calendar and look at new castings.
Every month	Check your sizes and update anything that changed.
Every few months	Add your best new photos.
Every year	Take new basic photos and review your profile.

> *Being on time, polite and quick to reply is the best way to get booked again.*
>
> THE CATWA TEAM

11

QUESTIONS

Common *questions*

Is Catwa really free for models?
Yes. There are no fees and no commission. You keep everything you earn.

How does Catwa make money?
Catwa is free for everyone. We earn money only when businesses hire our own team for services like photography, model selection or social media.

Can I use Catwa if I have an agency?
Yes. Just check your agency contract for any rules about working elsewhere.

Who can see my email and phone number?
Nobody. They are kept private. Clients contact you through Catwa messages.

Can I hide my profile?
Yes. You can hide it at any time, or delete your account in settings.

Does Catwa pay me for jobs?
No. The client pays you directly, as you agreed.

I am under 18. Can I join?
Only with a parent or guardian, who should come with you to every job. Contact support@catwa.lk for help.

12

WORDS TO KNOW

Modelling *words*

Booking	A confirmed job on a set date.
Casting	A try-out where a client chooses models for a job.
Call time	The time you must arrive at the shoot.
Comp card	A card with your best photos and sizes. Catwa makes one for you.
Editorial	Creative photos for magazines, not direct adverts.
Fitting	A visit before the shoot to try on the clothes.
Lookbook	A set of photos showing a brand's new collection.
Usage	Where and for how long a client can use your photos.
Wrap	The end of the shoot day.

Catwa.lk

Sri Lanka's Premier Modelling Platform

Your profile is your *portfolio*.

Join free, finish your profile and ask for verification.
Clients are already searching.

JOIN FREE AT WWW.CATWA.LK



WEB

catwa.lk

EMAIL

support@catwa.lk

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