

# JPM

Just Produced Model

CATALOG OF MODELS

# JPM — JUST PRODUCED MODEL AI AGENCY FOR FASHION, BEAUTY AND VISUAL CULTURE OF THE NEW GENERATION

JPM IS A NEW MODELING AGENCY BUILT NOT AROUND CASTINGS, FLIGHTS, AND FILMING SCHEDULES, BUT AROUND DIGITAL PRECISION, SPEED, AND VISUAL MANAGEABILITY. WE PRESENT AI MODELS AS A FULL-FLEDGED FASHION INVENTORY FOR BRANDS, AGENCIES, AND CREATIVE TEAMS: THEY CAN BE BOOKMARKED, DEVELOPED, SECURED FOR A PROJECT, AND USED IN VARIOUS FORMATS - FROM LOOKBOOKS AND COMMERCIAL SHOTS TO ADVERTISING CAMPAIGNS AND SHORT VIDEO FORMATS. AT THE SAME TIME, JPM WORKS NOT ONLY WITH A READY-MADE CATALOG: FOR THE TASKS OF A SPECIFIC CUSTOMER, WE CAN CREATE OUR OWN AI MODEL WITH THE NECESSARY VISUAL CODE, CHARACTER AND RANGE OF USE, TURNING IT INTO A UNIQUE DIGITAL ASSET OF THE BRAND.

JPM IS BASED ON THE IDEA THAT THE MODERN FASHION INDUSTRY NEEDS NOT JUST BEAUTIFUL IMAGES, BUT A NEW PRODUCTION LOGIC. THE AI MODEL IS NOT A COMPROMISE OR A VISUAL TRICK, BUT A GUIDED DIGITAL TALENT: STABLE, SCALABLE AND READY TO WORK IN DIFFERENT STYLES, SCENES AND COMMERCIAL TASKS.

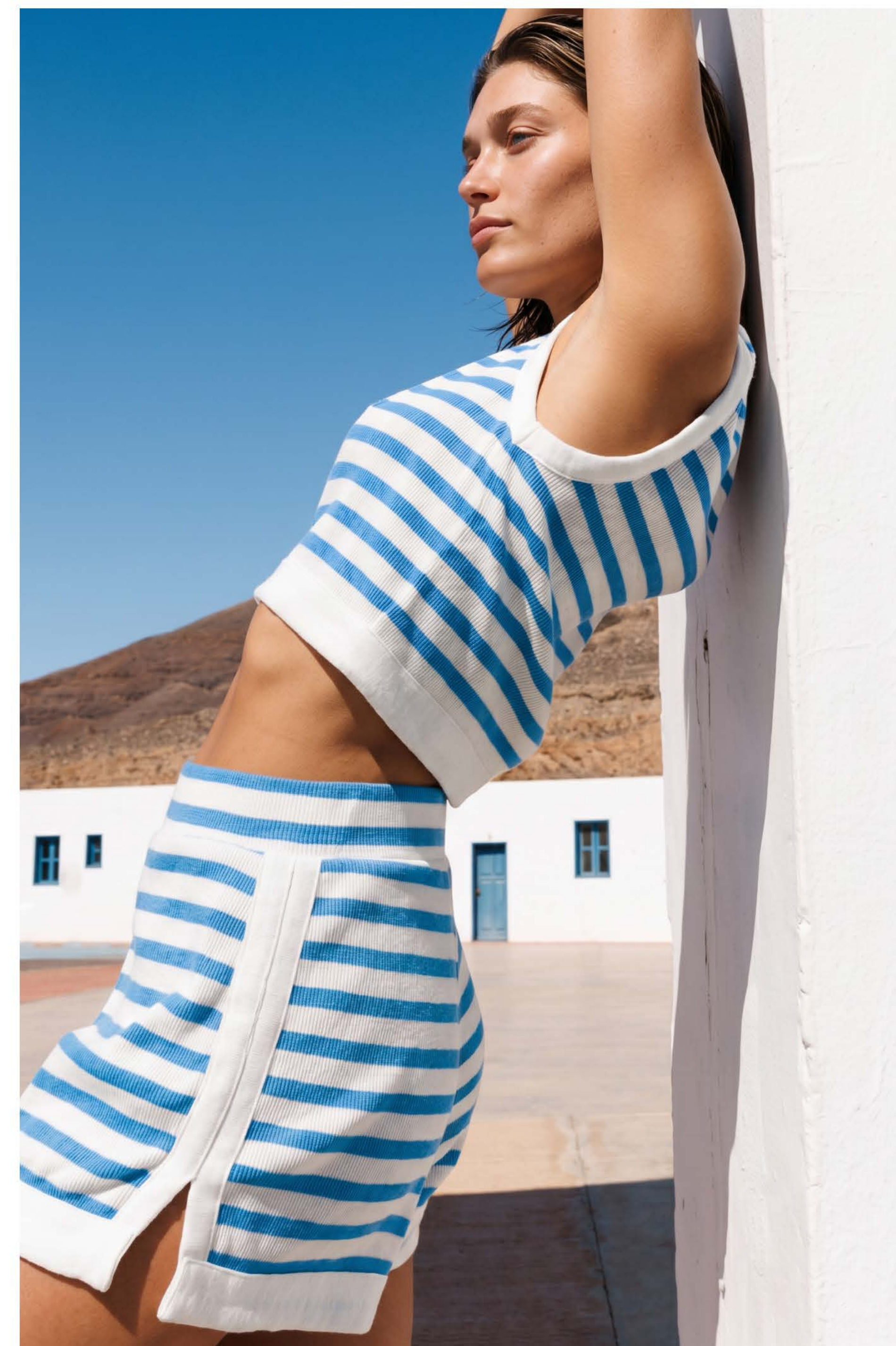
## OUR PHILOSOPHY

WE CONSIDER THE AI MODEL NOT AS A SUBSTITUTE FOR HUMANS, BUT AS A NEW FORMAT OF PRESENCE IN VISUAL CULTURE. JPM WORKS AT THE INTERSECTION OF FASHION, TECHNOLOGY, AND MODERN IMAGE CREATION: NOT ONLY THE FACE, PARAMETERS, AND AESTHETICS ARE IMPORTANT HERE, BUT ALSO HOW THE MODEL FUNCTIONS WITHIN THE BRAND, VISUAL NARRATIVE, AND CONTENT ENVIRONMENT. IN THIS SENSE, THE MODEL BECOMES NOT JUST AN OBJECT OF PHOTOGRAPHY, BUT A FULL-FLEDGED ELEMENT OF THE VISUAL SYSTEM - A TOOL THAT CAN BE ADAPTED, SCALED AND DEVELOPED WITHIN THE FRAMEWORK OF VARIOUS TASKS AND FORMATS.

OUR PHILOSOPHY IS BASED ON THREE PRINCIPLES: VISUAL INTEGRITY, EFFICIENCY OF THE PRODUCTION PROCESS AND CREATIVE FREEDOM. VISUAL INTEGRITY MEANS THAT THE MODEL REMAINS RECOGNIZABLE AND STABLE IN ALL USE CASES. THE EFFICIENCY OF THE PRODUCTION PROCESS ALLOWS YOU TO REDUCE THE TIME OF CONTENT CREATION AND MAKE IT MORE PREDICTABLE. CREATIVE FREEDOM GIVES THE CREATIVE TEAM THE OPPORTUNITY TO WORK WITH AN IDEA, STYLE, AND VOLUME OF MATERIALS WITHOUT THE LIMITATIONS TYPICAL OF TRADITIONAL PRODUCTION.

THIS MEANS THAT THE MODEL REMAINS A STABLE AND MANAGEABLE UNIT, THE PRODUCTION PROCESS BECOMES FASTER AND MORE FLEXIBLE, AND THE VISUAL RESULT IS MORE VARIABLE AND ADAPTIVE TO THE BRAND'S OBJECTIVES. AS A RESULT, JPM OFFERS NOT JUST A NEW TOOL, BUT A NEW LOGIC FOR WORKING WITH IMAGES, WHERE TECHNOLOGY ENHANCES CREATIVITY RATHER THAN LIMITS IT.

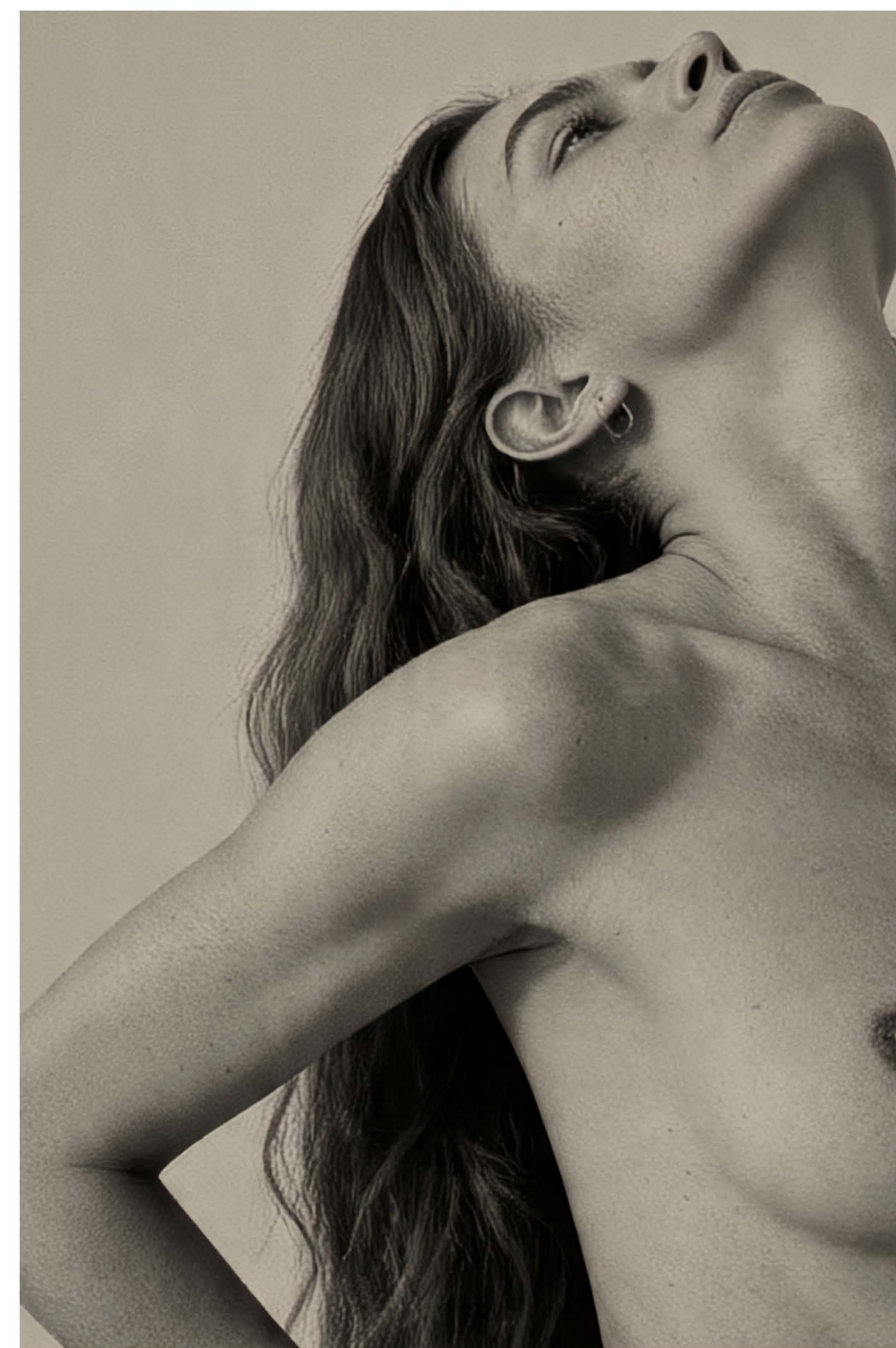




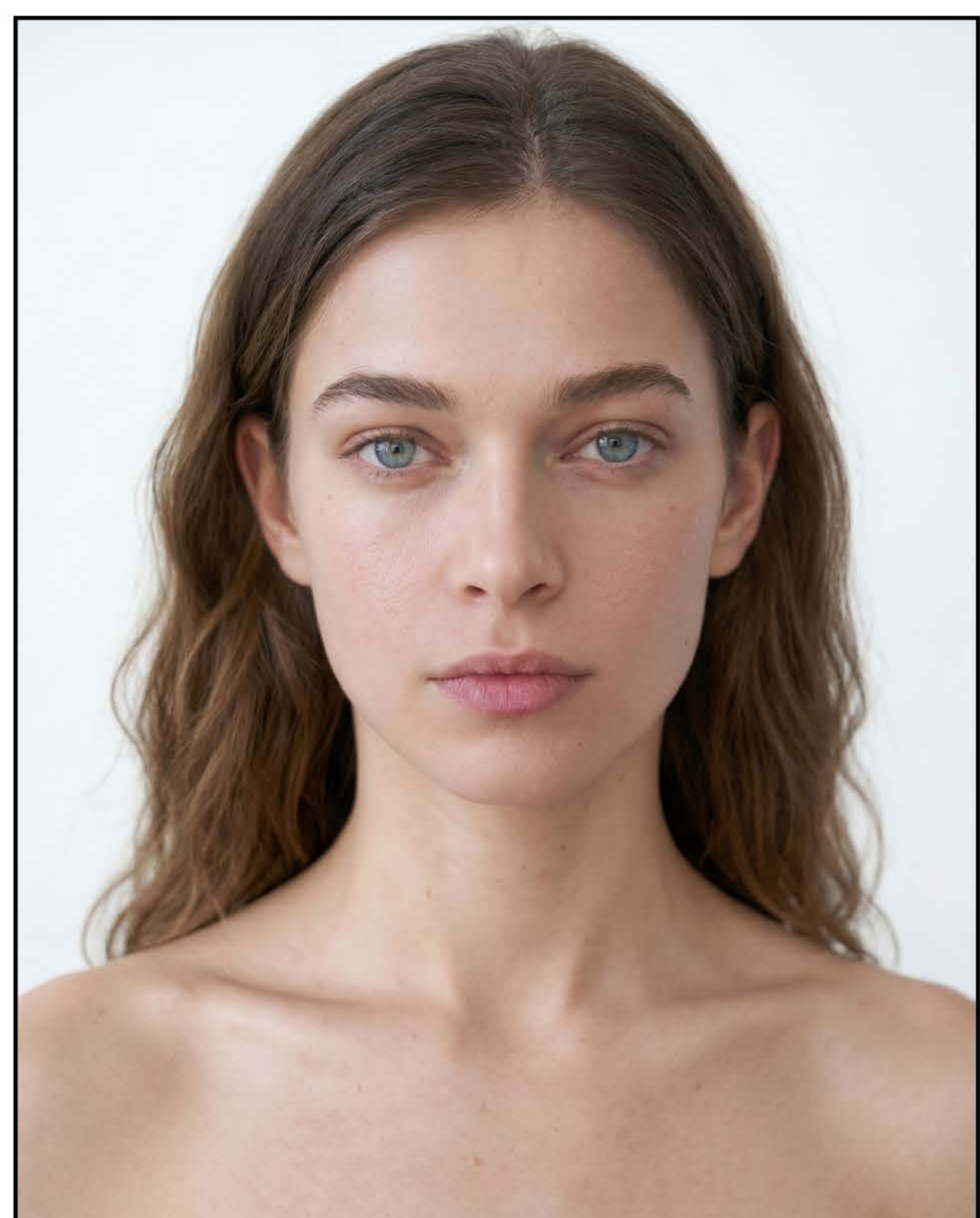
## WHAT IS THE BOOKING AI MODEL

AS IN A CLASSIC AGENCY, EACH MODEL HAS A FACE, CHARACTER, VISUAL RANGE, AND A SET OF PARAMETERS. BUT UNLIKE THE TRADITIONAL MARKET, BOOKING HERE MEANS ACCESS NOT TO A SINGLE SHOOTING DAY, BUT TO A MANAGED DIGITAL RESOURCE THAT CAN BE USED IN SERIES, QUICKLY AND WITHOUT PRODUCTION RESTRICTIONS.

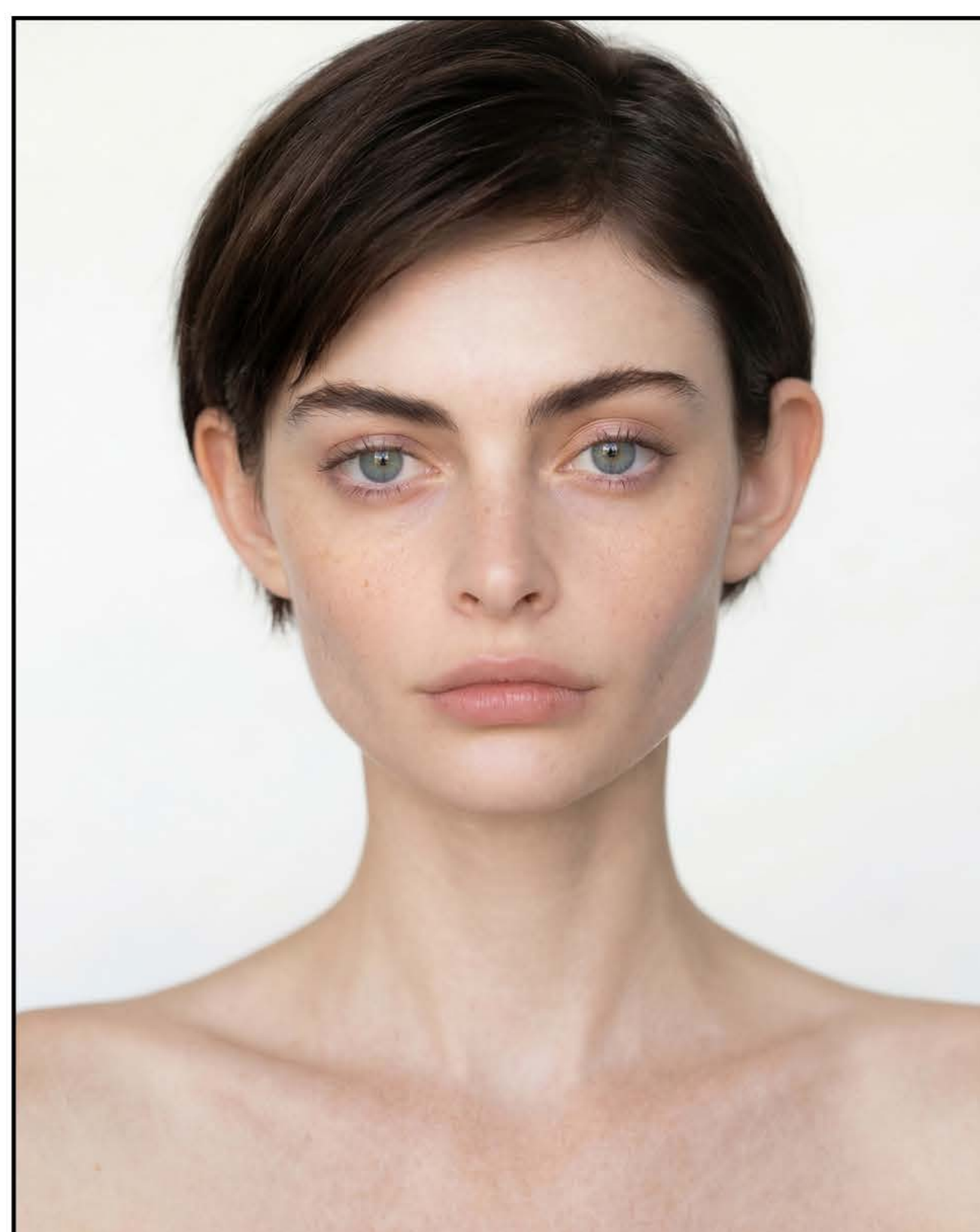
THE BRAND OR AGENCY SELECTS A MODEL FROM THE CATALOG, DETERMINES THE TASK, FORMAT AND VOLUME OF CONTENT, AFTER WHICH THE MODEL ADAPTS TO A SPECIFIC PRODUCTION SCENARIO: EDITORIAL, CAMPAIGN, PRODUCT, MARKETPLACE, BEAUTY OR BRANDED CONTENT. IF NECESSARY, AN EXCLUSIVE FORMAT OF COOPERATION IS POSSIBLE, WHEN THE MODEL IS ASSIGNED TO THE BRAND AS PART OF ITS VISUAL IDENTITY.



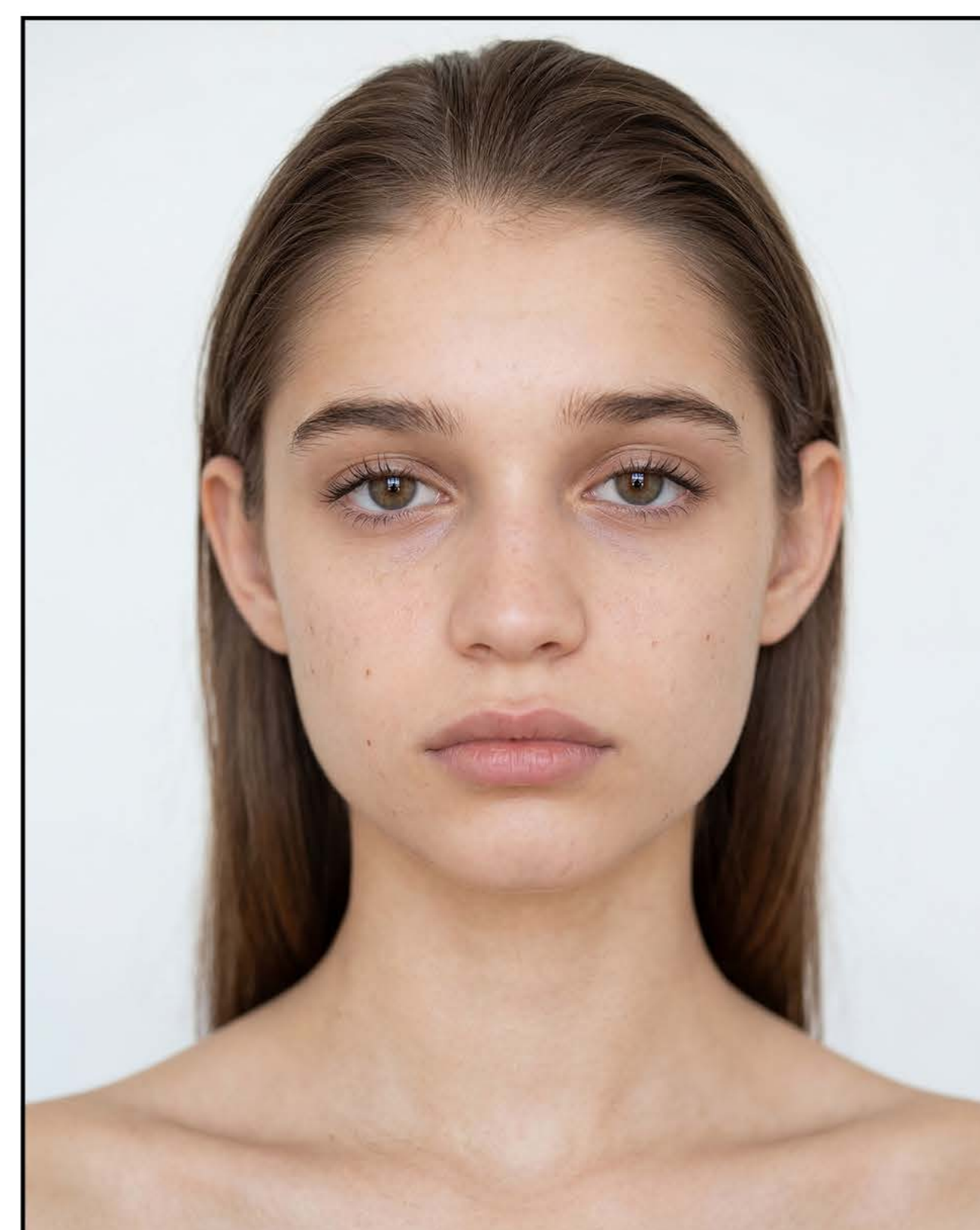
# WOMAN



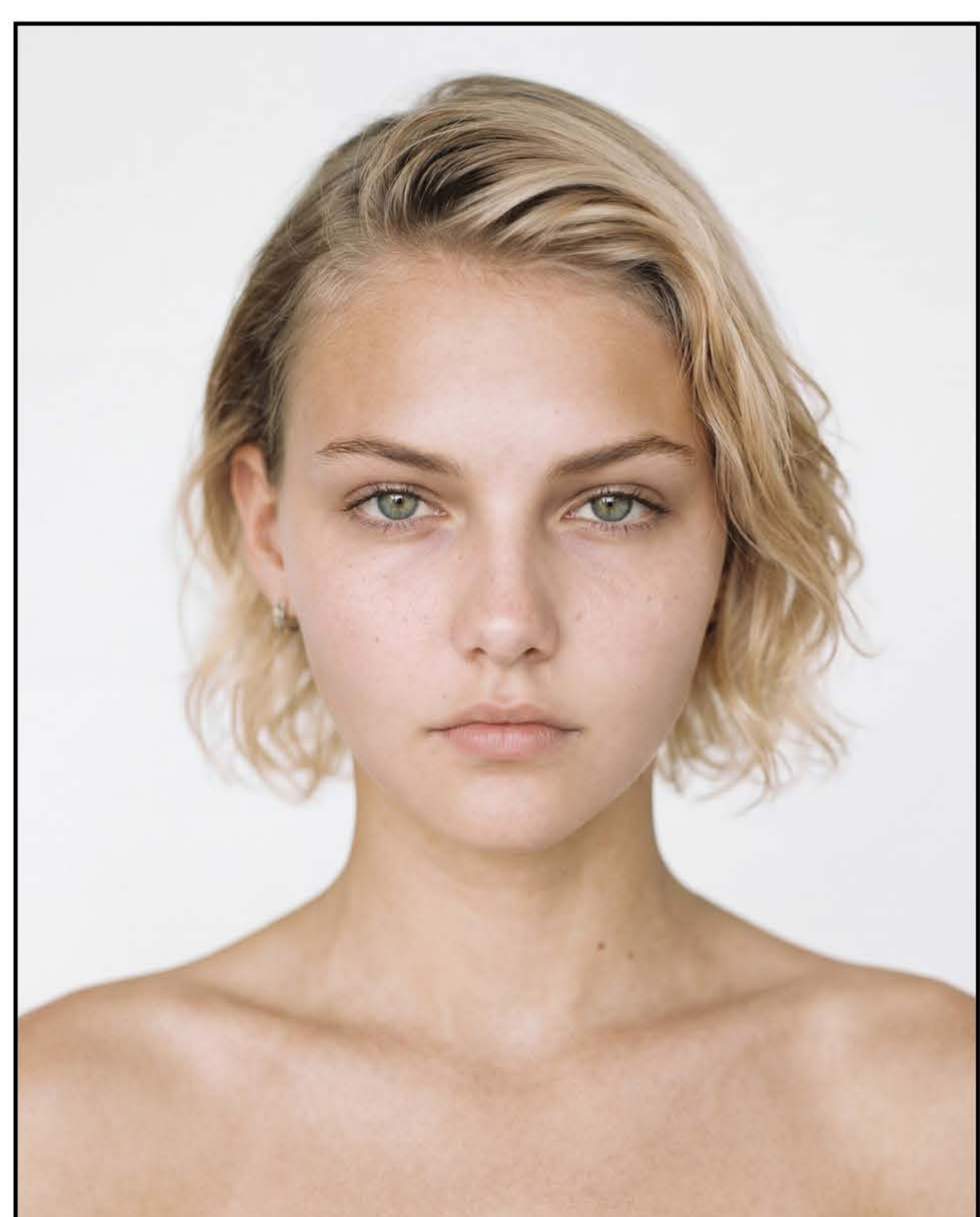
**LENA MOROZOVA**



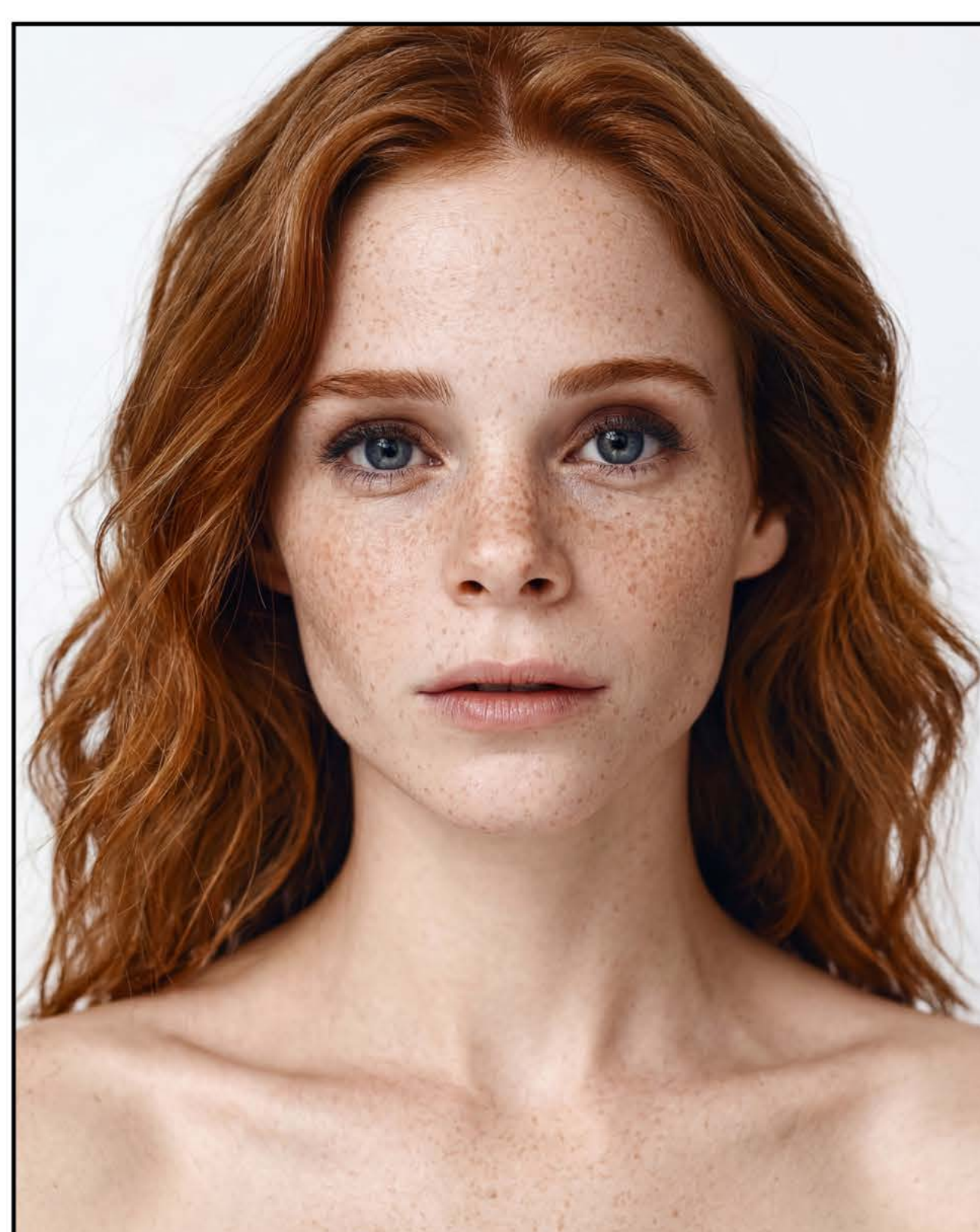
**ALINA VOVNENKO**



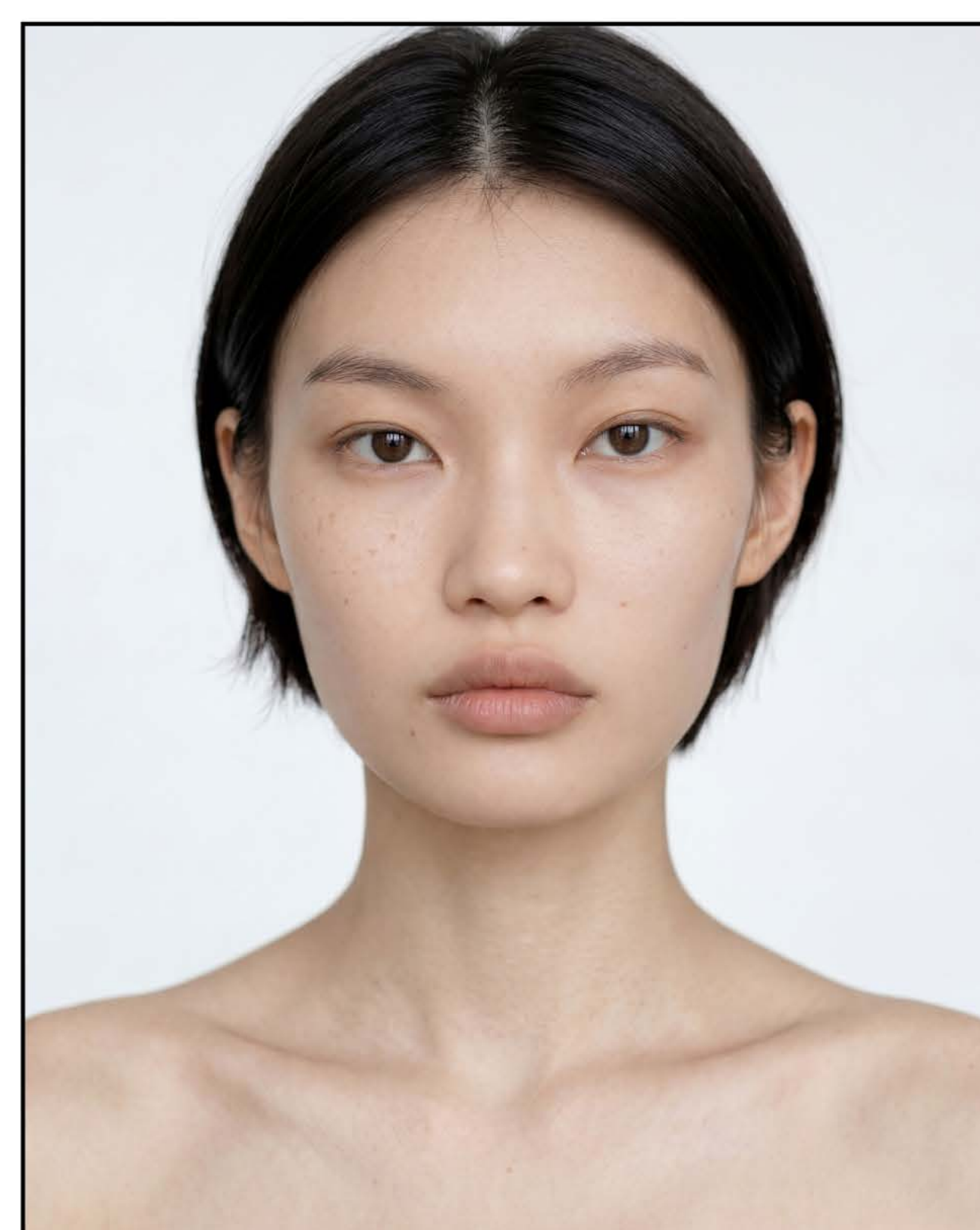
**MILA BELYAEVA**



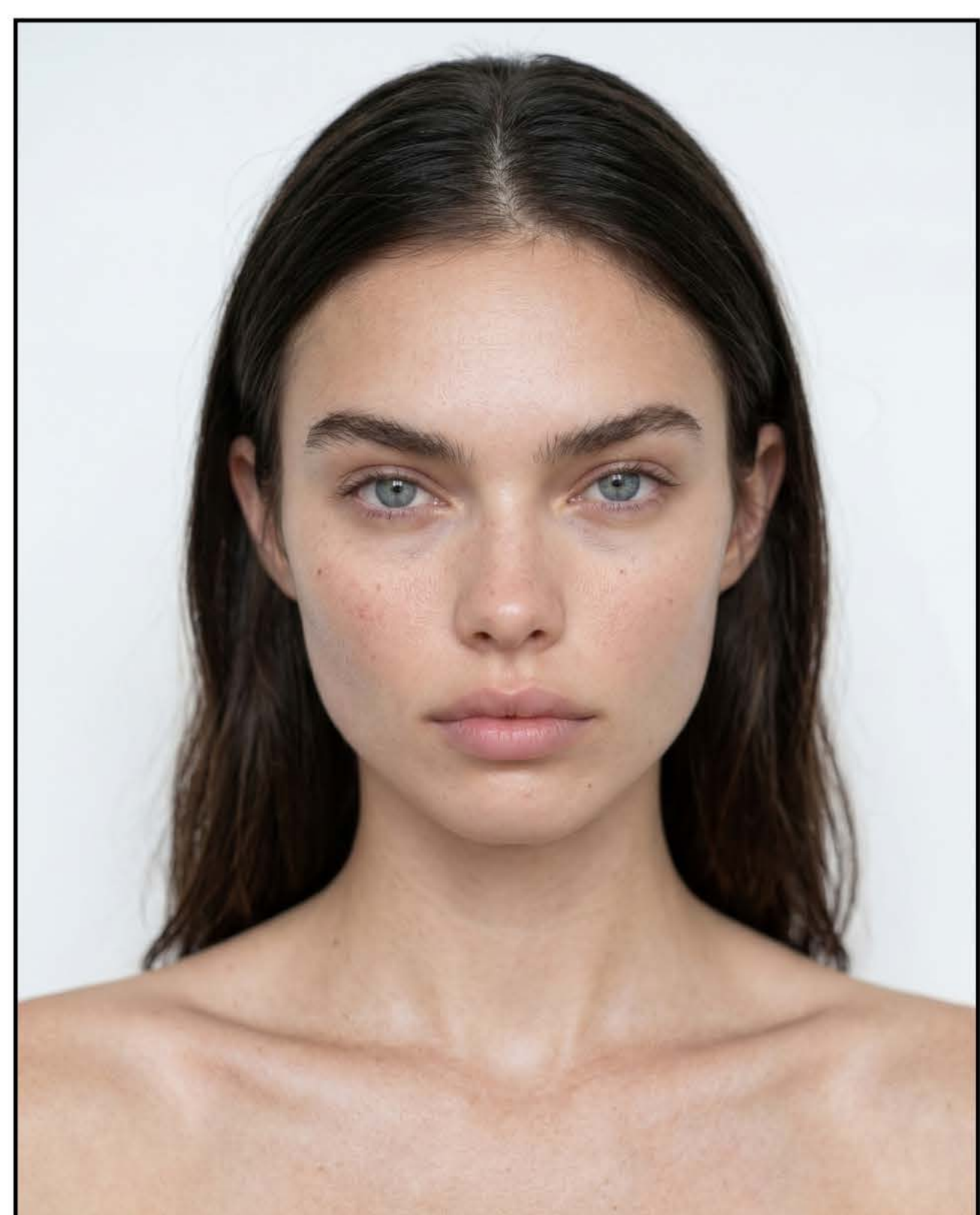
**SOFIA KRAVTSOVA**



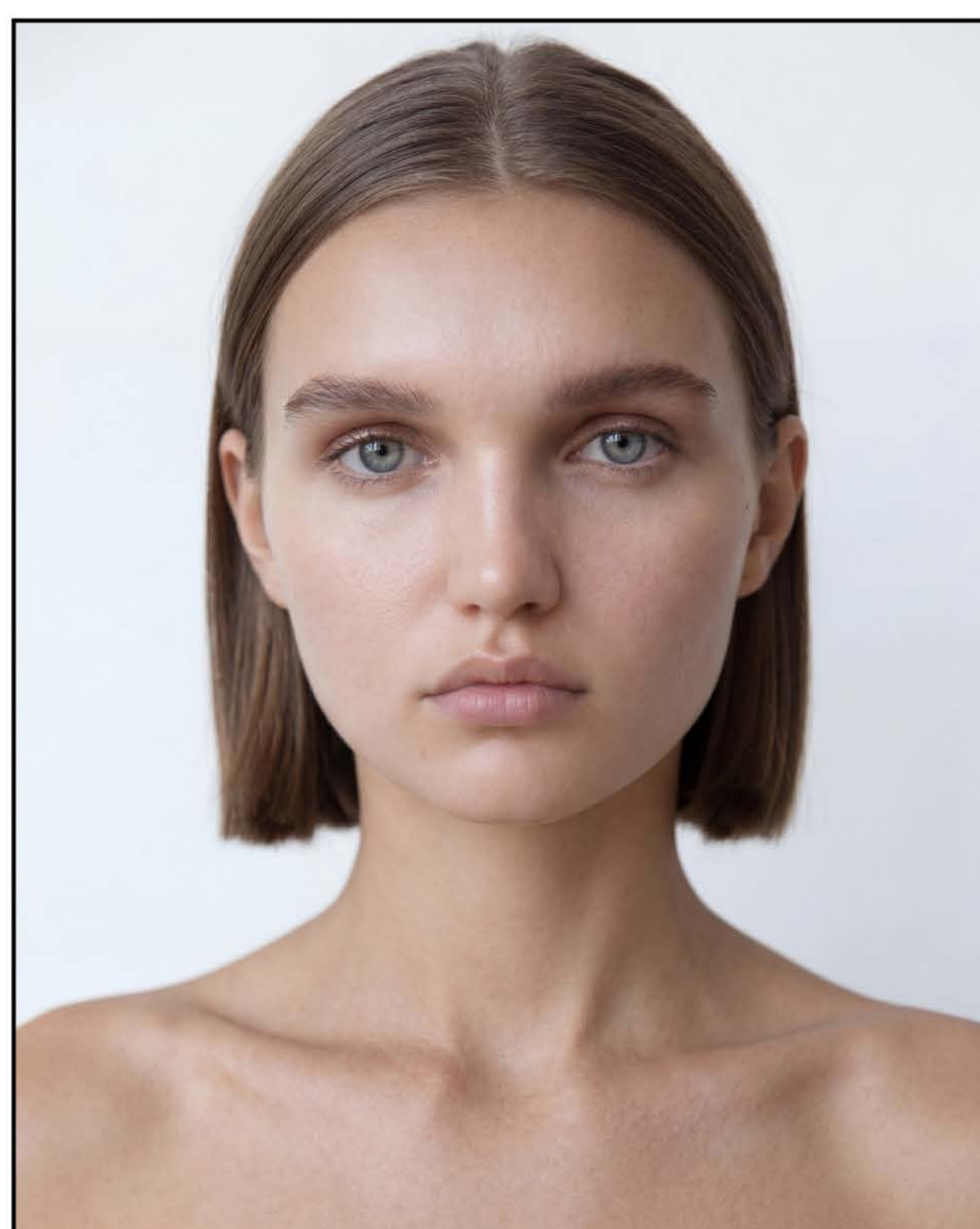
**MARINA KOROLEVA**



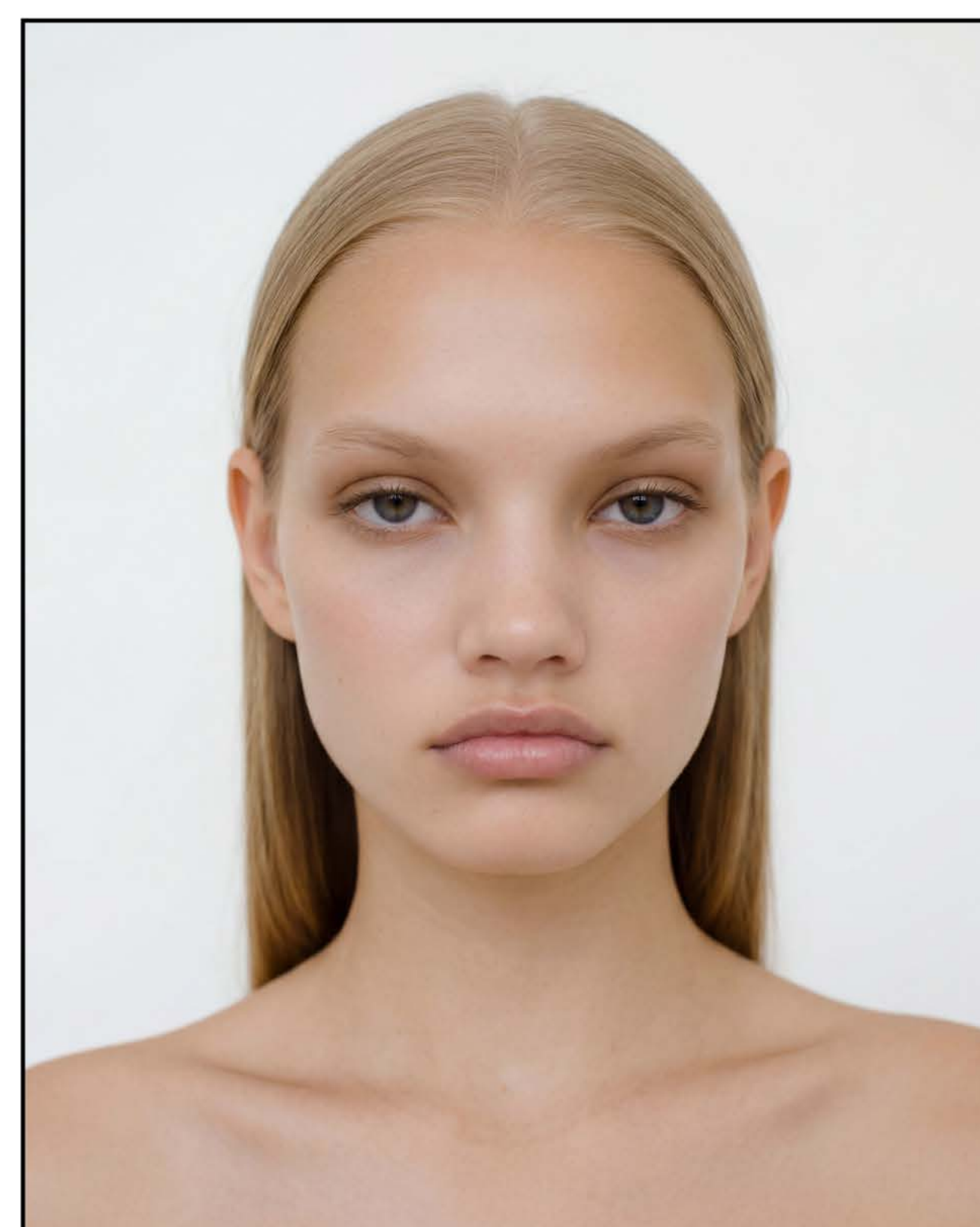
**EVA KIM**



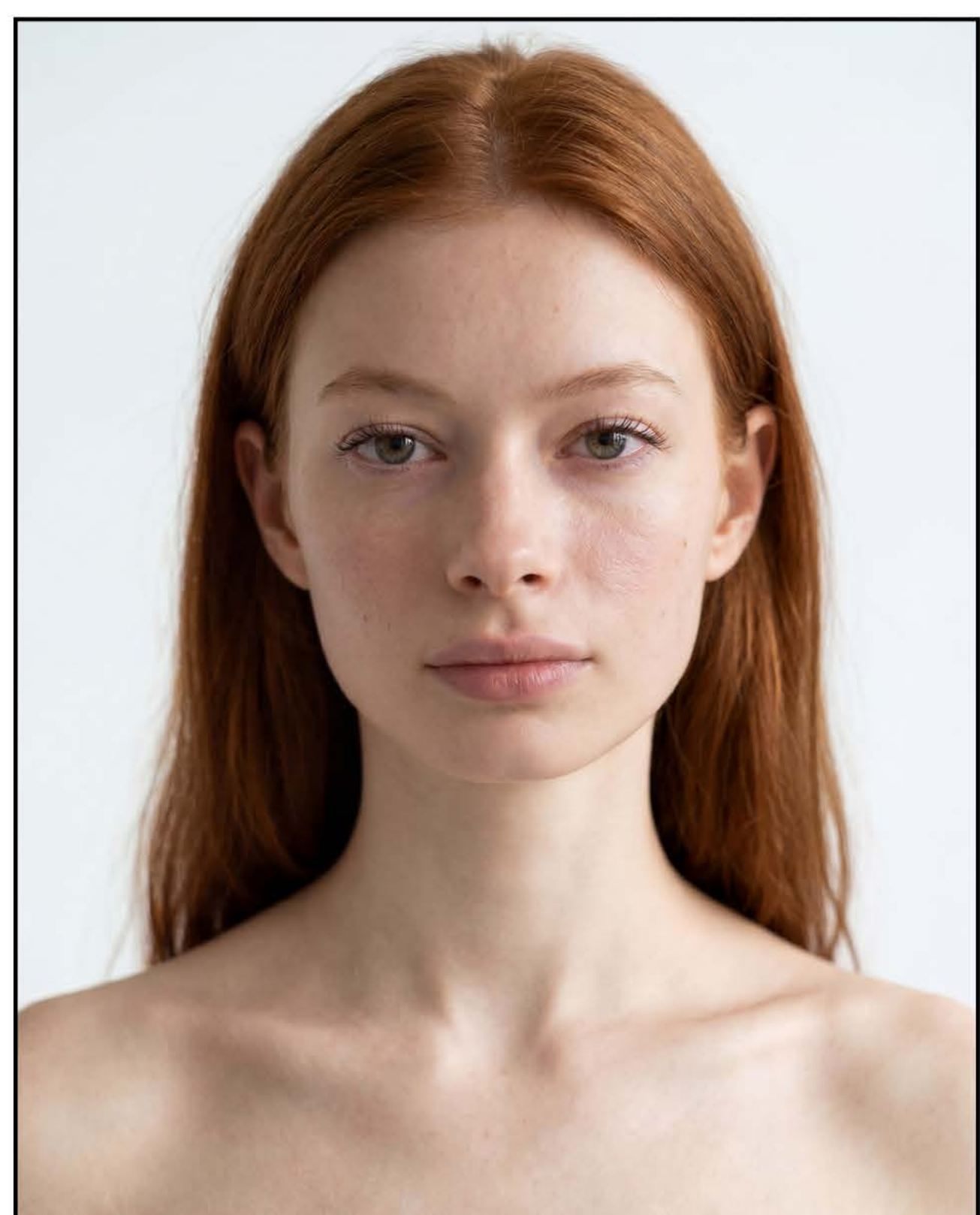
**IRINA LEBEDEVA**



**YULIA DANILOVA**



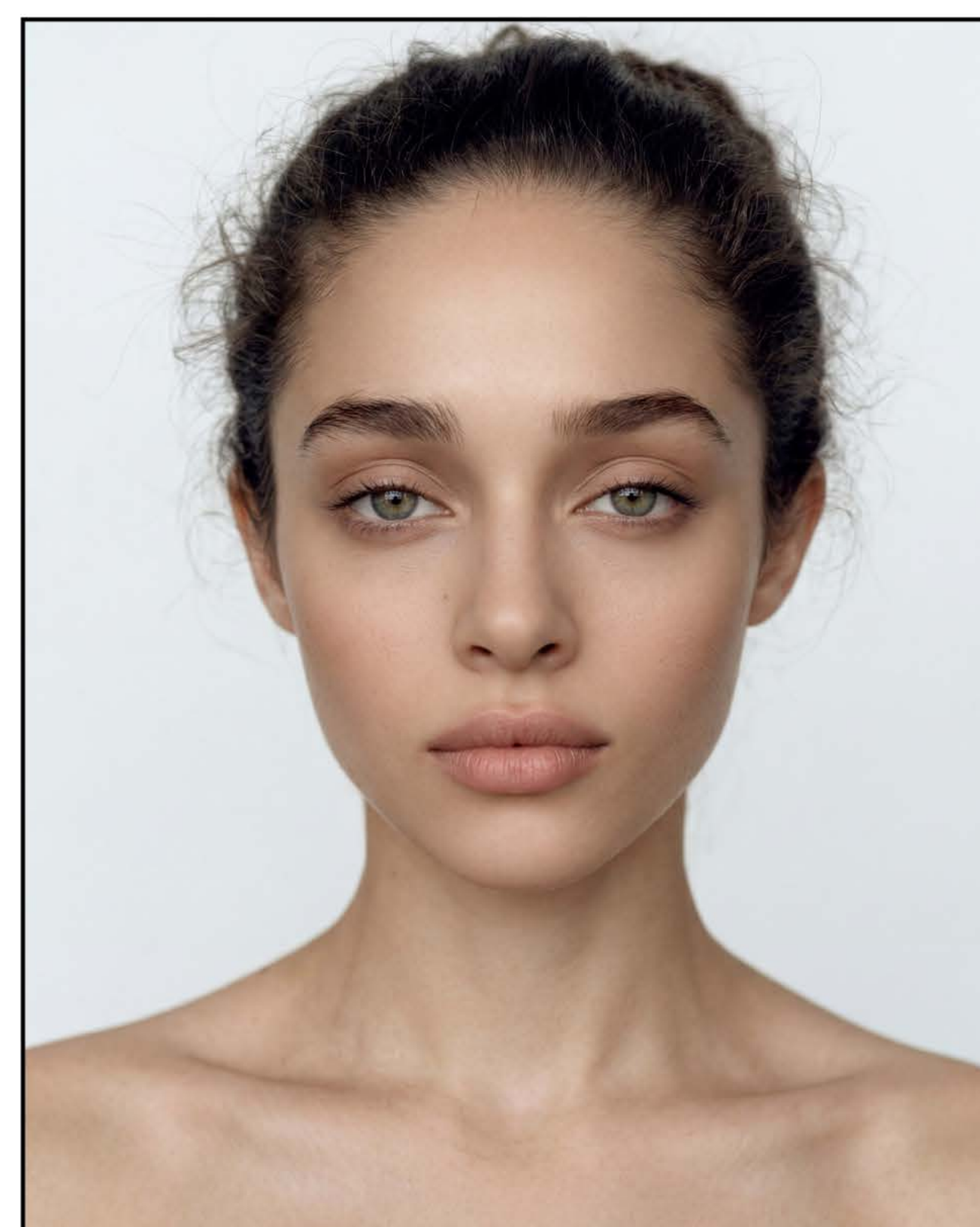
**ARINA VLASOVA**



**ZOYA SEMENOVA**



**ANNA MIRONOVA**

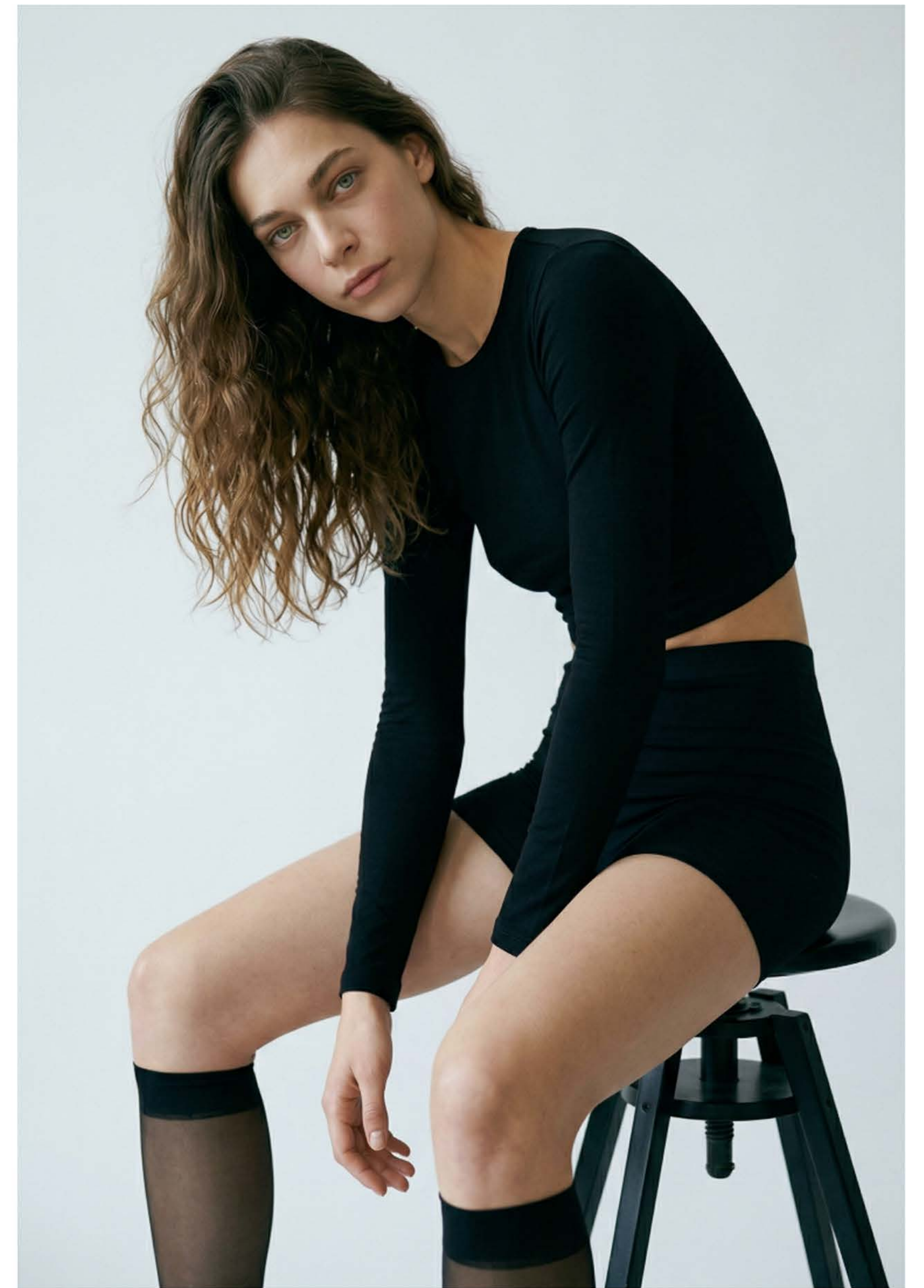
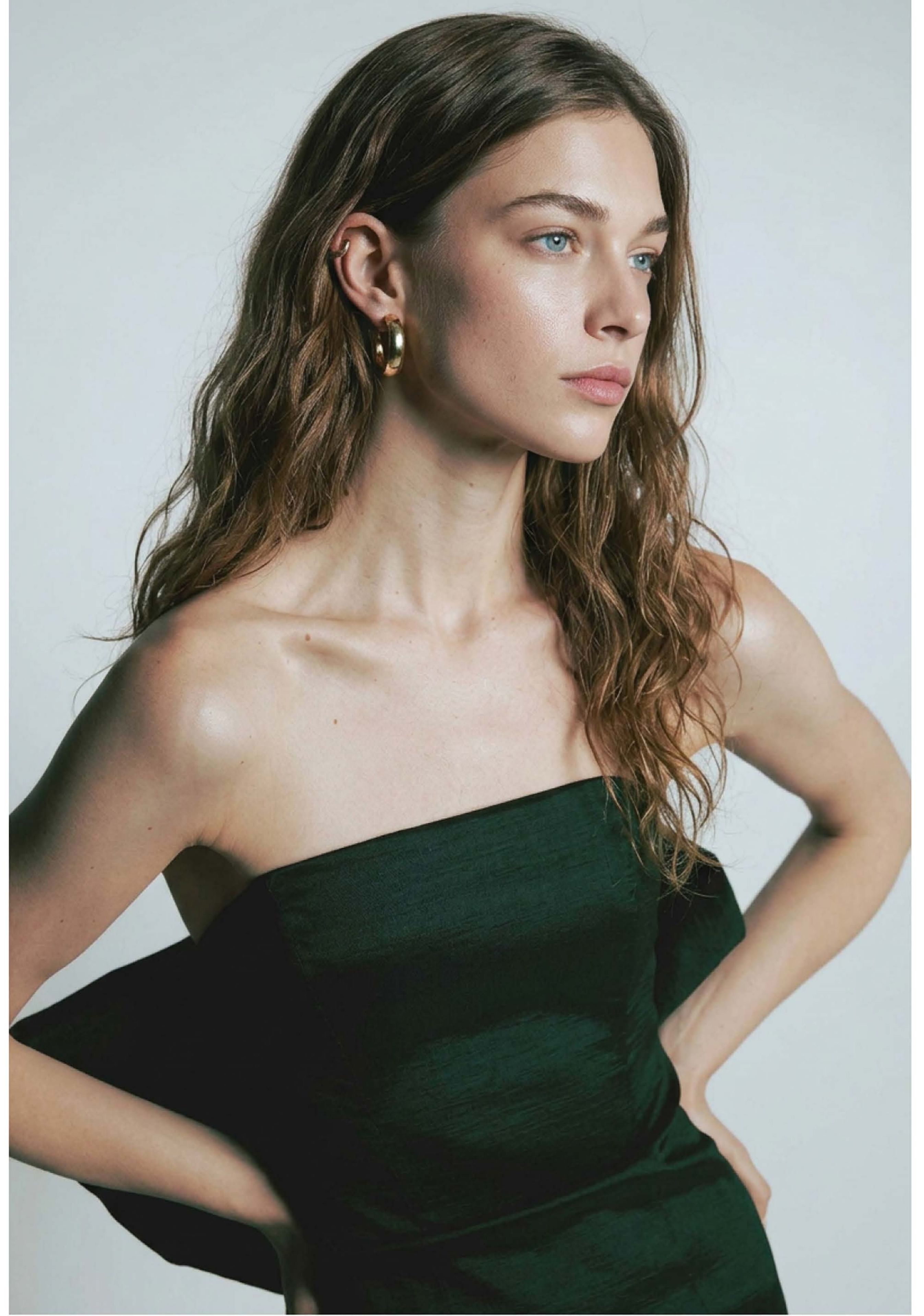


**DARIA KIMANI**

**JPM**

Just Produced Model

**JPM**  
Just Produced Model



HEIGHT 179  
BUST 82  
WAIST 60  
HIPS 88

# LENA MOROZOVA

SHOES 39  
EYES BLUE  
HAIR BROWN

**JPM**  
Just Produced Model

**JPM**

Just Produced Model



HEIGHT 176  
BUST 80  
WAIST 58  
HIPS 86

**ALINA VOVNENKO**

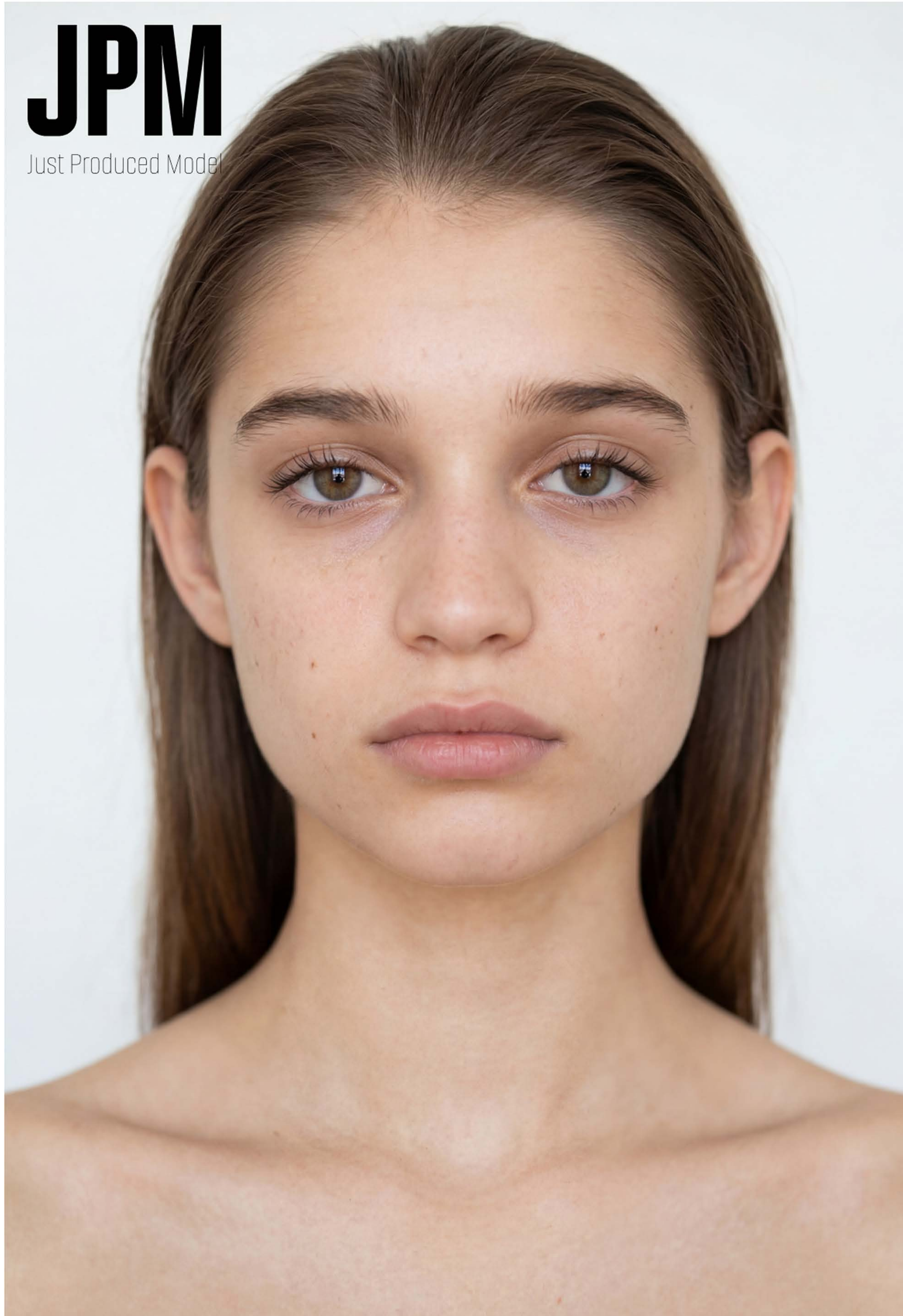
SHOES 39  
EYES BLUE  
HAIR BROWN

**JPM**

Just Produced Model

**JPM**

Just Produced Model



HEIGHT 173  
BUST 78  
WAIST 56  
HIPS 86

**MILA BELYAEVA**

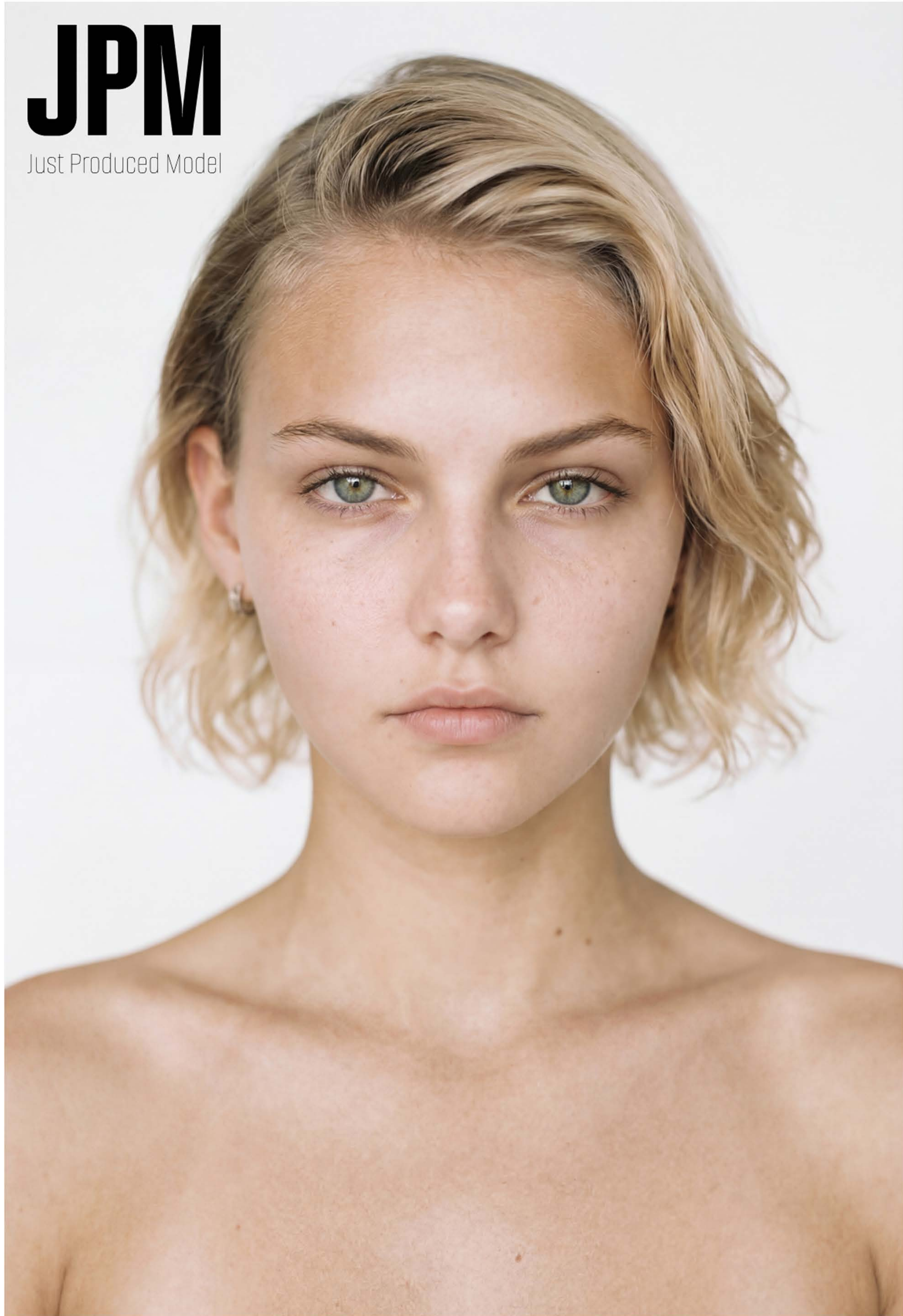
SHOES 37  
EYES BROWN  
HAIR BROWN

**JPM**

Just Produced Model

**JPM**

Just Produced Model



HEIGHT 179  
BUST 83  
WAIST 59  
HIPS 87

**SOFIA KRAVTSOVA**

SHOES 40  
EYES GREEN  
HAIR BLONDE

**JPM**

Just Produced Model

**JPM**

Just Produced Model



HEIGHT 176  
BUST 80  
WAIST 58  
HIPS 88

**MARINA KOROLEVA**

SHOES 38  
EYES BLUE  
HAIR RED

**JPM**  
Just Produced Model

**JPM**  
Just Produced Model



HEIGHT 175  
BUST 82  
WAIST 58  
HIPS 87

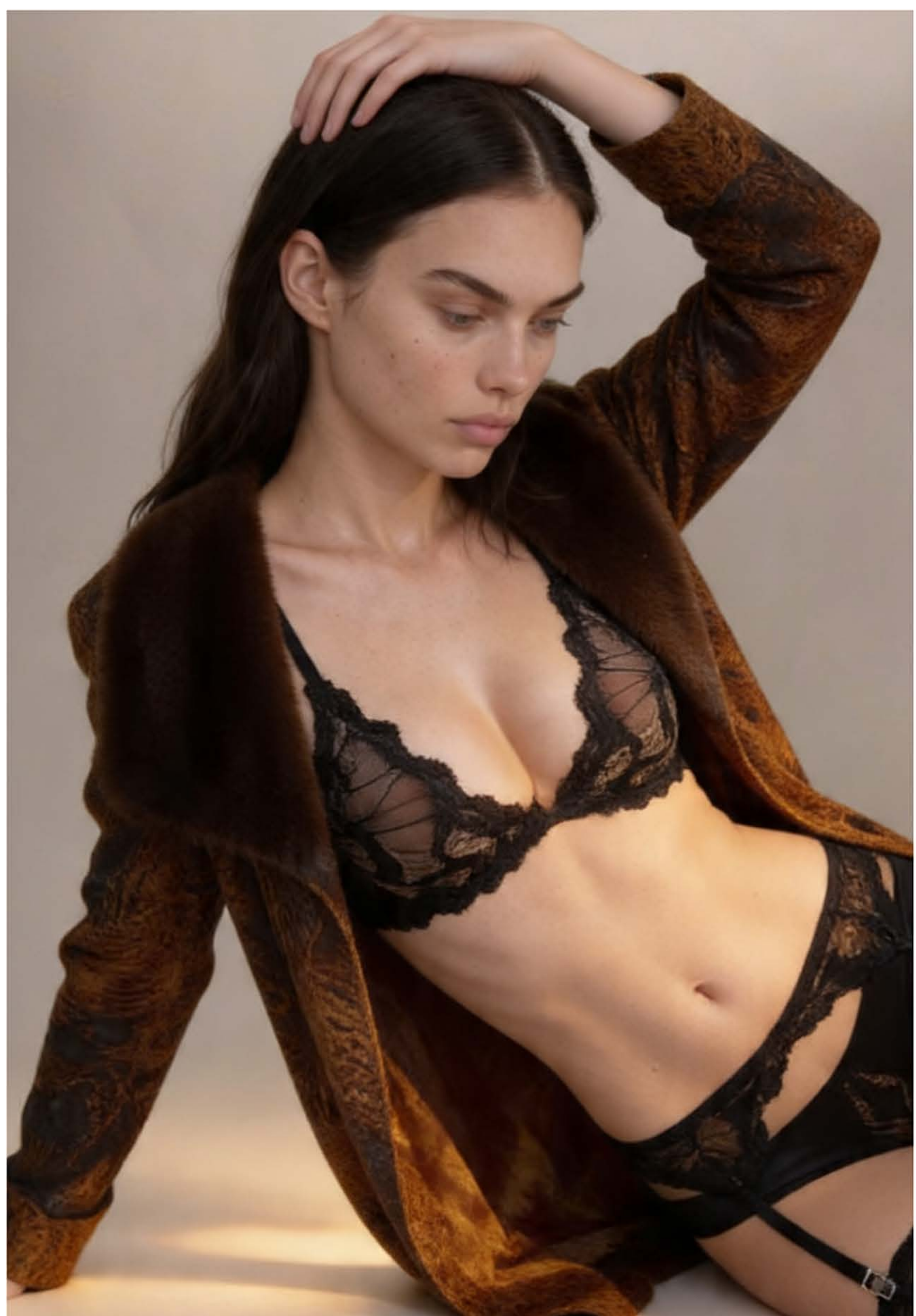
**EVA KIM**

SHOES 37  
EYES BROWN  
HAIR BROWN

**JPM**  
Just Produced Model

**JPM**

Just Produced Model



HEIGHT 178  
BUST 85  
WAIST 58  
HIPS 86

**IRINA LEBEDEVA**

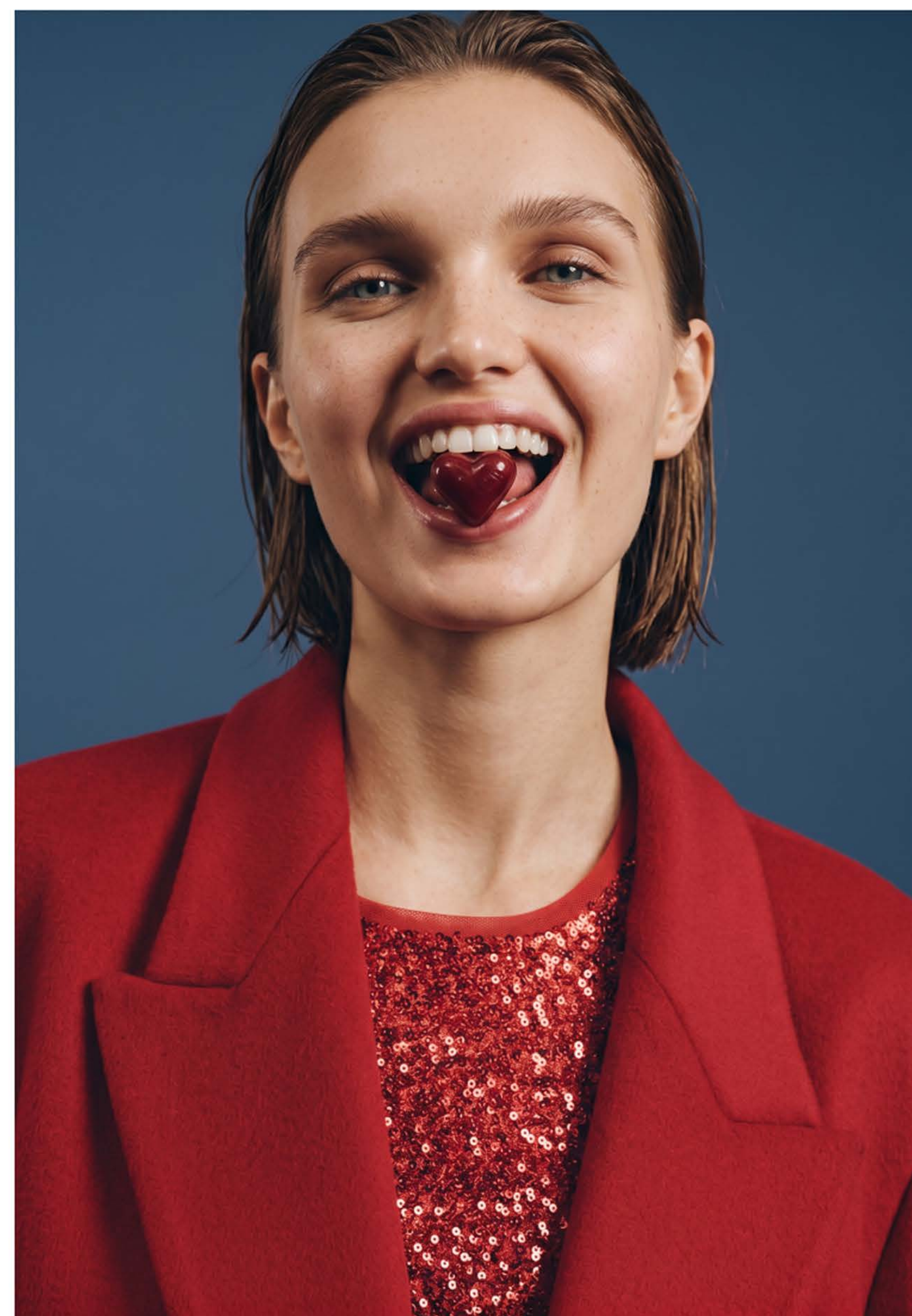
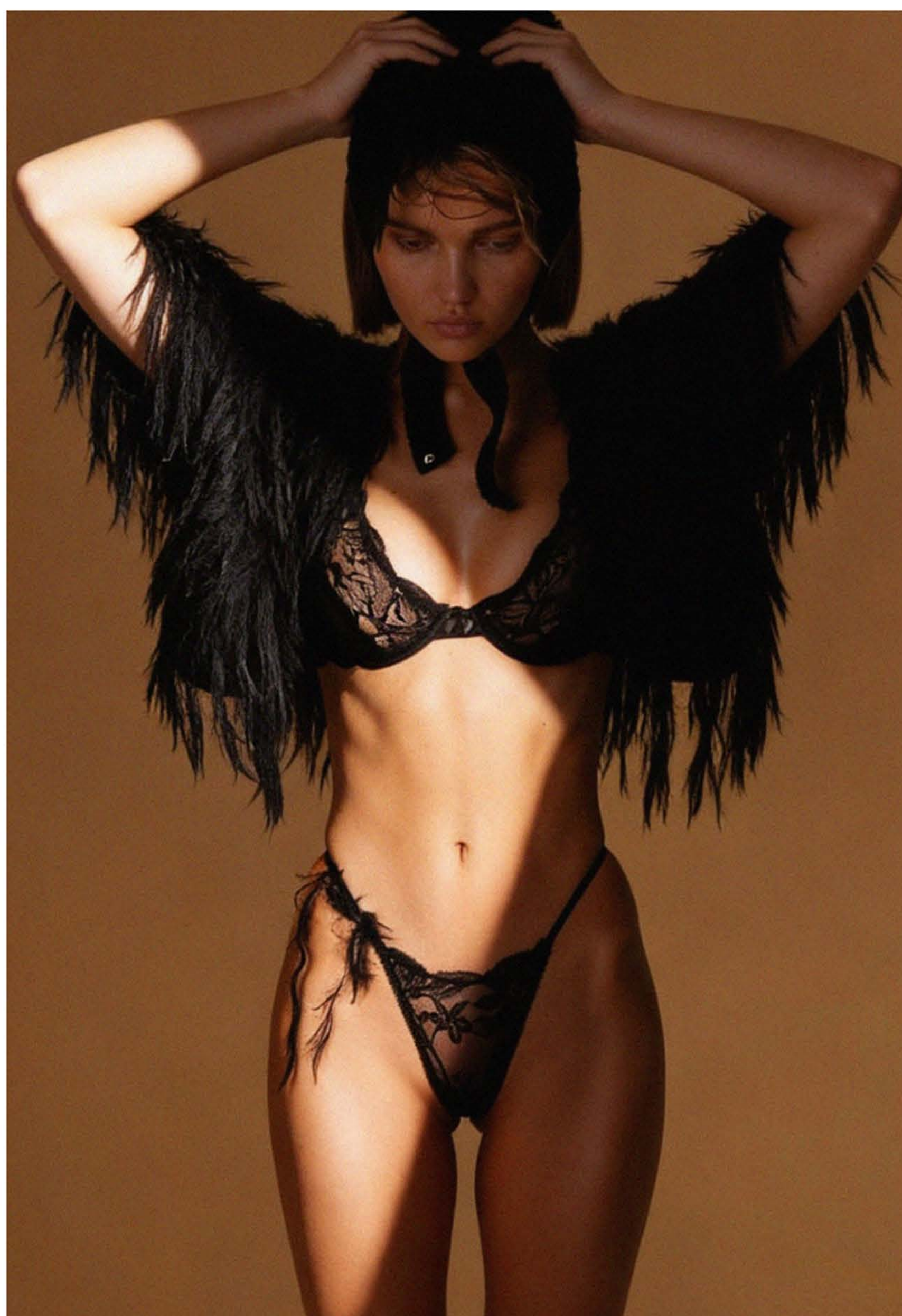
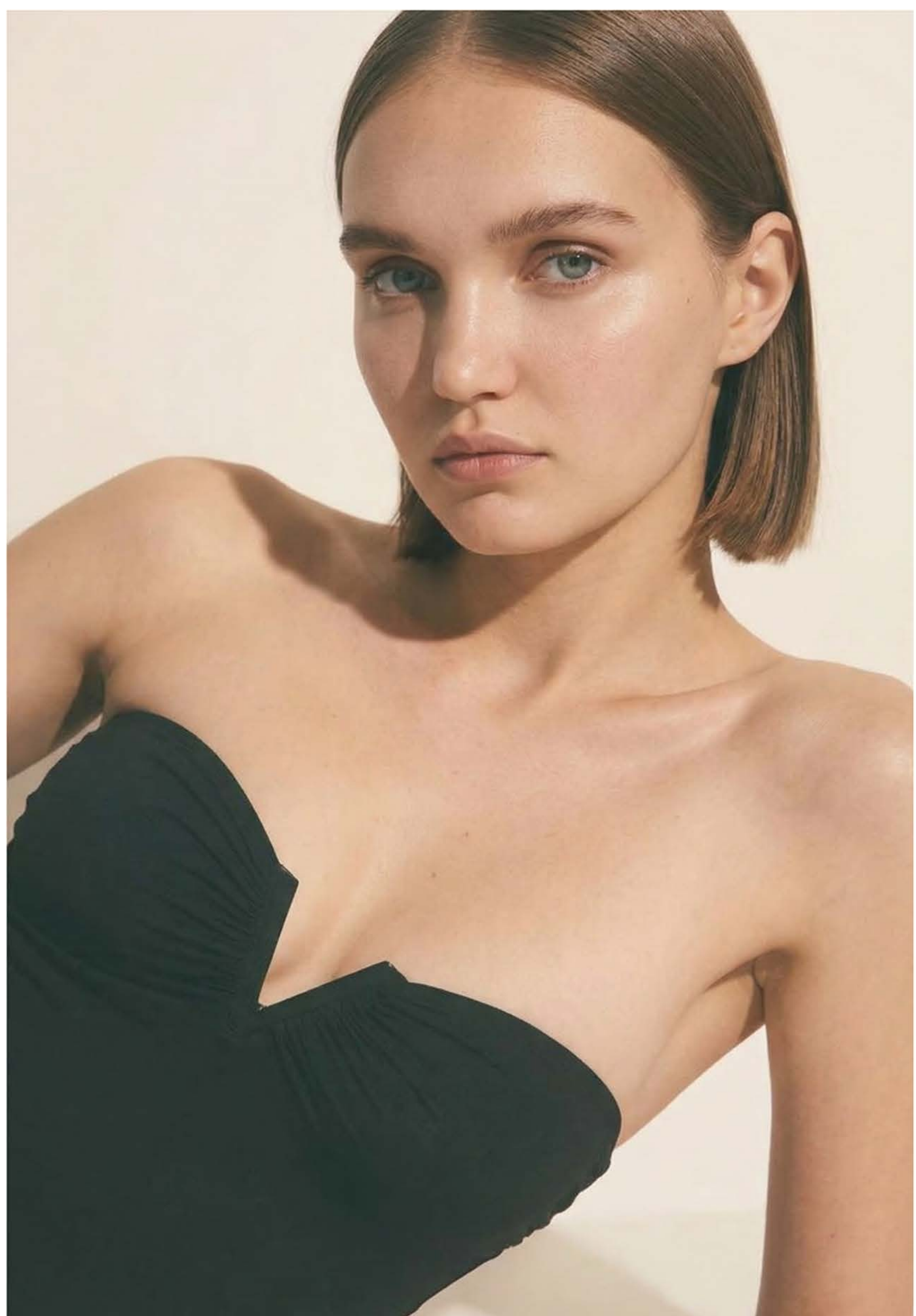
SHOES 40  
EYES BLUE  
HAIR BROWN

**JPM**

Just Produced Model

**JPM**

Just Produced Model



HEIGHT 180  
BUST 78  
WAIST 57  
HIPS 86

**YULIA DANILOVA**

SHOES 40  
EYES BLUE  
HAIR BROWN

**JPM**

Just Produced Model

**JPM**  
Just Produced Model



HEIGHT 178  
BUST 83  
WAIST 57  
HIPS 87

# ARINA VLASOVA

SHOES 40  
EYES BLUE  
HAIR BLONDE

**JPM**  
Just Produced Model

**JPM**

Just Produced Model



HEIGHT 177  
BUST 81  
WAIST 59  
HIPS 87

**ZOYA SEMENOVA**

SHOES 39  
EYES GREEN  
HAIR COPPER  
RED

**JPM**

Just Produced Model

**JPM**  
Just Produced Model



HEIGHT 176  
BUST 81  
WAIST 57  
HIPS 87

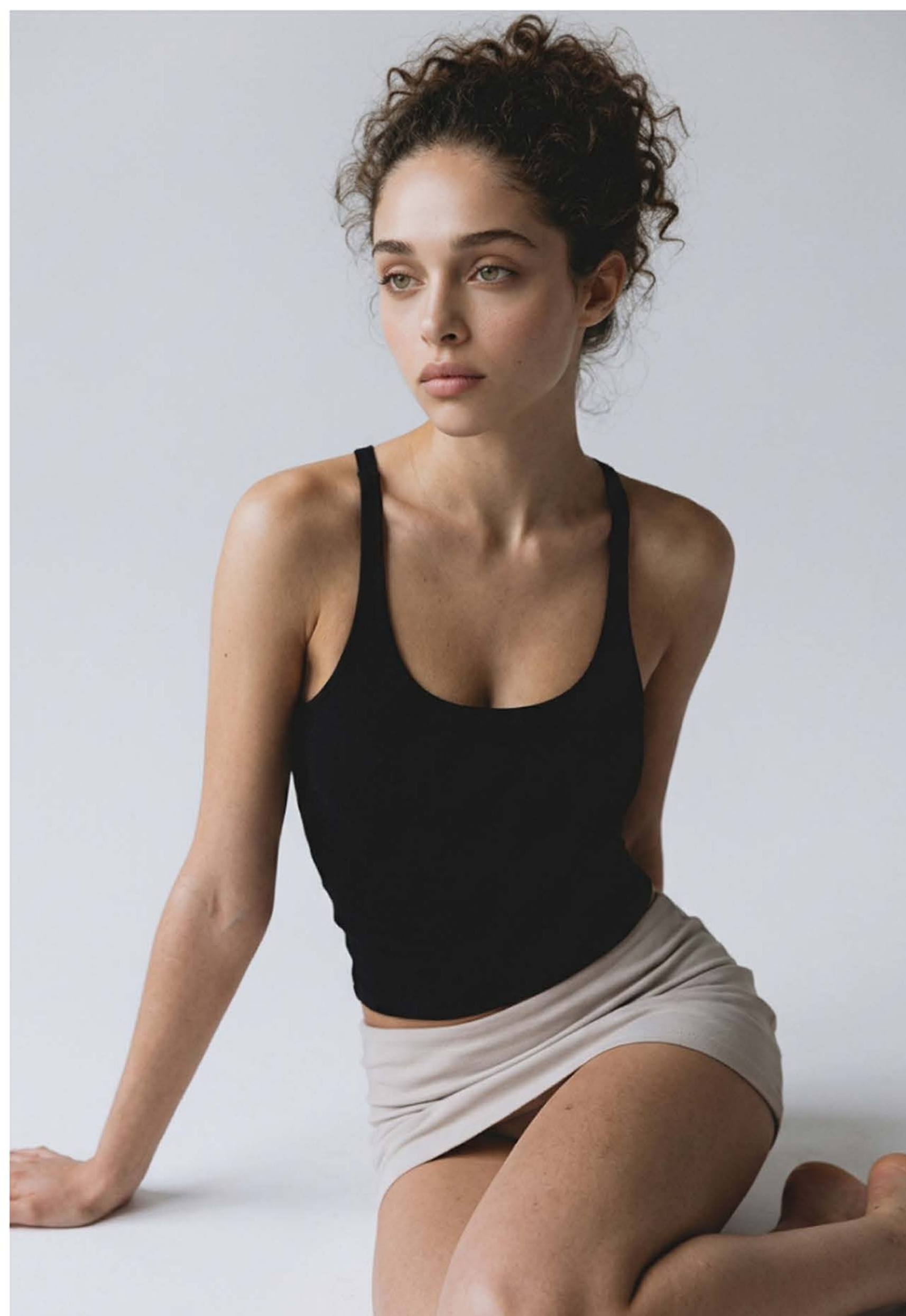
**ANNA MIRONOVA**

SHOES 39  
EYES BLUE  
HAIR DARK  
BLONDE

**JPM**  
Just Produced Model

**JPM**

Just Produced Model



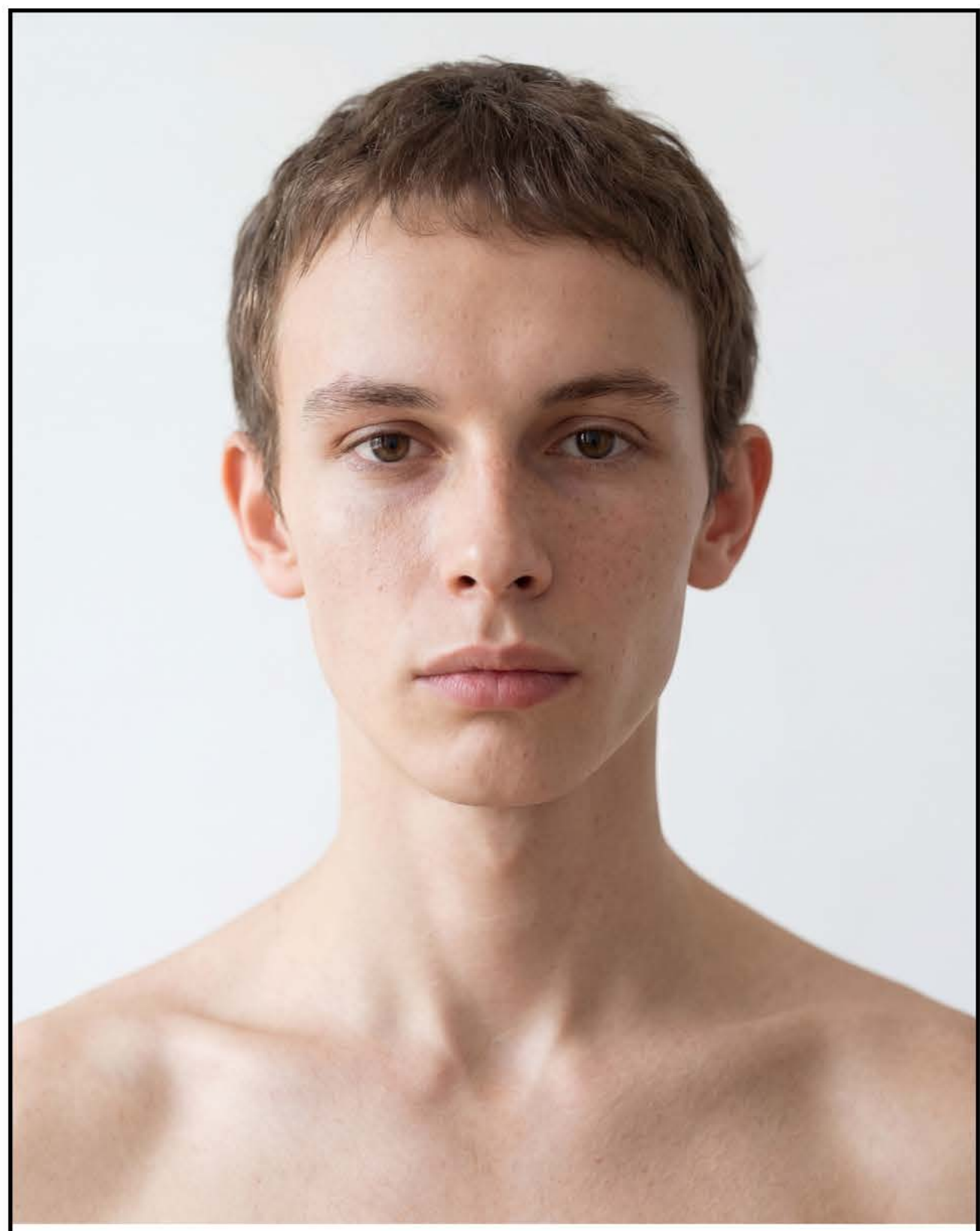
HEIGHT 174  
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WAIST 58  
HIPS 87

**DARIA KIMANI**

SHOES 37  
EYES GREEN  
HAIR BROWN

**JPM**  
Just Produced Model

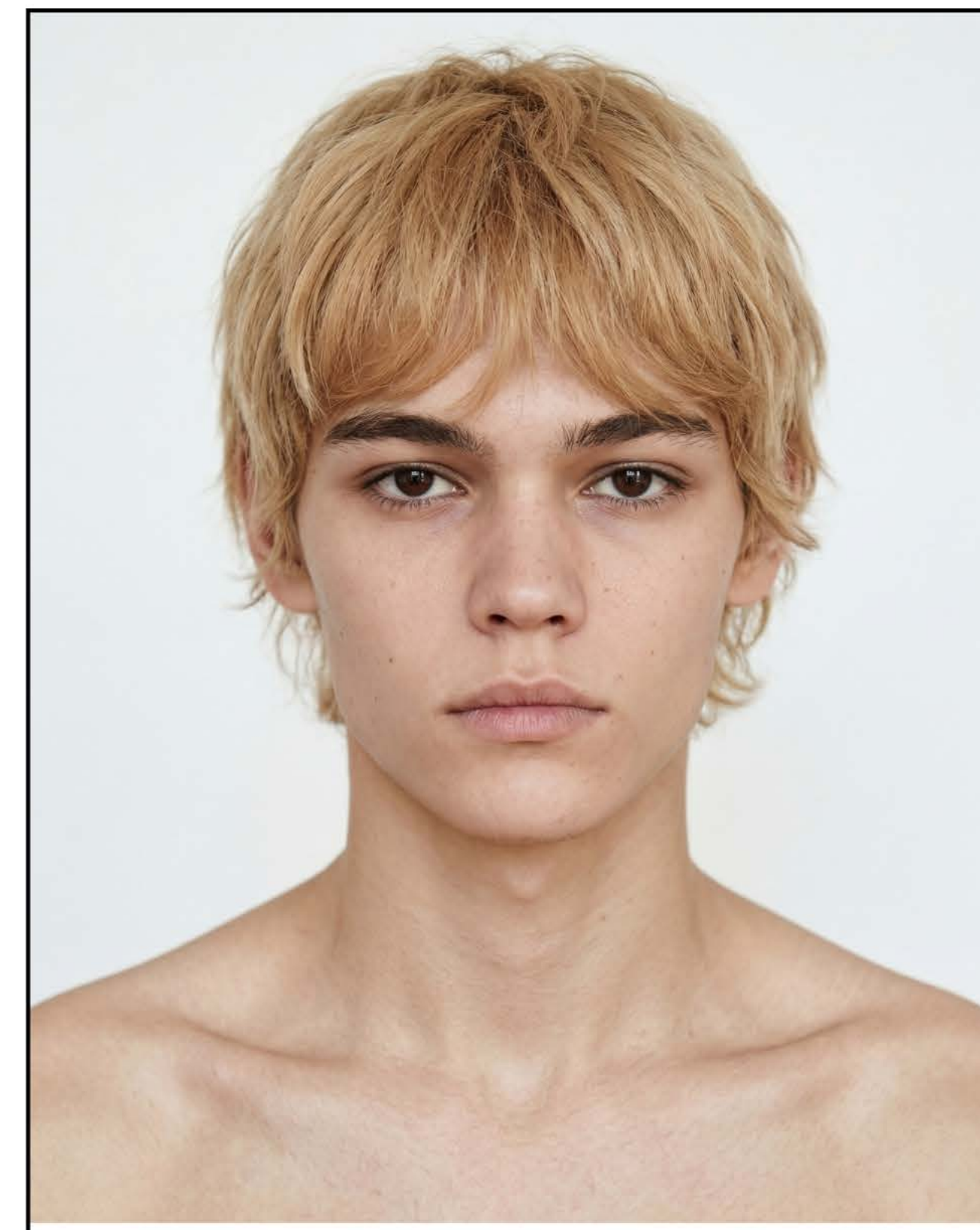
# MAN



**MARK RUBANOV**



**SERGEY LUBIMOV**



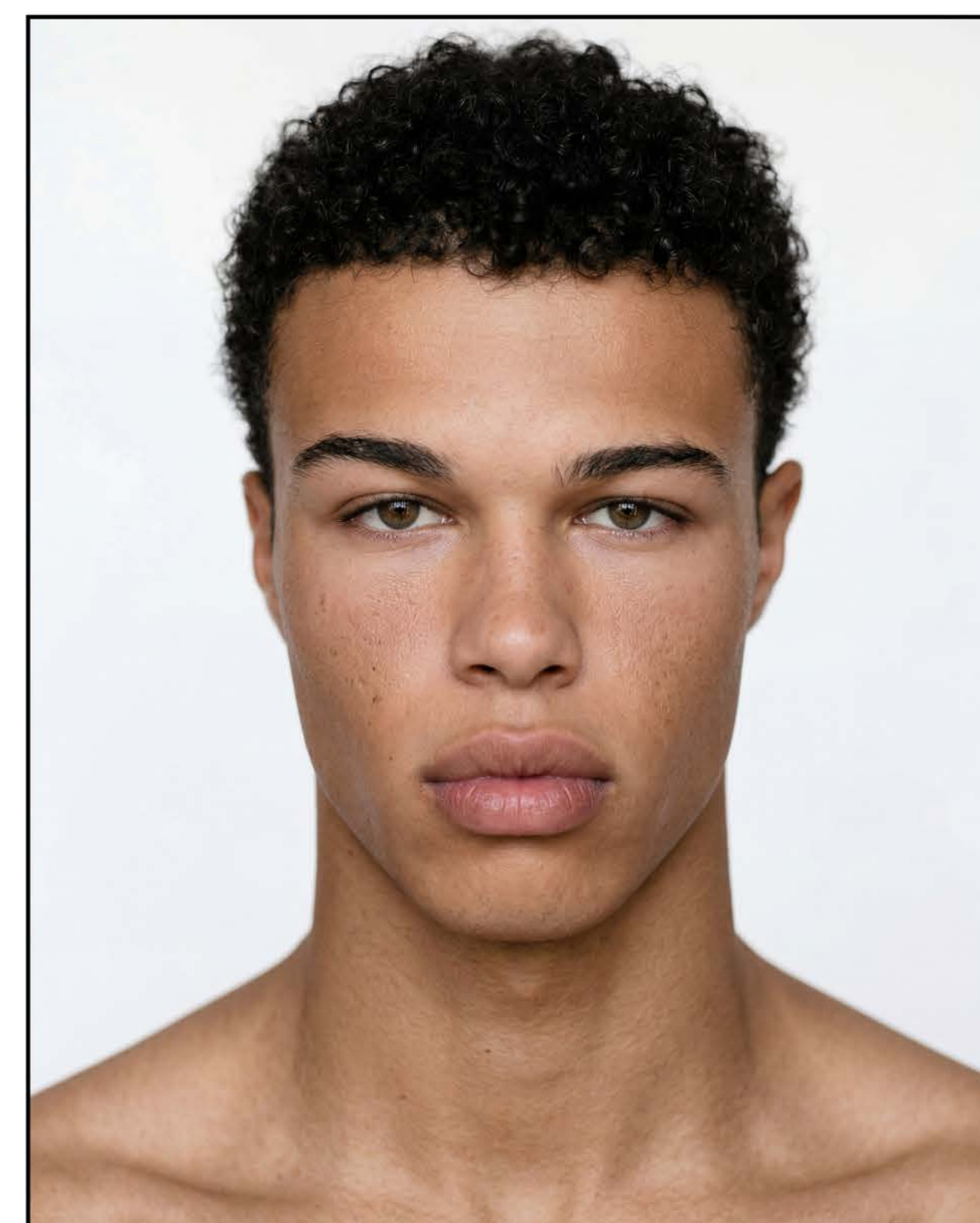
**MISHA PAVLOV**



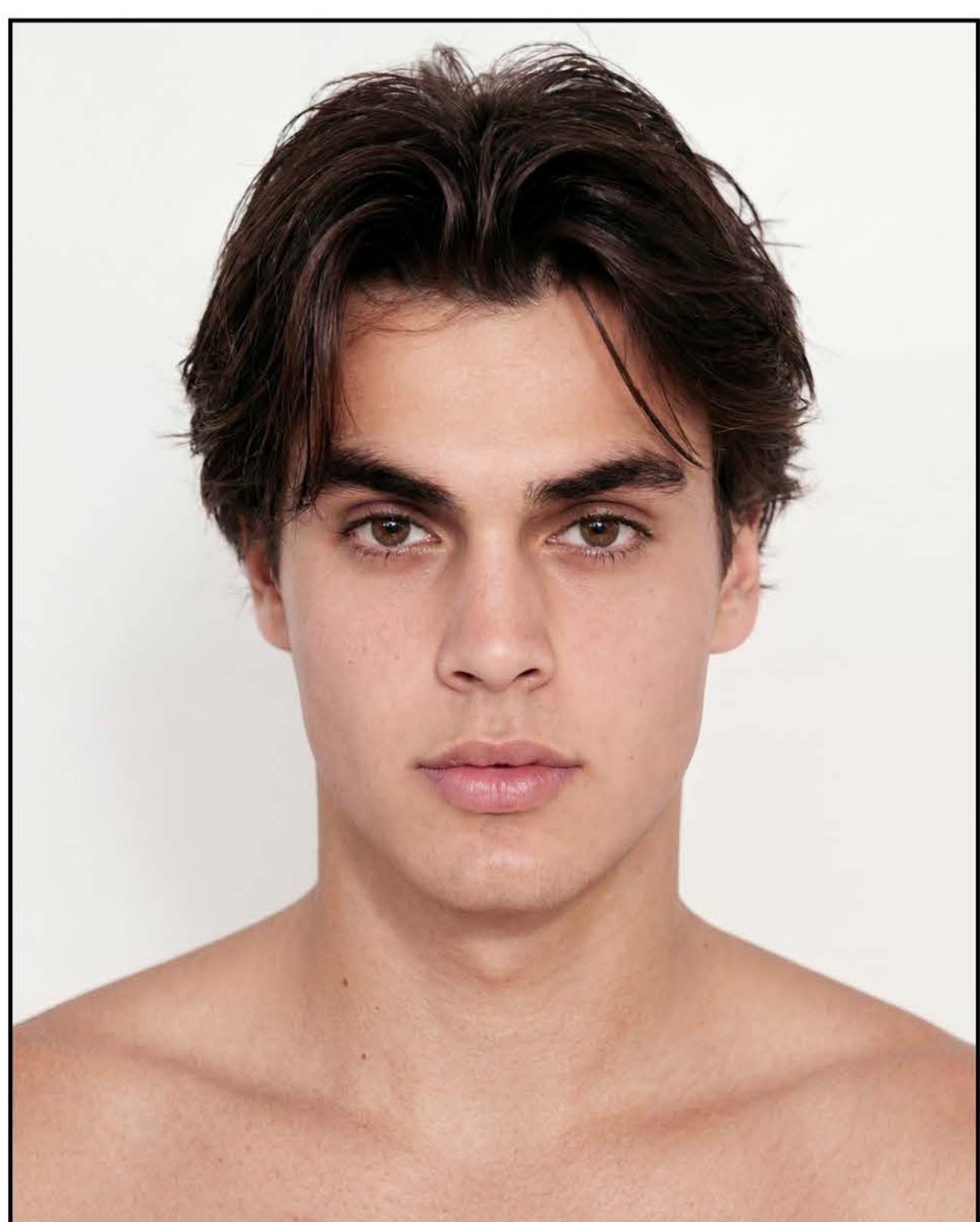
**KONSTANTIN SAVIN**



**SAM PAUSTOVSKY**



**THABO NOVIKOV**



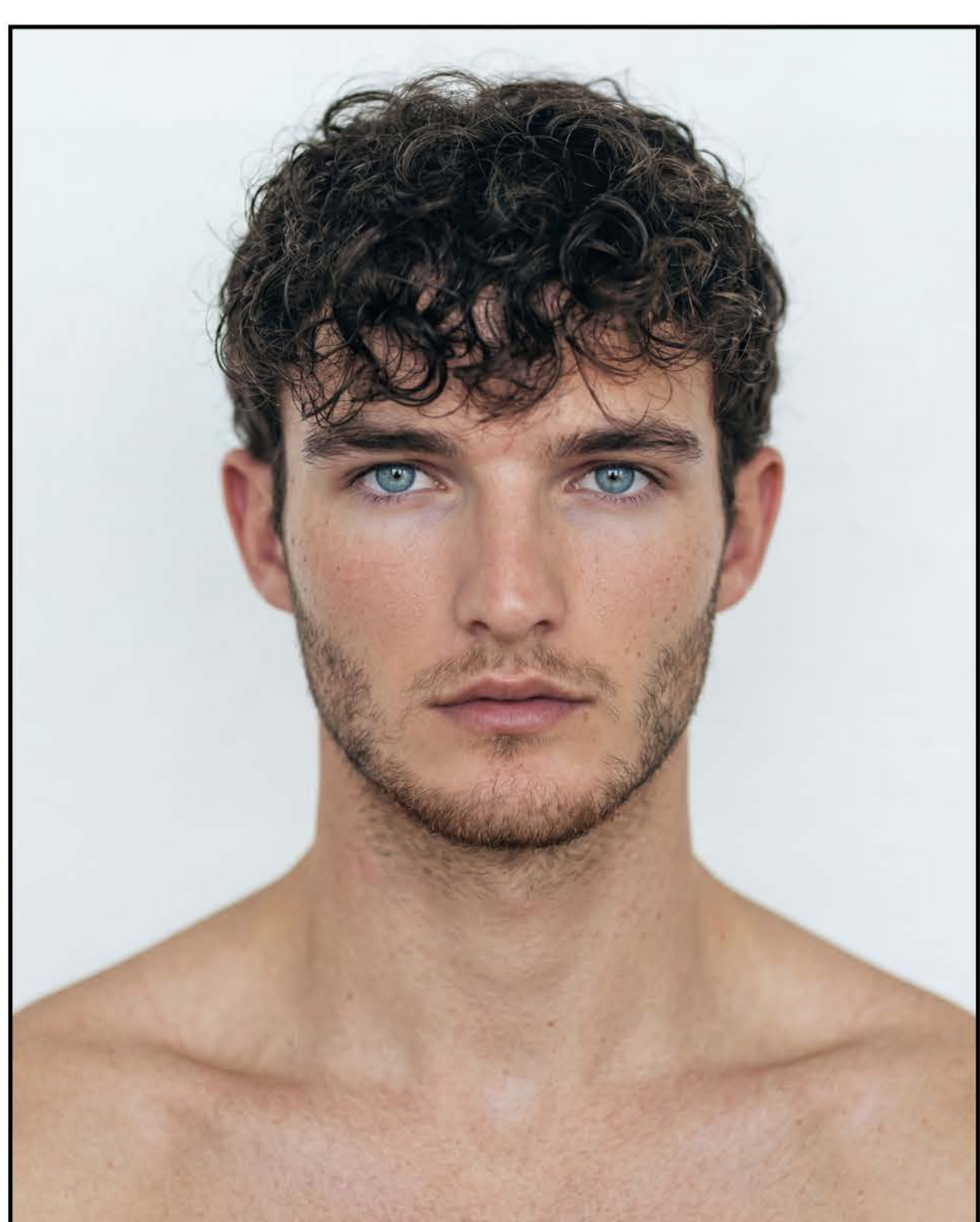
**EVGENIY TOMIN**



**PAVEL KOBALADZE**



**TIMUR KOVALEV**



**SEVA NAUMOV**



**BORIS DREMIN**



**ILYA FEDOROV**

**JPM**  
Just Produced Model



HEIGHT 187  
BUST 86  
WAIST 69  
HIPS 88

# MARK RUBANOV

SHOES 44  
EYES BROWN  
HAIR BROWN

**JPM**  
Just Produced Model

**JPM**  
Just Produced Model



HEIGHT 186  
BUST 88  
WAIST 76  
HIPS 94

**SERGEY LUBIMOV**

SHOES 45  
EYES GREEN  
HAIR BROWN

**JPM**  
Just Produced Model

**JPM**  
Just Produced Model



HEIGHT 184  
BUST 88  
WAIST 70  
HIPS 88

# MISHA PAVLOV

SHOES 44  
EYES BROWN  
HAIR BLONDE

**JPM**

Just Produced Model



HEIGHT 190  
BUST 91  
WAIST 80  
HIPS 91

# KONSTANTIN SAVIN

SHOES 45  
EYES GREEN  
HAIR BROWN

**JPM**

Just Produced Model

**JPM**

Just Produced Model



HEIGHT 189  
BUST 92  
WAIST 73  
HIPS 91

# SAM PAUSTOVSKY

SHOES 45  
EYES BLUE  
HAIR BROWN

**JPM**

Just Produced Model

**JPM**

Just Produced Model



HEIGHT 186  
BUST 96  
WAIST 75  
HIPS 93

# THABO NOVIKOV

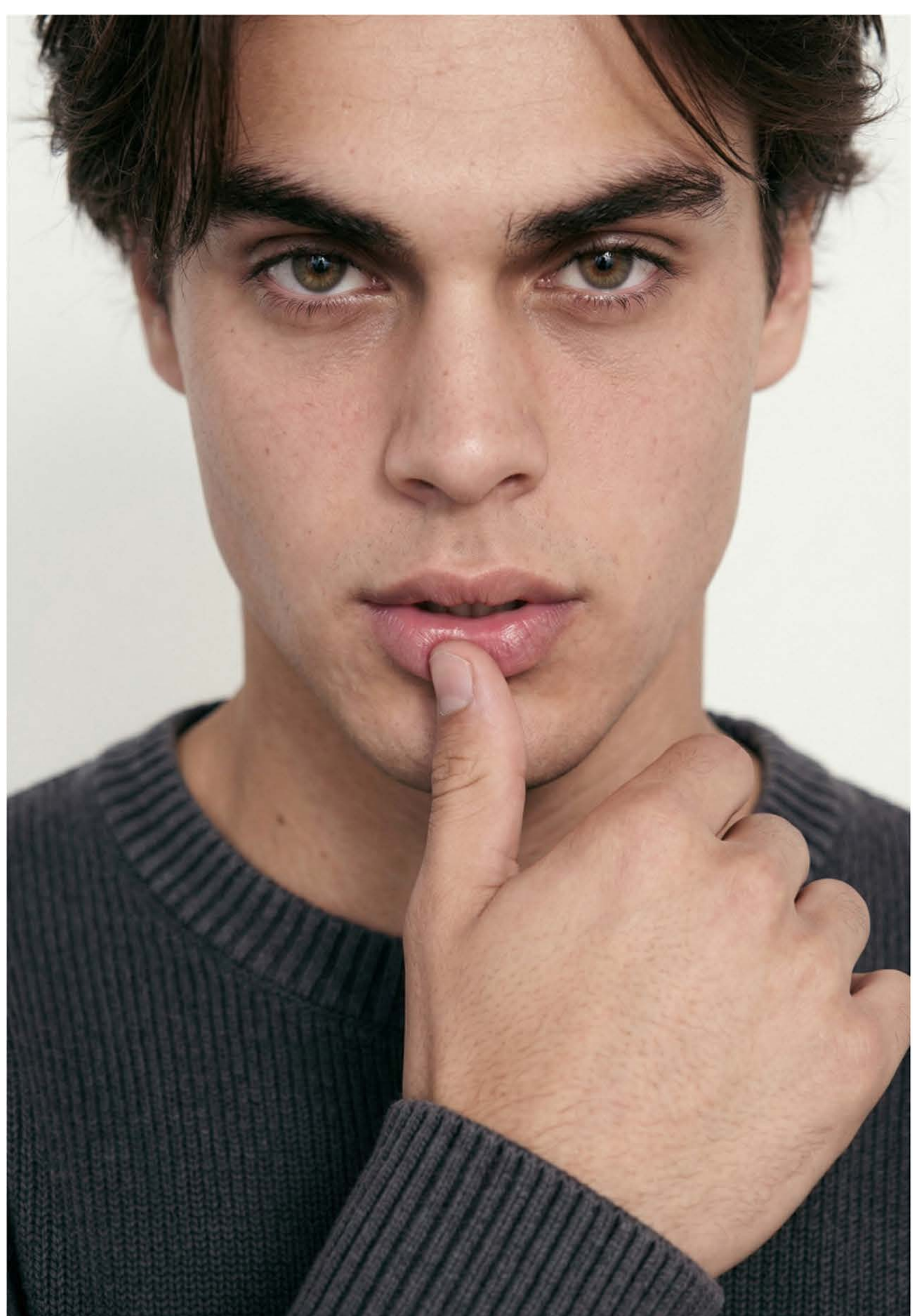
SHOES 44  
EYES BROWN  
HAIR BROWN

**JPM**

Just Produced Model

**JPM**

Just Produced Model



HEIGHT 184  
BUST 96  
WAIST 78  
HIPS 93

# EVGENIY TOMIN

SHOES 43  
EYES BROWN  
HAIR BROWN

**JPM**

Just Produced Model

**JPM**

Just Produced Model



HEIGHT 184  
BUST 102  
WAIST 82  
HIPS 98

# PAVEL KOBALADZE

SHOES 43  
EYES BROWN  
HAIR BROWN

**JPM**

Just Produced Model

**JPM**

Just Produced Model



HEIGHT 185  
BUST 100  
WAIST 79  
HIPS 96

**TIMUR KOVALEV**

SHOES 43  
EYES BLUE  
HAIR BROWN

**JPM**

Just Produced Model

**JPM**

Just Produced Model



HEIGHT 186  
BUST 92  
WAIST 73  
HIPS 90

**SEVA NAUMOV**

SHOES 43  
EYES BLUE  
HAIR BROWN

**JPM**

Just Produced Model

**JPM**

Just Produced Model



HEIGHT 181  
BUST 86  
WAIST 72  
HIPS 85

# BORIS DREMIN

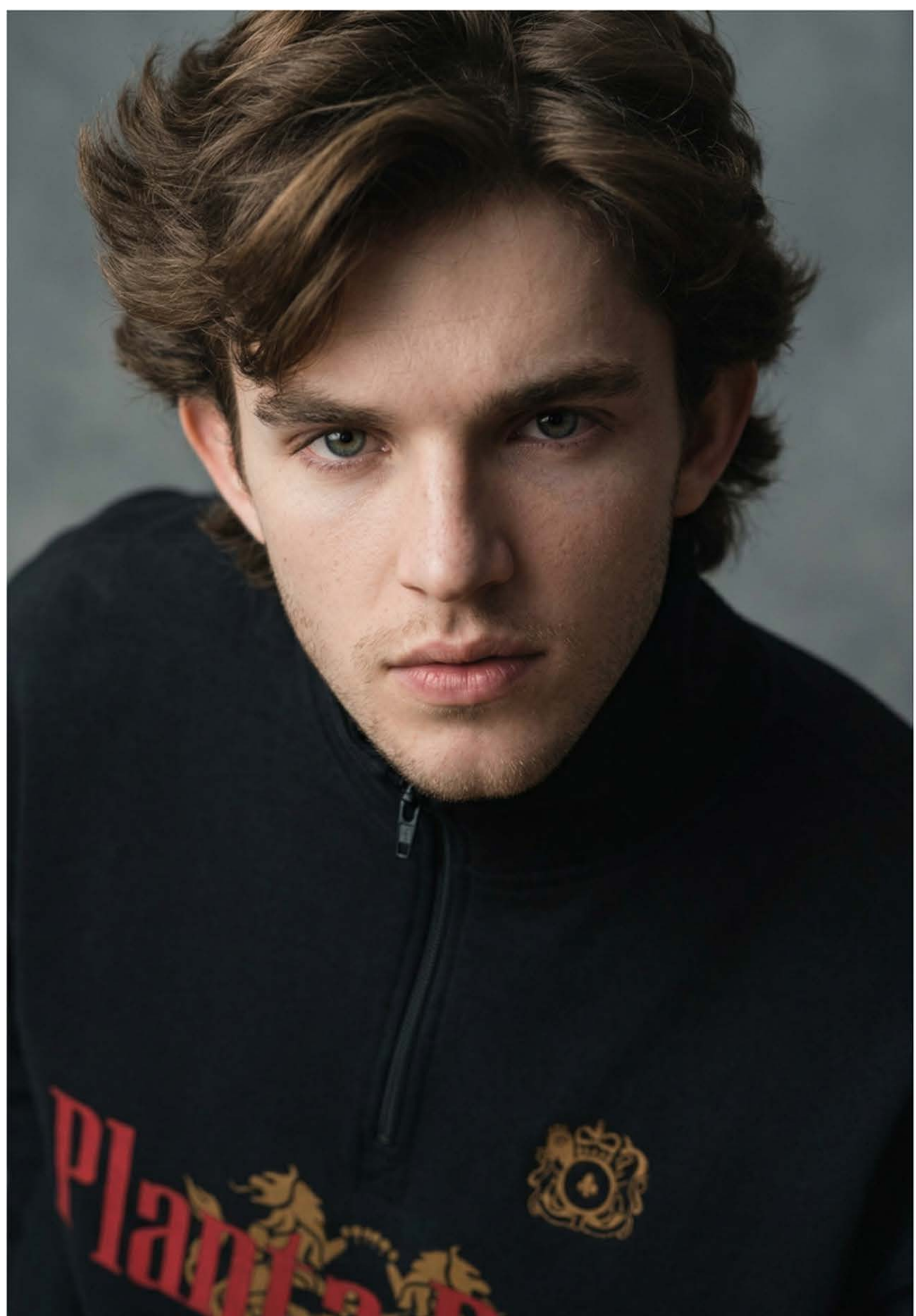
SHOES 42  
EYES BLUE  
HAIR BROWN

**JPM**

Just Produced Model

**JPM**

Just Produced Model



HEIGHT 184  
BUST 89  
WAIST 78  
HIPS 94

**ILYA FEDOROV**

SHOES 44  
EYES BROWN  
HAIR BROWN

**JPM**

Just Produced Model

**JPM**

Just Produced Model

EMAIL

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MEDIA

